



# **The University of Wisconsin press bulletin.**

## **Vol. 30, No. 2 July 11, 1934**

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To Editor:—The news in this bulletin is prepared especially for the press, and is released for publication on the date below. Please address exchange copies to Editor, 711 Langdon Street.

July 11, 1934

## Less Profit, More Merit In Films, Need for The Age

### Visual Educator Asks Better Direction for Industry or Government Control

Removal of the profit factor through government production was one of several alternatives offered for the motion picture industry by Prof. J. E. Hansen, chief of the University of Wisconsin's extension bureau of visual instruction, in a radio address at the University.

Other choices before the American people, he maintained, are: To continue the present planless drifting whereby, for box office success, the production is made to please the morons, who he said are apparently in the majority; to have better direction within the industry itself, which should answer the public demand for better pictures and make itself felt in box office returns, which was called an "ideal solution"; and a censorship, which was labeled a "repugnant" idea.

#### Merit Is Sole Objective

"If the profit factor were removed," said Mr. Hansen, "it would not be necessary to 'play down' the movies to their present low level. It would then be possible to produce truly great pictures or artistic merit. Artists, educators of artistic merit. Artists, educators trained for the purpose might then have more of a voice in the direction of the motion picture institution.

"Such a plan would not necessitate the elimination of the private motion picture industry. It would permit the production of movies based solely on merit, without regard to box office receipts."

#### Government Overlooks Bet

Mr. Hansen saw an inconsistency in the government's making formal education compulsory while overlooking entirely the possibilities of the motion picture institution. There is no better medium available for shaping the ideals of the coming generations, he declared, than the motion picture.

So far, the speaker declared, the general influence of the movies in America has been unplanned and haphazard. The opposite policy obtains in Russia, where, it was pointed out, government control and planning have been used to make the movies one of the most efficacious means of educating the great masses of the people.

"American educators will be amazed," said Mr. Hansen, "when some day they realize the important role played by Russian movies in revolutionizing that country. Had the planning and production of the Russian movies been left to private producers, no such results would have been obtained."

#### What Payne Studies Show

Mr. Hansen's talk bore on the results of the Payne Fund studies on the influence of the movies. He said these studies showed conclusively that the movies are highly efficient devices for disseminating knowledge, can readily and permanently shape attitudes toward social practices and the ideals of children and young people, are highly efficient means for conveying hints on etiquette, dress and customs, and of conveying suggestions on the general behavior of the sexes.

The powerful influence for good which the movies might exert is a factor of even greater importance than the general harm or the general good that so far has come from them, he contended. The studies showed unmistakably that life portrayed in the movies is very easily comprehended by children.

"This," Mr. Hansen concluded, "should be a cause of rejoicing, provided we are sufficiently intelligent to employ the movies as they ought to be employed."

## Federal Government Aids in Election of Bell Tower at U. W.

With a public works grant from the federal government of \$11,600 recently approved, according to news dispatches from Washington, construction of the long-hoped-for bell tower on the University of Wisconsin campus should start soon, university officials believe.

The federal allotment, which was recently approved by Harold L. Ickes, public works administrator, news dispatches stated, will be used in the actual construction of the tower. Nearly \$30,000 more has been contributed by university graduating classes from 1917 to 1926 for the building of the edifice.

#### Classes Give \$30,000

Construction of the singing bells tower, or carillon, has been considered by representatives of the classes which gave the funds for its erection to the University, and by the University regents for several years, but because the funds were not quite adequate for the type of tower and number of bells desired, actual work has been held up.

Designs and specifications for a tower approximately 85 feet high and 20 feet wide have been drawn by Arthur Peabody, state architect, and tentative approval of the project has been granted by the regents. The tower will house from 26 to 35 of the singing bells.

#### Build Tower on Knoll

The knoll on which the Blackhawk marker now stands just northwest of Bascom hall has been proposed as the site for the bell tower. Local history maintains that it was across this

# THE UNIVERSITY OF WISCONSIN PRESS BULLETIN

The purpose of this Bulletin is to bring to the newspapers of Wisconsin and their readers—the people of the state—pertinent news and information concerning their State University. The University Press Bureau will gladly furnish any special news or feature stories to editors. Address letters to R. H. Foss, editor, Press Bureau, University of Wisconsin.

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## Students at State University Become More Social, Political Minded, Survey Shows

University of Wisconsin students have devoted more attention to national, economic, social, and political problems since the depression developed, comments of both faculty members and students recently indicated.

Acute competition for jobs had induced many of the 1,500 students who received their first or higher degrees in June to seek orientation in conditions they are likely to meet after their graduation from the University, the comments indicated.

#### Tells of Shift in Interest

Prof. Frederick A. Ogg, chairman of the political science department, said he is convinced that there has been a marked shift of student interest from the international situation to the general field of American government, especially in relation to state and local government and administration.

"It has been in the American field that changes have been most notable," he continued. "It has not been so much a matter of creating new courses as of redistributing time and emphasis in order to give large attention to governmental problems in the recent crisis period. An increasing number of these, graduate and undergraduate, now relate to questions sug-

gested by the experience of the last two years."

#### Economics Draws Interest

Prof. Harry Jerome, chairman of the economics department, reported similar increase of student interest in current economic problems.

"I think the average student is more alert to economic problems than ever before," he said. "During the last year or two a wide demand on the part of students was met in the creation of a course entitled 'government in business' and another, a seminar, in current Wisconsin economic problems. During the summer session of course, there are a number of courses to meet student demand for a knowledge of current society."

#### Lecture Attendance High

Attendance at lectures and forums on current, social, political, and economic subjects reached a peak of 25,500 for 1932-1933 compared to 23,020 who attended similar functions in 1929-1930, when university enrollment was higher.

The "Badger," university year book, commented that "the hard necessity of making a living to finance their education brought a sobering influence to bear on hundreds and hundreds of students."

## High School Teachers Meet for 17th Session

Teachers of vocational agriculture in 103 high schools of the state will gather at the University of Wisconsin college of agriculture July 9-17 for their 17th annual summer conference.

J. A. James and V. E. Kivlin of the department of agricultural education in the University are assisting L. M. Sasman and Ivan G. Fay of the state board of vocational education in planning the program.

Included in the sessions will be a meeting of the Wisconsin Association of Agricultural Instructors, of which R. B. Locks of Omro is president; L. R. Larson, Beaver Dam, vice-president; and H. M. Nelson, Ondessonk, secretary-treasurer.

## 60 Attend Drama, Speech Institute

### Many Badger Communities Are Represented at U. W. Meet

Many Wisconsin communities and 10 states were represented among the 60 men and women who attended the various courses of the seventh annual Dramatic and Speech Institute held during the past two weeks at the University of Wisconsin.

Providing leadership training in dramatics and allied arts, the Institute attempts to give those attending new ideas, inspiration, and enthusiasm for work in their own communities and organizations, in the production of local plays, pageants, and festivals, according to Miss Ethel Rockwell, general manager of the Institute, and chief of the University's bureau of dramatic activities.

Those from Wisconsin communities outside of Madison who enrolled in the Institute include:

Mrs. John F. James, Minoqua; Martin P. Anderson, Stoughton; Ruth E. Beuimler, New London; Mary Bigley, La Crosse; Marion Boedecker, Kewaunee; Dorothy Brophy, Blue River; Frances Burgess, La Crosse; Mary E. Daly, Wisconsin Rapids; Julia M. DeLaney, Highland;

Mrs. Robert Erdman, Johanna and Matilda Geil, Anthony Runte, and Eleanor Sauer, all of Milwaukee; Mrs. Sadie L. Farwell, Windsor; Theodore F. Grasse, Ephraim; Carolyn E. Gallagher, Sun Prairie; Lois Gill, Whitewater; Russell Huber, La Crosse; Marion Kiley, Mineral Point; Margaret Kemper, La Crosse;

Fannie B. Knapp, Lancaster; Adelaide Koelker, Bryson; Stella Leverone, Deerfield; Mrs. Emilia Lehman, Verona; Mildred Metcalf, La Crosse; Christine Nibbe, Chippewa Falls; Viola Norton, New Glarus; Florence Poynor, Waunakee; Mrs. Agnes M. Specht, Superior; Robert Stark, Shorewood; George Utter, Windsor; and Hazel E. Webster, Fennimore.

Those from the 10 other states who attended were: Mrs. Gertrude B. Baccus, Redlands, Calif.; Lois Ball, Batesville, Ark.; Alice Brunson, Rockford, Mich.; Lois Buswell, of Huron, and Mrs. Wille H. Dunbar, of Mitchell, S. Dak.; Anna Darby, McArthur, Ohio; Carol Roelse, Hastings, Neb.; Sylvia Santini, Buhl, Minn.; Louise Tuers, Paterson, N. J.; Edrie Thomas, Salt Lake City, Utah; and Mrs. Blanche Crowley, of Indianapolis, Ind.

## 13,838 Inches of News Published by Students

Madison newspapers published during the current college year 13,838 column inches of news matter written by students in the class in newspaper reporting of the School of Journalism of the University of Wisconsin. This is the equivalent of 691.9 newspaper columns or 86.5 full newspaper pages. The students averaged 115 inches or 5.7 columns each.

During the first semester 74 students published 6,735 inches or 336 columns—averaging 91 inches each. During the second semester 51 students had published 7,103 inches or 355 columns, averaging 139.3 inches each.

These figures were revealed by measurement of the "string books" in which the students preserved the clippings of their stories. Most of the material was published in The Wisconsin State Journal, the Capital Times, and the Daily Cardinal, but a small amount was published in other Wisconsin newspapers for which the students acted as campus correspondents.

The publication of student work was carried on through a system of cooperation with Madison newspapers that has been in vogue for 23 years under the direction of Prof. Grant M. Hyde. The students are sent on assignments supplied daily by the newspapers; and each student covers an average of one assignment a week.

knoll, about 100 years ago, that a small band of Sauk Indians, led by the chief Blackhawk, retreated before an army composed of state militia and federal soldiers during the state's famous Blackhawk war.

No state funds whatever will be used in the construction of the bell tower, which will be erected entirely with the federal grant and the gifts

"It is not too much to say that the University of Wisconsin occupies a position, entirely unique, not merely in this country but in the world, as an institution which, beyond all others, has come nearest to recognizing the ideals of using the instrumentalities of higher education for rendering the greatest possible service to this country."—THEODORE ROOSEVELT, former president of the United States.

of the graduating classes. The federal allotment to the University was one of 283 projects in 34 states approved by Ickes, amounting to nearly \$25,000,000, the news dispatches stated.

## Boy Foresters Gather at U. W. July 17-21

A boys' course in forestry will be given at the University of Wisconsin, July 17 to 21, announces Wakelin McNeil, assistant state leader of 4-H clubs.

Because of the interest expressed by farm boys and by members of the Junior Forest ranger group, a course has been developed by McNeil which includes instruction by members of the agricultural college faculty, by experts from the United States Forest Products Laboratory and by members of the conservation commission and state department of agriculture and markets staff.

Those giving instruction include: W. Longenecker, in charge of the University Arboretum; Fred Trenk, extension forester; S. A. Wilde, soils department; Aldo Leopold, game manager; George Wehrwein, land economics; assistant dean Ira L. Baldwin, all of the agricultural college; E. L. Chambers, state entomologist; Fred Wilson, state fire warden, and T. F. Kouba, in charge of blister rust control.

"As far as we know," explains McNeil, "this is the first course ever offered to boys interested in forestry. A schedule of talks, games, trips, and other recreation make up the four days. The boys will be housed in the short course dormitory and will eat at the University Refectory."

## 300 Educators Meet at State U. July 16

### Reconstruction of Education to Be Topic at Meet

More than 300 city and county superintendents of schools, principals of elementary and secondary schools, and supervisors are expected to attend the institute for superintendents and principals, which will be held on the University of Wisconsin campus from July 16 to 20, inclusive.

The outstanding problem to be considered at this institute is the problem of reconstruction in education to meet the demands of the situation in which education finds itself today. The importance of proper leadership in the field of education to lead it out of the upheaval caused by the depression, will be stressed.

#### Leaders Take Part

Many of the leading educators of the University and of the state will take part in the week's program. Among them are Scott H. Goodnight, dean of men at the University, who will discuss the relation of student employment and the quality of work done in the university.

Ethel Mabie, supervisor of curriculum and methods in the Madison city schools, will discuss present trends in the activity curriculum. The place of the state department, the university, and the local school system in the state educational program, will be discussed by J. F. Wadell, assistant state superintendent of schools in Wisconsin. L. P. Goodrich, Superintendent of schools at Fond du Lac, will discuss current problems in local school administration.

#### Hold Round-Table Conferences

The program will consist of a series of round-table conferences in which each one present will be given a chance to contribute to the discussion.

Arrangements have been made for living quarters for both men and their wives in the dormitories along the lake, at an extremely low cost for the week.

## Cornell Poultry Chief Has Wisconsin Degree

F. B. Hutt, the newly appointed head of the poultry department at Cornell university, received his master's degree from the Wisconsin College of Agriculture in 1925. In his work at Wisconsin he received a part of his training from J. G. Halpin, who came to Wisconsin from Cornell. For the past few years, Hutt has been on the poultry staff at the University of Minnesota.

## Badger Heads Sales For Western Dairy

W. A. Foster, a native of Walworth county, and graduate of the University of Wisconsin college of agriculture, has been appointed to the position of vice president in charge of sales for the Borden Dairy company in San Francisco. Foster was for a time emergency agricultural agent in Walworth county. He was president of the class of 1915 while a student at the University.

## Burnham Joins Staff of Virginia College

Charles R. Burnham, a native of Jefferson county, who graduated from the University of Wisconsin college of agriculture in 1924, has been appointed a member of the agronomy department staff at the University of West Virginia. Since graduation Burnham has held a two year fellowship with the National Research Council, a teaching fellowship in the California Institute of Technology, and a fellowship at Yale university in corn breeding.

Edward R. Maurer, professor of mechanics at the University of Wisconsin, won national recognition for his accomplishments in the field of technical teaching when he was awarded the Benjamin G. Lamme medal at the recent convention of the Society for the Promotion of Engineering Education held at Ithaca, N. Y.

## Film Projects In Visual Education Have Social Aims

### U. W. Bureau Reports on Recent Developments in Use of Still, Motion Types

Three projects looking to higher usefulness of films and slides for educational purposes are under way by the bureau of visual instruction, University of Wisconsin Extension division. Each was described in a university radio address by Freeman H. Brown, assistant chief of the bureau.

The first, involving the compiling of a pictorial history of the state, aims to present, eventually, a complete picture of the life, customs, scenery and landmarks of those Wisconsin communities which contribute to its making. Slides are being prepared from old and new photographs assembled from all parts of the state.

#### Citizens Send Photos

Noteworthy contributors include: George Cook, Prescott; John Bardon, Superior; C. E. Dewey, Kenosha; the late William Bartlett, Eau Claire; Dr. P. L. Scanlan, Prairies du Chien; C. E. Broughton, Sheboygan; John Francis, Mineral Point; Tom Taylor, Wisconsin Rapids; Walter Jackola, Florence.

As a second project the bureau is producing, jointly with the Wisconsin Highway commission, a teaching film in four reels, each unit complete in itself, recording the story of the building of Wisconsin's system of highways.

#### Silent Films Appraised

The third project is a study of the relative merits of silent versus sound motion pictures in education.

"As time goes on," said Mr. Brown, "the teaching film will find an ever broadening field of usefulness. In this period of change more than ever before is clear thinking important; clear thinking requires materials with which to think. Teachers and parents should not be content to let the ordinary conditions of life, natural and social, narrowly limited as they are, provide the sole materials for observation. Screen pictures are among the most effective means of providing controlled observation, and, subject to the control of the teacher, they bring the whole world to the classroom."

## Many Citizens of State Make Pilgrimages to Their State University

Groups of persons from seven Wisconsin and one Illinois city have made pilgrimages to the University of Wisconsin during the past few months, according to Norris Wentworth, dormitory fellow and chairman of the student public relations committee, who has acted as University guide for the various groups.

Groups consisting of both young and old have come from the following Wisconsin communities: Portage, Draper, Edgerton, Whitefish Bay, Mineral Point, Poyntelle, and Shorewood. Niles Center is the Illinois city which sent a group to visit the campus of Wisconsin's major university.

Citizens from all parts of Wisconsin are annually welcomed to their State University. Groups who desire to make tours to the Wisconsin campus are urged to write to the Registrar's office to let the University know of their coming, so that a guide can be furnished.

## It is Being Asked

—what is to be hoped from a tariff reform or revision?

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