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## **The University of Wisconsin press bulletin. Vol. 33, No. 12 March 27, 1940**

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## U. W. Offers Summer Course For Workers In Visual Education

To provide an understanding of advanced methods of visual instruction in schools, the University of Wisconsin will again include a course in visual instruction at the 1940 summer session. Offered by the school of education, the course, heretofore given for undergraduate credit, will be revised and offered for graduate and undergraduate credit.

In charge of the course will be Profs. J. E. Hansen and F. H. Brown, chief and assistant chief, respectively, of the University Extension bureau of visual instruction.

The course is designed especially for the needs of regular classroom teachers and supervisors and of directors and teachers of visual instruction classes.

Reporting on results of a questionnaire, Prof. Hansen announced there are approximately 175 16-millimeter sound projectors and 275 16-mm silent projectors in use in Wisconsin schools. Many sound projectors have been installed within the last few months. Prices of projectors were reported reduced to about one-half those of a few years ago.

A film evaluation project, sponsored by the Works Progress administration, has been under way for several months within the bureau of visual instruction. The results will be published as a film users' guide.

The bureau reported acquisition of the first 30 of about 40 "March of Time" subjects released through the Association of Film Libraries.

Trends in the visual aids program, and the part which the University of Wisconsin has, as a pioneer, played in the movement, are scheduled for discussion at a midwest forum on visual teaching aids, April 5-6, at Chicago. The keynote will be sounded in an address by Prof. Hansen, as president of the department of visual instruction of the National Education association.

Prof. Hansen presided over the visual education department at the recent NEA meeting of school administrators at St. Louis, when the visual aids program as administered in elementary, high, and teacher-training schools was discussed by leaders from many states.

## Wisconsin School Principals Meet At U. W. March 29-30

Several hundred secondary school men and women from all parts of Wisconsin are expected to attend the third annual Conference of Wisconsin Secondary School Principals to be held at the University of Wisconsin this Friday and Saturday, March 29 and 30.

Problems dealing with the non-college, non-academic pupil will form the theme of the main discussions of this year's conference, which is annually sponsored jointly by the State University school of education and the Wisconsin Secondary School Principals' association.

Objective of the conference is to give the principals of Wisconsin secondary schools an opportunity to talk over their problems and to unify their thinking concerning the problems of secondary education in the state. All sessions of the conference will be held in the Memorial Union building on the University campus.

Wisconsin schoolmen on this year's program include: H. C. Ahrensbrook, Beaver Dam; R. D. Miller, Poyntette; J. E. Worthington, Wausau; L. P. Gordon, Johnson Creek; Robert G. Peterson, Galesville; Earl Luther, Mayville; Grant Rahn, Shorewood; LeRoy Luberg, Madison; and J. W. M. Rothney, P. M. Sheets, M. H. Willing, Dean Frank O. Holt, and Paul Knaplund, of the State University faculty.

Prof. Knaplund will be the speaker at the luncheon of the conference Friday noon, March 29. He will speak on "The Role of Britain in the Present War."

Two nationally known educators will address the conference on Saturday morning. They are Walter E. Meyer, of the National Association of Secondary School Principals, who will describe "Developments in Secondary Education in the U. S.," and Will French, also member of the national association and professor of secondary education at Columbia teachers' college.

## Honor Dr. Kremers For Long Service In Field of Pharmacy

Prof. Edward Kremers, who for nearly a half-century was head of the pharmacy department of the University of Wisconsin, will be honored at a dinner on April 4.

The event, which will be held on the University campus, will be sponsored by the Wisconsin Pharmaceutical association, state board of pharmacy, and the University school of pharmacy.

Dr. Kremers will be presented by the pharmacists with a large engraved plaque honoring his 43 years as pharmacy school director, his 50 years in pharmacy education, and his 60 years of pharmacy service. He is an authority on the history of pharmacy in the United States.

The main address at the testimonial dinner will be given by Dean Charles H. Rogers, University of Minnesota school of pharmacy and president of the American Association of Colleges of Pharmacy.

In 1935, Dr. Kremers retired as dean of the pharmacy school, which he served since 1892, and became professor emeritus. He is one of two Wisconsin men ever awarded the Remington medal, the highest award of organized pharmacy, which he received 10 years ago for outstanding service in pharmacy.

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.

Release Wednesday, March 27, 1940

## National Experts To Address Bankers At U. W. Meet April 2-3

Dr. Paul F. Cadman, economist of the American Bankers' association, New York, will be the main speaker at the dinner of the third annual Wisconsin Conference on Banking to be held at the University of Wisconsin April 2-3, it was announced today by Prof. F. H. Elwell, director of the State University school of commerce.

The dinner, annually a highlight of the conference program, will be held at 7 p. m. next Tuesday, April 2, in the Great Hall of the Memorial Union building on the Wisconsin campus. More than 500 Wisconsin bank executives are expected to attend the event.

The subject on which Dr. Cadman will speak at the dinner is: "Private Enterprise Under Socialized Finance." Graduate of the University of California, Dr. Cadman served in France as a captain of artillery during the first world war. After the war he studied at the University of Paris, where he received his doctor of laws degree in 1922.

Dr. Cadman was professor of economics at the University of California for some years, then became executive secretary of the San Francisco stock exchange, and was later director of the American Research Foundation of San Francisco. He has also served on the faculty of the Graduate school of banking at Rutgers university.

State and national financial, banking, and industrial experts will appear on the program of this year's conference, which is sponsored jointly by the University commerce school, the Wisconsin Bankers' association, and the state banking commission.

Prof. Elwell will welcome the bankers to the campus at the opening session next Tuesday morning, April 2. Other speakers include:

E. L. Pearce, vice president of the Union National bank, Marquette, Mich.; Allan M. Pope, president of the First Boston Corporation, Boston, Mass.; Lee C. Rasey, of the Wisconsin co., Milwaukee; H. M. Bodwell, of the Standard Statistics co., New York; Thomas H. Davis, of the Reconstruction Finance corp., Washington, D. C.; Harland Kelley, of the state banking department, Madison; Arthur W. Marget, professor of economics and finance of the University of Minnesota; and Asher Hobson, professor of agricultural economics, and Walter A. Morton, professor of economics, both of the University of Wisconsin.

## CAA Official Praises U. W. Flight Students

The University of Wisconsin students taking flight lessons were characterized as one of the finest contingents in the Chicago area by Norvall Richardson of the Civil Aeronautics Authority, on a recent visit to Madison.

Fifty University students, through the joint sponsorship of the University of Wisconsin extension division and the CAA, are taking flight instructions. The students have been receiving flying lessons since last November and already many have done solo flying.

The CAA coordinator told Dean F. O. Holt and Prof. Chester Allen, of the extension division that the students appeared greatly interested in their training tasks, and showed capability in their work.

## Modern Miracle Helps Pay for New Research Laboratory; Aids U. W. in Fight on Cancer

A modern miracle, in which an extremely successful investment gift increased in value almost 20-fold, from \$5,800 to \$100,000, has helped to give the University of Wisconsin an entirely debt-free Cancer Research Laboratory.

The new laboratory, considered to be one of the finest cancer treatment and research centers in the world, has been under construction for more than a year. Completed late in February, the building cost \$240,000. Originally this cost was to be financed by a \$108,000 federal PWA grant, by \$40,000 in cash from the Michael W. McArdle bequest to the University, and by a \$92,000 mortgage.

But the entire mortgage was paid off on March 1, three days before the building was occupied by the University's cancer treatment and research staff, and the University is now completely free of financial obligations on the new structure!

This miraculously rapid payment of the mortgage, in spite of the University's very stringent financial situation, was made possible by a very successful stock investment gift contained in the McArdle bequest to the University. The story of how this gift helped the University complete payment for the building was told to the University board of regents at its March meeting by M. E. McCaffrey, secretary of the board.

Makes Bequest to U. W. Michael W. McArdle, the late Chicago financier and owner of the Maxwellton Braes, prominent Door county resort hotel, and himself a cancer victim, was anxious that some of his wealth benefit others by helping trained men to study the disease.

# 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 the State University. The University Press Bureau will gladly furnish any special news or feature stories to editors. Address letters to R. H. Poss, editor, Press Bureau, University of Wisconsin.

MADISON, WISCONSIN

Vol. 33 No. 12

## Barron County Boys Win 4-H Dairy Honors

Two Barron county farm boys have been chosen as Wisconsin's outstanding 4-H dairy club members for 1939, according to an announcement by T. L. Bewick, state club leader, Madison. They are Hayden and Maynard Matthys, twin brothers, Barron, and members of the Maple Grove 4-H club, who were selected from among the 6,849 4-H members enrolled in dairy projects last year.

The Matthys brothers have been in club work for five years and have completed four years of work on their dairy project. Commenting upon their outstanding work, Bewick related that "Their projects began with a single dairy calf and has grown to include the care of offspring from this animal. The original calf, now a mature cow, was the champion Guernsey animal at the 1939 Junior State Fair. Involved in this project has been the feeding, care, production, breeding and showing of dairy animals, carried on as a joint project."

## Former U. W. Students Listed As Outstanding Young Men of Today

Three former University of Wisconsin students are listed among the 80 biographies in a new book, "Today's Young Men," which tells the story of America's young men, who, still in their twenties and thirties, have reached the top of the ladder in spite of the fact that they are so-called "depression youngsters."

The former University students listed are Franklin Kreml, Evanston, Ill., and dean of traffic safety education in the United States; Stuart Palmer, Baraboo, fiction writer; and Philip Reed, chairman of the board of the General Electric co.

Kreml attended the University in 1923-24, Palmer in 1924-26, while Reed graduated in 1921.

Kreml created a brand new profession for himself and became the leader of it before he was thirty. He instituted the nation's first scientific police methods for traffic safety.

Palmer, who won the Lewis essay prize while at the University, has written many books that have been best sellers in the mystery field, six of which were made into successful movies. He is not yet 35 and has written over a dozen original screen plays which were all produced. He turns out most of the series of movies of Bull Dog Drummond.

Reed, before becoming chairman of General Electric, was making \$10,000 a year as a patent lawyer when only 25 years old. He was chief counsel for J. M. Van Heusen company. Reed was recently honored by the Milwaukee Alumni club of the University.

## U. W. Haresfoot Show To Make State Tour

Haresfoot club, musical comedy organization at the University of Wisconsin, will appear this year in six Wisconsin cities in addition to Madison, Sydney Jacobson, Appleton, president, has announced. La Crosse, Wausau, Green Bay, Appleton, Racine and Milwaukee will be visited in that order when the all-male theatrical troupe tours the state during the spring recess vacation period at the State University. Written by Bill Erwin, La Crosse, and Clark Carnes, Appleton, seniors in the schools of letters and science and law respectively, the current show marks the 42nd annual year of Haresfoot existence.

## Drama Groups of State Offer Best Plays in Weekend Festival

Dramatic groups from all parts of the state will direct their way to the University of Wisconsin this weekend to celebrate the twelfth annual festival of the Wisconsin Dramatic guild, March 29-31. For the first time the Wisconsin Union theater and Play Circle will be used for these productions.

The three days will be crowded with conferences, business meetings, dinners, receptions, demonstrations, tours, and the production of the visitors' own plays and of the best they can find in the published lists.

Milwaukee will send six drama groups; five of their offerings are among the winning original plays in this year's playwriting tournament.

The program will start Friday, March 29, at 3:30 p. m., from radio station WHA with a broadcast of "Girders," by Miss Jo Morrissey, Milwaukee, winner of first place in radio playwriting. In the evening will be presented "The World Waits," a political drama, by Bill Erin, La Crosse.

Communities Take Part

Saturday, community theater day, will find small communities taking part in the play production tournament. Delavan Little Theater guild will offer "Road into the Sun"; Friendship Village theater of Portage will present "There's Always Tomorrow," a comedy; the Little Theater of Richland Center will produce "Meddlin," a comedy, by Miss Esther Olson, Wauwatosa.

Four plays will be presented at night in the large community theater division. Belfry Players of the Williams Bay-Lake Geneva area will stage "Twentieth Century Lullaby," a fantasy. The Monroe Little theater

will present "Last Masks." The Urban League Players, a colored group from Milwaukee, will give an unusual interpretation of Eugene O'Neill's "Ile." Madison Civic theater will present the range country fantasy, "Western Night."

Hold Annual Dinner

After these performances the Wisconsin Players will hold a reception for the guild's membership and guests. Sunday morning will be given to a meeting of the committee on the Zora Gale Memorial Dramatic collection and to the annual guild business meeting, and the annual all-guild dinner meeting will be held at noon.

Three plays will be presented in the afternoon in the Play Circle: "Launcelot of the Lake," by Gordon Petersen, Milwaukee; "Something in Common," an international comedy, by Mrs. Anna Megna Dunst, of the Writers' Circle of Milwaukee; "A Dollar," a comedy, presented by the Cathedral Players of Milwaukee.

Stage Winning Plays

Three of the first-place original plays will be offered in the evening. In the community theater division, "Indiana Twilight," by Dr. Samuel Davenport, Eau Claire, will be presented. In the international division, "First Night," by William L. Thomas, Milwaukee, will be presented, and in the high school division the Drama club of the Fond du Lac senior high school will produce "Purloined," by Leonard Caspar, Fond du Lac.

The officers of the Wisconsin Dramatic guild are: Mrs. Esther Higgins Hotton, Williams Bay, president; John Proctor, Eau Claire, vice president; Miss Ethel T. Rockwell, Madison, secretary-treasurer.

## State Sewage Plant Operators To Hold 7th School At U. W.

Sewage plant operators from many Wisconsin communities are expected to attend the seventh Wisconsin sewage plant operators' short course to be held at the University of Wisconsin for four days, April 15 to 18 inclusive, it was announced today by E. R. Dodge of the State University's department of hydraulic and sanitary engineering.

The course is designed to review for sewage plant operators the basic principles of sewage treatment, to afford the operators an opportunity of learning what others are doing in the field, and to show the operators various methods of helping sewage treatment plants fulfill the purpose for which they were intended.

The course will consist of 15 lectures to be given during morning sessions, while afternoons will be given over to laboratory demonstrations, testing work, and round-table discussions on a wide variety of sewage treatment problems. All of the work in the course is designed primarily for the practical man, not the advanced technician, and this year it is being especially conducted for new plant operators in Wisconsin who have not attended in former years.

Sponsored by the Wisconsin League of Municipalities, the course is to be conducted jointly by the bureau of sanitary engineering of the state board of health, the State University's department of hydraulic and sanitary engineering, and the state laboratory of hygiene. During the past half-dozen years that the course has been given, it has been enthusiastically received by sewage plant operators throughout the state.

## State Chick Show Set For April 24-26

Wisconsin's second annual egg and baby chick show will be held in Madison, April 24, 25, and 26, according to an announcement by LeRoy Meyer, Hales Corners, general chairman of the show.

Sponsored by the University of Wisconsin poultry club and the Wisconsin Cooperative Improvement association, the show will include separate classes in eggs for farm flocks, junior exhibitors, and commercial flock owners, in addition to classes for baby chicks.

Committeemen for this show, which will be held in the agricultural engineering building on the University of Wisconsin campus, have been chosen from among students in the College of Agriculture. Committeemen include Roland Keen, Juda, assistant general chairman of the show; Joseph T. Schmidling, Milwaukee, publicity chairman; Ralph Dennee, Stratford, chairman, and Harold Kautzer, Marshfield, assistant chairman of the chick show; Ted Matthews, Platteville, chairman, and Robert Meier, Merrill, assistant chairman of the egg show; Baxter Newton, Wauwatosa, chairman, and Jerome Mork, Wheeler, assistant chairman, of the premium list; Arthur Schaub, Oconto Falls, chairman, and Reuben Retz, Boyceville, assistant, arrangements committee; Arnold Guthrie, Tomah, chairman, awards; Armin Schwengel, Port Washington, chairman, and Wilbert Schuett, Watertown, assistant, of the short course promotion.

Every one of the 71 counties in Wisconsin was represented in the record breaking enrollment of the University of Wisconsin last year. The all-time high 1938-39 enrollment was 12,149, Miss Annie B. Kirch, statistician, reported.

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## U. W. Work Aided By Eight Grants Totaling \$61,140

A total of \$61,140 in gifts from eight different sources was accepted by the University of Wisconsin board of regents at its March meeting.

The gifts came from the Wisconsin Alumni Research Foundation, alumni, the Rockefeller Foundation, and from five private firms and groups. In recommending acceptance of the gifts, Pres. Dykstra told the regents that no restrictions were attached to any of them, and that none have any clauses which prevent the University from making public the results of any research conducted under them.

The largest gift, totaling \$50,000, was granted by the Wisconsin Alumni Research Foundation. Of this amount, \$30,000 is for post-doctorate fellowships and research associateships to be administered by the University Research committee during the coming year.

Aid Undergraduates

Another amount of \$15,000 is for scientific apparatus, while the remaining \$5,000 is for undergraduate apprenticeships. This marks the first time that the Wisconsin foundation has granted funds for undergraduate students, and it will permit the University to select its most talented seniors for advanced work in science.

The amounts of the other gifts, their donors, and the purpose for which they are given are as follows:

\$4,000, from the Rockefeller Foundation, for researches in genetics under Prof. R. A. Brink; \$3,000, from the Malt Research Institute, for renewal of industrial fellowship for studies on barley; \$1,500, from the Lilly Research laboratories, for two scholarships in medicinal chemistry under Dr. S. M. McElvain;

For Cancer Study

\$1,200, from the Abbott Laboratories, for cancer study under Dr. H. P. Rusch; \$805, from alumni group, to begin fund for construction of a new boathouse; \$500, from Eastman Kodak co., for fellowship in chemistry; and \$35, from Oscar Mayer and co., for farm short course scholarship.

The regents also accepted two scholarships of \$50 each from an anonymous alumnus to aid needy and deserving students, and a scholarship medal from Phi Sigma society to be awarded annually to a senior for excellence in biological work.

## State U. Makes Plans To Honor Parents of Students During May

Stewart Edgerton, Madison, senior in the school of commerce, and Jeanne Fritschle, Milwaukee, home economics junior, were named co-chairmen of the University of Wisconsin's 1940 Parents' Weekend celebration today by Pres. C. A. Dykstra. The event is scheduled for three days, Friday through Sunday, May 17-19.

Parents' Weekend is held each year on the Wisconsin campus to give the State University family an opportunity to honor the parents of its students. Last year more than 1,200 mothers and fathers of Wisconsin students attended the weekend event.

Plans for the 1940 event will be made by a student committee, soon to be named by Miss Fritschle and Edgerton, with the advice and cooperation of a University committee appointed by Pres. Dykstra.

Already scheduled on the program for the event this year are the second annual All-University Honors Day, at which the University pays tribute to several hundred senior men and women for their outstanding academic achievement in their studies; the annual banquet in honor of the parents; and an outstanding musical event, a joint concert presented by the University's 100-piece symphony orchestra and 200-voice chorus in the University's new Wisconsin Union theater.

## U. S. Commerce Expert To Visit U. W., Confer With Business Leaders

Dr. Nathanael H. Engle, assistant director of the bureau of foreign and domestic commerce of the U. S. department of commerce, will visit the University of Wisconsin for two days, on April 10 and 11, for a conference with Wisconsin business leaders and staff members of the State University's school of commerce, it was announced today by Prof. F. H. Elwell, director of the school.

Dr. Engle was assigned by U. S. Secretary of Commerce Harry L. Hopkins to conduct a series of conferences at leading American universities with business leaders, and staff members of schools of business and their bureau of business research to coordinate the business research of the University business schools with the research program of the U. S. commerce department, and to establish cooperative effort on a practical basis.

During his Wisconsin visit, Dr. Engle will meet with staff members of the University commerce and economics departments at a luncheon, will attend the annual senior banquet of the commerce school, will speak at the Madison Rotary club luncheon, and will have a conference with secretaries of Wisconsin trade and professional associations and chambers of commerce from all parts of the state, Prof. Elwell said.