

## **The University of Wisconsin press bulletin. Vol. 30, No. 24 December 12, 1934**

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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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December 12, 1934

MADISON, WISCONSIN

Vol. 30, No. 24

**Campus Welcomes  
Students of High  
Schools Friday****Speech Program Brings Large  
Group for Weekend  
Symposium**

High school students from a wide area will be drawn to the University of Wisconsin Friday and Saturday for the speech institute sponsored by the speech institute sponsored by campus speech groups, the Wisconsin High School Forensic association, and the University Extension department of debating and public discussion. Registration and the first sessions will be held in Agricultural hall auditorium Friday morning. Supt. F. C. Bray, Fort Atkinson, will preside.

Prof. Gladys Borchers will discuss essentials of good delivery and conduct a class on fundamentals for the visiting students. Round tables for coaches will follow in university buildings. Prof. Rexford S. Mitchell will lead the discussion on debate. Prof. Gertrude Johnson the work in declamation, and Prof. Ethel T. Rockwell the dramatics section.

**Zona Gale at Luncheon**

A noon luncheon at the First Congregational church will feature a reading by the noted authoress and playwright, Mrs. Zona Gale Breese. Prin. H. H. Ryan, Wisconsin high school, will preside. Supt. Bray, who is the new chairman of the State Forensic association, will speak on "The Value of Forensics and Debate," and Prin. M. A. Fischer, Dodgeville, chairman of the southern section of the association, will bring a message.

The afternoon session will offer instruction in preparation of extemporaneous speech by Marvin G. Bauer, of the department of speech. Given one hour for preparation, six students will speak extemporaneously on a topic dealing with subsidies for education. Mr. Bauer will conduct a round table in extemporaneous speaking, and F. Lincoln Holmes a discussion in oratory. Prof. Johnson will give instruction in preparation for reading, six students reading the same selection after one hour of preparation.

**"Citizenship" is Topic**

At an evening dinner meeting at Memorial Union, Prof. A. T. Weaver, chairman of the department of speech, will preside, and greetings will be brought by Edwin Wilkie, chairman of the University Forensic board, and State Supt. John Callahan. Registrar Frank O. Holt will give the address on "Speech Training and Citizenship."

The delegates will attend the Wisconsin-Iowa debate at Music hall on the question of federal aids to education. Prof. C. C. Cunningham, Northwestern university, will act as critic judge. At the same hour, Prof. Rockwell will conduct a play demonstration.

**Stage Effects Shown**

Saturday's sessions will include a discussion of the intercollegiate debate by Prof. Cunningham and the university debaters, with Prof. Weaver presiding; practice debates; and a study of stage arts and crafts, including lighting and make-up, under the direction of Prof. Rockwell, Prof. J. Russell Lane, Dr. C. Lowell Lees, Fred A. Buerki, Jean P. Thorel, and Miss Louise Tyers.

**U. W. Workers' School  
Students from 8 State  
Cities Hold Reunion**

Former students of the University of Wisconsin school for workers in industry who are now living in eight cities in the Fox River valley area held a reunion recently at Appleton.

The State University was represented at the meeting by Miss Alice Shoemaker, executive secretary of the school for workers. Henry Rutz, state supervisor of workers' education under FERA, also attended.

Possibility of increasing the already large attendance of workers' classes being held in Wisconsin cities was considered at the reunion. Plans for labor institutes, which a number of cities are expected to hold during the winter, and ways and means of raising scholarship funds for next summer's school for workers at the University, were discussed.

Cities represented at the reunion were Appleton, Oshkosh, Neenah, Port Washington, Sheboygan, Green Bay, Fond du Lac, and Manitowoc.

**Faculty Elects Members  
to Conference Committee**

Thirteen faculty members of the Regent-Faculty Conference committee, elected by ballot by the University of Wisconsin faculty, were announced by C. A. Smith, secretary of the faculty, today.

Those declared elected are: G. C. Sellery, dean of the college of letters and science; Professors Farrington Daniels, Otto Kowalke, W. G. Rice, E. R. Schmidt, and Emil Truog; Associate Professor Glenn T. Trewartha; Assistant Professor Theodore Bennett; and Instructor Kurt F. Wendt.

Four members elected at large are: Professors C. D. Cool, John L. Gillin, B. H. Hibbard, and Joel Stebbins.

Prof. Edward Bennett, newly-elected chairman of the University committee, is also ex-officio a member of the Regent-Faculty Conference committee.

**U. Standards Lab Serves State Citizens by  
Testing Electric Merchandise Efficiency**

Efficiency of electrical merchandise is closely tested at the University of Wisconsin Standards Laboratory. Under the direction of Prof. Royce Johnson, the claims of manufacturers of electrical products have been tested.

Since its organization seven years ago to assist the Public Service commission in the regulation of electrical agency sales, the University Standards Laboratory has served the citizens of the state and responsible utility companies in determining the merits of electrical products.

Electric lights, neon signs, water heaters, electric wiring, and storage batteries are included in the array of products which have been tested. At present studies of flashlight bulbs and electric refrigerators are being made.

**Work Employs Students**

Six students are employed independently by the Standards Laboratory for part time work to assist in carrying on the work. Not only does this aid students who are working their way through school but also gives them experience in conducting electrical experiments.

Upon the payment of a fee the Standards Laboratory will test any electrical product requested. The results of the test are confidential, and the income from the fees covers the costs of the operating expenses of the laboratory.

A study of the vast claims and counter-claims in regard to electric bulbs of all sizes, shapes, and prices light bulbs was just concluded by Prof. Johnson and his assistants. were tested.

The amount of electricity consumption for each bulb was examined. Foreign makes were compared with domestic products. Tests were conducted to see if the consumer in the end is paying more for a cheap light bulb than he does for a more expensive brand.

**500 Sockets in Test**

An array of 500 test sockets was strung from the ceiling and into each of the sockets a test bulb was inserted. Recording meters connected to the circuits made charts of the voltage and power actually used. The actual results were compared with the manufacturers specifications.

To test the amount of light given off by the bulbs, a hollow metal sphere was especially constructed into which the light bulb could be inserted. The inner surface of the sphere is coated with white paint, except at one point where a photo-electric eye is placed to measure the light emitted by the bulb.

**Far From Perfect**

The number of light units, or lumens, that the bulbs give out are measured by the "electric eye." The lighting efficiency of the bulb is determined by the number of lumens divided by the amount of power in watts that the bulb consumes.

According to theory a "perfect" light bulb yields 650 lumens per watt. Many of the bulbs tested yielded only 7 or 12 lumens per watt. Remaining energy from the lights is converted into wasted heat and invisible ultraviolet rays.

Electric meters for measuring the amount of electricity consumed are checked by the Public Service commission, but the standards by which they are checked are at the Standards Laboratory maintained at the State University. Many fuses used in completing electric circuits are closely examined for flaws.

While no scientific discoveries are turned out from the midst of the examinations carried on at the Standards Laboratory, the work has yielded much service to the citizens of the state.

**Pres. Frank Lays  
Cornerstone of New  
Carillon Tower**

While a university band played "Varsity," Pres. Glenn Frank at noon today laid the cornerstone of the new carillon tower which is being constructed on Blackhawk knoll just northwest of Bascom hall on the university campus.

The ceremony marked another step in the history of the carillon tower building, plans for which were first made by the Class of 1917, when America was preparing to enter the World War.

Attending the ceremony today were several hundred university officials, faculty members, and students. Besides Pres. Frank, who accepted the gift of the tower with the hope that the harmony of its bells may symbolize in the future "that deeper harmony of forces that underlies effective living alike for the individual and the state." Other speakers were M. E. McCaffrey, secretary of the university board of regents, and Norris Wentworth, chairman of the tower committee.

Mr. Wentworth introduced Mr. McCaffrey, who presented the tower to the University.

Construction of the tower was started more than a month ago, when the University board of regents gave their final approval to the contract, which was let to the lowest bidder, the Maas Brothers company, of Watertown. The cost of the tower, which will ultimately contain about 36 bells, will be about \$28,000.

Funds for the construction of the tower, which will be 17 feet wide and 85 feet high when completed, were given to the University by graduating classes from 1917 to 1926, which donated \$30,000. This money, to which has been added a federal grant of \$11,600, to help pay for the construction and bells, can be used or no other purposes.

**Milwaukee Man Named  
to Law School Staff**

Jacob H. Beuscher, Milwaukee, has been appointed assistant professor of law in the University of Wisconsin Law school, commencing in February, 1935, it was announced recently by Dean Lloyd K. Garrison.

Mr. Beuscher is associated with the firm of Miller, Mack and Fairchild, of Milwaukee, and was formerly a member of the firm of Beuscher and Beuscher there. He was graduated with honors from the State University Law school in June, 1930, and was elected to the Order of the Coif.

Mr. Beuscher taught at the Law school during 1930-31. In June 1932 he received the degree of J.S.D. from the Yale Law school. At the University he was student editor-in-chief of the Wisconsin Law Review in 1930, and has contributed several articles to that publication.

Dr. Robin C. Buerki, superintendent of the Wisconsin General hospital at the University of Wisconsin, has been appointed to the hospital advisory board, a new committee formed to study the problem of medical care for low income groups for President Roosevelt's committee on economic security.

**Bad Weather  
Couldn't Stop High School  
Editors from Attending  
U. W. Meet**

Bad weather failed to keep Wisconsin high school newspaper and yearbook editors and business managers from attending their annual conference at the University of Wisconsin recently, it was reported by Prof. Grant M. Hyde, of the University school of journalism, which sponsored the conference.

In spite of heavy rains, which turned to sleet and snow as the weather became colder, more than 270 high school journalists from Wisconsin communities outside Madison came to the University campus to attend the conference sessions. A total of more than 300 delegates attended, Prof. Hyde reported.

Only four delegates permitted the bad weather to interfere with their plans to attend, in spite of the fact that two automobiles which were carrying delegates to Madison for the conference suffered wrecks. Cars from Janesville and Wausau had wrecks, but nobody was injured, and all except two of the Wausau and all of the Janesville delegates continued on to Madison. Two delegates from Prairie du Chien also had to give up their plans to attend because of the weather.

**U. W. Wins Cup as  
Students Make Best  
Showing in Contest**

The University of Wisconsin, in which six of the 20 winning students of the 1934 National Saddle and Sirlon Club Essay contest are enrolled, was awarded the silver cup offered to the college making the best showing in the contest, according to an announcement by Charles E. Snyder, president.

Essays, written upon the topic "Meat Consumption and Modern Human Welfare" were submitted by students throughout the United States and Canada.

Wisconsin winners, all students in agriculture, are Jack Schinagl, Chicago, winner of second place and the silver medal award; Henry N. Haferbecker, Outagamie, winner of third place and the bronze medal award; John M. Bond, Milwaukee county, winner of fifth place; Franklin Bradley, Racine county, 11th place; Herman A. Dettwiler and William E. Doyle, both of Dane county, winners of 13th and 14th places.

Since 1922, 28 Wisconsin students have placed in this competition.

**U. W. Men Serve on  
Land Grant Committees**

Chris L. Christensen, dean of the University of Wisconsin college of agriculture has been continued as a member of the committee on experiment station development and policy at the annual meeting of the Association of Land Grant Colleges. Other University staff members who were chosen to serve on important committees were K. L. Hatch, as chairman of the extension section and Ira L. Baldwin, chairman of the resident teaching section.

**Ag. Short Course Grads  
Return for More U. Work**

Four recent graduates of the winter short course in agriculture at the University of Wisconsin are now enrolled as freshmen in the long course in agriculture. They are: George Gresch, Langlade county; Elmer Dushek and Arlie Heinz, Columbia county; and Edward Klein, Barron county.

**New U. W. Bulletin Tells Motorist What  
to Look for in Buying Gasoline, Oil**

Most motorists blame their oil when it seems to thin out to quickly, but according to Grover C. Wilson, assistant professor of steam and gas engineering at the University of Wisconsin, rapid thinning out is not always the oil's fault—in many cases it is caused by the gasoline which the motorist uses, or by the motorist himself.

In a new bulletin entitled "Oil and Gasoline Information for Motorists," just published by the engineering experiment station at the State University, Prof. Wilson, the author, gives results of research carried on in spare time during the past six years by himself and other University engineering experts.

**Answers Car Problems**

The bulletin contains answers to winter and summer problems of the motorist, as well as to questions concerning the selection of gasoline and oil. Because there are so many different grades of gasoline and oil on the market, this latter information is considered valuable to every car owner. The 160-page bulletin may be purchased from the University Editor at Madison for 25 cents in cash or stamps to help pay for part of the cost of printing the bulletin.

Pointing out that ordinarily motorists must make their selection of a gasoline for their cars by the "trial and error" method, Prof. Wilson explains that the selection is largely a case of finding the gasoline that is best adapted for use in the particular motor.

**How About Gas?**

"For long trips, with a warm motor,

**U.W. Men Develop  
Guard Against  
Destructive Grubs****Find Method of Stopping  
Ravages of Grubs  
in Wisconsin**

Successfully combating the intrusion of white grubs into the pasture fields of southern Wisconsin, Prof. L. F. Graber of the University of Wisconsin department of agronomy, assisted by Prof. C. L. Fluke of the department of economic entomology, has developed an effective guard against their destructive habits.

The white grub, which is a larva of the June beetle, has ravaged more than 600,000 acres in La Fayette, Iowa, and Grant counties. A conservative estimate places the damage caused by the grubs at \$5,000,000.

**Blue Grass Area Hurt**

In 1929 the white grub started to attack the lands, and since then methods have been sought to save the region from desolation. Known as the third largest blue grass region in the country, the worms were spoiling the excellent cattle grazing area.

Formerly rich fields of blue grass were being supplanted by rag-weed and horse-weed. Prof. Graber attacked the problem right at its source. In experiments he found that the grub would not live where sweet clover or alfalfa were growing.

Legumes, which are small growths on the roots of the plant supplying nitrogen, grow in clover roots. Where there is a source of lime, the alfalfa and clover grow the best. Regions where these plants grew were unaffected by the white grubs.

Prof. Graber developed a method of introducing seeds of alfalfa and sweet and red clover into the affected lands without plowing, which would leave the fields open to erosion.

**Tests Are Successful**

Pastures ranging in size from 10 to 22 acres were used as testing grounds. Due to the dry weather, it was thought that the experiments would not have a fair chance to prove their value, but in no single case did the alfalfa and clover plants fail to keep away the grub.

When the plants are first introduced they must be guarded from grazing cattle so that they will gain firm root in the soil. When the legumes have become established in the soil, a permanent remedy, repelling egg-laying June beetles and white grubs, is maintained.

**Circular is Available**

A special circular has been prepared by Professors Graber and Fluke explaining the process of preventing and repairing the damage of the white grub.

Professor Graber said that if each farmer takes care to prevent the ravages of the white grub, "the day is not far off when you'll see these hills covered with blue grass again."

**Badger Farm Students  
Active in U. W. Band**

In the personnel of the University of Wisconsin band, thirteen members are students in the college of agriculture, a recent check showed. Of this group, five are members of the concert band. The agricultural students who make up this musically talented group are Thomas Bewick, Todor Dobrovsky, Robert Pharo, and Frank Cole, Dane county; George Thew, Waukesha; Earl Lewis, Clark; Carl Dennerlein and Frederick Hoppert, Sheboygan; Raymond Fischer, Jefferson; Henry Heferbecker, Outagamie; James Wiebe, Polk; Julius Bernstein, Milwaukee; and Roger Goeb, Cherokee, Iowa.

and but few starts, a low test gasoline may be used to better advantage—especially if the engine delivers an excess amount of heat to the intake manifold," Prof. Wilson writes. "In real severe winter weather it is quite often desirable to use a portion of some very high test gasoline such as an aviation gasoline, especially so if the car is being used for town driving where many starts are required. "Tests show that only 10 per cent of the high test gasoline is needed for easy starting, and hence, only one or two gallons would need to be added to eight or 10 gallons of ordinary gasoline."

**Dilution is Serious**

The maximum miles per gallon is not always a safe means of judging how well a motor fuel is adapted to the service requirements, the bulletin points out. However, it is well worth considering for a number of reasons. In the first place, it serves as a good indication as to the proper adjustment of the carburetor, and moreover, if the fuel has much of the very light constituents, the loss by evaporation will be excessive.

On the other hand, if there is an appreciable quantity of the heavy ideal conditions, and not only decrease the gasoline mileage but also cause ends, they will not burn except under excessive dilution of the crankcase oil. The dilution problem is often quite serious and many times has been blamed upon the lubricating oil, when rightfully it should be blamed either to the carburetor setting, the manipulation of the choke, or the gasoline itself, the bulletin declares.