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The University of Wisconsin press bulletin. Vol. 33, No. 4 Dec. 6, 1939

Madison, Wisconsin: University of Wisconsin, Dec. 6, 1939

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State Drama Groups Await 1940 Festival In New U.W. Theater

With wide scope offered for the talents of playwrights and producers in the field of amateur drama, the twelfth annual festival of the Wisconsin Dramatic guild will be held at the University of Wisconsin March 29-31, according to preliminary announcement this week. For the first time, drama groups from Wisconsin communities will have the benefit of the most advanced stage facilities known to the profession—the new Wisconsin Union theater—in which to stage their local productions.

Original plays must be submitted by Jan. 20. In addition to the original one-act plays by members of the nine guild divisions, a full-length play tournament is again included. Last year, four full-length plays out of nine were given an excellent rating.

Tournament divisions for playwriting and production are: Little theater groups or urban community clubs; small dramatic clubs, organized as little theater groups in towns under 3,000 and in rural communities; college clubs; women's clubs; American Association of University Women; church clubs; high school groups, for playwriting and stagecrafts; international playwriting groups, and children's dramatics and play groups.

The two best original plays in any division may be presented by the drama groups to which the authors belong, or by any other member clubs, during festival week. On the final night, the best of the original plays submitted by any group or individual will be produced on the new stage. Awards will be made in all divisions. The all-guild award will go to the group presenting the best original play during the week.

The guild's aim, as set forth by Miss Ethel Rockwell, secretary of the University Extension division, is to "weld together the dramatic interests of Wisconsin and afford opportunities for pleasant and profitable contacts among workers in the fields of community and educational dramatics." She declared that Wisconsin has "made a proud record in playwriting, with nearly 200 published plays to her credit."

The 1940 festival is planned to spur public interest in guild plans for compiling a history of both the professional and the amateur theater in all communities of Wisconsin. This project is known as the Zora Gale Memorial Dramatic Collection, named after the only Wisconsin Pulitzer prize winner in drama, and one who was an ardent supporter of the Wisconsin Dramatic guild from its inception.

U. Commerce School Schedules Business Cooperation Meeting

The University of Wisconsin is one of a group of outstanding universities and colleges which will sponsor a conference in the near future to establish cooperative business effort on a practical basis.

N. H. Engle, assistant director of the bureau of foreign and domestic commerce of the United States department of commerce, will come to the University within the next two months to conduct the conference, according to F. H. Elwell, director of the University's school of commerce.

Aims of the program include the increase of availability of existing business research facilities; the strengthening of the department's business research program; the reduction of duplication of effort; the encouragement of the decentralization of research projects, and the aiding of the small businessman by making available to him a closer source of information on conditions affecting his business.

Fredric March Yearns To Attend U. W. Again

"I wish I had four more years to go to school at the University of Wisconsin," Fredric March, Wisconsin's leading alumnus of the stage and screen, said when he visited his alma mater at the recent homecoming celebration.

The famed movie star was overly impressed by the new Union Theater and as he passed from room to room he exclaimed "marvelous" and "perfect." Declaring that the country

U. W. Research Provides Farmers With Low Cost, Portable Irrigation

Low-cost irrigation is available to Wisconsin farmers with small tracts of less than 10 acres today largely because a letter from a Marinette county agent aroused interest of agricultural engineers at the University of Wisconsin agricultural experiment station in Madison.

It was in 1937 that Floyd W. Duffee, professor of agricultural engineering, received a letter from C. B. Drewry, Marinette county agent. A farmer there had been quoted \$475 to install irrigation equipment for two acres, Drewry wrote.

Deploping the exorbitant cost of irrigation for small farms, Prof. Duffee and H. D. Bruhn, an associate, evolved the idea of the junior portable, rotary sprinkler, a modification of a larger system developed in California. Today the Marinette county farmer can irrigate his two acres at an initial investment of about \$150 an acre, and four acres or more the cost is about \$50 to \$75 per acre.

Manufactured now by national firms along lines suggested by the two University professors, the junior portable, rotary sprinkling system is proving popular with Wisconsin potato growers and truck gardeners. The small-scale system is based on the theory that "a little piece of equip-

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, Dec. 6, 1939

18 State Counties, 6 States, Send Men To Dairy Course

Latest scientific methods for working quality dairy products are being studied by young men from 18 Wisconsin counties and six other states in the winter course in dairy manufacture at the University of Wisconsin.

These young men, all of whom have had at least six months practical experience in a creamery, cheese factory, or other dairy plant will spend 12 weeks studying dairy bacteriology, milk composition and tests, dairy engineering and other subjects that will aid them in making high quality butter, cheese, ice cream, and other dairy products.

Enrolled from Wisconsin counties are: Barron, Floyd McGill and Allan Helgeland of Brill; Brown, Charles Felten and Stanley Kabat of Greenleaf, Don Koss of Green Bay, Melvin Muck of Pulaski, and Sterling Schoen of West DePere; Clark, Algarnon Bresman of Granton, Robert Knops of Willard, and Alfred Nikolay of Abotsford; Columbia, LaVerne Tucker of Lodi; Crawford, John Zintz of Soldiers Grove; Dane, Nils Goderstad of Mazomanie, and John Greve of Black Earth; Dodge, Bernhard Seefeldt, Theresa; Grant, Jacob Schurman, Lancaster; Jackson, Kenneth Oliver, Melrose; Jefferson, Clifford Kutz, Fort Atkinson; LaCrosse, Harold Reusch, LaCrosse; Monroe, Sheldon Ranney of Tomah, and Harry Steel of Sparta; Pierce, Lars Bjerkeng, Spring Valley; Portage, Warren Dickrell of Junction City, and Frank Peroutky of Almond; Price, Henry Zielke, Ogema; Richland, Donald Cray and Merwin Selden of Cazenovia; Walworth, David Johnson, Lake Geneva; and Washington, Edward Hansen, Kewaskum.

Coming from other states to study at the Badger institution are: Colorado, Orville Hawver, Colorado Springs, and Glynn D. Shire, Boulder; Illinois, Donald Fehr, Ivan Germain, and William Truessell, Dakota, Constantine Kaladimos and Jerald J. Oswald, Chicago; and Loren Kiel, Springfield; Indiana, Fred Marolf, Auburn; Montana, Henry Ness, West Kalispell; North Carolina, William Hancock and Robert McCutcheon, Charlotte; South Dakota, Carroll Quam, Aberdeen.

Badger Club Leaders On National Committees

Members of the University of Wisconsin 4-H club staff have been appointed on committees in charge of the national 4-H club congress which convenes in Chicago, December 2-9. T. L. Bewick, state club leader, will serve on the committee on annual banquets. Assistant state club leaders serving on committees include: Miss Geneva Amundson, chairman of the committee in charge of home economics exhibits, and a member of the committee in charge of the national 4-H dress revue; Miss Grace Rowntree, committee on food preparation judging; and V. V. Varney, committee on radio publicity who will assist in preparations for the farewell party. E. D. Holden of the University agronomy department is co-chairman of the committee on 4-H crops judging.

should know more about the theater than it does, March said:

"Outside of Radio City in New York, I don't know any theater that is equally well equipped."

The distinguished actor was guest of his niece, Barbara Bickel, senior co-ed from Syracuse, N. Y., who is the daughter of John Bickel, Jr., brother of Fredric March and also a Wisconsin alumnus.

As Frederick Bickel of Racine, March enrolled at the University in 1916, and during his undergraduate days was active in campus dramatics.

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.

MADISON, WISCONSIN

Living Memorials To Her Parents Established At U. W. By Graduate

Two "Living Memorials" in honor of her mother and father have been established at the University of Wisconsin by the will of the late Mrs. Mary Atwood of Prairie du Sac, Wis.

The two memorials are two scholarship funds of \$10,000 each, the income from which is to be used to make gifts or loans to deserving students at the State University. The gifts were accepted by the University board of regents at its last meeting.

A lifelong resident of Prairie du Sac, Mrs. Atwood was 85 years old at the time of her death last Oct. 11. In 1872 Mrs. Atwood enrolled at the University of Wisconsin, graduating with the class of 1876. She taught school at Prairie du Sac for some years. Mrs. Atwood was a member of the Wisconsin Alumni assn., and always took an interest in University affairs. Sometime before her death, she visited the Wisconsin campus and expressed keen interest in student living problems.

The two \$10,000 gifts establish "Living Memorial" scholarship funds in honor of Mrs. Atwood's father, F. A. Oertel, and her mother, Catherine Oertel, and they are to be known as the F. A. Oertel and the Catherine Oertel scholarship funds, respectively.

Income from each of these two

\$10,000 scholarship trust funds is to be placed in two other funds, to be known as the F. A. Oertel and Catherine Oertel Loan and Gift funds, from which loans and gifts are to be made to deserving State University students. Preference in making such loans and gifts from the F. A. Oertel fund is to be given to students in the school of commerce from Sauk county, and from the Catherine Oertel fund to home economics students from Sauk county.

Commenting on the gifts, Pres. C. A. Dykstra declared that "the University of Wisconsin owes a debt of gratitude to the memory of Mrs. Atwood, and many other Wisconsin citizens who, like her, have established similar 'Living Memorial' funds at their State University to honor the memories of their dear ones. We have appropriately named gifts such as these 'Living Memorials,' not only because they perpetuate forever the memories of those in whose names they have been given, but also because the income from such gifts is constantly, day after day and year after year, working for the good of some deserving student at the University. The University of Wisconsin can never receive too many gifts such as these."

M. R. Weiner, Beloit; Louise Westby, Ft. Atkinson.

WATERCOLOR PAINTINGS: Nile Behncke, Oshkosh; Frank Buffnir, Oconomowoc; Theodore Czebator, Racine; Alicia M. Frank, Shorewood; Earl Gessert, Sheboygan; Sherman Groenke, Racine; Hans Kotilainen, West Allis; M. R. Lalk, Ft. Atkinson; Wallace Stege, Racine; Catherine Stiehm, Johnson Creek; Helmut Summ, Elm Grove; Alice Weber, Green Bay; E. M. R. Weiner, Beloit; Wilbur Johnson, Wauwatosa; Katherine Wolfe, LaCrosse.

GRAPHIC ART: Marion Choiniska, Tomahawk; Tom Dietrich, Appleton; Bernice Hicks, Burlington; Frank Utpatel, Mazomanie.

SCULPTURE: Robert Hannahs, Kenosha; Merle A. Hoesley, New Glarus; Verran Joslin, Reedsburg; Crystal E. Miller, Manitowoc; Leslie T. Posey, Merrill.

Wisconsin Artists Exhibit 200 Works At U. W. Art Salon

Two hundred art works, selected from the best out of 600 entries, are exhibited in the Sixth Annual Wisconsin Salon of Art now being held in the Memorial Union building at the University of Wisconsin. Awards amounting to \$300 with a special student purchase prize, the Joseph E. Davies prize, were made by the jury.

Wisconsin artists outside of Madison and Milwaukee who exhibited their works in the salon this year are:

OIL PAINTINGS: Kathryn Bailey, Richland Center; L. W. Bentley, Two Rivers; Marion Choiniska, Tomahawk; Orison Daeda, Wauwatosa; Forrest Flower, Wauwatosa; Burton Fredman, Baraboo; Marjorie Lueloff, West Bend; Joseph Smogieski, Racine; E.

U. W. Offers Papers Conference Help In Writing, Advertising

A new service is now being offered to Wisconsin newspapers through the facilities of the University of Wisconsin Extension division which offers conference leaders from the teaching staffs of the school of journalism, the school of commerce, and the department of agricultural journalism.

Because of the growing demand for information concerning special techniques, correspondents' writing, preparation of advertising copy, solicitation of business, and more effective solutions in the field of journalism, a practical plan for conferences with the staff of the University departments has been started.

The conferences will be on either or both of the following types of newspaper work:

Conference on improvement of correspondents' writing, or conference on developing skill in the creation and preparation of advertising copy.

The lecturers on the improvement of correspondents' writing will be Director Grant M. Hyde, Prof. Frank Thayer, Prof. Robert M. Neal, Prof. Helen M. Patterson, and William M. Moore, of the school of journalism.

Teachers from the school of journalism are also available for lectures to special groups. The lectures may be given as a part of the program of a newspaper conference or they may be given independent of the conference.

Lecturers on creating and preparing better advertising copy will be supplied by the following University departments:

School of commerce, Profs. Robert R. Aurner and Donald R. Fellows; school of journalism, Prof. Frank Thayer, and college of agriculture, Prof. William A. Sumner.

In cities where there is a Vocational and Adult Education school, a newspaper conference may be made a Vocational school program by arrangement with the director of the school. University field representatives will assist vocational schools in scheduling and organizing conference programs to meet the needs of the greatest number.

Applications for a newspaper conference or for local service may be made direct to the University Extension division, 314 Extension bldg., Madison, or to the nearest University field representative.

All U. W. Women's Phy Ed Grads Get Jobs

Forty-three placements were made this year by the Department of Physical Education for Women, announces Miss Blanche M. Trilling, director. These placements take care of almost 100 per cent of the 1939 graduating class. Twelve of the positions are in colleges, five have been placed in clinics or orthopedic schools, five in Y. W. C. A.'s, nine in high schools, and 12 in public school systems involving elementary and high school work.

From the graduating class of 1939, 17 were placed in teaching positions, while two are completing the course in physical therapy at the University hospital. The majority of these placements were made in Wisconsin.

Sixteen new positions were secured for alumnae in the following places: Mills College, 1; Wellesley College, 1; Dallas, Texas, 2; Ohio, 1; Michigan, 5; Wisconsin, 2; Ohio, 2; Illinois, 2; and Pennsylvania, 1.

Of the 16 graduating this year with Master's degrees in physical education, nine have been placed in new positions and six have returned to their former positions.

Three of U. W. Faculty Write Legume Pamphlet

Three faculty members of the University of Wisconsin are the co-authors of a pamphlet recently published by the University of Wisconsin Press. The authors are Dean E. B. Fred of the Graduate School, Ira L. Baldwin, assistant dean of the College of Agriculture, and Elizabeth F. McCoy, associate professor of agricultural bacteriology.

The publication, a supplement to their earlier work on "Root Nodule Bacteria and Leguminous Plants," lists recent literature available in the field and indexes the scientific names of all plants cited in the original monograph. A complete index of authors also has been added.

The work is of interest to "the bacteriologist, the agriculturist, the agronomist, the botanist, the plant physiologist, and the chemist," the authors say. They point out, moreover, that all those who feed the world and those who are fed are affected by the Leguminosae, that great group of plants so important to a regular food supply.

Two Outstanding Girl Scholars Pull Awards From Hat To Attend U.

Two students at the University of Wisconsin this year are there because they got a little more out of a hat than they put into it.

The girls are Loismary Eckstein, Belleville, and Alice Davison, Sun Prairie.

Their contribution to the hat was an outstanding Dane county high school scholastic record. Their return from the hat was a scholarship to the State University.

The scholarship was provided through a fund given to the University regents last year by Victor Albright, president of the Randall State bank in Madison. Names of eligible recipients are selected from the best students in junior and senior classes in Dane county high schools, and the winners are awarded scholarships totaling \$100. Winners receive \$50 each semester, but they must maintain B averages to remain eligible.

Mr. Albright retired from his post as professor of English at the University in 1924 to go into the banking business.

Both girls were valedictorians in their high school classes. Miss Eckstein is taking a course in nursing, while Miss Davison is studying home economics.

Creative Art, Science Join To Tell In Murals Story of U. W. Research

Creative art and science will soon join hands on the walls of the new biochemistry research laboratory at the University of Wisconsin to tell the story of the State University's achievements in the field of animal and human nutrition. It was revealed this week with the announcement of the acceptance of a gift by the board of regents providing for the painting of murals in the new building.

The gift was given to the University by the trustees of the Brittingham trust fund, Thomas E. Brittingham, Jr., and Margaret Brittingham Reid, in the form of murals to be painted by John Stuart Curry, one of America's foremost artists, now artist-in-residence at the University of Wisconsin.

The murals will be placed on the walls in the entrance hall and in the seminar room of the Biochemistry Research Laboratory addition of the agricultural chemistry building on the Wisconsin campus.

When the laboratory addition, now nearing completion, was planned, architects reserved about 250 square feet of wall space in the entrance hall, and 500 square feet in the seminar room, for these murals, Dean Chris L. Christensen of the College of Agriculture said.

Trustees of the Brittingham fund decided to underwrite the cost of the murals as a fitting tribute to the State University's creative work in the arts and sciences, and the University's board of regents accepted the offer.

Adult Study Trends Show Popularity of College Subjects

Some wanted to study fingerprinting, tree surgery, camp directing, or Esperanto—courses not given through Extension. Most applicants last year for University of Wisconsin extension courses, however, found their educational wants satisfied through courses in the established fields of instruction common to colleges and universities—English, mathematics, mechanical engineering, business, history, economics, civil engineering, and other branches of correspondence instruction, as disclosed by recorder's annual figures.

The year's registrations in correspondence-study subjects were largest in the studies enumerated above, and in the order named. English enrollments totaled 712; mathematics, 573; mechanical engineering, 395; business, 320. Other branches also were well represented.

In all branches of study the year's new enrollments were 3,745; the total including carryovers from the previous year was 10,117; and the number of students enrolled was 9,124.

The demand for extension instruction in the various fields has been fairly constant from year to year, it was shown. Thus, English studies, in largest demand last year, also topped the list of registrations by subjects during each of the last ten years, and mathematics and mechanical engineering enrollments followed in number with equal consistency over the same period.

An active interest has been noted during depression years in Extension subjects that offer re-training for work in business lines, as accounting and bookkeeping, which have been called the "language of business." The depression also has apparently spurred desires for training for certain uncommon vocations, looking to employment in fields which are not crowded. Inquiries came, for example, for courses in export trade, candy-making, sugar-making, optometry, taxidermy, and hospital administration, none of which is given by Extension. It was also necessary to refer applicants elsewhere for training in auctioneering, linotype operation, dentistry, theater management, tailoring, and genealogy.

U. W. Alumnus Picked To Head General Electric

When a prominent New York firm of patent attorneys in 1920 asked the University of Wisconsin to recommend a young man with engineering training, Philip D. Reed, Milwaukee, was suggested as the best the University had to offer in 20 years.

Recently, Philip D. Reed, 40, was named the new board chairman of the General Electric co. and on Jan. 1 will become head of the company's vast enterprises. He succeeds Owen D. Young.

While at the University of Wisconsin, he was enrolled in electrical engineering, was the "leading lady" in the Haresfoot play as "Miss Quita," and was a member of the track team and freshman football squad.

After his first year out of school Reed was earning \$2,000 a year and at 25 he drew \$10,000 salary. He joined General Electric in 1926 and now in 1939, 13 years later, he is made boss of 60,000 men on his 40th birthday.

Income from the Brittingham fund was bequeathed to the University in the will of the late Thomas E. Brittingham, Madison.

Artist Curry will have no dearth of material when he comes to the sketching and painting of the murals, Dean Christensen revealed, for University of Wisconsin biochemists have many important achievements in the science of animal and human nutrition to their credit during the past generation.

"As far back as 30 years ago, the late Stephen Moulton Babcock, famous for his butterfat test, questioned the common idea that animals need nothing more than a balanced ration of protein, carbohydrates, and fat," the dean said. "In a famous early experiment, Wisconsin nutritionists showed that animals could not live and reproduce normally on only one kind of grain, even though it furnished a ration that was fairly well 'balanced.'"

"The explanation of this puzzling fact came with the discovery of vitamins, or 'diet accessories,' as they were first called," he said. "The original vitamins, A and B, were discovered during the first years of the World War. Wisconsin scientists here played prominent roles in pioneer work in these two vitamins."

Among the Wisconsin scientists who have made significant scientific contributions in this field are Harry Steenbock, E. B. Hart, J. G. Halpin, and C. A. Elvehjem.