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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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U. W. Arboretum Is Now One of World's Largest

**Consists of 900 Acres Now;
To Erect Memorial to
M. B. Olbrich**

A memorial entrance, dedicated to the memory of Michael B. Olbrich, former University of Wisconsin regent and initiator of the State University's 900-acre arboretum and wild life refuge at Lake Wingra near Madison, will be constructed in the near future as the result of several recent land additions to the University for the arboretum.

Mr. Olbrich was a member of the University board of regents from 1925 to 1929.

The memorial entrance will consist of a handsome low wall and eight-foot pillars constructed of Madison sandstone, with a small shelter house and natural plantings, all designed by the national park service and the State University staff. CCC enrollees quarried the stone which will be laid down by them. It is expected to be the foremost structure of its kind in this part of the country and will serve as a suitable entrance to the arboretum, already coming to national attention.

Express Appreciation

Harold M. Wilkie, president of the University board of regents, said of the memorial recently: "The regents are naturally very much pleased that this fine memorial plan is now going ahead to completion. We are extremely grateful to all those who have so willingly cooperated in an united effort to make it possible for the University to acquire this valuable addition to the arboretum in which we are so deeply interested."

Two recent land additions have pushed the total acreage in the arboretum to more than 900 acres. The additions, totaling 75 acres, were made possible through the cooperation of the Madison and Wisconsin foundation at Madison. Addition of the new land to the arboretum gives the University and the state one of the world's largest outdoor laboratories for carrying on experimental work on problems of reforestation and the propagation of wild life.

Important to Wisconsin

Both reforestation and the propagation of wild life are extremely important to Wisconsin, which must constantly look after its reputation as a vacation ground and recreational center for the middle west. In line with this idea, development of the area has been pushed forward rapidly during the last year.

More than 15,000 pine and spruce trees have been planted in the tract, which at present is the home of a large number of species of game birds and mammals. These are expected to be increased rapidly in the future, since the particular kinds of foods and cover needed by each species has been greatly improved. A roadway through the arboretum has also been built, and barracks and experimental laboratories have been constructed.

The arboretum not only provides the state with a huge outdoor laboratory in which to carry on experimental work on forestry and wild life propagation problems, but is also useful as a demonstration ground in teaching land owners of the state, especially farmers, the technique of conserving wild game and making mar-

WHA-WLBL to Offer Child Problem Series

Parents who have children beginning school this fall will find answers to many questions about children of that age in a series of radio broadcasts to be given over state stations WHA-WLBL, according to Mrs. Aline Hazard, home program announcer in charge of the series.

Beginning September 4, and given every Saturday for the remainder of the year over the Homemakers' Hour at 10:30 a. m., specialists will give timely and helpful suggestions on such matters as child behavior, foods, clothing, physical health, and play. Physicians, nutrition and clothing specialists, and many others will appear in the series.

State U. Sends Out 30,000 Football Ticket Applications

With the opening of the University of Wisconsin football season still a month away, more than 30,000 football ticket applications have already been sent out to Badger football fans, Harry Schwenker, athletic ticket sales manager at the State University, announced this week.

The applications were sent to alumni, "W" men, the general public, and to civic clubs, newspapers, banks, and associations of commerce throughout the state, Mr. Schwenker said. He urged that all those who desire good seats for the Wisconsin home football games this fall to send in their orders as early as possible. The price for a season ticket for all home games is \$10 this year.

Opening its home gridiron schedule slightly earlier this fall, Wisconsin plays South Dakota state college in Camp Randall stadium on Sept. 25. Other home games are: Marquette, Oct. 2; Iowa, which will be the Homecoming game, Oct. 16; Northwestern, Oct. 30; and Purdue, which will be the "Dad's Day" game, Nov. 13.

Only three of the eight games on the Badgers' schedule this fall are away from home, two of them against two of the nation's toughest teams. Games away from home will be played with Chicago at Chicago, Oct. 9; Pittsburgh at Pittsburgh on Oct. 23; and Minnesota at Minneapolis on Nov. 20.

Guarding the health of all Wisconsin citizens, the University of Wisconsin's state hygienic laboratory annually tests thousands of specimens sent in by the state's physicians, for suspected germs and disease in its constant fight against the spread of various diseases.

ginal lands useful as hunting preserves.

U. W. Men Give Aid

The arboretum was established four years ago through the efforts of University officials and public-spirited Wisconsin citizens. Originally consisting of less than 200 acres, it has grown rapidly during the past two years as citizens throughout the state became more and more interested in the project.

The University faculty members, Professors Aldo Leopold and G. W. Longenecker, are respectively research director and executive director of the arboretum, and many members of the University faculty who are interested in conservation of the state's national resources have aided in the development of the arboretum. A CCC camp is now stationed in the arboretum and is doing excellent work in its development.

Potato Chip Makers "Stretch the Truth" About Their Product

Potato chip manufacturers are more or less "stretching the truth" in describing the food values of their various products in their advertising campaigns, chemical tests conducted recently in the University of Wisconsin's chemistry food laboratories have revealed.

The tests were conducted by Dr. Henry A. Schuette, professor of chemistry, who was assisted by Raymond G. Zehnpenning, a student, and the results of the tests are contained in an article entitled, "What is a Potato Chip?" contained in a recent article in the trade magazine, Food Industries.

The scientists studied the claims of potato chip manufacturers that their products were "almost as greaseless as the corn flake," that the chips were de-starched and therefore non-fattening, and that the chips were "mineralized," that is, contained certain mineral constituents valuable in building up the body.

According to the article, the Wisconsin scientists found that the so-called "greaseless" chips yielded 28.9 per cent of grease, that the de-starched potato chip product contained four per cent more starch than the average for the group tested, which was about 39 per cent, and that inasmuch as the finished chip is usually salted to taste, any variation in salt content does not necessarily mean a difference in nutritional value of the chips in respect to minerals, and the word "mineralized" as used in potato chip advertising means something else entirely.

The article concludes that: "The raw material from which the potato chip is made is a universal food, and it is recognized as a good source of the vitamins A, B, and C. It is a product whose fuel value is as well utilized as that of most foods, and which shares honors with bread as the 'staff of life.' The nutritional qualities of the potato probably do not suffer much, if at all, in the process of being converted to potato chips. So manufacturers need not stretch the truth to present an appealing story in their advertisements."

Child Welfare Needs Is Study Aid Topic

A timely reference pamphlet, designed as an aid to study of child welfare in Wisconsin, and adapted for the findings and recommendations of the Citizens' Committee on Public Welfare, is announced for distribution by the University of Wisconsin extension department of debating and public discussion.

The problems as covered by the Citizens' committee are treated under five heads: Historical background; the children's code in Wisconsin; present situation; the children in need of special care; and suggested remedies.

Many of the publications listed for reference are available through the loan package library, supplementing local library resources. New material is constantly added. The pamphlet is sent for five cents to cover costs.

The sole purpose of one University of Wisconsin division—the Extension division—is to serve the people of the state at large, especially educationally under-privileged adults, with opportunity for college study and with information and leadership services. The number of Wisconsin citizens thus served reaches 200,000 annually, and about 1,200 communities make use of one or more of these services each year.

Electric Lab Protects Citizens Against "Gyp, Bootleg" Appliances

The Electrical Standards Laboratory at the University of Wisconsin maintains testing facilities which directly serve private citizens, electrical utilities, and cooperative organizations. Directed by Prof. R. E. Johnson, the Standards Laboratory is sponsored by the Wisconsin public service commission, by the department of electrical engineering at the State University, and is largely supported by the funds received for standardizing meters and testing electrical appliances.

The popular appeal of new electrical devices has resulted in a desire by many to learn the strong and weak points of such appliances as automatic refrigerators, flat-irons, washing machines, car storage batteries, lamps, fuses, and the like. These devices have been tested by the laboratory and the results published by two consumers' organizations which paid for the tests. The names of these consumers' organizations may be had by writing to the Electrical Standards Laboratory at the University of Wisconsin.

Appliance Tests

In general, the following appliance characteristics are investigated:

(a) Functional performance—how well does the appliance perform? (b)

Christensen to Address National Rural Forum

Dean Chris L. Christensen of the College of Agriculture, University of Wisconsin, will be one of the featured speakers at the National Rural Forum sponsored by the American Country Life Association. The meeting will be held at the Kansas State Agricultural College, October 14 to 16.

Established in 1919 and holding annual gatherings each year since that time, the country life association represents a significant movement in rural improvement. Christensen will talk on "The Contribution of Cooperatives to Rural Life."

National Society Honors Veteran Badger Teacher

K. L. Hatch, who recently retired as associate director of the agricultural extension service at the University of Wisconsin, was one of three widely known leaders awarded certificates of recognition by Epsilon Sigma Phi, national extension workers society.

He was honored as one who had been engaged in extension teaching since the beginning of the work in Wisconsin. He joined the staff of the university in 1909 as head of the newly formed department of agricultural education. His class offered for the first time in 1910 is believed to be the first course in agricultural education ever presented.

Three Ag Students Win Scholarships at Yards

Wayne M. Watkins of Iowa county, Edward Hauser of La Crosse county and Glenn A. Pacey of Kenosha county, students at the Wisconsin college of agriculture, have received special two week scholarships to study livestock marketing at the Chicago Stock Yards.

They were among the students from the agricultural colleges of 12 middle western states who were offered an intensive training in the practical handling and grading of all types of livestock and meats at the world's largest livestock market.

Life—long life may not be worth the cost of obtaining it—forced life tests are used with caution—"gyp" or "bootleg" appliances are shown up. (c) Efficiency—means satisfactory service at lowest annual cost. (d) Appearance—pleasing appearance adds to the general happiness of the user but does not necessarily indicate the quality of an appliance. (e) Safety—does the appliance meet the requirements of the National Board of Fire Underwriters? Is it shock-proof? (f) Net Usefulness—a certain amount of attention is necessary to keep any appliance in good condition. Some appliances may conceivably require more labor for maintenance and cleaning than they save.

Students Benefited

Several students, through part-time employment upon meter and appliance testing, are enabled to pay a considerable portion of their tuition fees and at the same time secure valuable experience in the proper use of electrical metering devices. Two outstanding examples are those of the Sargent brothers. One, John S. Sargent, is now in charge of the meter department for the Wisconsin Public Service Corporation at Green Bay; the other, Harvey C. Sargent, is an electric meter engineer for the Superior Water, Light and Power Company at Superior.

The laboratory, under Prof. Johnson, also conducts two courses for electrical engineering students, a course in meter testing and a course in photometry and illumination. The precise standards of resistance, potentiometers, wattmeters, ammeters, voltmeters, and power generators maintained at the laboratory represent an investment approximating \$15,000 in value.

Field Tests

Much of the equipment is portable. Thus the Laboratory is frequently called upon to make impartial field tests in controversial instances. Manufacturing concerns frequently engage the laboratory and in return pay a nominal fee for such engineering services. Meter testing, electrical plant efficiency, lighting problems, and inspections are among the items of interest to industrial concerns.

Prof. Johnson writes the majority of electrical specifications for new buildings being erected in various parts of Wisconsin. This work is directed by the state bureau of engineering, of which C. A. Halbert is chief engineer. In this manner, the State University shares in the contacts and ideas derived from using and studying the latest forms of electrical equipment. Consulting engineers must be especially studious and awake to the ever changing new developments in electrical machinery, electronic devices, wiring systems, and energy consuming devices.

U. W. Facilities Unusual

Not all states maintain an electrical standardizing laboratory. The check maintained in Wisconsin upon house watt-hour meters is the result of close cooperation between public utilities, the public service commission, and the laboratory. The utilities in the state secure a systematic check-up on their meters which are used to set or adjust residential meters. In some other states the utilities either maintain their own standards laboratory or rely upon checks made by the original manufacturer of each standard meter. Such systems may result in too infrequent calibrations and the state has less control over such standardization work.

Many Students from Badger Homes to Help Welcome Freshmen to University of Wisconsin September 15

Hundreds of young men and women from all parts of Wisconsin and many other states will be welcomed to the campus of the University of Wisconsin Wednesday, Sept. 15, at the opening of the State University's annual Freshman Orientation period.

Several hundred University faculty members, with the aid of more than 200 upperclass students, will welcome the first year students to the campus during the period, which will last one week, until the beginning of classes Sept. 22.

Plans for the period have been completed by the faculty freshman period committee and by the two members of the senior class who will head the several hundred upperclass students who will come back to the University a week early to act as counselors to the first year students in helping them become acquainted with the campus.

U. W. is "Human"

The primary purpose of the orientation period is to give the freshmen an opportunity to receive first impressions of the University from members of the faculty who are interested in developing a realization that the University of Wisconsin is a human institution and that the faculty is interested in the problems of the individual student.

The most significant activity of the program arranged for the period is the provision for an individual conference for every freshman with a member of the faculty, according to Curtis Merriman, registrar and chairman of the faculty freshman period committee.

Such conferences are to be concerned with the general problems

which confront the students entering the University environment, and with specific problems concerning the individual student as drawn from the complete record forwarded by the secondary school from which the student entered the University.

Many Activities Scheduled

Besides the counselling, certain other activities are scheduled for the period so that the critical and delicate transition from the high school to the University may be made as easy and natural as possible. These activities include a general assembly, college and departmental assemblies, open house at student religious centers, Memorial Union open house, and various study lectures and tests.

The upperclassmen counsellors will act as guides for the freshmen, and will help them become acquainted with the campus and with each other. Richard Tinkham, Milwaukee, and Lorraine Hubbard, Madison, are general chairmen of the student orientation committee.

List Student Assistants

Men students at the University of Wisconsin from Wisconsin homes who will assist State University faculty members in conducting the Orientation Week at the University this fall are:

Arley Heinze, Portage; Fredrick Hoppert, Sheboygan; Russell Kronenberger, Milwaukee; George Merwin, Wauwatosa; Orvin Mundt, Watertown; Maurice Haag, Marshfield; Donald Nashold, Fall River; Fredrick Ruedenbusch, Mayville; William Lund, Milwaukee; Robert Wood, Eau Claire; Warren Alberts, Waukesha; Louis Trubshaw, Milwaukee;

Carlyle Pritchard, Plymouth; Bob Sharp, Milwaukee; Tom Faust, Antigo; Howard Bell, Milwaukee; Robert Pfeifer, New London; Dick Metter, Sheboygan; Jack Kuony, Wauwatosa; Don O'Neil, Delavan; Gay Coons, Wauwatosa; Allen Jorgenson, Milwaukee;

Jim Wakefield, West Salem; Hugh Higley, Marinette; George Cartwright, Lancaster; Ray Vallier, Wauwatosa; Robert Rehfeld, Sheboygan; Stan Nestingen, Sparta; Gordon Anderson, Kenosha; Myron Gordon, Milwaukee; Leo Herning, Cecil; Ben Houfek, Appleton; Rodney Kittleson, Monticello; Maynard Omberg, LaCrosse; Peter Pappas, LaCrosse; Arthur Post, Milwaukee; Bud Resop, Berlin; Fred Vikar, Janesville; Thomas Christianson, Marinette; Paul Tuttrup, Green Bay; James Dunwiddie, Delavan; Edwin Jones, Dodgeville; Dick Smith, Jefferson;

Patrick Kelley, Woodman; Tom Snodgrass, Janesville; James Pfiffner, Stevens Point; Bill Upham, Marshfield;

Carl Gienke, Milwaukee; Allison Wells, De Pere; Charles Winkler, Milwaukee; Bill Bewick, Evansville; John Boeck, Wautoma; Lyle Schuman, Wausau; John Cate, Ashland; Jim Reed, Wauwatosa; Willis Perschbacher, Wauwatosa; Harold Liebh, Two Rivers; Mel Tinkham, Milwaukee; Earl Jordan, Monroe;

George Williams, Cable; Ralph Simone, Milwaukee; Adolf Spengler, Bonduel; Edwin Slavik, Stevens Point; Gordon Anderson, Kenosha; David Bogue, Portage; Robert MacKenna, Lake Geneva; James Michalos, Milwaukee; Hyman Robock, Berlin; James Osborne, Baraboo; Forest Rodd,

Rhinelanders;

Bill Wartenbee, LaCrosse; Gordon Jarstad, Green Bay; Walter Johnson, Beaver Dam; Bob Saucerman, Monroe; Willard Saucerman, Monroe; Ted Reiff, Milwaukee; Edward Morris, Mukwonago; Joseph Block, Marinette; Sherburne Adashek, Milwaukee; Howard Schudson, Milwaukee; Clarence Becker, Milwaukee; Martin Volz, Cecil; Andrew Beath, LaCrosse; James Keating, LaCrosse; Chester Krohn, Marshfield; Byron Johnson, Oconomowoc; Harley Hoelsy, New Glarus; Harry Craver, Eagle; Frank Pieper, Menominee; Walter Volrath, Sheboygan; Jackson Evans, Green Bay;

Jack Heuser, Milwaukee; Ed Boehch, Milwaukee; Al Sternkoph, Wauwatosa; Ernest Lutze, Sheboygan; Robert Longere, Sparta; William Thorkelson, Racine; Joe Berry, Milwaukee; Bill Oberly, Milwaukee; Fritz Gilmore, Bristol; Dick Billberg, Oshkosh; Tom Catlin, Appleton; Bud Thielke, Milwaukee;

Women students at the University from Wisconsin homes who will assist in conducting the Orientation Week this fall are:

Ruth Bachuber, Wausau; Jane Soergel, Milwaukee; Marie Flanagan, Bear Creek; Kay Wegner, Mayville; Margaret Thiel, Mayville; Kay Boundy, Beloit; Berna Johnson, Wautoma; Kay Kuechenmeister, Milwaukee; Edith Leicht, Medford;

Jesse Ann Baird, Waukesha; Helen Gasper, Waukesha; Vivian Underhill, Wauwatosa; Marion Randolph, Manitowoc; Kay Biding, Kenosha; Anne Reiman, Sheboygan; Suzanne Farnum, Milwaukee; Lenore Krusell, Waukesha; Ethel Mae Seward, Lake Mills; Elizabeth Even, Kenosha; Kathleen

Fitzgerald, So. Milwaukee; Marian O'Connell, Waukegan;

Marcia Mahanke, Sheboygan; Geraldine Anderson, Chippewa Falls; Betty Ann Dentz, Milwaukee; Gladys Dite, Milwaukee; Alberta Arnold, Eau Claire; Eunice Biggar, Edgerton; Jean Harmony, Viroqua; Jane Svoboda, Kewaunee;

Marion Boundy, Beloit; Mary Robinson, Kenosha; Phyllis Witte, Cottage Grove; Helen May Collentine, Milwaukee; Jean Seidel, Sparta; Helen Gallaher, Wauwatosa; Eleanor Amundson, Cambridge; Carol Liebh, Sheboygan; Jane Simandl, Eau Claire; Doris Mitchell, Eau Claire; Mary Ethel Winneman, Milwaukee; Ruth Matters, West Allis; Ruth Stienke, Milwaukee; Betty Jelinek, Milwaukee; Janie Bingham, Tomahawk; Ardis Hurley, Darlington; Betty Stephenson, Hillsdale; Mary Lou Freyermuth, Janesville; Pat Holmes, La Crosse; E. Jane Johnson, Waupaca; Marjorie Wiegand, Eagle River; Mary Jean Jefferson, Sparta; Marie Neumann, Wausau; Dorothy Jambor, Wauwatosa;

Margaret Copeland, Jefferson; Virginia Vergerant, Viroqua; Grace Wick, Sheboygan; Margaret Ebert, Rhineland; Margaret Muth, Two Rivers; Jean Thwaites, Wauwatosa; Marion Hart, Oshkosh; Elizabeth Ebbot, Edgerton; Helen Dickerson, Edgerton; Marjorie Rothe, Sheboygan; Flora Dexter, Kenosha; Betty Schmidt, Lew- isburg; Ruth Thomas, Milwaukee; Grace MacFarlane, Portage; Bernice Engebretson, Stanley; Margaret Lindholm, Waukesha; Donna Mae Schultz, Wausau; Dorothy Collett, Janesville; Lillian Thorpe, Milton Junction; Dorothy Cook, Unity.