



The University of Wisconsin press bulletin.

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Playwriting Limit Near; Judges Named To Rate New Plays

January 20 marks the final date for submitting original plays in the twelfth annual playwriting tournament of the Wisconsin Dramatic guild. A dozen manuscripts already have been received, reported Miss Ethel T. Rockwell, guild secretary and chief of the bureau of dramatic activities of the University of Wisconsin Extension division.

Scripts this year may be submitted under the following headings for short plays: Community theater, rural, women's club, college, high school, children, radio, church, and international.

All long plays will be in one grouping and will be judged by the staff of the University theater: Prof. J. Russell Lane, Prof. Ronald E. Mitchell, and Fred Buerki. The theater's studio group plans to stage in the Wisconsin Union theater, during the guild's annual festival in March, one of the full-length plays that receives a high rating by the judges.

Children's plays may consist of one or more acts or scenes, and will be judged by Miss Marion Preece, Milwaukee, Miss Carrie Rasmussen, and Miss Theodora Jax, Madison. These judges will also appraise the high school plays.

Radio plays may have as many scenes as desired, either 10 to 12 minutes or 20 to 25 minutes long, playing time. Members of the WHA radio station's staff—Harold B. McCarty, Gerald Bartell, and Walter Krullevitch—will act as judges.

Other judges for the playwriting tournament are: Urban Little theater, college and international groups, Roland Fernand, Chicago, Prof. Theodore Cloak, Lawrence college, and Prof. Ronald E. Mitchell, University of Wisconsin; rural groups or individuals, Miss Mary Katherine Reely, Wisconsin Library school, Marie J. Kellogg and Prof. W. A. Sumner, College of Agriculture. Judges for plays in the women's club division are Miss Jennie T. Schrage, of the State Traveling library, Mrs. Marie Karll, Wauwatosa, and Mrs. Georgia C. Hyde, state president of League of American Penwomen, Madison.

Arrangements will be made as far as possible, the secretary said, for producing those plays receiving a high rating in each classification in the new Wisconsin Union theater during the guild festival, scheduled for March 29-31.

Change Dates For State Daily News Convo To Feb. 3-4

The 1940 Wisconsin Daily Newspaper conference for news and editorial staffs of Wisconsin newspapers, originally scheduled for Jan. 20-21, will be on Feb. 3 and 4 in South hall on the State University campus, it was announced today by Prof. Grant M. Hyde, school of journalism director.

Because of conflicts encountered in program planning, the committee in charge decided to postpone the conference for two weeks, Prof. Hyde said. The conference is sponsored jointly by the University journalism school and the Wisconsin Daily Newspaper league.

Five roundtable sessions under the direction of Wisconsin newspapermen make up the program for the conference. Those in charge of the roundtable meetings are now selecting other state newsmen to talk on different angles of the problems to be discussed, and to help lead discussions.

Subjects to be considered at the roundtable sessions include: "Current Problems of News Photography and Engraving"; "Ideas for Handling and Editing War News"; "Current Problems of the Sports Page"; "Problems of the Financial and Market Page"; and "The Best Handling of War Maps."

The first correspondence-study registration was taken by the University of Wisconsin in October, 1906. Less than two years later correspondence-study registrations had passed the 1,000-mark.

U. W. Band And University Officials In Weekly State Radio Broadcasts

The University of Wisconsin has taken to the air to bring information concerning itself to the citizens of the state.

During the past three months, a new series of weekly half-hour radio programs have been broadcast from the campus over WIBA, Madison radio station. At the same time that these programs were broadcast on the local station, they were also electrically recorded by engineers at Radio hall on the campus, and these recordings are now being sent out to radio stations throughout the state for broadcasting.

The programs feature the University concert band of 80 pieces, under the direction of Prof. Raymond F. Dvorak of the school of music. Each program also contains a brief talk or interview, from five to eight minutes in length, featuring some University official or faculty member, who tells of his phase of University work.

Once each month the program is taken over by the Wisconsin Alumni association with John Berge, secretary of the association, arranging the program and acting as master of ceremonies. When these programs are broadcast in Wisconsin cities which have local alumni clubs, it is planned that the clubs can hold meetings and listen in on the broadcast as part of their own programs.

University officials who have ap-

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, Jan. 17, 1940

WHA Announces Radio Programs For State Schools

The Wisconsin School of the Air, broadcast by station WHA at the University of Wisconsin, will begin its 18th semester of broadcasting on January 29 with 13 programs each week for class-room listening. One new feature for high school English classes, "Literary Favorites," has been added to those of last semester.

The schedule and the grades for which they are intended is as follows:

Monday, 9:30—Afield with Ranger Mac—Grades 5-8.

Monday, 2:00—Living History — Grades 7-9.

Tuesday, 9:30—Stories of Peggy and Paul—Grades 1-3.

Tuesday, 2:00—Let's Draw—Grades 5-8.

Wednesday, 9:30—Nature Tales — Grades 2-4.

Wednesday, 2:00—Journeys in Music Land—Grades 4-8.

Thursday, 9:30—Music Enjoyment — Grades 2-4.

Thursday, 10:45—Picture Studies—Grades 5-8.

Thursday, 2:00—This Land of Ours — Grades 5-7.

Friday, 9:30—Rhythm and Games — Grades Kg-3.

Friday, 2:00—Radio Reading Club — Grades 5-8.

These broadcasts are listened to in the class-rooms to supplement the regular work of Wisconsin schools. Manuals for teachers are available to assist with the preparatory and follow-up work by the group.

Last year there were approximately 293,000 course enrolments in the Wisconsin School of the Air courses, as shown by teachers' reports. The Wisconsin College of the Air, heard at 1:30 and 3:00 p. m. daily, continues its courses through the second semester. Bulletins outlining the week-by-week topics serve as guides for regular listening, and may be obtained by writing to station WHA, Madison.

Engineering Expo To Take Place of St. Pat's Parade At U.

A three-day engineering exposition in which 18 Wisconsin and national industries will feature exhibits will take place at the University of Wisconsin April 4, 5, and 6. The exposition is being sponsored by six professional engineering campus societies, and will take the place of the traditional annual "St. Pat's Parade," during which engineering and law students "egged" each other and sometimes came to near-riots.

With the exception of the traditional St. Pat parade, this year's engineering celebration will be marked with the same St. Pat contest election who will be crowned at a dance on April 6.

Invitations have been sent to all of Wisconsin's major industries and to several national firms. The student and industrial dynamic exhibits will be held in the mechanical engineering building.

The committee chairman selected for the event are:

Francis Albers, Fairhope, Ala., general chairman; Robert Wright, Milwaukee, and Lawrence Burton, Milwaukee, assistant general chairmen; Kenneth Pike, Gleason, industrial exhibits; Ralph Schlawn, Cochran, finance; William Faulkes, Madison, housing; George Smithwick, Casco, program; Benjamin Bennett, St. Martin's Ferry, O., publicity; and Raymond Erickson, Whitehall, secretary.

peared on the programs so far include Pres. C. A. Dykstra, A. W. Peterson, comptroller; Deans Lloyd K. Garrison, Law school; F. Ellis Johnson, Engineering; Chris L. Christensen, Agriculture; F. O. Holt, Extension; Assistant Dean Stephen Corey, Graduate school; and Dean of Men Scott H. Goodnight.

The programs are now being broadcast over seven Wisconsin radio stations, with plans now being made for stations in eight other cities to begin broadcasting the series in the near future.

Stations now carrying the programs and the time of broadcast on each are as follows: WIBA, Madison, 7:30 p. m. Tuesdays; WHA, Madison, 1 p. m. Thursdays; WCO, Janesville, 7:30 p. m. Tuesdays; WOMT, Manitowoc, 8:30 p. m. Tuesdays; WEAU, Eau Claire, 3:30 p. m. Sundays; KFIZ, Fond du Lac, 7:15 p. m. Fridays; and WJMC, Rice Lake, 1:30 p. m. Wednesdays.

Wisconsin stations with which plans are now being made for broadcasting the programs in their cities soon are located in Milwaukee, La Crosse, Superior, Wausau, Green Bay, Racine, Stevens Point, and Poyntette. The programs are under the supervision of Robert Foss, University publicity director, with Gerry Bartell, of WHA staff, doing the announcing. Jack Stiehl, WHA engineer, records the programs.

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

Vol. 33, No. 7

Milk As Public Utility Reviewed In U.W. Study

Important considerations regarding milk distribution as a public utility have been set forth in a study by W. P. Mortenson, of the agricultural economics department of the University of Wisconsin. The findings of his study were condensed in a report entitled "Legal Possibilities and Limitations of Milk Distribution as a Public Utility" which were recently printed in the Journal of Land and Public Utility Economics.

In his study, Mortenson gives interpretations of the term "public utility" as generally regarded by the average citizen, the lawyer, and the economist. He also gave a review of important decisions by the United States Supreme Court in cases involving milk regulation and milk price control.

Mortenson's study reviews the growing interest in the question of milk as a public utility. In Wisconsin, in 1933—for instance, there was presented to the Wisconsin legislature a bill to permit cities to process and distribute fluid milk to the exclusion of private enterprise.

The bill passed the Assembly but lost in the Senate by only a narrow margin. Again, two years later, a similar but more detailed bill was introduced in the legislature, recommended for passage, by the committee on agriculture, but was lost in the sine die adjournment along with a host of other bills.

Make Plans To Hold 11th Music Clinic At U. W. July 8-27

The University of Wisconsin eleventh annual Music Clinic will be held on the campus July 8 to 27, Prof. Leon L. Itlis, who has been appointed summer music clinic director, has announced.

New and interesting courses for teachers and directors will be under the leadership of visiting lecturers and teachers. Other courses are being consolidated with similar courses to be given in the regular six weeks summer session.

Two bands of equal size and equal standing will be featured at this year's clinic. Separate rehearsals will be held during the first two weeks and a combined rehearsal the third week on the final festival program.

An All-State high school band, orchestra, and chorus will be conducted by outstanding national figures in the field of high school music, Prof. Itlis said. "The sectional leaders will be chosen from well known performers in leading symphony orchestras."

Between 400 and 500 high school boys and girls are expected to attend the music clinic and will be housed in Barnard and Chadbourne halls. More opportunity than in the past is to be provided for recreation.

The University Music Clinic committee consists of: Prof. Carl Bricken, director of the school of music; Dean Scott H. Goodnight, director of summer session; Prof. Raymond F. Dvorak; Prof. E. B. Gordon, and Prof. William R. Sur.

World Mail Routes Link Students With Badger Extension Service

From his service quarters at a Pacific coast naval station, an officer of the U. S. navy has become a student of mathematics through university instruction secured at long range from the Extension division of the University of Wisconsin at Madison.

Sensing a need for specific mathematics training required in ballistics, the officer, a lieutenant commander, planned a program to increase his efficiency. He recently enrolled for Wisconsin's extension course in calculus which he is taking by correspondence study while on duty, according to Extension officials.

Mathematics by correspondence study also is engaging a U. S. seaman, from Milwaukee, on duty with the Asiatic squadron where, according to his instructor, he is taking college preparatory studies with a record of exceptional scholarship.

The department of mathematics reported also the enrollment of several workers in intercoastal wireless communications at RCA's Rocky Point plant, Long Island, for mathematics courses through extension. The subject also is chosen by men in engineering work in the Canal zone and by workers on government dams in California and on the Mississippi river.

In Hawaii a plantation superintendent was reported taking college mathematics for a better preparation for directing electrical construction on plantation projects.

From the government observatory at Montezuma, Chile, has come a technician for special work at the Smithsonian observatory at Swartout, Cal. He is listed as taking graduate studies in mathematics from Wisconsin's extension division.

Students from remote places frequently send photographs of local scenes, extension officials say, as a goodwill gesture toward teachers whom they know only through letters and marginal comments on lessons returned. The pictures, received from all parts of the world, offer revealing insights into the varying conditions

Davies, Dykstra To Speak On U. W. Founders' Day Broadcast Feb. 7

The University of Wisconsin will again sweep the airwaves in its annual Founders' Day broadcast over the Blue Network of the National Broadcasting company on Wednesday, February 7, from 8:30 to 9 p. m., Central Standard time. This is the fifth year in which such a Founders' Day broadcast has been sponsored by the Wisconsin Alumni association.

From the campus will come the greetings of the University president, C. A. Dykstra, a brief message from Howard T. Greene, '15, president of the Alumni association, and a short address by Judge F. Ryan Duffy, '10, former U. S. Senator from Wisconsin and present judge of the U. S. Circuit Court in Milwaukee.

The program will be switched to Washington, D. C., where Joseph E. Davies, '98, special assistant to Secretary of State Cordell Hull and former ambassador to Belgium and Russia, will present the featured address of the evening. Mr. Davies has just returned from his ambassadorial post in Belgium to give greater assistance to the State department in the solution of the grave and difficult affairs brought about by the current European war.

Also on the program from the Memorial Union building in Madison will be the members of the University Concert Band under the direction of Prof. Ray Dvorak and the University choral group of the School of Music.

Because the time has just been allotted it is at present impossible to

Lawmaking Methods Outlined For Study

Guides to the Wisconsin lawmaking process, to aid toward a better understanding of how bills are enacted into laws, are contained in printed materials prepared for study groups and individuals by the University of Wisconsin extension department of debating and public discussion.

The pamphlets, prepared with assistance of the League of Women Voters, reveal how the legislature is constituted, how it meets, how committees work, how records are kept, and how a bill becomes a law.

The debating department also supplies scripts of a dramatic sketch, "Legislative Procedure in Wisconsin," prepared by the league, in which experienced legislators are represented as initiating a new member into the intricacies of legislation.

The materials are sent for a small charge. Exhibits of assembly and senate documents used in connection with passage of a bill are loaned to residents of Wisconsin.

The clinic advisory committee is composed of:

Rufin W. Boyd, Manitowoc, band representative; Joseph Skornicka, Milwaukee, orchestra representative; Charles M. Faulhaber, Sheboygan, vocal representative; William V. Arnold, state director of WPA music project; and T. Lane Ward, Madison, editor of Wisconsin School Musician.

World Mail Routes Link Students With Badger Extension Service

under which extension students live and work.

A snow scene in a Madison park, sent in reciprocity to an extension student in South Carolina, presented such a striking contrast in climates that friends of the student who never had seen snow were captivated by the view. Their reaction evoked comment in appreciation which, although off the academic record, is counted among many evidences of mutual understanding of extension students with their teachers whom they seldom if ever meet.

Advertising Is Topic Of Extension Courses

A new correspondence course, "Retail Advertising and Sales Promotion," and a revised course in "Principles of Advertising," an introductory course, have been announced by the University of Wisconsin extension division for home study.

The course in retail advertising deals with advertising as applied to retailing through a store's own publicity department, and with the relation of such advertising to planned sales promotion, interior display, and window display.

The course in principles is designed for persons planning to engage in the advertising profession and for those who find advertising an important factor in their business. Although dealing primarily with principles, it treats also of advertising procedure.

Both courses, and all other study opportunities of this kind, are available to students without restrictions as to residence.

BOOKS GO ON AIR

To help listeners keep up with the reading of good books Station WHA at the University of Wisconsin is offering a daily broadcast called "Chapter a Day." The books selected by a committee of experts who know what the reading public is enjoying, are read on the air each weekday, except Saturday at 11 a. m.

say which of the radio stations on the Blue network will carry the program. It is known, however, that WENR in Chicago will be the principal midwestern outlet. Other station participation will be arranged by the Alumni association and alumni clubs over the country. The Blue network has a potential of nearly 100 stations.

The occasion of the broadcast will furnish the impetus for scores of alumni meetings from coast to coast. The Madison Alumni club will sponsor a dinner preceding the broadcast and it is expected that many other groups will arrange for dinner meetings, using the broadcast as the climax of the evening's programs.

The Alumni association is assisting all alumni clubs who wish to have meetings on this night by preparing program suggestions and aiding in securing faculty speakers. The association's recently appointed regional governors will also help those clubs in their districts and will act in a liaison capacity between the association offices and the club officers.

Watch your local newspapers for further details regarding the radio stations in your vicinity which will carry the program.

The program this year celebrates the 91st birthday of the University. Each year the University's birthday is celebrated on the anniversary of the meeting of the first class on Feb. 5, 1849. The class consisted of 20 students.

Study Medicinal Plant of Tropics At U. W. School of Pharmacy

Research on the medicinal properties of some West Indian plants is being conducted at the present time at the department of pharmacy of the University of Wisconsin by Conrado F. Asenjo, Guggenheim Memorial Fellow from Puerto Rico. Asenjo is a member of the School of Tropical Medicine at San Juan, Puerto Rico, an institution jointly supported by the University of Puerto Rico and by Columbia University of New York City.

Among the products being investigated, the latex, or milky juice, from the "Ficus pumila," a plant closely related to the fig tree, has been found to destroy intestinal worms by actually digesting them. Recently Asenjo, in association with Dr. Julius Berger of the department of agricultural bacteriology, found that fresh pineapple juice has a similar digesting effect on parasites. However, pineapple juice has not as yet been tried on human beings infected with worms.

Besides the work already described Asenjo has been conducting a survey of the literature related to the medicinal plants of the West Indies, as on his return to Puerto Rico he will continue at the School of Tropical Medicine the work started here at Wisconsin.

Name Frosh Debaters

Seven out of eight students who have been named members of the University of Wisconsin freshman debating squad this year are from Wisconsin. Those who have been selected by Prof. H. L. Ewbank of the speech department are: Gloria Bocaner, Wisconsin Rapids; Carl Millman, Wausau; Norval Dvorak, Whitelaw; Henry Peters, Oconomowoc; A. G. Marquardt, Clintonville; Fritz Puls, Siren; John Spindler, Manitowoc; and Arvid Anderson, Hammond, Ind.

Wisconsin's Paul Bunyan To Be Theme of Winter Carnival At U. W.

Paul Bunyan rides again! Out of Wisconsin's north comes this greatest of legendary lumbermen to afford the first Badger Winter Carnival theme in history on the University of Wisconsin campus.

Providing an appropriate background for the entire winter frolic this incredible individual will relive again under the able direction of Don Mitchell, Neenah, State University Paul Bunyan week chairman. Whether or not it is to be a personal appearance hinges on the success of negotiations now being carried on between Mitchell and Bunyan's manager.

Nevertheless, Bunyan will be the pass word for the 1940 Winter Carnival, which will be held on the Wisconsin campus during the entire week of Feb. 4. The program, ice sculpturing, Snow Ball, and fashions of the week will especially bear the imprint of this mighty giant, hero of all Badgers from the time of the old lumberjacks to the present.

Bunyan in Ice
Supplementing the Paul Bunyan week innovation will be a shift in emphasis from the customary plaid shirt to all manner of winter sports wear. Although the many hued shirt is to be prominent throughout the Carnival, an effort will be made to encourage the use of all other types of frosty paraphernalia as well.

As opposed to other Carnivals, where ice sculpturing was done without any particular objective in mind, 1940 chiseling will aim to create Bunyan or some of his illustrious col-

U. W. Coordinates Personnel Work To Aid Students

To help students solve the problems they face during their University careers, the University of Wisconsin has established a Personnel Council, made up of representatives of personnel agencies, the teaching staff, and administrative officers on the campus.

The Council was established on a voluntary basis last year, and was made permanent with the opening of school last fall. Willard Blaesser, assistant dean of men, was named administrative secretary of the Council, and devotes half of his time to the new work.

Immediate objectives of the Personnel Council are to gain additional information about the various agencies and people concerned with personnel work on the campus, to discover areas not touched at present, and to bring about a more efficient functioning of the student personnel system at Wisconsin.

During the present school year the secretary's office is acting as a "clearance office" for the Council in its efforts toward the coordination and development of student personnel services at the University.

A number of projects, some of them experimental, are being carried on this year in personnel work, and its allied field, guidance, among students of the University. Student counselling work is being enlarged, follow-up work is being done among freshman students, "how-to-study" courses are being held, the University's student advising system is being studied, vocational guidance services for students are being expanded, and the problem of placement of graduates in jobs is being considered. Further methods of cooperation with high school administrators and with their guidance departments are also being worked out.

Commenting on the objectives of the council, Registrar Curtis Merriam, chairman, declared: "I believe this effort is moving along right channels. Many students find it difficult to solve some social or financial problem, or they have trouble in arranging just what subjects to take next semester. This new effort will provide increasingly better opportunities for these students to find helpful and sympathetic guidance at just the time it is most needed."

U. W. Geology Museum Shows Early Bird Life

A black and white drawing of the first known bird in the world is now on display at the University of Wisconsin Geological Museum.

The bird, known as the "archaeopteryx," was drawn from the original fossil plaque of the first bird said to be about 100 million years old, by John Matheisen. The picture shows how the bird was said to have been in real life during pre-historic days. The archaeopteryx is said to have been the link between the reptile and the true bird.

Two other pictures illustrating the "plesiosaur," a branch of the reptile family, and the "ichthyosaur," an early fish that lived at the same time as the plesiosaur are also on display and were drawn in pastel by William Fischer, Oshkosh.

Approximately 10 colored photographs showing scenic pictures of the west have been donated to the Geological museum by several railroad companies. They are being mounted by Fred Wilhelm, staff artist, and will be placed in the museum.

Wisconsin's Paul Bunyan To Be Theme of Winter Carnival At U. W.

leagues. Based on a central theme, sculpturing will have more uniformity and can better be judged as to adaptation of the topic.

According to Clarence Schoenfeld, Lake Mills, program producer, present plans place the gigantic Bunyan on the cover page of the folder. Intended for national distribution these programs will carry the fame of prodigious Paul and the 1940 Wisconsin Winter Carnival from the rock bound shores of Maine, etc.

Hold Snow Ball
The year's most formal informal function, Snow Ball, will repeat the Bunyan motif to good advantage. Attire for the affair will be similar to that of the Badger lumberjack, plaid shirt and the like, while Bunyan reproductions will set off Great Hall in true winter tradition.

And so the greatest of all American sagas, the Paul Bunyan legend, comes into its rightful own in the state where it originated. Lending a tone of originality and definite continuity to the 1940 Winter Carnival, Paul Bunyan week at the University of Wisconsin promises additional fame to both glorified and glorifiers.

Members of the committee in charge of plans for the carnival are: Edward Koblit, Shaker Heights, Ohio; Betty Hillis, Bronxville, N. Y.; Bob Avery, Janesville; Russ Jorgensen, Racine; John Witte, Madison; Howard Winkler, New York, N. Y.; Philip Dressler, New York, N. Y.; Jack Zimmerman, Neillsville; and Al Bateman, Milwaukee.