

Professor Frankforter Discusses 'Applied Chemistry' in Radio Talk

Vastness of the field of chemistry was stressed in Prof. C. J. Frankforter's talk to the chemistry department on "Applied Chemistry," given Thursday evening as a part of the regular university radio program.

The first phase of the subject taken up by Prof. Frankforter, who is assistant professor of chemistry, was in the consideration of chemistry as a pure science. For many years, chemists talked of certain things, such as molecules and atoms, with only a very sketchy idea of what these terms meant. Today, the chemist is prepared with a great store of facts and much elaborate equipment for laboratory use, but even now there is much for the chemical world to learn.

Erroneous Idea

Many people have the idea that the industrial chemist can work out any practical chemical problem in a few minutes. This, however, is an error. He must be thoroughly acquainted with established chemical laws and understand them so that he can apply them in his specific problem.

Formerly it was possible for the chemist to be acquainted with almost every branch of the science. Today, one does well to be fairly proficient in one branch of the science. Chemistry is connected with almost scores of sciences and professions.

Metallurgy is one of the most practical branches of applied chemistry. Metallurgy is metal chemistry. All types of metal are dealt with and the extent of this branch alone is almost incalculable.

The chemist is responsible for the manufacture of Portland cement, and for other cements and plasters. He has also aided in the paper industry, adding to the quality of all kinds of paper, from the heavy commercial packing paper to the finest brands of stationery. The wood pulp question is a very serious one at the present day, and the chemist is working on a scheme whereby we may use straw and cornstalks for the production of paper.

Invades Many Fields

Chemistry has invaded the field of leather making. Artificial leather of certain types is superior to the genuine article for making some kinds of

automobile upholstery. The soap industry is now chemically controlled. Instead of being a hit and miss proposition, as in the days of old when every housewife made her own soap, the manufacture of soap has become a highly developed activity, with packing houses, using their otherwise useless fats. Glycerine is a by-product of the soap industry.

The paint manufacturer must employ the knowledge of the chemist. All the properties of the materials used must be taken into consideration. Chemists have been responsible for the development of the various lacquers and automobiles finishes in recent years. Along with the manufacture of paint for automobiles is the manufacture of glass for it. Not only for automobiles, but for dozens of other uses, glass comes into use. The glass industry is very dependent on the chemist.

Various fertilizers are now being used in the middlewest, as well in the older farm lands in the east. The ingredients of fertilizers must be determined by the chemist, and he must take into consideration many things, such as soil and crop requirements.

Value of Chemistry

Had it not been for the chemist, we would have exhausted the world's supply of oil many years ago. In the not-far-distant future, we will probably be obtaining oil from the oil shales throughout the world.

The manufacture of tile, brick, porcelain, and other clay products has been benefited by the chemist. Acid-proof clay products have been made due to the activity of the chemist.

The dye manufacturer has great use for the chemist. Most dyes are made from a few relatively simple substances obtained during the distillation of bituminous coal, which itself is a chemical industry.

Bakelite, Redmanol, and Karolith are new products, made possible after long research by chemists. The last mentioned product is made from creosol, formerly a waste product in the skim-milk of the creameries. It is used in the making of fountain pen barrels.

The preparation of rubber in all its forms has been done by chemists. A practical gain made by chemist, is shown in the increased mileage of tires, now and fifteen years ago.

Alcohol, which is of greatest of value in some industries such as the manufacture of formaldehyde, has been made of carbon monoxide and hydrogen.

University Is Closely Linked To Home State

Dr. Glenn Frank Says Schools Render Many Important Research Services

Madison, Wis.—It is not the business of the university to participate in the administration of the life of the state, but it is the business of the university to serve those who administer the life of the state, officially

or unofficially, with the results of its research on the problems that the state faces.

With this assumption as a basis, Dr. Glenn Frank, president of the University of Wisconsin, traced the progress of the Wisconsin Idea of Service to the state, as a recent conference of business leaders of the state held under auspices of the University School of Commerce.

"Specifically I am here to symbolize the belief that the University of Wisconsin should render to the business development of Wisconsin during the next twenty-five years as constructive service as it has rendered to the agricultural development of Wisconsin during the last twenty-five years," asserted President Frank.

Wisconsin Is Leader

"The University of Wisconsin was a pioneer in the close linking of the learning of a university with the life of a state. A little more than twenty-five years ago the University of Wisconsin emerged with an almost magic suddenness from a conventional place among conventional universities to a position of national leadership. And the secret of that sudden rise to power and prestige was this—in Wisconsin, scholarship ceased to be the idol of pedants and became an instrument of the people.

"The doctors of the university turned their attention to the dairy barns of the state. The economists of the university dealt with the techniques of the Wisconsin industry as well as with the theories of Adam Smith and Ricardo. Men of the cap and gown left their academic cloisters to serve on commissions at the Capitol which were dealing with the social and economic operations of the commonwealth. Cynical journalists, noting the creative influence of the university in the agricultural life of the state, referred to the University of Wisconsin as a "cow university," but the net result of this intimate interlocking of the learning of the university and the life of the state was a great and glowing period in the development of this state.

Cites Background

"But there were flies in the ointment. Maybe there were not. Maybe there were men in Wisconsin who could not tell the difference between a bird of paradise and a fly. But at any rate there came a reaction against this attempt of the learning of the university to come out of its monkish cloister into the marketplace.

Some men began to raise the cry—Shall we have a state university or a university state? And—there is nothing to be gained by deluding ourselves—a period of reaction set in. The learning of the university and the life of the state had been intimately inter-related. A period of unscrambling set in. Criticized as an impertinent meddler, the university naturally tended to withdraw into its own shell and follow the more common course of conventional universities. For a time state and university joined in the elaboration of the Wisconsin Idea, which was, to put it simply, to put a fact basis under the procedures of the life of Wisconsin. But the actual administration of this idea fell into so many political and personal entanglements that it blew up. And for several years the intimate inter-relation of the learning of the university with the life of the state was more rhetoric than reality. And I cannot but believe that both state and university have suffered from this break.

New Wisconsin Idea

"This meeting tonight—under the auspices of the University's School of Commerce—is, I hope a sign that the Wisconsin Idea is on its way to a fruitful reincarnation. It is possible, I think to effect a reincarnation of the Wisconsin Idea that will not encounter the difficulties that beset the Idea in its first form.

"This New Wisconsin Idea cannot be misinterpreted as the idea of the university carrying out into the state

sealed packages of social salvation manufactured in academic seclusion. It is rather the idea of the university, as the research arm of the state, the research arm of the people of the state—the farmers, the manufacturers, the bankers, the laboring men, the professional men, and so on.

The New Wisconsin Idea does not mean the university's doing something with the people. It means that the people of the state and the scholars of the university shall sit down together before research is begun, and talk over the problems upon which light is needed. And out of such conferences the scholars of the university will get as much benefit as the people of the state will get. This meeting is a case of the business men of the state sitting down with the scholars of the university to talk over the service the University of Wisconsin may render to the business life of Wisconsin. It is not a case of the university's trying to tell the business men of the state how to run their businesses. When you put alongside this business men's conference like conferences of farmers and laboring men and professional men, you visualize the human links between the learning of the university and the life of the state that the New Wisconsin Idea implies."

LEACOCK LAUGHS AT 'VERTICAL CAMPUS'

Humorist Says that Cathedral of Knowledge in Pittsburgh Is Wrong Idea

Montreal, Can.—(New Student Service)—Stephen Leacock, better known as a humorist than as professor of economics at McGill university, was hardly joking when he told University of Pittsburgh students that their Cathedral of Learning, or "high-up" building, as he calls it, is all wrong.

"I should prefer the dream life and elm trees of the old college campus to anything the Cathedral of Learning might offer," he said. "Your campus will be rubber trees on the fiftieth floor and the shaded lanes will be elevator pits!

Says World Is Changing

"I have realized that the world has changed since my youth. When I first heard of the proposed design for the Cathedral of Learning I could hardly believe that so extraordinary a building would be put into actual effect. Now I begin to think that my ideals and those of the older generation will go the same path as prejudices and hates.

"But even up there on the fiftieth floor," Mr. Leacock admitted, "you will be doing characteristic work. We can like the White Knight in Alice in Wonderland, learn to think upside down if we only know how."

REGISTRATION BEGINS MONDAY

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has been made for next semester, according to the registrar, on account of the new buildings that have been built during the past year. Other changes have likewise been made, to be announced later.

ELLIOTT WRITES WINNING STORY OF SEMESTER

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president of the organization.

Football Accounts Win

The judges, meeting yesterday afternoon in the School of Journalism library, were unable to decide which was the best between two stories. One was the account of the Grinnell-Nebraska football game last fall, and the other was a story on the

formation of the Bix Six conference. The judges looked up the writers of the stories, and found that Elliott had written both.

Sigma Delta Chi was awarded the cup as a prize for the best skit presented at University Night in 1926, and is kept in the office of The Daily Nebraskan. Elliott is the fourth to have his name engraved on the cup, the other winners being William Cejnar, who was declared winner twice, Oscar Norling, and Munro Kezer.

Each semester a committee, chosen by the president of Sigma Delta Chi, meets to select the best news

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