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Rural America 1972: 'A Tragedy of Giant Proportion'

By SENATOR GAYLORD NELSON
Special to the Daily Cardinal

Not long ago the proud products of rural America were good food and fiber, free men and women, and healthy children with happy futures. There were of course exceptions. The picture had some ugly blemishes. Still, the ideal and in large measure the attainment were there, to raise all those products on the American land: the food, the fiber, and the strong, free people.

Tragic changes have occurred. Today, from the vantage point of many big-city majors, the most consequential "shipment" from rural to urban America is poor people for the welfare rolls. From the vantage point of small-town mayors, the same "shipments" mean that once prosperous communities face decay and despair.

THERE ARE MANY and complex causes for this American tragedy, which is still building and even accelerating. But the largest cause, I think, is the development of public policies that have equated goodness with bigness, quality with size. These policies have led to the emergence of giant corporations as the dominant force in manufacturing. Unless the policies are dramatically re-evaluated and changed, they will lead to like dominance of agriculture.

As the percentage of everything that is owned by giant corporations goes up, there is no place for the share that is left over for everyone else to go but down.

—'AMERICA'S DAIRYLAND'— AND MORE

The following article was contributed to the Daily Cardinal by the Department of Agriculture.

Wisconsin's famous title, "America's Dairyland," has been a household word for many years telling the world that we are tops in dairying.

Yet our agriculture has a bigger story to tell—we are also one of the nation's top food-producing states, ranking high in several categories. After a close look at Wisconsin's agricultural output, it can be said that our state is among the leaders in America's food capitol—The Midwest.

For example, Wisconsin ranked first in the nation during 1971 for sweet corn for processing, green peas for processing and snap beans for processing. In addition, we ranked second in the production of cranberries, early fall cabbage and carrots, beets for canning and cabbage for sauerkraut.

Wisconsin ranks third in the nation in the production of tart cherries and lima beans for processing, 4th in oats, 5th in cucumbers for pickling and 6th in maple syrup.

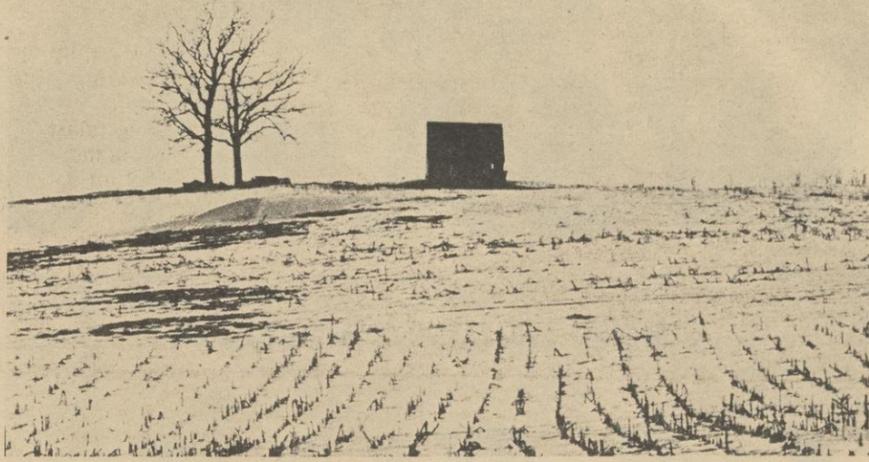
Homemakers have long recognized that canned foods are not only nutritious—they are also convenient and low in cost. Wisconsin producers responded to the demand for top quality canned foods last year ranking first in the nation in acreage and second in production of vegetables for processing—providing 19 per cent of the nation's total.

Wisconsin's canned food industry last year shipped products valued at \$209.2 million and paid out \$46.3 million in wages. Farm production was estimated at one million tons, with a farm value of \$46.6 million.

Cheese and dairy products rank high in the nation's food needs and Wisconsin is still the undisputed leader in this field. Our dairying industry led the nation in total cheese production in 1971 with the output set at 986.4 million lbs., 41.6 per cent of the nation's supply. It is anticipated that Wisconsin will produce an excess of 1 billion lbs. of cheese in 1972.

Dairy farmers continued to lead the rest of the U.S. in total number of milk cows and heifers which have calved and in milk production. As a part of the state's top ranking dairy industry, Wisconsin led the nation in corn for silage and in the production of all hay.

When you think of food—and most persons do, at least three or more times each day—remember that Wisconsin's agriculture not only provides an abundance of food for state citizens—it is helping to feed a hungry world.



Cardinal photo by Bill Rogers

The figures on the shifts of asset ownership in manufacturing are available and familiar. The 200 largest corporations in the last 20 years have increased their share of all manufacturing-company assets from under 50 per cent to about 60 per cent. That means the share of everyone else in that sector has gone down from well over 50 per cent to not much over 40 per cent.

Now the giant corporations are moving into agriculture and gobbling up the land. There is no way, of course, to make the total supply of land grow, and the ways that are being used to expand the use of lands for agriculture involve ecological and social costs not yet sufficiently calculated and understood. Indeed, the evidence is growing that economic growth itself is more a problem than a solution.

I RETURN TO my first thought: our land should be used to cultivate not just food and fiber but a good culture and a happy, healthy populace. To do that, we must find ways to keep people productively and happily on the land, and reverse the forces that are driving them off. One of these forces is the movement of giant corporations into farming.

The Senate Small Business Subcommittee on Monopoly, which it is my privilege to chair, has been concerned with corporation farming for several years. At least some of the causes for this alarming development were suggested by an interim report (S. Rept. 91-628) issued by the Senate Small Business Committee, following 1968 field hearings by the Subcommittee. I shall mention a few.

The Federal tax structure is a cause. Giant corporations are permitted to enter agriculture as a sideline. The objectives of the sideline may well be more to make low-taxed capital gains in land speculation, and to reduce income taxes on profits earned in other lines, than to make a profit in farming.

The policies and the value system of the Agriculture Department are a cause. Agricultural research financed with taxpayer dollars is too often aimed at ways to make farms bigger, rather than ways to make small farms sustain families in dignity and reasonable standards. Nick Kotz, in his fine articles in *The Washington Post*, has re-emphasized this point. He tells us that the Department would apparently rather finance development of a new, tough strawberry that can be harvested by machine than a strawberry that tastes better or is more nutritious. This is the same

Department, Kotz tells us, that has given little or no comfort and aid to a small, new cooperative organized by former migrant laborers to get into the strawberry cultivation business themselves.

LAX ADMINISTRATORS—or total ignoring—of laws passed by Congress to help small farmers is a cause. The total abdication of the statutory limitation on irrigated acreage that may be in one ownership—although Congress has never repealed the law—is an outstanding example. Failure of the government to make bold and imaginative use of the antitrust laws is another.

The lack of Federal legislation in areas where it is obviously needed is a cause. Strong evidence at the Monopoly Subcommittee's 1968 hearings suggested the need for laws to limit the use of underground water for irrigation to the amounts normally restored to these aquifers by natural recharge. That would stop the practice of "mining" of the aquifers by the corporation farms.

Another big cause of our rural troubles is that public and Congressional knowledge of developments is not keeping up with the pace of developments. That problem is one the giant corporations don't want solved. Indeed, they are helping to perpetuate it because they benefit from it. The Monopoly Subcommittee for many years has been concerned with the problem of corporate secrecy, not alone in agriculture but in all economic sectors.

The term "corporate secrecy" is defined as the conscious, deliberate withholding from the public of valuable information possessed by corporate management. Of the seven main types of information so withheld, the first two have particular importance to studies of corporation farming. They are:

1) Financial information about the separate organizational, industrial and geographical segments of the business, and the interrelationships of the segments.

2) Information on industrial and natural resources ownership and control.

AN EXAMPLE OF the first type of information would be the profits or losses realized, state by state, in the tractor business, the feed business and the farming business of a giant conglomerate engaged in all those businesses, plus oil and others.

An example of the second type of information would be the land ownership and control, state by state

and country by country, of a giant corporation engaged in various kinds of agricultural, mining and other uses of land.

Given present budget and staff limitations, it is probable that any single Senate subcommittee—and perhaps the whole Senate—will encounter difficulty, to say the least, in getting helpful answers from the corporate giants. Consequently, it is with pleasure that I note that the Monopoly Subcommittee's efforts to bring down the veils of secrecy surrounding all areas of corporate power will be supplemented by this Subcommittee's efforts to add to the public's knowledge about land ownership by the agribusiness conglomerates.

It is entirely predictable that the corporate giants will wrap themselves in the mantles of free enterprise and business privacy when we ask them for even the broadest kinds of land ownership and segmental financial information—say at the three digit levels of the Standard Industrial Classification (SIC) system. But I predict that we can demonstrate that the public is entitled to disclosure at the seven digit level and even below, from some of the largest corporations at least, if this country is to restore a competitive market system in certain industries where it has long been dead or dying.

IT IS OFTEN repeated that knowledge is power. Less often recalled, perhaps, are some words of Daniel Webster about power.

"Power naturally and necessarily follows property," the great statesman and orator told the Massachusetts Convention in 1820. And he went on, a little later in the same speech to observe: "In the nature of things, those who have no property and see their neighbors possess much more than they think them to need, cannot be favorable to laws made for the protection of property."

It seems that today too many of the laws are for the protection of the property of the largest economic factors, and increasingly less protective of the smaller. I am glad that we are working along lines to increase our store of information, how sadly lacking, on corporate land ownership.

cardinal MONDAY magazine

"The agricultural population, says Cato, produces the bravest men, the most valiant soldiers, and a class of citizens the least given of all to evil designs."—Pliny the Elder, A.D. 23-79.

Yes, as Senator Gaylord Nelson has commented in his keynote article above, times certainly have changed, and the farmer of today is not the honored citizen of yester-year.

What has motivated this change? Ah, but the problem is complex and deep, and when we learn that John Wayne, Ronald Reagan and Mississippi Sen. James O. Eastland are today's "average" farmer (making fast bucks on federal subsidies) indeed the situation looks sore.

This first Agricultural Issue is an attempt by *The Daily Cardinal* to examine this grave and mounting national problem. The University of Wisconsin, after all, was originally an Agricultural College; and even today it is a leader among American agricultural schools.

The view we present here is partial and minimal, due to limitation of space and resources, but for what is included we are duly grateful to various students in the Agriculture School, Sen. Gaylord Nelson, Marcia Beane, Bonnie Cooper, Pat Slatery and a busy gentleman in Agricultural Journalism named Professor Claron Burnett who has a healthy stack of old UW photographs which he was kindly enough to loan.

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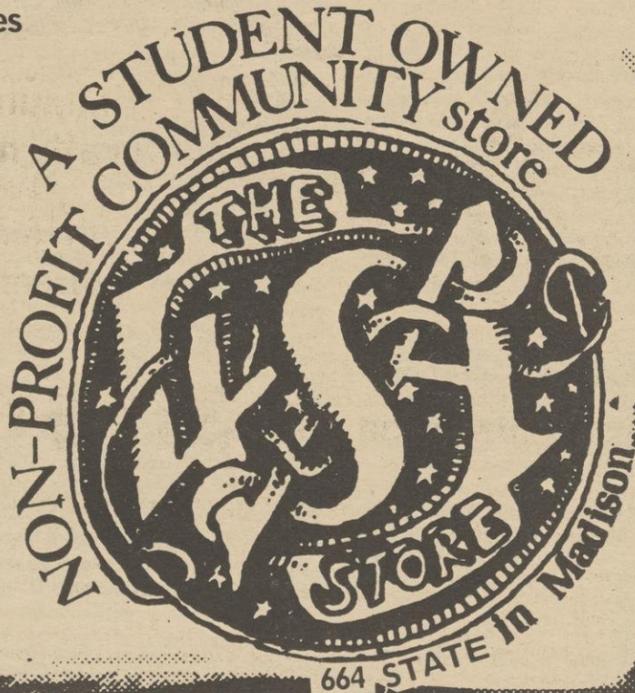
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Photo of the WSA Store under construction about 3 weeks ago. Stop in and see what "People Power" has done.



A Small Farmer Has to Live With Big Problems

By PAT SLATTERY
of the Cardinal Staff

For the last 40 years of his life Harris Benninger has lived each day in roughly the same fashion.

Every morning long before the sun cracks the horizon he treks the 20 paces from his house to the barn to begin the morning chores of feeding and milking the cows. By 8 a.m. Benninger is finished and heads back to the house for breakfast. After eating he returns to clean the barn and then begin one of the innumerable chores that the season dictates.

HIS ONLY breaks during the day will be for lunch, supper or perhaps a stop in a Reesville tavern or barbershop while he's in town taking care of some minor business.

The season is now fall and Benninger is busy cribbing the corn. The next task will be plowing the fields. Then the land will be ready. Winter and its mantle of snow will cover his acres, just like it has always done in the past years. And eventually after a long winter, spring will come, and Benninger will be ready to work the soil for his livelihood once again.

The Harris Benninger family is a vanishing statistic. Before 1900 America was an agrarian society. But rapid industrialization and the bright lights of the city lured the farmer's offspring to the cities. The exodus was a great one, and farmers soon found themselves outnumbered by their expatriates who had fled to the cities.

Today only six per cent of America's families live on farms. The Benningers are one of the Wisconsin families that have remained with dairy farming. They continue to operate in today's age when all the odds seem to point toward a day in the near future when the small farmer will no longer be able to survive.

BENNINGER IS a man whose roots are firmly entrenched in Wisconsin soil. He was born the son of a farmer in Dodge County,



Cardinal Photo by Pat Slattery

FARMER HARRIS BENNINGER poses for a picture on a sunny October afternoon with his dog and a crib full of corn behind him.

and started to farm full-time when he was 12 years old.

The farm he owns today is 160 acres of cornfields and rolling meadows that could typify the richness of America's dairyland. His barn is painted a bright red and the surrounding acres look well tended and prosperous. From County Trunk BB which runs in front of his land the Benninger farm appears as healthy an enterprise as any man could desire.

But when Harris Benninger talks about the problems of being a small farmer his words sing a different tune. He comes from the barn wearing striped overalls and heavy-soled boots, with a red bandanna sticking out of his back pocket. He sits down at the kitchen table and folds his hands in front of himself. The cracks and wrinkles of his hands are filled

with dirt and grease. And he speaks.

"NOT MANY small farmers left around these part these days," he says. "I bet in the last ten years over half the farmers in this school district have went out of business. In the last six months alone four farms around here sold out. It's only a matter of time before all of us small farmers won't be able to keep on farming."

A 14-hour day is nothing new to Benninger, and 12 hours of work per day is a fair average. He and his wife took one vacation in the last 25 years — a one-day trip to Menominee. Other than that, Benninger has been tied to his farm "like a pup chained to a tree" because of the necessity of milking the cows every day. As the old farmer's joke goes, "Cows don't take a break for Sundays or holidays."

The last two years have been good ones for farmers as the prices for their products have risen. But, according to Benninger, a dairy farmer of modest size normally averages around \$5,000 per year.

When asked about the skyrocketing prices for food in the grocery store, he can only shake his head and say, "I don't know who's making the money. All I know is the small dairy farmer isn't getting rich while somebody is making money along the line."

THE PRICE of milk is currently \$5.50 per hundred pound weight — the same price that farmers received back in 1951. "Sure, it's getting in a long time," says Benninger, "but while our prices weren't going up, everybody elses' wages were increasing. We've had to double our milk production just in order to stay alive."

The last ten years has also seen the rise of farmers who are expanding their farm over 1,000 acres, buying out the small farms that go out of business.

The price of equipment has also been a bane to the small farmer. Last year Benninger bought a new tractor. That necessity had a price tag of \$9,200. Other seasonal pieces of equipment such as a combine, silo-filler, and corn picker Benninger rents in order to cut expenses.

Although equipment has somewhat eased the farmer's job, his occupation still keeps him going at a harried pace. "There's not much time for doing things these days except for your own chores," he notes. "Hell, a neighbor has got to be hanging by his neck before someone will give him a helping hand. Everybody's always got too much to do."

WHY DOESN'T Benninger just quit farming and move to the city?

"Farming is the job I know best," he says. I know it sounds funny but I've always liked working with cows. After awhile they get to become sorta members of the family. Besides, a farm is a nice place to raise a family. The kids got their duties and know what to do with themselves when they come home from school. And there's also a feeling of independence. There's no punch clocks when you're working your own farm."

"I'm planning on farming another four or five years. If one of my sons then wants to take over, fine, but if not I'll sell the farm for an investment."

"AS FOR ME and my wife, we'd like to have a little house somewhere in the woods where we can watch the squirrels and the rabbits run free. It would have to be in the country," he concluded. "I don't think I could stand living in a city."

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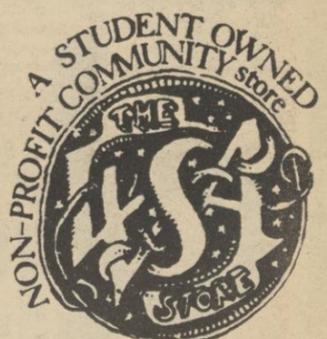
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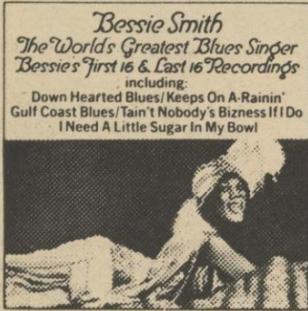
Any artist or craftsman who would like to display his work at the GOOD KARMA is invited to preview the Marketplace in the forthcoming three weeks. A very generous amount of display space is provided for about \$20 per month plus two days per month helping out as a salesman in the seven craftshops.

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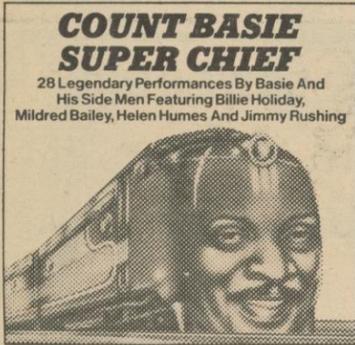
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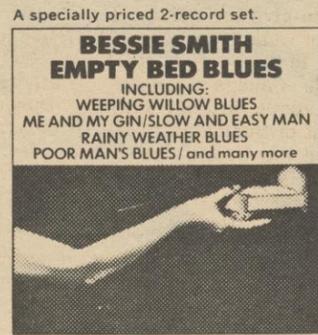
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A Two-Room Dairy Building Becomes a World Leader

By ROBERT BOGDA

In the past one hundred years, the College of Agriculture and Life Sciences has evolved from a two room dairy building into one of the top ranking schools of its kind in the world. It is a different college of agriculture. Not only has it been a world leader in agricultural education, research, and service, but its programs today reach far beyond farming.

Two men largely responsible for the school's evolutionary course were W. A. Henry and H. L. Russell. Agriculture first appeared at the University in 1880 when Henry was hired to be "Professor of Agriculture."

AT A STARTING salary of \$1,000 per year, he was considered to be the best man money could buy. The Regents appropriated funds to build Henry a house to discourage him from accepting another job. He later became the first dean of the Agriculture College.

Dairy work began in 1881 with the erection of the first dairy building on campus. It consisted of two rooms, one for making butter and one for storing ice.

The College of Agriculture was formally established in 1889. The move came about as the result of public pressure and a growing awareness of the need to develop farm practices.

In 1890, Stephen Moulton Babcock, the chief chemist of the Agriculture Experiment Station, started a "dairy school". It was the first school of its kind in the United States. Only two students enrolled that year but enrollment rose to 72 the following year.

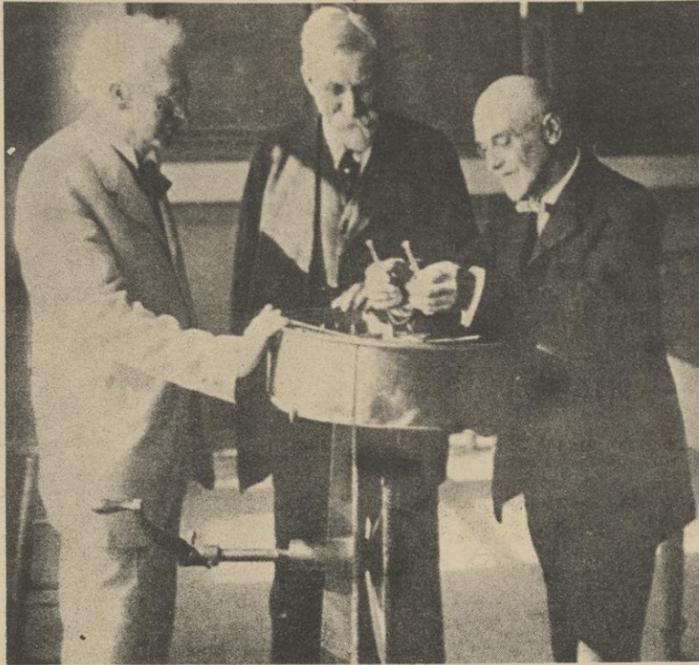
TO ACCOMMODATE the increased enrollment, Babcock and the farm foreman remodeled an old residence to house the school.

H.L. Russell, a native of Wisconsin, became the College's second dean. Russell had studied in Europe under Koch and Pasteur, the two greatest microbiologists of the 19th century.

Probably Russell's greatest contribution was that he established department after department to give the College a broad base to work from.

In addition to the Dairy School, seven of the College's departments are unique in that they were the first of their kind to be established in the United States.

THE FIRST COURSE in agricultural bacteriology was offered in 1893 by Russell. One of



IN THE EARLY DAYS of the Wisconsin Ag School, two of the nation's foremost agricultural experts were hired to teach. Pictured below are W. A. Henry (left), and Stephen Babcock (right), along with another professor of the school.

the first studies of the department was the pasteurization of milk.

Today, research is being done on animal diseases and disposal of farm wastes. Work is also being done on such things as fish diseases in Lake Michigan and the microbiology of waters and lakes.

The Department of Agricultural Economics was organized in 1909. During its development it has studied a wide variety of subjects of concern to people in agriculturally related businesses.

When the Department of Genetics was established, the total equipment consisted of an office desk, a chair, and a revolving bookcase. That was in 1910.

TODAY, THE DEPARTMENT has modern physical facilities and a staff whose members have contributed work to some of the most important basic concepts of genetics.

L.R. Jones, world renowned scientist, was the first chairman of the Department of Plant Pathology.

During the past 60 years, the Department has made significant strides in combating many plant diseases. It is considered to be one of the major centers in the country for graduate training and

research in plant pathology.

Agricultural Journalism at the University is unique in the United States. It is a separate unit rather

than a part of some other department as in most universities. Organized in 1906, the Department's functions are disseminating agricultural information, undergraduate and graduate teaching, and communications research.

ALTHOUGH Rural Sociology did not become a separate department until 1930, the first course was offered in 1912 under the title "Country Life." Presently, the Department has an active program of teaching, research, extension and international work.

And the list grows on.

Today, the College of Agriculture and Life Sciences has over 20 departments, allowing for a wide range of subject matter.

Since agriculture is a great user of natural resources, more attention is being given to the problems of the environment.

CHANGES IN American work habits and patterns of living have led to changing dietary patterns. Nutritionally speaking, there is a need to know how these changes can best be met.

Many critical urban problems are directly related to the migration of people from rural areas to cities due to, among other things, the growing demise of the small farmer.

In an effort to research these

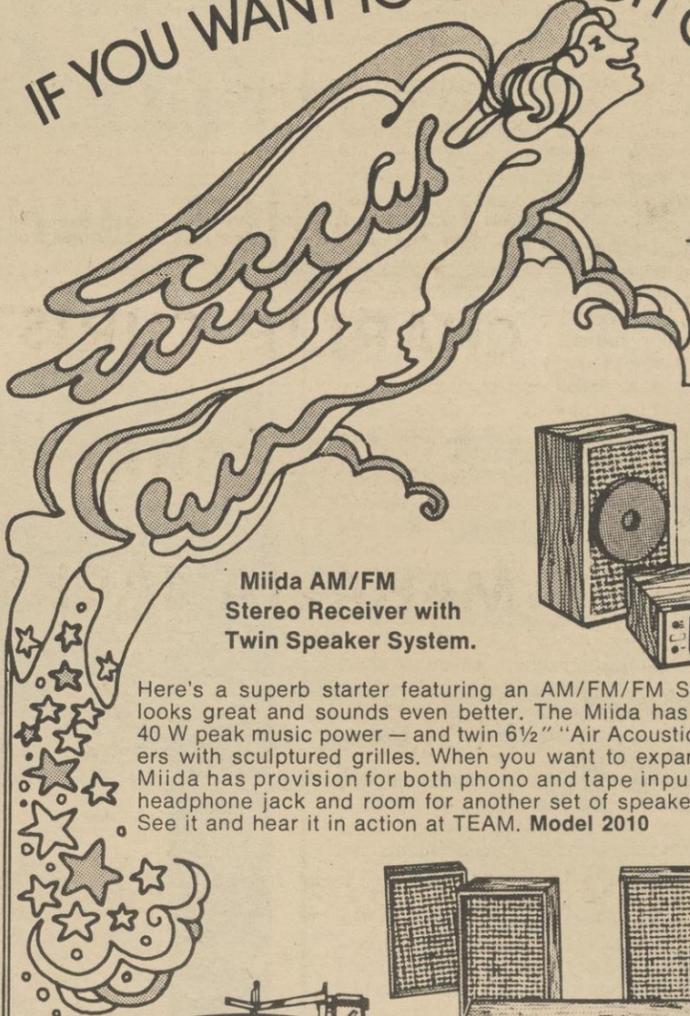
and other problems, the College has recently formed new programs in these areas. Among these are: the School of Natural Resources; the Environmental Awareness Center; the Center for Resource Policy Studies; the Center for Environmental Communications; the Program for Recreation and Park Management; and the Center for Environmental Toxicology.

In 1970-71, almost 35 per cent of the College's research dollars were spent on programs dealing with such ecological, urban, and health problems.

RAPE WORKSHOP

Due to the increase in rapes and beatings in Madison, a talk workshop on rape prevention will be held tonight at 7 p.m. in the Christ Presbyterian Church, 944 E. Gorham. Working women and students who live on the east side are urged to attend. Representatives of the Madison Police Dept. who deal with reported rapes will be present to discuss preventative measures including what to do when followed, attacked when hitching, and in general what to watch out for.

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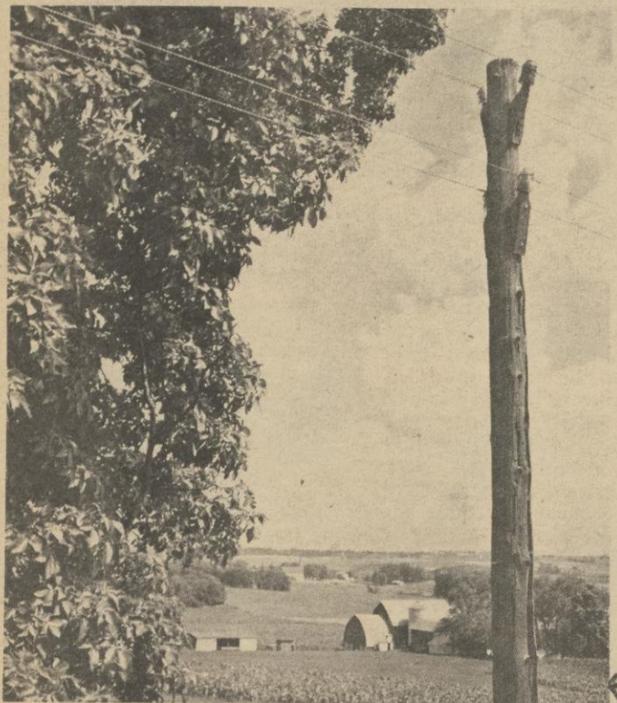
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Tiny 'Cow College' Grows Up to Size



There was a time when the west side of campus was better known as "cow college" than the College of Agricultural and Life Sciences. However, today that label no longer describes one of the fastest growing colleges on the University of Wisconsin-Madison campus.

The College of Agriculture offers its estimated 1244 undergraduates (registration week estimates) and 1022 graduate students instruction in 22 different majors. Departments include agricultural economics, engineering, agronomy, agriculture and extension education, agriculture journalism, bacteriology, biochemistry, dairy science, entomology, food science and forestry. Degrees are also offered in genetics, horticulture, landscape architecture, meat and animal science, nutritional science, plant pathology, poultry science, recreation resource management, rural sociology, soil science and wildlife ecology.

INTEREST IN THESE majors has prompted regular enrollment increases with undergraduate enrollment climbing some eight to 10 per cent the last few years. This year's undergrad enrollment was up 9.6 per cent at the end of registration week and graduate enrollment 11 per cent over last year. The departments of wildlife ecology, landscape architecture and forestry have experienced the greatest growing pains.

Each student is offered a choice of one of five "curriculum options." Options include agriculture business and industry, natural resources, natural science, agricultural production and technology and social science.

The agricultural production and technology option is a practical one for the student who plans to return home to the farm, enter farm management, or work with farm operators in business, government or farm organizations.

STUDENTS WHO PLAN on entering graduate school or doing research and college teaching, consider the natural science option.

The social science option is for students interested in human behavior with careers later in teaching, extension work, governmental agencies and community service.

The agricultural business and industry option is for students who want to enter business management and marketing. The natural resources option emphasizes resource and environmental management and is for students interested in these problems and in developing management systems which create environments of quality and productivity.

Last year 20.4 per cent of all undergraduates were in the business and industry option, 23.8 per cent in natural resources, 18.7 per cent in natural sciences, 16.2 per cent in production and technology and the social science option had 6.0 per cent, with 14.9 per cent of the students undeclared.

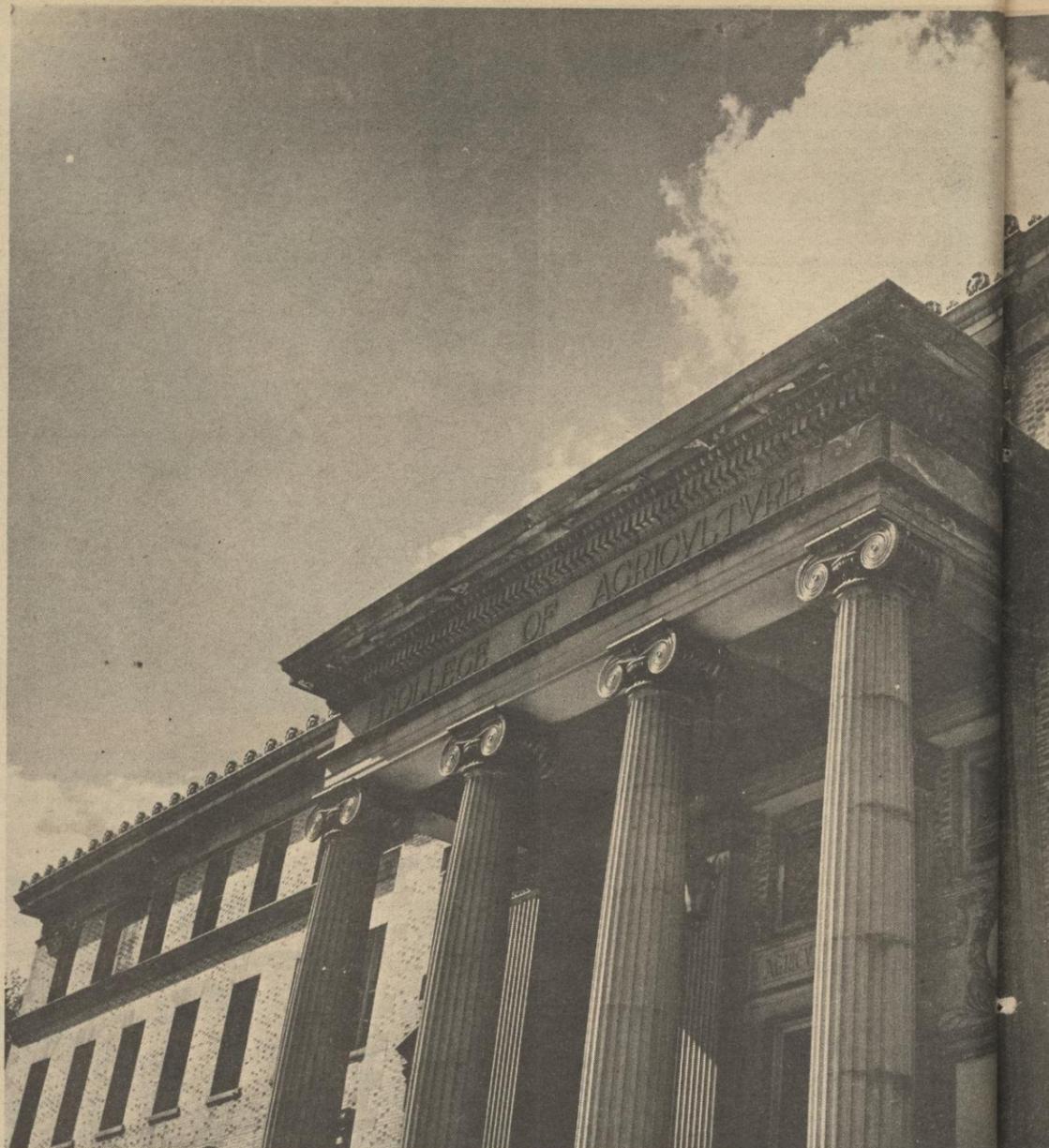
WOMEN ARE BECOMING an important part of the College of Agriculture. Last year's enrollment was over 17 per cent women. Women can be found in all majors ranging from agriculture journalism to meat and animal science to wildlife ecology.

The agriculture college does not draw solely from the rural areas for its enrollment. In 1971, 32.5 per cent of the students were from farms, but 50.1 per cent were from urban areas and 17.4 per cent from rural nonfarms.

One of the college's greatest advantages is its student-staff relationships. Most classes are small, ranging from 20 to 30 students, with only a few lectures having more than 100 students. Few teaching assistants are employed, with the professors taking charge of most discussion and lab sessions. Faculty also serve as teaching advisors to students. When a student enters the college as a freshman or transfer he is assigned to a faculty member in his major.

NUMEROUS ORGANIZATIONS are available for the student who wishes to do more than study while on campus. Most major departments have clubs such as the Dairy Science Department's Badger Dairy Club, Horticulture Club, Pre-Vet Club, Poultry Science Club and Saddle and Sirloin Club. Students from all majors are invited to belong to these organizations. The clubs sponsor numerous events such as Little International Horse Show, judging contests, Christmas tree sales, turkey sales and trips.

The Ag-Life Sciences Student Council is the main service and coordinating organization on campus. Membership is made up of each Ag campus organization and eight members elected at large from the student body. Part of its activities include sponsoring Small Animals Day, Sportlight Banquet, Midwinter Ball and a senior placement annual.



Yes, Even Cows Fart When They're Not Burping



Cardinal photo by Bill Rogers

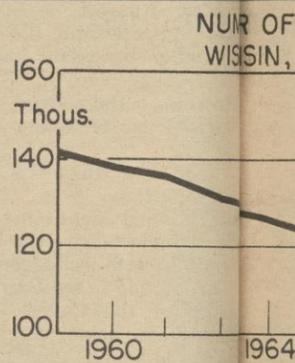
Cow power for home heating? "You could heat a Wisconsin home for a whole winter if you could capture all the methane gas produced by a herd of 25 holstein cows in a year," says Larry Satter, University of Wisconsin dairy scientist. He was quick to add that right now there's little chance of doing this.

Satter was speaking before a group of 4-H youth from throughout the country. They came to participate in the 18th National 4-H Dairy Conference, October 1-3, held in conjunction with the Sixth World Dairy Expo in Madison.

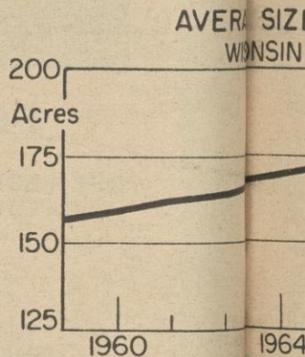
Satter's observation was made

while talking about the huge quantity of carbon dioxide and methane gases cows produce as a by-product of digestion.

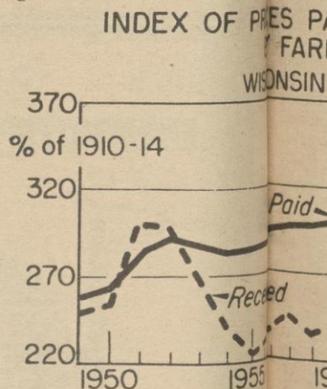
Cow burps are part of this gas business, too. Most cattle learned to control burps through a long evolutionary process, according to Satter. He said the control was necessary at a time when cows, or rather their forebears, ran wild. The loud noise attracted predators and endangered the herd, so it became necessary to control the sound. Cattle have learned to "inhale a burp" and let it out slowly and silently with a natural breath. The one you heard just slipped by accidentally.



The number of Wisconsin farms declined to 114,000 in 1969. This represents a loss of 28,000 farms in the State during 1969 were the smallest number since 1870. Accompanying a loss of 2 million acres of farm land total



The average size of Wisconsin farms has increased to 181 acres in 1969. This upswing has resulted in larger neighboring farms since both the number of farms and the size of farms in the State 1969 were smaller. The size of farms in the State 1969 were smaller than in 1935 when the number of farms was 150,000, increasing and had reached 23.5 million acres.



During the period 1949-1952 both the index of prices received and the index of prices paid for farms showed relatively about the same gain. In 1950 the index of prices received was 240 and in 1952, however, the prices received were 220. In 1952 the prices paid index has risen steadily to 300, a significant gain of 22 per cent.

U Research Farms Form Network of State Ag Aid

All the answers to University agricultural research projects don't stem from the west end of campus. In fact, many of the answers, come from Ashland, Marshfield, Lancaster and more than half a dozen other sites around Wisconsin.

These sites form a network of outdoor field laboratories which the College of Agricultural and Life Sciences operates as research and educational centers for commercial agriculture and the consuming public. Together these experimental farms cover about 5,000 acres and represent nearly every soil type and climate found in the state.

THE AIM of these experimental sites is simple—to take research out of the laboratory to make evaluations under actual field conditions.

Research projects currently underway at the farms number into the hundreds. And they range from studies on wood finishes to the effect of snowmobile traffic on forage vegetation to young lamb nutrition.

Wisconsin's system of agricultural and natural resources research draws on the know-how and expertise of all of the college's departments. And the system is a workable one, according to Don Peterson, who serves as director of the Department of Experimental Farms.

"Basically it's the responsibility of the academic departments here on the agricultural campus to plan and conduct research at these farms," said Peterson. But farmers themselves can initiate a request on some problem through their county agents. If funds are available and the research results will be relevant to others, the particular problem will be

studied. All research results are then made public.

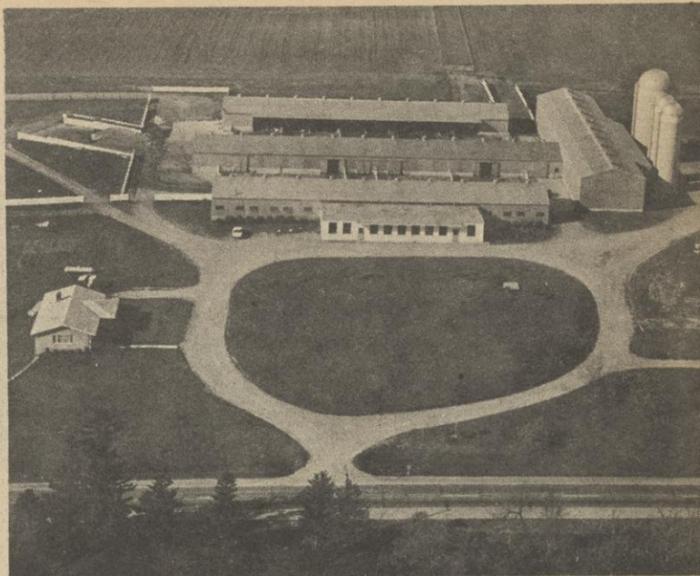
"**FEW IF** any of the agricultural practices in use today on Wisconsin farms have not been the effect, directly or indirectly, of research on these experimental farms," added Peterson. And, much of the agricultural progress of the upper Midwest reflects research projects carried out at Wisconsin.

This network of identifying problems that need to be researched, the research itself and then the communication of results back to Wisconsin farms and consumers has a rich and long history in Wisconsin.

Almost a century ago, a group of men at the newly-formed University of Wisconsin hoped to make Wisconsin the agricultural leader of the nation by organizing a plan of research. They felt it was necessary to find the scientific facts underlying farm operations before they could be of service to the people of Wisconsin.

But when the University of Wisconsin Agricultural Experiment Station was founded in 1883, farming was still based on guesswork and traditions, and farmers were reluctant to accept the advice given by "swivel-chair" farmers at the college.

FOUR YEARS later, in 1887, the Hatch Act was passed, providing small appropriations for agricultural experiment stations in each state. Slowly a new era of scientific farming began, boosted particularly by Dr. Stephen M. Babcock's development of the butterfat tester. And from then on research hasn't stopped. The gains made in agriculture as a result of research at Wisconsin are plentiful and have helped Wisconsin gain reputation as a



national and world agricultural leader.

The money spent on agricultural research has become an invaluable investment. Today the yearly budget for maintenance and operation of the farms stands at about \$1 million.

Peterson added, however, that the returns to agriculture and the state's consumers far exceed that investment from state and federal sources and from foundations and industries.

"No one could point to a greater payoff in investment than the state has made in agricultural research," he said.

TODAY THE network of farms that has developed, through donation and purchase, serve as testing and educational centers.

The different sites and principal research areas include these:

- Ashland Station—Dairying, grain and forage production and utilization, land drainage on red clay soils in northern Wisconsin.
- Spooner Station—sheep irrigation, field corn, potatoes and other field crops for sandy loam soils in northern areas.
- Kemp Biological Station—forestry and wildlife ecology.

—Three Lakes Farm—production of foundation seed stocks of new and improved potato varieties.

—Peninsular Station—orchards and small fruits. Also the interregional potato introduction laboratory.

—Marshfield Station—dairying, grain and forage production and utilization, land drainage on silt loam soils in north-central Wisconsin. Also a state soil testing laboratory.

—Hancock Station—irrigation and dryland, vegetables, potatoes and field crops on sandy soils in central Wisconsin.

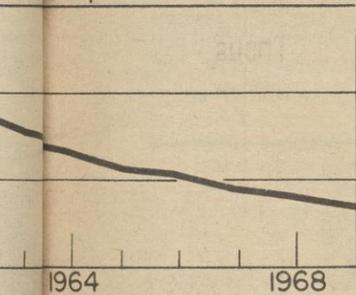
—Lancaster Station—field crops, pasture management, soil and water conservation and beef cattle management in south-western Wisconsin.

—Emmons Blaine Jr. Farm—dairy cattle breeding and nutrition. Also some field crops evaluation trials.

—Arlington Farm—general agricultural field research with plants, animals, soils, machinery, equipment, nutrition, feed processing and weather.

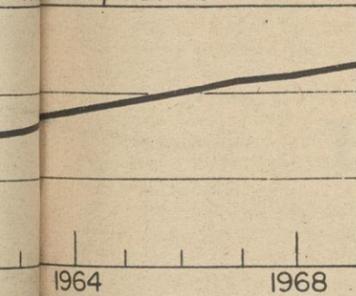
—Madison Farms—general agricultural field research with plants and animals.

NUMBER OF FARMS WISCONSIN, 1959-69



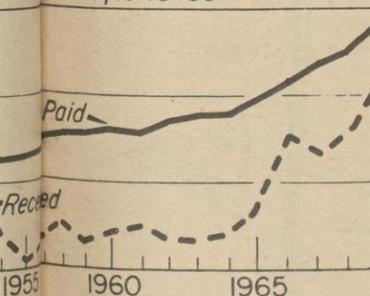
Farms declined steadily from 142,000 in 1959 to only 72,000 in 1969, or a fifth of the 1959 total. The 1969 figure was under the record high of 200,000 in 1935 and 100,000 in 1900. Amazingly the decrease in farms since 1959 was in large total in 1969 was 20.6 million acres.

AVERAGE SIZE OF FARMS WISCONSIN, 1959-69

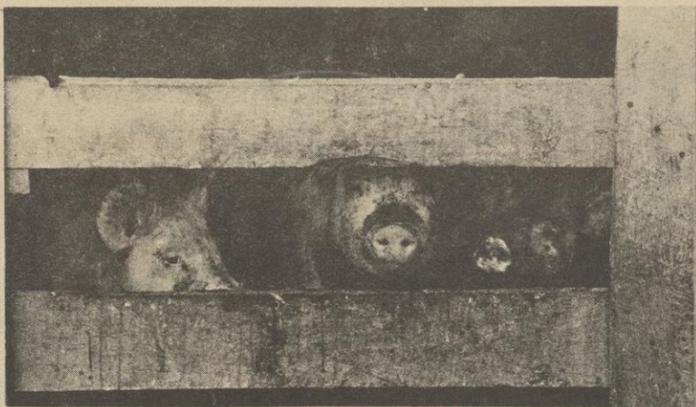


The average size of farms has increased steadily from 158 acres in 1959 to 228 acres in 1969. This increase has resulted from a consolidation of all or parts of the smaller farms and land in farms have become larger. The average size of farms in 1969 was 63 acres larger than the average in 1959. Land in farms in 1935 was still in excess of 3.5 million acres.

INDEX OF PRICES PAID AND RECEIVED BY FARMERS WISCONSIN, 1949-69



Both the index of prices received and prices paid by farmers rose from the 1910-14 base period. In 1949-50 the index of prices received was 100 and the index of prices paid was 100. From 1950-51 the index of prices received rose above the prices paid index. Since 1950 the index of prices received has risen steadily over the years and by 1969 had made a 100 percent gain.



Cardinal photo by Joseph Pavlat

'Don't Really Want to Move'

Previous surveys which show people want to get away from larger cities and move to nonmetropolitan areas are misleading, according to two University of Wisconsin rural sociologists.

James Zuiches and Glenn Fuguitt have tried a modified interviewing technique and found that most people don't really want to move too far out, but would rather stay within commuting distance of a metropolitan center.

More than 900 people were recently surveyed throughout the state by the university Survey Research Laboratory. It would have initially appeared that only 20 per cent of the people preferred the central city and the suburbs and 61 per cent wanted to live in small towns and rural areas. This is about the same as shown by previous surveys.

However, Zuiches and Fuguitt added a question about preference for living within 30 miles of a large city—50,000 people or more—it was established that only 30 per cent really want to live beyond the easy reach of the city.

This finding has rather important implications, because urban and regional planning is often based on surveys of peoples' residential preferences. From such surveys have sprung the ideas for "new towns" and promotion of growth in nonmetropolitan population centers, such as small cities and rural villages. Proponents of such plans argue that "that's what people want."

Actually, what people prefer is rather accurately reflected by the way population concentration patterns have been changing. They want the best of both possible worlds, says Zuiches and Fuguitt. Many want to get out of the central city, but not move so far away that they can't enjoy the cultural, commercial and occupational advantages of the city.

MANY OF THOSE presently living in nonmetropolitan areas also would prefer to live closer to a larger city.

This accounts for the rather small growth of nonmetropolitan areas during the last decade (3.5 per cent) and only a slightly larger growth of 5.6 per cent in the central cities of Wisconsin.

Meanwhile, towns around the metropolitan centers grew at the rate of 25.4 per cent and other parts of the metropolitan area—the surrounding countryside and villages—grew by a fantastic 42.5 per cent.

Manure Handling And Other Waste Disposal Problems Are New Concern of Farmers

Manure handling is of year-round concern to Wisconsin farmers. With increased efficiency, confinement feeding and larger herd numbers, the routine handling of livestock wastes can become a serious problem without proper planning.

Demands on sanitation in and around dairy farms have been a must for years to maintain Grade A milk quality for marketing, according to Jim Crowley, University of Wisconsin Extension dairy specialist. Present milk quality rules go beyond clean cows to pure water, proper fly control and animal waste disposal.

RECYCLING ANIMAL WASTES through the soil is not new to agriculture. Manure is a valuable source of plant nutrients and use of animal manures for its nutrients has been a recommended practice for years.

The problem comes when large numbers of livestock are confined to feedlots, free stall pens and similar concentrations. The proposed rules for farm animal waste management are not restrictions for good farmers because good livestock and land management practices presently meet the new standards. The idea is to restrict the activity of the negligent or careless, Crowley said. The proposal also gives guidelines for future waste disposal standards.

Wisconsin livestock enterprises account for 85 per cent of the \$1,500,000,000 income from the state's 100,000 farms. Livestock are used as a means of minimizing the tremendous tonnages of potential wastes from many industrial processors in the form of feed and bedding.

EXAMPLES ARE wheat bran from mills and waste by-products of the canning industry. Research is underway to find more efficient ways of utilizing waste by-products from the lumber and paper industries.

Present legal requirements for Grade A milk marketing in Wisconsin demand keeping dairy cows and milking areas clean and attractive. Potential pollutant materials are not permitted to enter wells, surface or ground waters. This requires cooperation of everyone in keeping lakes, wells, streams and springs free of contaminants.

Labor requirements must make manure handling convenient for dairymen and at the same time control flies. Manure is valuable as an asset for a good soil fertility program. Manure management systems must be flexible to allow for convenient handling despite weather conditions, cropping rotation and seasonal limitations. The guide to successful waste management, Crowley said, is a combination of minimum labor and machine investment with optimum recycling of nutrients.

CANDIDATE'S MEETING
The fourth district Organization will hold a candidates meeting, Monday night at 7 p.m. in the lecture room of the Downtown Public Library. All downtown city residents are invited to attend and ask questions of candidates for state senate, assembly, sheriff and district attorney. For further info contact Dennis McGilligan—255-0949 or David Clarenback 251-2528.

CHRISTOS RETURNS
The Holy Order of Mans introduces Reverend Richard Shaffer and Rev. Josephine Shaffer lecturing on the "Return of the Christos" Monday night at 7 p.m. at Tripp Commons. There will be opportunity to talk with these two representatives after the lecture. No charge or donation will be solicited.

Alice Still 'Wanted' For Crown

By TINA DANIELL
of the Cardinal Staff

Wild rumors to the contrary, Wisconsin agriculture is not retiring Alice in Dairyland after long years of faithful service. Each year for the past 25 years a new Alice in Dairyland has been chosen to travel nation-wide, smile, and promote Wisconsin products. But there was some discussion after last year's contest as to whether twenty five years of service was not more than enough and whether stand-by Alice should be dropped.

But the department was "barraged with calls to continue the program, especially from marketing and agricultural groups," according to William T. Reese, Director of Bureau of Marketing Development for the Department of Agriculture. So Alice will definitely not be dropped. Rather an effort will be made to "bring the program up to date, be modern, be with it. For example, the crown and banner are not important to selling a product on TV," said Reese.

According to Reese, the changes will try to play down the beauty contest aspect and emphasize that the position of Alice is an excellent job opportunity.

"We're trying to take this position, which is very well-known nationally, and remind people that it is an excellent opportunity to get into public relations. Our little girl travels thousands and thousands of miles and meets with people who are very well-known in public relations, promoting Wisconsin and its products. This is a learning experience, and the girl gets paid," Reese commented.

ONCE SHE ASSUMES the position of Alice in Dairyland, a woman has civil service status and becomes a public relations assistant for one year with a salary of \$7,000 plus traveling expenses.

Formerly, Alice was chosen from contests on two levels. On the first level, the state was divided by the legislature into nine



districts. Each district had its panel of three judges—one from the Bureau of Personnel of the Wisconsin Agriculture Dept., one from the media, and one a "performing individual familiar with marketing, a lawyer or lady in professional work." The applicants were interviewed first singly and then in a group as to their background, interests, ambitions, and leadership ability. Two from each district were chosen for the next level.

Later that month, usually June, these women competed in a three day selection process, basically the same as on the district level, but with a panel of five judges. The final day of the selection is televised state-wide, and Reese described it as a "gala affair." The five finalists are announced, then the second runner-up, the first runner-up, then the winner. During the three days, the women wear street clothes and formal—no bathing suits.

THE DIFFERENCE IN this year's selection process has not yet been specifically determined, said Reese. The finals will still be televised and the contest will still be held on two levels, but the districts may be eliminated. In-

stead there may be four or five places where candidates go for interviews. The semi-finalists will then be chosen in proportion to the number who applied.

When asked whether winning was still primarily a question of good looks, Reese said "Certainly she has to be good in public, someone who is charming, outgoing, mixes well, and thinks quickly." And his response when asked by the Agriculture Dept. why a man isn't used to promote Wisconsin products in the same manner as Alice, "Maybe we should."

"Some of our little gals have important jobs now," Reese said. "One is a consultant with Green Giant, and another is with Betty Crocker."

A STATEMENT ON the applications form makes the opportunities clear: "A year as 'Alice' allows a girl to grow in so many ways. Her exposure to all aspects of public relations and the responsibilities she must assume cannot help but strengthen her character, her sense of duty, her poise, charm and public speaking ability."

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Ag Frats Still Thrive on Campus

By KEITH KUEHN

Cooperative living units have recently experienced a sizable upswing. Their strength is found in the willingness of their members to share in the work and responsibility as well as the benefits of the organization.

But the idea of cooperative living units is far from a new one on Madison's Agricultural Campus. Currently there are three separate "Ag" houses which have operated successfully for a combined total of a 149 years.

TWO OF THESE houses, Alpha Gamma Rho and Delta Theta Sigma, are affiliated with national social professional fraternities while the third, Babcock House, is an independent Agricultural Student Cooperative.

Alpha Gamma Rho (AGR) is the oldest of the three houses. It dates back to the fall of 1915 when a group of "Ag" students formed Beta Sigma Alpha Society, which became the ninth chapter of Alpha Gamma Rho a year later. Over the years the AGR's have moved three times, the last coming in he fall of 1969 when they moved from

Summit Avenue to their current Chapter House at 233 Lakelawn Place.

AGR, Delta Theta Sigma and Babcock House, stress that its members be in agricultural related fields. Pledging is relatively informal with formal membership coming after about eight weeks. Members operate the house with only one outside employee, a cook. All cleaning and normal maintenance is done by members under the direction of an elected slate of officers. AGR seems to have found success as it was recognized last year as operating the largest fraternal living unit on campus. (Fifty members live in Chapter House.)

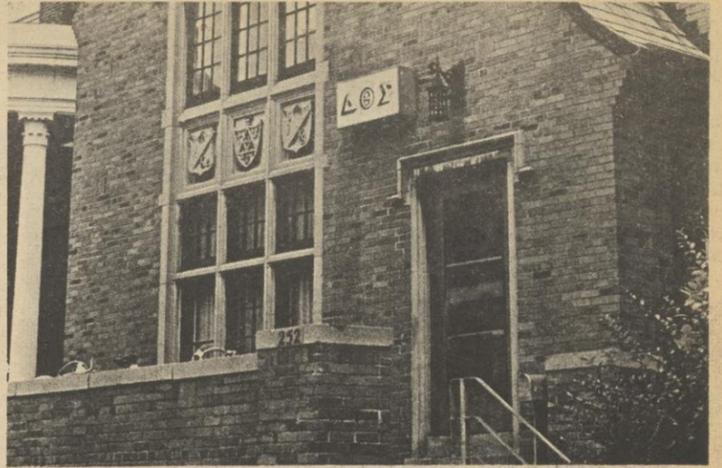
The history of Delta Theta Sigma (DTS) at Wisconsin dates back to 1920 when a chapter of the national Farm House Fraternity was founded here. In 1927 that group broke away from Farm House and became the third chapter of Delta Theta Sigma.

BY THE 1960's the membership of DTS, generally called the Ditsers, grew to such a size that it was necessary for the fraternity to

operate two houses, one at 320 Lathrop and the other at 1701 University Avenue. Realizing the need for new quarters, the search was on, and in 1966 the Ditsers and Avenue. Realizing the need for new quarters, the search was on, and in 1966 the Ditsers moved into their present home at 252 Langdon. The Ditsers and AGR's operate their houses in a similar manner, with both carrying University Housing Certification.

Babcock House, named after the famous biochemist, Dr. Stephen Babcock, had its beginning during the early 1930's. At that time, due to the Depression, few farm boys could afford college and enrollment in the Ag College dropped rapidly. Realizing the seriousness of the situation, a group of faculty began a search for low cost housing for ag students.

By the fall of 1932, this group had secured the residence of the late Dr. Babcock, furnished it with cast-off furniture from university dorms and moved in 25 "Ag" students. Babcock became the first cooperative house on campus.



Cardinal photo by Dick Satran

Exhibit Honors Dairy Farmers

By PERRY BAIRD

The largest of Wisconsin's industries is often taken for granted — most of us grow up with the idea that Wisconsin is "America's Dairyland."

Dairying, however, is never slighted in Fort Atkinson. The roots of the industry go mighty deep in this southeastern Wisconsin town. It was here that the idea of making dairy framing a business and milk processing an industry was conceived and introduced to Wisconsin.

THE LATEST HOMAGE the people of Fort Atkinson have paid to "their" industry is in creating a permanent exhibit which traces the local influence on the beginnings of dairying. The project was a big one, and an entirely local one which drew on the talents and contributions of many.

"As of this moment, we think it's the finest dairying exhibit in the world," said James Baird, chairman of the exhibit's building committee. "We know of none finer."

Baird didn't start with much. An 1864 carriage house, used as a garage for the Hoard Historical Museum, was the local historical society's choice for the exhibit. He surveyed the old building — paint peeling off the walls, paint-spotted, dusty cement floor, large garage doors at one end, no heat and no working electric lights.

Baird drew up some plans, basing much of the construction around antique dairy equipment that he and others had been collecting. Parts of a creamery, barn and dairy farm kitchen, all dating from 1870 to 1890, were in the plans.

IN MID-WINTER work started. It was not the ideal season for working in an unheated building. The large garage doors were walled up from the inside and wood scraps from that construction went into an antique pot-bellied stove which was moved in temporarily to keep workers warm. Baird said that until the stove heated the inside, workers would scrub, saw and hammer wearing gloves, hats and heavy coats.

"At first, the weather really hampered our work," Baird said. "We couldn't paint until it warmed up, and we had to pile up a lot of the lumber inside the carriage house because there was snow outside." One weekend Baird and his two sons went out to pick up an old wagon for the creamery display, only to find that they had to wait until spring thaw before the ground would release the wagon's spoked wheels.

The work on the exhibit was done on weeknights and weekends, and a few volunteers, like Baird, spent nearly every spare moment at the carriage house.



PICTURED ABOVE is one of the exhibits at Ft. Atkinson that shows some of the implements used in the past by farmers.

But many hands helped with the project. Men hunted the countryside for old handhewn barn lumber for the exhibit barn. Women sewed curtains for the farm kitchen and helped restore its furnishings.

A MASON LAID brick for the floor of the creamery, and other men put up creamery and barn walls. Baird, a commercial artist, painted an outdoor scene on a wall. The high school art class constructed a life-size model cow for the barn. A local undertaker "make up" a mannequin for the creamery. Signs were lettered,

milk cans polished and old files rifled for information that could be put on display.

By early June the dairy museum was ready to open. The timing was just right. Fort Atkinson was preparing to host the state's Alice in Dairyland contest in connection with the city's many June Dairy Month activities.

Perhaps the museum's largest and most enthusiastic crowds turned out at the June open house. But the museum is a popular

(continued on page 11)

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Jim. — 4x18

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Game. Urgent! 238-7431 after 5 p.m.
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chrome wheels, front end rebuilt.
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doesn't burn oil \$190. 262-5945, if out,
leave number. — 2x16

'61 FORD Falcon Station Wagon,
Rusty but running. \$50. 262-4219. —
3x17

1967, 305 HONDA Scrambler, new
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— 3x18

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needs winterizing, very reasonable.
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1044097085
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4906252277

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eligible for the end-of-the-Semester-
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Prof. Alfred Kastler, recipient
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will deliver the Julien E. Mack
Lecture on Science and Society
tonight, Oct. 16 at 8 p.m. in room
1300 Sterling Hall. Prof. Kastler is
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Ecole Normale Supérieure in
Paris, France, and is well known
for his research on optical
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Chazal



Cardinal photos by Bill Rogers

Atkinson

(continued from page 9)

history lesson to any crowd. As one enters the carriage house, the aproned man in the creamery stands on the brick floor weighing milk surrounded by a variety of cans, churns and separators.

He faces toward the loading platform where there is a wagon. The front half of the wagon and a horse in a country setting are painted on the wall. The rear of the wagon is real and hard to distinguish from the picture.

TO THE RIGHT of the platform stands the sturdy, handhewn barn. The cow stands with her head turned, looking with large brown eyes toward the carriage house door. Flies are pasted on the cow's haunch.

On the kitchen counter is a hand-operated pump. Cabinets, dry sink and butter-making utensils rest on a slatted wooden floor.

On the remaining walls hand

portraits of local men who first organized the dairy industry. There's W.D. Hoard, who founded the first dairymen's association and Hoard's Dairyman magazine. Milo Jones, owner of one of the state's first dairy herds and founder of Jones Dairy Farm, is also pictured.

Founding such an industry is a source of pride for Fort Atkinson, but the museum exhibit is a new source. There aren't many museums built around one industry, and, in Wisconsin, there are now only two concerned with dairying — one in Fort Atkinson and one in Cassville.

BAIRD SAID that Cassville's dairy museum isn't as complete as Fort Atkinson's yet, but there are large-scale plans.

"Cassville has plans for a complete farmstead. They may even get a herd of cows — a living

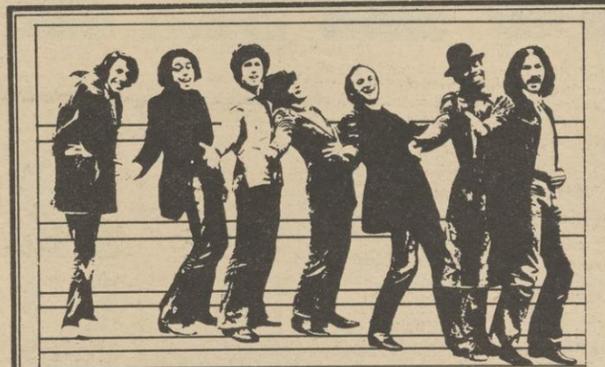
exhibit. Some day they may really have something," he said.

A dairy exhibit anywhere else might have a hard time living up to Fort Atkinson's early influence on Wisconsin dairying.

"Here is where it all started, and that's our claim to fame," said Baird. "We're all awfully proud of that."

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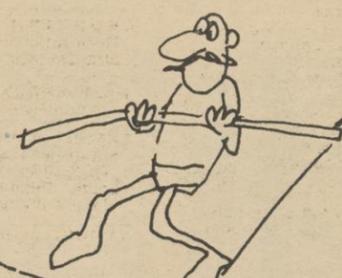
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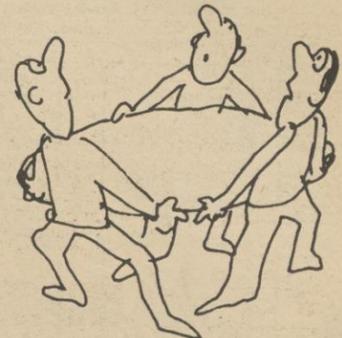


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8:15 & 10:15
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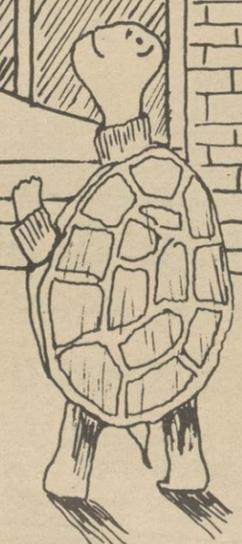
Granpa has a farm with barns that cows live in. The cows stay in the pasture and woods during the day. Granpa also has other animals, too. There are pigs and also chickens. Grandpa grows corn and peas and also grains and apples. He gets milk and meat from the cows. When I grow up I want to live on a farm like Granpa.

Cindy
 Grade 4

MARTIN'S



there are
 turtles...



at
 martin's

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