



# **The University of Wisconsin press bulletin.**

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# THE UNIVERSITY OF WISCONSIN PRESS BULLETIN

The purpose of this Bulletin is to bring to the newspapers of Wisconsin and their readers—the people of the state—permanent 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.

Release Wednesday, July 19, 1939

MADISON, WISCONSIN

Vol. 32, No. 44

## Waushara Revives Past In Pageant of History, Farming

Citizens of Waushara county are undertaking the management of a countywide Cavalcade of History and Agriculture, to be known as "Frontiers of Waushara," as the main feature of the program of the county fair at Wautoma on the evenings of Aug. 22, 23, and 24. Miss Ethel Theodora Rockwell, chief of the bureau of dramatic activities, University of Wisconsin Extension division, has been engaged to assist them in the enterprise.

Miss Rockwell is writing the pageant and will direct and stage it. The Waushara field, she says, is quite different in its opportunities for pageantry than anything she has presented before. The entire pageant, while historical in its background, will emphasize progress in agriculture and the uses man can make of the soil and of his environment. The finale will center around new frontiers which will show the results of a recent land-planning survey that has been made of the county.

"Waushara county has seen come and go many frontiers in its agricultural history," Miss Rockwell recounted. "In its earliest days there were the pine forests that now have vanished; always there have been the cranberry and the blueberry crops; the granite quarries have paved the streets of Chicago and many other cities; the first great commercial crop was wheat; this gave way to diversified farming. For a few years hops were 'tops,' then suddenly Waushara became known as the great potato county. In the present century the dairying and alfalfa raising industries have held first place."

"Today citizens of the county are trying scientifically to plan the best uses to which they can put their beautiful lake country that will make them a fair living and at the same time will conserve their resources so as to make their environment more beautiful and more productive for a better way of life."

The Waushara county project is described as having interest for farmers and members of fair boards throughout the state, and is expected to draw visitors from other counties for whom the historical perspective especially appeals.

## Programs For Safety Education Announced For Study Projects

Wisconsin's contribution to the five-year national drive for highway safety will include program suggestions for local groups on five topics. They are designed for club and other community meetings, and are outlined in a special publication issued by the University of Wisconsin department of debating and public discussion, Extension division.

The department referred to the 1938 decrease in automobile accidents in both state and nation. The Wisconsin decline was from 878 in 1937 to 667 in 1938, or 25 per cent. In the nation it was 8,300. The loss of 28 child lives in Wisconsin in such accidents in the first four months, was cited as reason for renewed accent on education to halt this trend.

The suggestions for group programs include the following:

1. Accidents on the highway—in the U. S., in Wisconsin, in the locality (three five-minute talks); causes and prevention (talks by community leaders—lawyer, physician, teacher, clergyman, automobile owner, mayor); 2. a debate on compulsory automobile insurance; 3. easel chart talk, poster display, and discussion on pedestrian and drivers' actions and the liquor problem; 4. what Wisconsin has done to make highways safer, by a member of the state highway department's safety staff, and what the Community, the home, and individuals can do; 5. a play, pageant, or motion picture film.

Study material for all discussion topics is available from public libraries and from package libraries of the Extension division. Films are available from the Extension bureau of visual instruction and from the Wisconsin Highway commission. The commission also furnishes speakers. Program suggestions in fuller detail will be sent by the department of debating.

These programs are described as part of the National Safety council's drive to reduce traffic deaths by 35 per cent by the end of 1940, and are in line with the president's plans for a national conference to deal with the problem.

## U. W. Man Heads Dairy Science Extension Work

Glen W. Vergeront, head of the department of farm and dairy records at the University of Wisconsin College of Agriculture, was recently elected secretary of the extension section of the American Dairy Science association at its meeting held at Pullman, Washington. The extension section, as part of its program, makes recommendations to the United States Department of Agriculture, regarding extension projects in the various states dealing with dairy herd improvement work. Serving as officers of the extension section with

## Regents Approve U. W. Budget; Only 39% Comes From State

The University of Wisconsin board of regents recently gave final approval to the university's budget, totaling \$9,319,763, for the 1939-40 fiscal year. Presented to the regents by Pres. C. A. Dykstra, the budget provides for an increase in student fees of \$5 per semester, of which \$3.50 is to go into the University's operating funds, and \$1.50 is to go into a fund for additional library facilities, one of the greatest needs of the State University at the present time.

The fee increase was necessary to balance the budget, President Dykstra explained. The only other alternative was further slashing of faculty salaries, which it was felt by both the president and the regents should be avoided at all costs.

### Third For Off-Campus

The total budget of \$9,319,763 provides not only for on-campus work of instruction and departmental research and organized activities relating to instruction, but also for the University's off-campus work of research, extension, and public service to the people of the state, and for the University's auxiliary enterprises and activities, such as dormitories and commons, the Wisconsin Union, and intercollegiate athletics.

Of the total budget, the funds for research, extension work, and public services and the auxiliary enterprises and activities total almost \$3,000,000 or close to one-third of the total budget.

### Only 39% From State

Only 39 per cent of the total budget for 1939-40 comes from state appropriations, President Dykstra revealed, while 61 per cent comes from direct receipts earned by the University itself, or from federal grants and other gifts.

Comparative figures presented by President Dykstra revealed that the total budget figure for 1939-40 is increased \$193,684 over the total University budget of \$9,126,079 for the last fiscal year which ended last July 1. All of this net increase, however, is in receipts earned by the University under its auxiliary enterprises and activities, especially dormitories and commons and intercollegiate athletics.

In this resolution, the regents expressed the hope that the increase in student fees would only be temporary, and then declared:

"We feel that some of the reductions in expenditures in this budget are undesirable and do not represent any real economy. However, the policy has been adopted of reducing the expenditure where it will do the least harm. It is our desire that the University should be made as useful as possible to the people of this state and that its high reputation as an institution of higher learning and of research should be maintained. We are fully convinced that to continue to do so, and supply the services which the people of this state desire, increasing financial support to the University will be essential."

### Cost to State Less

Under the 1939-40 budget, the cost to the state of running the University for the next 12 months is \$456,095 less than last year, President Dykstra said. This decrease in the University's cost to the state is the result of the slash of about \$1,000,000 in the state appropriation to the University for the 1939-41 biennium.

Under this large slash in state appropriations, the University's operating fund for 1939-40 suffered a decrease of \$323,619. It is from this fund that staff salaries and other operating costs are paid.

To make up this large cut in the 1-A operating fund of the University, the 1939-40 budget provides for cuts in operating costs totaling \$123,000; use of a supplemental allotment by the state emergency board totaling \$100,000; and use of \$3.50 of the \$5 increase in student fees to make a total of \$100,000.

### Make Salary Adjustments

The 1939-40 budget also makes use of a fund of \$95,000, given to the University by the legislature in the state appropriation, to provide for increases in staff, promotions, and adjustments on old salary cuts which have been in effect at the university since the depression days of 1932. The salary restorations thus made still do not

## Lunz Succeeds Aamodt As Seed Council Head

Henry Lunz, in charge of the Seed and Weed Control section of the state department of agriculture, was elected chairman of the Wisconsin Seed and Weed Council at a recent meeting of that organization and the Wisconsin Seed Dealers Association at Madison. The position was formerly held by O. S. Aamodt, chairman of the department of agronomy at the College of Agriculture.

The Council is an organization of groups in Wisconsin interested in seed and weed problems including the Wisconsin Experiment Association, State Department of Agriculture, Wisconsin Seed Dealers Association, State University College of Agriculture, State Extension Workers Association, the Central Retail Feed Dealers, Wisconsin Bankers Association, Wisconsin Crop Reporting Service, Association of Agricultural Instructors, Wisconsin Council of Agriculture, and others.

Serving with Lunz as officers of the council are: secretary, E. D. Holden, Madison; executive committee members, Milo K. Swanton, Madison, representing the Wisconsin Council of Agriculture; F. W. Kellogg, and Lawrence Teweles, Milwaukee, representing the Wholesale Seed Trade; and R. C. Tesch, Chilton, representing the Retail Seed Dealers of Wisconsin.

Vergeront are: R. G. Conley, extension dairyman of the Virginia State College of Agriculture, Blacksburg, chairman; and Otto Hill, extension dairyman of the Washington State College of Agriculture, Pullman, vice chairman. The association voted to hold its 1940 convention at Purdue University, Lafayette, Indiana.

restore all salary waivers imposed on staff members six years ago. President Dykstra estimated that another \$100,000 would be necessary before full restorations could be made.

### Dykstra's Statement

In presenting the budget, President Dykstra read a four page statement to the regents concerning it. In the statement President Dykstra said:

"Cutting the budget of a going and growing educational institution is a difficult undertaking. Cuts in expenditures are not always economies in the business sense and may lower the level of service and accomplishment in a University. Having no alternative this year and with deficits facing the University of Wisconsin, certain normal expenses have been eliminated and certain services curtailed. It is hoped that what has been done to meet our financial situation will be well received by the people of Wisconsin and their official representatives.

"Most members of this board and the president along with them naturally hesitate to increase fees even slightly. There is a deep-rooted feeling against this procedure. We owe it to the state and the students as well, however, to keep up the quality of University work and of our faculty by every possible means. This budget proposes roughly to absorb the cut by a three-fold arrangement—to cut operating costs, and have the state and the students pick up the balance. This three-way split seems to be the only way to maintain the University at somewhere near its current level of excellence."

### Regent Statement

The board of regents approved Pres. Dykstra's statement concerning the budget, and also gave approval to a resolution explaining the regents' stand on the budget, presented by Regent Robert V. Baker, Jr., Kenosha. In this resolution, the regents expressed the hope that the increase in student fees would only be temporary, and then declared:

"We feel that some of the reductions in expenditures in this budget are undesirable and do not represent any real economy. However, the policy has been adopted of reducing the expenditure where it will do the least harm. It is our desire that the University should be made as useful as possible to the people of this state and that its high reputation as an institution of higher learning and of research should be maintained. We are fully convinced that to continue to do so, and supply the services which the people of this state desire, increasing financial support to the University will be essential."

### List Problems

The Institute's program is organized around major education problems which administrative and supervisory officers in the field have suggested as most urgent and of primary consideration. Among the general problems under discussion at the Institute are the following:

Evaluating Present Programs of Education; The Nature and Source of Lay Attitudes Toward Public Education; Changing Concepts of Supervision; The State's Part in Realizing the Purposes of Public Education; Guidance and Instruction; Some Examples of a Modern Concept and Method of Evaluating Schools; The Local School—An Isolated or Co-operating Institution; Modern Programs of Science; Developing Sound Personnel Policies; Mental Hygiene and the School; Studying and Using the Community in Curriculum Construction; The Citizen's Part in Realizing the Purposes of Public Education; Recent Developments in Planning School Buildings; Educational Legislation in Wisconsin in 1939; and the Development of a New School Code for Wisconsin.

### U. W. Men Take Part

More than 100 superintendents, principals, and teachers from Wisconsin schools and faculty members of the University of Wisconsin are taking part in the discussions of the Institute. Among the State University faculty members on the Institute are the following:

Professors Roy J. Colbert, A. S. Barr, Gordon N. Mackenzie, J. Murray Lee, Paul L. Trump, Stephen M. Corey, Carl H. Waller, J. K. Little, Ira C. Davis, Annette C. Washburn, Burr Phillips, Ronald B. Edgerton, Carl E. Bricken, E. B. Gordon, T. L. Torgerson, C. E. Ragsdale, Stephen M. Corey, M. H. Willing, and A. H. Edgerton.

Wisconsin school men and women

## Wisconsin Ram Truck To Visit 22 Counties

Carrying pure bred rams for sale and exchange among Wisconsin sheep breeders for flock building purposes, the ram truck of the College of Agriculture will make stops at meetings of breeders in 22 counties during September and October, according to the itinerary announced by A. E. Darlow and J. J. Lacey, animal husbandmen in charge of the tour.

At these truck stops, arranged in cooperation with sheep breeders, county agents, and teachers of vocational agriculture, demonstrations will be given on type and quality, and questions of breeders dealing with flock improvement will be answered.

"More than 100 head of pure bred rams of the Shropshire, Hampshire, Oxford, and Southdown breeds have already been consigned by breeders throughout the state, and we are hopeful of having fully twice that number by September 1," it was announced. "The first year the truck was operated, in 1936, 40 rams were sold or exchanged. The next year 70, and last year the number increased to 118," Darlow and Lacey report as they point to the gaining popularity of the truck.

Although the primary interest of the College of Agriculture is with educational work that can be done with the truck program, the good rams they are distributing will help materially in improving the sheep industry, they find.

The itinerary for 1939 is as follows: September 11, **Washburn county**; September 12, **Barron county**; September 13, **Rusk**; September 14, **Burnett**; September 15, **Polk**; September 16, **St. Croix**; September 18, **Pierce**; September 19, **Dunn**; September 20, **Pepin**; September 21, **Buffalo**; September 22, **Trempealeau county**; September 23, **Vernon county**; September 25, **Richland**; September 26, **Grant**; September 27, **Lafayette**; September 28, **Iowa**; September 29, **Dane**; October 2, **Sauk**; October 3, **Columbia**; October 4, **Green Lake**; October 5, **Fond du Lac**; and October 6, **Rock county**.

### U. W. BOOK AIDS RESEARCH

Louis Kaplan, assistant librarian at the University of Wisconsin, is the author of the latest publication of the University Press entitled: "Research Materials in the Social Sciences." Published in pamphlet form, the publication contains an annotated guide to bibliographies, newspapers and periodicals, government documents, manuscripts, and other source materials of use to graduate students and other researchers. It is believed that the pamphlet will facilitate research at the State University.

## Miss Frances Zuill Named Director of U. Home Ec School

After an absence of several years, Frances Louise Zuill returns to Wisconsin to become the director of the home economics department at the University of Wisconsin. She succeeds Abby L. Marlatt, who has just retired after directing the work for 30 years.

Miss Zuill's appointment was made by the University board of regents on the recommendation of Dean Chris L. Christensen. In recommending her appointment, Dean Christensen called attention to the outstanding record of the appointee as an able teacher, experienced administrator, and as a leader among the home economics workers of the nation.

Miss Zuill is leaving the directorship of home economics at the University of Iowa where she won recognition for her contributions to homemaking. She is the co-author of the "Family's Food," a popular book on foods and health, frequently contributes nutrition articles to professional magazines, and is an adviser for "The Journal of Home Economics." This journal is the official publication of the American Home Economics association.

Before joining the home economics staff of the University of Iowa, Miss Zuill was an instructor in home economics at Columbia Teachers College, and later held the position of supervisor of homemaking in the public schools of Baltimore, Maryland. She has been visiting lecturer or professor at Johns Hopkins University, Cornell University and the University of Washington. She has been secretary and president of the American Home Economics association and is a member of Omicron Nu, national honorary home economics fraternity.

Miss Zuill is a native of Whitewater, Wis. She attended Stout Institute at Menomonie and later received her two degrees from Teachers College at Columbia University.

## U. W. To Make Red Clay Containers For Wisconsin Cheese

The possibilities of Wisconsin red clay in the manufacture of pottery will be demonstrated in a project which will be undertaken during the next six months by student workers at the University of Wisconsin as a result of action taken by the University board of regents recently.

The regents approved a project suggested by a Milwaukee firm, under which student workers in the art education department will make 4,000 containers out of Wisconsin red clay. The Milwaukee firm will purchase these containers at 50 cents each, and next Christmas will fill them with Wisconsin cheese and deliver them to patrons, thus advertising Wisconsin's famous dairy product put up in Wisconsin made containers.

Pres. C. A. Dykstra explained to the regents that the demonstration would in effect be a continuation of experiments started by the University some months ago in an effort to find Wisconsin clays which could be used in the manufacture of pottery, and which thus might establish a new industry in the state.

The Wisconsin red clay has been found to have some possibilities in pottery manufacture, and it is hoped by the cheese container demonstration to reveal its commercial possibilities. At the present time the state has no pottery industry. It is estimated that each of the clay containers will cost about 25 cents to produce, so that the production of 4,000 of them for the Milwaukee firm at 50 cents each will net the art education department about \$1,000 with which to carry on further experiments in the field.

## Accountancy Taught Off-Campus In New Extension Courses

Two new courses in intermediate accounting and a new course in Certified Public Accountant review problems recently have been added to the list of business subjects offered for study through correspondence by the University of Wisconsin Extension division. All three were prepared by James H. March, C. P. A., assistant professor of accounting.

Designed to follow a course in bookkeeping and introductory accounting, the intermediate courses provide essential instruction for those who are preparing for work as corporation accountants or public accountants. The principal topics treated are accounting classification, balance-sheet valuation, corporation and partnership accounts, and the interpretation of financial statements.

The C. P. A. review course includes 60 representative C. P. A. examination problems and seeks to develop skill in solving them within the allotted time. For Wisconsin candidates the next examination for the C. P. A. certificate will be held in November, 1939, at Milwaukee and Madison.

The accounting courses and others in the business field taught by the Extension division through the home study plan are available to students anywhere they can be reached by mail.