



# **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—pertinent news and information concerning their State University. The University Press Bureau will gladly furnish any special news or feature stories to editors. Address letters to R. H. Foss, editor, Press Bureau, University of Wisconsin.

To Editor:—The news in this bulletin is prepared especially for the press, and is released for publication on the date below. Please address exchange copies to Editor, 711 Langdon Street.

June 27, 1934

## List Headliners For Farm Program On Badger Campus

Traveling Cooperative College  
Holds Tenth Session at  
U. W. July 9-14

Participating in the 10th annual meeting of the American Institute of Cooperation, when the sessions open at the University of Wisconsin July 9, will be representatives of farm cooperatives from California to Maine and from Canada to the Gulf.

In addition to 20 speakers from Wisconsin, exactly 47 from outside the borders of the state are listed on the six-day program. Hailed by state farm leaders as the most significant farm meeting of the year, hundreds of Wisconsin farmers interested in the cooperative movement are expected to be in attendance.

### Is Traveling University

The first nine meetings of the Institute were held in Colleges or Universities in Pennsylvania, Minnesota, California, Illinois, Kansas, Louisiana, Ohio, New Hampshire, and North Carolina.

Members and officers of Wisconsin farm cooperatives will have an opportunity to hear leaders of the national movement. Heading the list of distinguished speakers is Henry Wallace, secretary of agriculture, who, together with a number of directors of the federal departments, are expected to present their views of current economic issues facing cooperatives.

Speakers from outside Wisconsin include: Bruce McDaniel, Redlands, California, general counsel, Mutual Orange Distributors; H. R. Tolley, in charge of planning division, Agricultural Adjustment Administration; Don N. Geyer, Chicago, Illinois, secretary-manager, Pure Milk Association; C. V. Gregory, editor of Prairie Farmer, Chicago, Illinois; Paul S. Armstrong, Los Angeles, California, general manager, California Fruit Growers' Exchange; Mordecai Ezekiel, economic advisor to the secretary of agriculture, Washington, D. C.; Jerome Frank, legal advisor, Agricultural Adjustment Administration, Washington, D. C.

### AAA Well-Represented

Reuben Hall, general counsel, New England Milk Producers' Association, Boston; R. K. Froker, Washington, D. C., senior expert economist, dairy section, Agricultural Adjustment Administration; Charles W. Holman, Washington, D. C., secretary, the American Institute of Cooperation, and secretary, the National Cooperative Milk Producers' Federation; C. O. Moser, New Orleans, Louisiana, vice-president, American Cotton Cooperative Association; E. J. Tracy, Cincinnati, Ohio, counsel, Cooperative Pure Milk Association of Cincinnati and the Miami Valley Cooperative Milk Producers' Association;

Francis W. Peck, Washington, D. C., cooperative bank commissioner, Farm Credit Administration; E. A. Stokdyk, Berkeley, California, Berkeley Bank for Cooperatives; J. E. Wells, Washington, D. C., deputy cooperative bank commissioner, Farm Credit Administration; E. C. Johnson, St. Paul, Minnesota, vice-president, Production Credit Corporation of St. Paul; N. P. Hull, Lansing, Michigan, president, National Cooperative Milk Producers' Federation and president, Michigan Milk Producers' Association; A. H. Lauterbach, Washington, D. C., chief of the dairy section, Agricultural Adjustment Administration; John Brandt, Litchfield, Minnesota, president, Land O' Lakes Creameries, Inc.; Sec. Wallace to Speak

Dan A. Wallace, directing editor, Paul Farmer and the Farmer's Wife, St. Paul, Minnesota; William Moscrip, Lake Elmo, Minnesota, president, Twin City Milk Producers' Association; F. K. Schneider, Winnipeg, Canada, secretary-treasurer, Winnipeg District Milk Producers' Cooperative Association, Inc.; Harvey E. Wood, Chicago, Illinois, counsel for Pure Milk Association; D. L. Swanson, Chicago, Illinois, Chicago Producers' Commission Association; C. G. Randall, Washington, in charge of division of livestock and wool, Farm Credit Administration; L. A. Chapin, North Bangor, New York, member of executive committee, Dairymen's League Cooperative Association;

Leland Spencer, Ithaca, New York, professor of marketing, New York State College of Agriculture; H. B. Steele, Pittsburgh, Pennsylvania, secretary, Dairymen's Cooperative Sales Association; R. A. Ward, Portland, Oregon, general manager, Pacific Wool Growers; H. B. Embach, Boston, general manager, Wool Marketing Corporation; Henry A. Wallace, Washington, D. C., secretary of agriculture; I. H. Hull, Indianapolis, Indiana, general manager, Indiana Farm Bureau Cooperative Association; Quentin Reynolds, Springfield, Massachusetts, general manager, Eastern States Farmers' Exchange;

### Represent Many States

Frederick C. Howe, Washington, D. C., Consumers' Counsel, Agricultural Adjustment administration; Joseph Gilbert, Minneapolis, Minnesota, Midland Cooperative Oil Association; V. N. Valgreen, Washington, D. C., senior agricultural economist, Bureau of Agricultural Economics, U. S. Department of Agriculture; L. G. Foster, Louisville, Kentucky, secretary, Louisville Bank for Cooperatives; H. Bruce Price, Lexington, Kentucky, head, department of markets and rural finance,

## U. Arboretum, State's Largest Laboratory for Conservation Research Work, is Dedicated

Wisconsin's largest laboratory—the newly-established 500-acre arboretum at Madison near the University of Wisconsin—was formally dedicated recently at an early morning breakfast service held on the arboretum grounds.

More than 150 citizens of the state attended the dedicatory event, at which eight speakers, representing the state and the university, explained the meaning of the arboretum to the state and its natural resources.

Among those who spoke at the dedication service, which followed a breakfast of bacon, scrambled eggs, fried potatoes and coffee prepared by University students, were Aldo Leopold, professor of wild life management and research director of the arboretum; Prof. G. W. Longenecker, executive director of the arboretum; Prof. E. M. Gilbert, chairman of the arboretum committee; Gen. Ralph M. Immel, of the state conservation department; John Callahan, who read a message from Pres. Glenn Frank; George Mead, Wisconsin Rapids, who spoke for the university regents; John Nolen, famous city planner; and Chief Yellow Thunder, Wisconsin Winnebago Indian.

### Established Two Years Ago

The arboretum is located along the shore of Lake Wingra, on the southwest outskirts of Madison. Established about two years ago, this 500-acre tract gives the University and the state an excellent opportunity for experimentation in reforestation and propagation of wild life.

Both reforestation and the propagation of wild life are extremely important to Wisconsin, which must constantly look after its reputation as a vacation ground and recreational cen-

ter for the mid-west. In line with this idea, development of the area has been pushed forward rapidly during the past year.

### Plant 15,000 Trees

More than 15,000 pine and spruce trees have been planted in the tract, which at present is the home of 12 species of game birds and 22 species of mammals. These are expected to be increased rapidly in the future, since the particular kinds of foods and cover needed by each species has been greatly improved. A roadway through the arboretum has also been built, and barracks and experimental laboratories have been constructed.

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

### Indian Chief Talks

Garbed in full Indian regalia, Chief Yellow Thunder declared at the dedication that he felt that he and his people were being recreated in the arboretum project. He pointed out that his people are like the trees—a dying race, leaving behind them as their only monument the natural forests and streams of America.

Prof. Leopold reminded the audience that the heaviest task of the next half-century would be the rebuilding of the land, while Adj.-Gen. Immel hailed the arboretum as "the symbol of a reawakened consciousness on the part of the white man of the importance of preserving natural beauty and resources of the state."

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## Fred Named Dean of U. Grad School

Dr. Slichter, Dean Since 1920, Retires July 1

Edwin B. Fred, professor of bacteriology at the University of Wisconsin, was named dean of the State University's graduate school by the board of regents recently.

Dr. Fred will succeed Prof. Charles S. Slichter, who has been dean of Wisconsin's world-famed graduate school since 1920. Dean Slichter will retire from the office July 1, and will then become research advisor to the graduate school and professor emeritus of mathematics.

Dr. Fred has been a member of the Wisconsin faculty since 1913, when he was named assistant professor of bacteriology. In 1914 he became associate professor, and in 1918, he was raised to a full professorship.

The new dean was born in Middleburg, Va., in 1887. He graduated from the Virginia Polytechnic Institute, and obtained his doctor of philosophy degree from the University of Goettingen, Germany, in 1911. He is married and has two children.

He served as first lieutenant in the chemical warfare service of the A.E.F. in 1918. He is a member of the National Academy of Science, Sigma Xi, Gamma Alpha, and Phi Sigma. He is co-author of a volume entitled "Textbook of Agricultural Bacteriology," and author of a "Laboratory Manual of Microbiology."

Dean Slichter, who is 70 and thus automatically retired under faculty rules, has served state and university for nearly half a century, since 1886, when he first became an instructor of mathematics at the University. He was made assistant professor of mathematics in 1889, and became professor of applied mathematics in 1892.

## Set Field Day Dates At Experimental Farms

Seven farmers' field days and picnics are scheduled at the branch experiment station farms of the state this summer, announces Chris L. Christensen, director of the Wisconsin Experiment Station.

In addition to field trips to visit the experiments being conducted on each of the farms, a program emphasizing current economic conditions will be presented.

The dates include: La Crosse, July 17; Sturgeon Bay, July 19; Ashland, July 26; Spooner, July 31; Marshfield, August 2; Hancock, August 3; and Coddington, August 9.

University of Kentucky; John D. Miller, Susquehanna, Pennsylvania, vice-president, and general counsel, Dairymen's League Cooperative Association, Inc.; E. G. Nourse, Washington, D. C., director, Institute of Economics, Brookings Institution;

Theodore Macklin, Sacramento, California, director of markets, state of California; O. B. Jesness, St. Paul, Minnesota, chief division of agricultural economics, University of Minnesota; J. H. Van Deventer, New York, Editor of Iron Age; Charles C. Teague, Santa Paula, California, president, California Fruit Growers' Exchange, and president, California Walnuts Growers' Association; H. F. Meyer, Minneapolis, Minnesota, director of sales, Land O' Lakes Creameries, Inc.; N. K. Carnes, South St. Paul, Minnesota, general manager, Central Cooperative Association; L. J. Taber, Columbus, Ohio, master, National Grange Patrons of Husbandry; and J. D. Harper, Chicago, Illinois, Bend; Virginia Pier, Richland Center; Lawrence Rember, Wisconsin Rapids; Hulda M. Schuetz, Monroe; Nels M.

## Four Badgers Appointed To Direct Land Program

Four of the nine regional directors in charge of the land policy section of the Agricultural Adjustment Administration are graduates or former students at the University of Wisconsin college of agriculture.

They are to develop a land use policy for each of the nine regions into which the United States is divided.

Noble Clark, assistant director of the Wisconsin Agricultural Experiment Station is in charge of Michigan, Minnesota, and Wisconsin, with headquarters at Madison. L. A. Schoenmann heads the work in Ohio, Missouri, Illinois, Iowa, and Indiana. W. A. Hartman is director for South Carolina, Georgia, Alabama, and Florida. R. L. Thompson is in charge in Mississippi, Louisiana, Arkansas, Oklahoma, and Texas.

The regional directors are establishing contacts between federal and state agencies so that the long time programs of each may be directed toward the same objective. They are initiating preliminary investigations for a definite program of land utilization in each of the regions, and are aiding the agencies in several states in finding new opportunities for farmers who may want to leave sub-marginal land.

The regional directors have also been loaned to the sub-marginal land committee which is directing the expenditure of money appropriated through the Federal Surplus Relief Corporation for the government acquisition of sub-marginal land.

Fred H. Clausen, Horicon, was re-elected president of the University of Wisconsin board of regents for his third successive term at the annual meeting of the board recently. Harold M. Wilkie, Madison, was re-elected vice-president of the board, and Maurice E. McCaffrey, who has served as secretary of the regents for more than a score of years, was re-elected to that office.

Earning high scholastic averages during their university careers, more than 200 students, most of them from Wisconsin homes, gained honor distinction in their studies at the University of Wisconsin, it was announced this week at the University registrar's office.

Wisconsin students outside of Madison and Milwaukee who worked at the high honor rate during their years of study in the State University include:

Sanford S. Atwood, Janesville; Asher N. Lebenson, Kenosha; James L. Spangenberg, Windsor; Ann M. Condon, Brodhead; Otto V. Marcus, Muscoda; John E. Brennan, Tomah; Edward J. Hart, Waupaca; Harold R. Wilde, Waupatosa; Helen A. Toms, Richland Center; Helen M. Heywood, Waukesha; Dorothy M. Nagel, Hudson; Irene S. Schultz, Hudson.

Those who earned honors during their university careers include: Florence S. Antisdel, Janesville; Margaret M. Baker, Evansville; Letha C. Barnes, Richland Center; Dorothy L. Brue, DeForest; Robert W. Frase, Haugen; Walter F. Crether, Plympton; Kenneth H. Hoover, Janesville.

Irma L. Neitzel, Horicon; Ruth Rosen, Sheboygan; Ruth M. Werner, Fond du Lac; Edith D. White, Ashland; Robert E. Jensen, Sheboygan; Margaret E. Thier, Lancaster; John M. Waters, Hayward; Henry O. Vinz, Dalton; Eleanor K. Kratz, West Bend; Virginia Pier, Richland Center; Lawrence Rember, Wisconsin Rapids; Hulda M. Schuetz, Monroe; Nels M.

University of Wisconsin, which by common consent is in the very front rank of state universities of America, is one of those which the inquiring stranger most desires to visit because it is one which has profited by the fostering care of the state."—SIR JAMES BRYCE, famous English statesman and diplomatist, and British ambassador to the United States for many years.

## It is Being Asked

—if the present program of acreage reduction offers a permanent solution of agriculture's difficulties?

"It is not conceivable," replies Asher Hobson, head of agricultural economics at the University of Wisconsin, "that we will choose to pursue for any considerable period a policy which takes out of cultivation the good lands with the poor lands, which reduces operations on the low cost farms to the same extent that it reduces operations on the high cost farms. Nor do I believe it to be the nation's advantage to continue a reduction program which applies to efficient farmers in the same manner and in the same degree as it applies to the inefficient farmers. Furthermore, it is difficult for some of the more conservative of us to substitute a national philosophy of prosperity through scarcity for the old axiom, comfort through plenty. I, for one, am wholly unable to accept the thesis that the agricultural depression can be banished through the restriction of production. We are large consumers in the United States because we are large producers. No nation can consume more than it produces. Less production means less consumption. Less consumption means a lower national standard of living.

"It is doubtful if agriculture can long prosper in the face of a declining national standard of living. It never has."

## Station WHA Gets Power Boost

### U. W. Station's Power is Increased to 2500 Watts

Wisconsin has been granted permission by the Federal Radio Commission to raise the broadcasting power of WHA from 1000 watts to 2500 watts. This substantial increase will give the station a power unsurpassed by any other in the state and will appreciably extend its service area.

Work on the new equipment has been started by University radio engineers. It is expected that the full power will be in use by September 1. The stations new and entirely modern studios are now near completion.

WHA, in Madison, is owned by the state of Wisconsin and operated through the University. Its objective is to extend the benefits of the many state governmental, agricultural, educational, and other service agencies. No advertising is broadcast, the station being strictly non-commercial.

Among the features which listeners in new areas will hear are the Wisconsin School of the Air, for classroom use; the Wisconsin College of the Air, for out-of-school groups; the Farm Program, Homemakers' Program, Music of the Masters, Cathedral Echoes, and others. State-station programs are designed to benefit the listeners rather than advertisers.

With the further development of WHA, Wisconsin will have two 2500 watt stations. The other, WLBL, at Stevens Point, broadcasts certain features simultaneously with WHA. Together they serve the greater portion of the state. Improvements are constantly being made which will ultimately extend the service to all parts of the state.

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Bailkey, Holcombe; Mildred A. Beaudette, Hartford;

Lela I. Raine, Neillsville; Donald R. Colingsworth, Columbus; Thelma M. Garvin, Janesville; Paul S. Pinkney, Watertown; Newell O. Sjolander, Holmen; Wayne W. Umbreit, Oshkosh; Edward J. Lefeber, Wauwatosa; Benedict R. Walski, Galesville; John C. Maloney, Oconto; Laura C. Bickel, Oshkosh; Raymond V. Kuhn, Elkhart Lake; Elvira A. Jens, New Holstein;

Charles O. Clark, Lodi; Richard F. Dittman, La Crosse; Milton R. Paulsen, New Holstein; Joseph J. Peot, Sturgeon Bay; Orville C. Frank, Kaukauna; Elmer R. Kaiser, Waupun; August O. Bartel, Wautoma; Jack M. Clark, Vesper; John H. Hinman, Marshfield; Arnold J. Hoiberg, DeForest; Robert G. Matters, West Allis; Melvin W. Stehr, Cottage Grove; Abraham M. Max, Sheboygan; Floyd W. Nienow, Merrill;

Joseph S. Elfner, Manitowoc; Robert A. Perkins, Richland Center; Margretta L. Koehler, Medford; Meryl A. Pickering, Black Earth; Charles H. Jagow, La Crosse; Ernest R. Feidler, Superior; Dorothy L. Brue, DeForest; Josephine A. Sachtjen, Mazomanie; Laurinda L. Schaetzl, Germantown; Janet L. Breed, Elmwood; Gustav J. Froehlich, Cedarburg; George E. Gould, Angus; Helen M. Gurnee, Chippewa Falls; Geraldine F. Hoffman, Ft. Atkinson; Marion L. Kelly, Mineral Point; Harold S. Kramer, Rhinelander; Roma E. Lalk, Wauwatosa; Louise S. Martens, Sheboygan; Marion R. Miller, Columbus; John T. Moe, Elroy; Marita F. Rader, Edgerton; and Ruth E. Smith, Evansville.

## State's Great Men And Women Given Honor in Pageant

### University Tercentenary Fete Will Symbolize History Of South Wisconsin

The capital and university observance of Wisconsin's tercentenary year is designed as a fitting celebration for the entire southern section of the state, and will take into account many contributions made by southern Wisconsin communities, the Extension division announced.

The tercentenary feature, a pageant descriptive of Wisconsin's children in all historical periods, will be produced in the university stadium at twilight on July 7 and 8. It is written and directed by Miss Ethel T. Rockwell, chief of the bureau of dramatic activities.

While giving Jean Nicolet a central place in the drama, the pageant also will pay tribute to many pioneers in later periods. These include such personalities as Carl Schurz, at Watertown and Madison, for the Germans; Ole Bull, at Madison, for the Scandinavians, and