

F I N A L R E P O R T

OF THE WISCONSIN STATE CENTENNIAL SUBCOMMITTEES

Compiled and Abbreviated to be Presented

TO THE WISCONSIN STATE CENTENNIAL COMMITTEE

December 31, 1948

✓ 1. AGRICULTURE, MILO K. SWANTON, MADISON, CHAIRMAN

The activities of the subcommittee on Agriculture were channeled into three divisions: Dairy Exhibit, Alice In Dairyland; General Agriculture Exhibit; and Livestock Exhibit.

A. DAIRY EXHIBIT -- ALICE IN DAIRYLAND

The Dairy Exhibit, a fantasy in form and color, depicted the greatness of Wisconsin's dairy industry and the quality and taste appeal of its products. Reigning figure in the Dairyland Building was "Alice" an automaton, ten feet high, who presided from a throne at one end of the Exhibit. Alice In Dairyland was able to stand and sit, gesture with her hands, and move her head. In addition, by a special loud speaker system, she could speak--telling the story of Dairyland to the thousands of men, women, and children who visited the Exhibit every day. "Alice" was modeled in the image of Miss Margaret McGuire, Highland, Wisconsin, who was chosen in a statewide contest as Alice In Dairyland. Miss McGuire also represented the Centennial throughout the summer in special radio and stage appearances on a nation-wide scale and served as official hostess at the Centennial Exposition. Her official dress, and that of the Giant "Alice", was chosen in another statewide contest.

"Alice" was the central figure of the Dairy Exhibit. Ranging along the walls surrounding "Alice" were individual product displays representing all branches of the Wisconsin dairy industry. Conforming to the "Alice" theme, these displays were created in a light, fantastic manner, designed to delight and please children particularly, possessing character, individuality, and charm.

This was the largest and most spectacular exhibit of its kind ever built through cooperation of all branches of the dairy industry. Between one and a quarter and one and a half million persons visited the buildings. Thousands of inches of magazine and newspaper space throughout the state and nation publicized the real Alice and the Alice In Dairyland Display.

✓ B. GENERAL AGRICULTURE EXHIBIT

The Agriculture Exhibit depicted the beauty, size, and essentialness of all branches of agriculture, illustrating the functions of each branch. Dramatically and concisely the complete story of one hundred years of Wisconsin agriculture was told.

The focal point of this exhibit was two model farms--one of 1848 and one of 1948.

The 1848 exhibit authentically duplicated the average farm of that period. Farm buildings were erected, complete with pioneer tools and methods--even acknowledging the Indian influence. Actual growing crops, indicative of that period, flanked the exhibit.

In striking contrast from the beginning roots of Wisconsin agriculture was the model farm of today, featuring the farm home and buildings, and modern farm methods and machinery.

C. LIVESTOCK EXHIBIT

Throughout the entire three weeks of the Centennial Exposition the best livestock in the state was on exhibition. Each class was on exhibit for only a portion of the total time, as it was impossible to keep the same livestock for the entire three weeks without harming them.

Various breeds of horses, cattle, sheep, swine, and goats were exhibited, totaling 2403 heads.

During the first week of the Exposition, the poultry division exhibited 11,700 birds of fifty-three common utilitarian varieties of turkeys, geese, ducks, bantams, and pigeons in a competitive show. The best of Wisconsin's common varieties were portrayed to steady crowds. For the following seven days, approximately 1,000 birds of 114 entirely different varieties of turkeys, geese, ducks, chickens, bantams, and pigeons were exhibited in the second, competitive Centennial show. The winners of the dressed poultry show, judged at a Milwaukee cold storage house, were displayed. A special Centennial poultry stamp was issued. Wisconsin poultrymen widely purchased and made use of this stamp.

2. ARCHEOLOGY, WILLIAM ANDREW, MILWAUKEE, CHAIRMAN

The subcommittee on Archeology did not instigate any Centennial observances due to the illness of the Chairman, William Andrew.

3. CIRCUSES, S. O. BRAATHEN, MADISON, CHAIRMAN

A. CIRCUS OBSERVANCE AT DELAVAN, WISCONSIN

The subcommittee on Circuses held a Circus Centennial Celebration in Delavan, for many years the circus capital of this country, July 21, 1948. It was deemed most appropriate that a Centennial Circus Celebration be held during Wisconsin's Centennial Year, as this State has been the "mother" of many circuses, and possibly more circuses have taken to the road from Wisconsin than any other state. Many outstanding circus owners, managers, performers, musicians, and others have originated from here.

The Cole Brothers' thirty-car circus was brought to Delavan for this celebration. This is the second largest circus in the country. There was also a fine representation from the Circus Fans' Association, which is a national organization. Station WIBA, Madison, gave complete coverage to the celebration.

B. CENTENNIAL RADIO BROADCAST

On July 23, 1948, the Cities Service "Band of America" broadcasted a salute to the circus world and the many circuses that were founded in Wisconsin.

4. COMMEMORATIVE STAMP, COIN, AND BLUE BOOK, PRES. E. B. FRED.

UNIVERSITY OF WISCONSIN, CHAIRMAN

A. COMMEMORATIVE STAMP

The Stamp Committee forwarded to the Post Office Department in Washington five stamp designs--four submitted by Wisconsin residents and the fifth by the Philatelic Society. All designs were made into stamp size and returned to the Executive Committee, of the

State Centennial Committee, for selection. The stamp chosen was designed by an artist in the Federal Bureau of Engraving and Printing, the theme for which was suggested from the designs submitted to the Centennial Office and forwarded to the Post Office Department. These stamps were placed on sale in Madison on Statehood Day, May 29, 1948.

Presentation of a souvenir album of Wisconsin Centennial Commemorative Stamps was made to Governor Oscar Rennebohm by the Honorable Joseph J. Lawler, Third Assistant Postmaster General, at the State Capitol in Madison, on May 29.

115,000,000 stamps were printed, and the album presented to the Governor is to remain in his possession as long as he retains the Office of Governor. At the end of that period, the album will be turned over to the Wisconsin State Historical Society.

B. CENTENNIAL COIN

In early planning by the Centennial Committee, it was decided to arrange, if possible, the issuance by the United States Treasury of a half-dollar Wisconsin Centennial Coin. This proposal had the approval of both houses of the United States Congress, but was vetoed by the President of the United States. As a result, no Centennial Coin was made available.

C. BLUE BOOK

The Blue Book for 1948 was issued in July. It contained pages regarding the Wisconsin Centennial. As the frontispiece for the Centennial articles, there was a reproduction in color of the Thirty-Star flag, with appropriate captions. Included was a history of Wisconsin, (approximately seventy-five pages), by the late E. G. Doudna; an account of the original developments and functions of the State Centennial Committee--giving the personnel of the Main Committee, Executive Committee, Planning Committee, and the sub-committee chairmen; a statement of the major observances, principally the Statehood Day observance held on May 29 in Madison, the Centennial Exposition held at the State Fair Park, Milwaukee, and the January 5, Celebration held in Madison.

The 1950 Blue Book will, of course, contain greater details regarding the observances of the Wisconsin Centennial.

5. COMMUNICATIONS AND UTILITIES, HOWARD F. UNDERHILL, SUPERIOR, CHAIRMAN

The Communications and Utilities subcommittee, consolidated with the Industrial Division and the Electric, Gas, Telephone, and Transportation committees, gathered information on the early history of utilities and presented one general exhibit at the Centennial Exposition.

The public utility display was divided into three parts: the transportation; gas; and electric sections.

A. TRANSPORTATION EXHIBIT

The transportation booth incorporated photos of early modes of transportation.

B. GAS EXHIBIT

The gas section displayed modern gas equipment, with a contrast of early day gas appliances.

C. ELECTRIC EXHIBIT

The electric exhibit was very impressive, with Reddy Kilowatt greeting the visitors as they entered the booth. He told the story of how economical electricity is in the home and called attention to the other exhibits, such as the first hydro-electric plant, born in Appleton, Wisconsin in 1882, with a replica of the plant on display. The Wisconsin River display was very unique with the twenty-four miniature hydro-electric stations located on the Wisconsin River. As the lights shown upon the hydro plants, an airplane view of the plant was produced on the back panel. Daisy, the Talking Cow, created a lot of interest; she told the story of how important electricity is on the farm. These booths were manned at all times by employees of the various utility companies participating in the exhibit.

6. CONSERVATION AND RECREATION, ERNEST F. SWIFT, MADISON, CHAIRMAN

A. CONSERVATION EXHIBIT AT CENTENNIAL EXPOSITION.

The Conservation Department played its principal role in the state program of Centennial observances with its re-creation of the days of the legendary Paul Bunyan, a logging camp, and the two and one-half acre display representing Wisconsin in its natural setting, complete with waterfalls, streams, fire tower, wild animals, birds, game fish, and a park and forest setting.

A replica of the old-time logging camp was constructed. This camp conformed to the historical idea and, at the same time, brought in the various functions of the conservation program. Native trees, shrubs, and plants were moved in from the Central State Park areas for background material. Grass areas were established around the logging camp and park areas. The creek bed, beaver pond, and fish pools were excavated and planted. The waterfalls were constructed, and an underground cable was buried to supply current for flood lighting.

In the diorama building, scenes were presented in progressive, historical sequence: The Landfall of Jean Nicolle; The Fur Trapper; The Lead Mining Days; The Beginning of Agriculture; and The River Rat riding the logs down the river, thus depicting the early logging days.

The Forest Protection Division displayed the most recent in forest protection equipment. A replica of a burned-over area was constructed, using rampikes actually out of an area which a fire had swept through. A load of 6500' of hemlock logs were placed in an old logging sleigh in the authentic manner—with corner binds, wrapper chains, etc. Alongside stood the jammer which was used in loading the sleigh.

A forest tree nursery was established. Seeds were planted of Norway Spruce, White Spruce, White Pine, Norway Pine, Locust, and American Elm. Three-year transplants were set out in the following species: Norway Pine, White Pine, and Cedar.

A sprinkler system was established, and all planting was in perfect shape at the opening.

The creek and pools were supplied with fish: trout, pile sturgeon, bluegills, crappies, sunfish, large and small bass, carp, and various other rough fish.

Game pens were constructed by the staff of the State Experimental Game Farm; deer, beaver, muskrat, and mink were brought in. Twenty species of ducks and geese were placed in the waterfall pool.

Various items reminiscent of the early logging days were brought down by the Forest Protection Division, as big wheels which formed the entry way, ox yokes, cross haul eveners, mud shoes, adze, broadaxe, and watering trough.

Seven radio stations made broadcasts from the exhibit at various times. Daily broadcasts were made by Station WMAW. Also, there were several television broadcasts.

B. PARTICIPATION IN CENTENNIAL PARADES

Added color to the Statehood Day Parade was provided by two floats: one a forest protection scene with a fire warden fighting the forest's bedevilling gremlin, "Torchy Timberlost," and a miniature fire tower and Ranger Station setting; the other float was a vacationland recreational scene showing a northwood's cabin, fireplace, prize muskie, and appropriate signs suggesting parade guests enjoying a Centennial Year vacation in Wonderful Wisconsin.

The Vacationland Float again appeared at the Circus Centennial Parade in Delavan, in mid-July, followed by the same float in the Baraboo Centennial Celebration Parade, August 14. The forest protection float also featured in the Whitehall Centennial Celebration and Parade.

C. WILDLIFE EXHIBITS

Conservation wildlife exhibits helped the communities of Cascade, Hollandale, Eagle River, Ladysmith, Rice Lake, Plymouth, Viroqua, and Antigo to celebrate this big State Centennial Year.

D. CENTENNIAL PUBLICATIONS

A special Centennial Edition of the Wisconsin Conservation Bulletin and the injection of Centennial publicity into several other Conservation Department folders and booklets all helped to make state citizens Centennial conscious during 1948.

E. CENTENNIAL PUBLICITY IN RECREATIONAL ADVERTISING

Consistent recreational advertising in national outdoor magazines and Sunday travel page sections of all large midwestern newspapers during spring and early summer months, all stressing the theme, "Make a Date with our State in 1948--It's Wisconsin's Centennial Year," very effectively publicized the state's principal Centennial observances throughout the entire country.

7. WISCONSIN DISASTERS, PAUL F. NEVERMAN, MARINETTE, CHAIRMAN

The Disasters subcommittee compiled a comprehensive report on the outstanding Wisconsin Disasters which have occurred during the past 100 years, complete through the Centennial Year, 1948.

One thousand copies of this report were published and furnished to the schools and libraries of the state.

8. EDUCATION, CLARENCE L. GREIBER, MADISON, CHAIRMAN

A. PUBLICATIONS

"Our Wisconsin Heritage" - This bulletin, published with funds allotted by the Executive Committee for the Centennial, was distributed to schools throughout the state by the

State Superintendent of Schools. The bulletin suggested to local schools the ways and means in which they might participate in the Centennial observances.

"The Making of Our Wisconsin Schools" - This bulletin, published with funds allotted by the Executive Committee for the Centennial, prepared originally for the January 1948 issue of the Wisconsin Journal of Education by the late E. G. Doudna, was reprinted for free distribution to the schools and libraries in the state. The bulletin is one of the few documents available showing the development of Wisconsin's educational system throughout the past 100 years.

"The Thirtieth Star" - This bulletin is a history of Wisconsin, also written by the late E. G. Doudna, a member of the Education subcommittee. The original copy of this manuscript appeared in the 1947 Blue Book, and is being reprinted with the appropriation made available to the subcommittee on Education. Reprinted copies will be distributed, free of charge, to schools and libraries throughout the state, and 1000 copies will be sold to interested persons through the Bureau of Purchases.

The following articles appeared in the Wisconsin Journal of Education under the respective dates and titles:

May, 1946	Educations' Part in the Centennial
September, 1946	The Thirtieth Star
February, 1947	Centennial - Celebration or Curriculum
May, 1947	Centennial Summer
December, 1947	Wisconsin Has a Birthday
February, 1948	Our Wisconsin Heritage
September, 1948	Centennial Gift

B. RADIO BROADCASTS

Through the efforts of the subcommittee on Education, the schools in the state celebrated "Admission Day," May 29. As a part of this celebration, messages from Governor Rennebohm and Chief Justice Rosenberg were transcribed and sent to fourteen radio stations in all sections of the state.

C. EDUCATIONAL EXHIBIT AT STATE FAIR PARK

Twenty-one booths were allocated to the subcommittee on Education for exhibit purposes at the State Fair Park. The following groups presented an outstanding portrayal of educational functions in the state:

- University of Wisconsin
- University Extension Division
- Marquette University
- Liberal Arts Colleges
- State Teachers Colleges and County Normals
- Vocational Schools
- Public elementary and secondary schools
- Lutheran Schools
- Catholic Schools
- State Department of Public Instruction
- Libraries
- Wisconsin Congress of Parents and Teachers
- Wisconsin School of the Air

9. FINANCE, JULIUS SPEARBRAKER, CLINTONVILLE, CHAIRMAN

The subcommittee on Finance was organized for the purpose of maintaining a check on all Centennial Committee funds, expended and unexpended. Prior to payment, all bills were presented to the Committee for either its approval or disapproval.

The Finance subcommittee held regular meetings throughout the Centennial Year.

10. FISHING, ORIN W. ANGWALL, MARINETTE, CHAIRMAN

The Fishing subcommittee was combined with the subcommittee on Conservation and Recreation.

✓ 11. GOVERNMENT, CHIEF JUSTICE MARVIN B. ROSENBERRY, MADISON, CHAIRMAN

Over a period of almost three years the subcommittee on Government has endeavored to prepare a plan of presenting to the people of Wisconsin the achievements of government in this state during a 100-year period. After examining the various mediums which could be used, the subcommittee in April, 1946, presented a plan in which chief emphasis was placed upon a motion picture and radio presentation.

This plan was approved by the Wisconsin State Centennial Committee and ultimately the sum of \$50,000 was allocated to the subcommittee on Government.

This money has been expended for the following purposes:

A. "YOUR GOVERNMENT IN ACTION" - FILM

A 14-minute, 35-mm. motion picture film in color entitled "Your Government in Action" was completed, and five copies have been shown in the commercial theaters throughout the state. This film portrayed how a problem arose in the Legislature and was embodied in new legislation, and then how that law, in meeting the need, was passed upon by the courts and was placed in operation by an administrative agency. Emphasis was placed upon the democratic process as it has developed in Wisconsin.

B. "WISCONSIN MAKES ITS LAWS" - FILM

An expanded 16-mm. version in color of this motion picture film, about 29 minutes in length, and entitled "Wisconsin Makes Its Laws" was prepared for use in the schools and by citizen groups. A total of thirty copies of this film have been in constant use since they were first made available. These films will be useful for educational purposes for at least ten years, and will be in constant use by the schools of the state.

C. FILM STRIP PROGRAM

Because of the wish to make some of this material available to rural schools not having motion picture film projection equipment, a film strip sequence of thirty frames was organized from still photographs which had been made during the making of the motion picture film. An eight-page pamphlet of detailed explanation of the film strip was also prepared. To date 1500 sets of film strips and accompanying manual have been distributed to Wisconsin rural schools. In addition, many requests from elementary and high schools have been filled, with the result that today almost every rural, elementary and secondary school has access to these film strips either through the county superintendent of schools or through their own custody of the film.

D. RADIO PROGRAMS

Twelve radio programs, fifteen minutes in length, were prepared with the assistance of the staff of radio station WHA, to dramatize some of the outstanding events and developments in Wisconsin's governmental history as a means of arousing in listeners a panoramic appreciation of our democratic concepts and trends. Emphasis was placed upon the episodes and achievements which had been unique or pioneering, such as:

1. The making of the constitution
2. The fight for statehood
3. The authority of the courts established
4. Protection of people employed in industry
5. A bill of health
6. Pioneering in county zoning

These will be distributed to the commercial radio stations throughout Wisconsin. These programs will also be used in the schools of the state for many years to come.

E. FILM DEPICTING HISTORY OF CENTENNIAL YEAR

At the request of the Wisconsin State Centennial Committee, the sum of \$17,000 was earmarked for the preparation of a film to provide a connected history of the Centennial Year. The responsibility of preparing this film was undertaken by the subcommittee on Government, with the work being done by the staff of the photographic laboratory and the Bureau of Visual Instruction of the University of Wisconsin. This film will tell the story of Wisconsin in its Centennial Year, principally through the following:

1. Selected scenes of the May 29 observance at Madison.
2. Selected scenes of the Exposition in West Allis, August 7-29.
3. Certain aspects of the life of one of the families that have lived on the same Wisconsin farm for 100 years.

F. PURPOSE OF GOVERNMENT SUBCOMMITTEE

In the course of dozens of meetings and conferences during the three-year period, the subcommittee on Government has endeavored to produce a program which would be of lasting value to the state over a period of many years.

12. INDIANS, CHIEF YELLOW THUNDER, WISCONSIN DELLS, CHAIRMAN

The subcommittee on Indians was merged with the subcommittee on Peoples and Nationalities.

13. INDUSTRY, JOSEPH F. HEIL, MILWAUKEE, CHAIRMAN

The Industry subcommittee began its Centennial promotional efforts early in 1948. Its principal activity has been directed into the following public relation channels:

A. CENTENNIAL EXPOSITION

Preparing and presenting the large and intensely interesting "Industry at Work" building at the Centennial Exposition was one of the main functions of the Industry subcommittee. Hundreds of individual firms, representing all types of industry, pooled their time, talent, and money to present an objective, educational, industrial story to the people of Wisconsin and to out-of-state visitors.

The Industry Exhibit looked backward to those days when industry consisted of a handful of blacksmith shops at the cross trails of the 56,065 square miles that comprised Wisconsin territory. Not more than 200 men, in total, were employed. A coordinated story was revealed in this exhibit of how, due to the vision of people, each progressive phase in industry left this state more powerful than before. Today, though Wisconsin is thirteenth in population and twenty-fourth in area among the states of the Union, Wisconsin stands first in cheese production, which calls upon manufacturing to process and package; first in canning of peas, beets, and sweet corn; first in the manufacture of aluminum ware; and first in the manufacture of hospital, laboratory, and professional furniture.

A preview was given of things to come in Wisconsin Industry. Opportunities for further conversion of raw products are unlimited. This major direction for growth was inherent in the meaning of each exhibit. The modern machine tools of today are apt to be further improved in the century to come and bring new wealth and fame to Wisconsin and new blessings to mankind. Industry's exhibit demonstrated the belief that the century ahead can multiply good things to the extent that people have the vision, skill, and will to produce; and that is, indeed, Wisconsin's greatest insurance of a continuing and expanding welfare.

B. FRIENDSHIP FLEET

The Industry subcommittee organized a Friendship Fleet of three ships and dispatched them, fully laden, to foreign countries as a symbol of Wisconsin's importance in providing industrial equipment, tools, and supplies to world markets.

C. GOODWILL TRADE PROMOTIONAL GROUP

A goodwill trade promotional group of Wisconsin industrial executives was formed. This group traveled from here, by plane, to and throughout the Scandinavian countries to bring them a first-hand story of our great Centennial.

D. ADVERTISING AND PUBLICITY CAMPAIGN

The Industry subcommittee conducted a continuing campaign of state and national advertising and publicity for Wisconsin industry specifically and the State Centennial generally.

E. OPEN HOUSE EVENTS BY INDUSTRIAL FIRMS

A large number of Open House events by industrial firms throughout the state were successfully promoted and conducted during the Centennial Year.

F. CONTRIBUTION OF WISCONSIN INDUSTRY TO STATE CENTENNIAL

Wisconsin is one of America's top industrial states. One-third of the gainfully employed persons in the state are on factory payrolls, and they received a billion and a quarter dollar pay check last year, 1947.

The significant contribution made by Wisconsin industry to the success of the State Centennial observances has been self-evident. Hundreds of thousands of people within our state and throughout the country have a new awareness of the importance of Wisconsin industry to our state and nation.

14. LABOR, VOYTA WRABETZ, MADISON, CHAIRMAN

The activities of the subcommittee on Labor were limited to participation in the Exposition at the State Fair grounds, as that occasion was best suited for an exhibition showing the progress in labor legislation in the state of Wisconsin during the 100 years of its existence, and there such progress could be best brought to the attention of the people of the state.

The Labor exhibit at the Centennial Exposition showed the development of labor regulations in the field of child labor, women's hours of labor, apprenticeship, safety and sanitation, workmen's compensation, unemployment compensation, and employment service.

The progress made in these fields was shown by charts and automatically manipulated cards--easily legible--depicting the various steps taken in the regulations and in the liberalization of benefits in the workmen's compensation law and unemployment compensation law.

During the Exposition, various persons of the Industrial Commission were in attendance to meet the public and answer such questions as were asked.

Along with the purely informational material depicted, the Labor subcommittee also presented an interesting safety exhibit showing the development of safety appliances.

15. LIBRARIES, C. B. LESTER, MADISON, CHAIRMAN

The activities of the subcommittee on Libraries followed two main lines:

A. SUPPLYING MATERIAL TO LOCAL LIBRARIES

There was a continuous effort to keep local public libraries supplied with Centennial material. This was made possible through the distribution given by the Free Library Commission. Whenever a sufficient stock of material was available, it was sent by the Commission to its regular mailing list covering all public libraries.

This applied to material issued from the Centennial Office; material supplied in a number of cases of offices at the University; and some made available by Centennial subcommittees. During the earlier months of planning, such material went out several times each month.

Discussion of efforts possible by local libraries in local planning was included as a topic on all regional library programs during the year.

B. PARTICIPATION IN CENTENNIAL EXPOSITION

Members of this subcommittee were also members of the Education subcommittee. Therefore, the Library subcommittee participated in the Exposition through an exhibit in the Education group.

This exhibit was sponsored by the Library Commission and the Wisconsin Library Association, which joined in manning the exhibit during the whole time.

16. MILITARY, MARSHALL C. GRAFF, CHAIRMAN

A. STATEHOOD DAY PARTICIPATION

The subcommittee on Military participated in, and assisted in, the organization and actual administration of the Statehood Day Parade, held in Madison, Wisconsin, May 29, 1948.

The Military subcommittee also brought to Madison for this occasion the only surviving member of the 90,000 volunteers from this state who marched with Lincoln during the Civil War. This Civil War veteran, Lansing Wilcox, is also the commander of the Grand Army of the Republic, once Wisconsin's most powerful economic and political organization.

B. CENTENNIAL EXPOSITION PARTICIPATION

The Military subcommittee cooperated with the observance of V-J Day at the State Centennial Exposition in Milwaukee and also cooperated in Centennial celebrations and the observances of patriotic occasions throughout the state.

17. MINING, E. F. BEAN, MADISON, CHAIRMAN

Due to unforeseen circumstances and the death of the Mining Exhibit's director, the subcommittee on Mining was unable to participate in the Centennial Year's observances.

✓ 18. MUSEUMS, WALTER BUBBERT, MILWAUKEE, CHAIRMAN

A. TOURS TO WISCONSIN HISTORIC SITES

The subcommittee on Museums conducted numerous tours throughout the state to the historic sites of Wisconsin. These tours proved highly successful and received much popular participation.

B. CENTENNIAL EXPOSITION PARTICIPATION

The Museums' Exhibit at the Centennial Exposition illustrated, in cartoon form, the history of Wisconsin Museums.

✓ 19. MUSIC, DRAMA, AND ART, MRS. RONALD A. DOUGAN, BELOIT, OVER-ALL CHAIRMAN

✓ A. MUSIC, MRS. RONALD A. DOUGAN, BELOIT, CHAIRMAN

1. Statewide Centennial Music Festivals

Hundreds of Centennial Music Festivals featuring Wisconsin folk, nationality, and historical music of tremendous interest, variety, and scope have been held in practically every locality in the state--in towns and counties, cities and districts. Some were held over a period of several days, embracing all musical, civic, educational and patriotic organizations, and covering all phases of Wisconsin history. Some were combined with pageantry, or with significant historical events of the particular community.

2. Grade and High Schools

Grade schools, rural and urban, junior high schools, and senior high schools have all had Centennial music programs. The distinguished programs of the schools of Milwaukee, Madison, and other large cities, have been outstandingly successful. Thousands of pieces of music material have been sent to the schools of the state.

3. Clubs' and Lodges' Centennial Programs of Music

Thousands of Music Clubs, Women's Clubs, Music Teachers' Associations, Fraternal, Patriotic, Civic, and Nationality organizations have presented Centennial music

programs, many of the highest caliber. Some of these have been single programs; others have extended through the year, displaying imagination, variety, and authenticity. Most of the music clubs in the state built their entire year's program around Centennial music, with the study of Wisconsin music history and composers, and the performance of the latter's works.

4. State Conventions Honoring Centennial

The Wisconsin Federation of Music Clubs, the Wisconsin Music Teachers' Association, and other musical organizations made their State Conventions into Centennial Music Festivals, featuring Wisconsin compositions in symphony concerts, choral concerts, church music festivals; and Wisconsin musical talent in every musical media, solo and ensemble, while paying homage to Wisconsin's musical figures, past and present.

5. University, Colleges and Other State Institutions

The University of Wisconsin, State Teachers' Colleges, and other Wisconsin colleges and institutions have cooperated almost one-hundred per cent in holding series of excellent programs and festivals in celebration of Centennial, either separately or in conjunction with community groups.

6. Folk Music Festivals

Nationality and folk groups in many towns and communities, participated in music festivals, appearing in costume in their native songs and dances. Many of these were featured in the Little Theatre, and the All-State Music Festival, at the Exposition, and on the program of Wisconsin's Statehood Day at Madison.

7. Bandmasters' Association

The Bandmasters' Associations have held band tournaments and regional music festivals, and their bands have appeared with distinction in all local, county, and state celebrations. Several bands appeared and gave concerts at the Centennial Exposition.

8. Special Centennial Days

The special days of January 5 and May 29 at Madison, commemorating the first day of the Centennial observance and the 100th Anniversary Charter Day respectively, were outstanding musically. Members of this committee and the Dane County Music Committee were in charge, assisted by the University Music Department, Madison choirs, schools, and other Madison and State groups, orchestras and bands.

9. Wisconsin Composers Brochure

As a result of intensive research, a Wisconsin Composers Brochure listing more than 200 Wisconsin composers, a short biographical sketch of each, their works, with publisher and price, was compiled and edited by the chairman of the Centennial Music subcommittee, assisted by members of the Wisconsin Federation of Music Clubs, and by other members of the Music subcommittee.

10. Composition Contest

To recognize and encourage our creative musicians, a Wisconsin Centennial Composition Contest was held in 1947. Seven competent judges picked the winning symphonic, choral, and instrumental (string, piano, band), and vocal compositions.

Over \$800 were awarded in prizes, and some of the prize-winning works were heard at the Centennial Exposition, in the Little Theatre, and in the All-State Music Festival. The new State Song was premiered at the first Centennial celebration, January 5, 1948.

11. Program Aids and Releases Prepared and Sent Out

In order to make the Centennial music programs truly a reflection of Wisconsin music, music history and talent, releases on lists of Wisconsin music material and program aids were prepared and sent out every where in the state, by the thousands. We believed that if we did the reasearch and put the material into the hands of Wisconsin people, they would use it. This went to schools, music supervisors, colleges, state institutions, music clubs, women's clubs, libraries, rural groups, patriotic and fraternal organizations, Centennial committees and other groups throughout the state. Twenty-five thousand copies of the Wisconsin Song have been distributed and used. Thousands of single requests for this material or other information have been handled from the chairman's office.

12. Poetry Contest

A poetry contest was sponsored by the subcommittee on Music and the Education subcommittee, to find words for the Wisconsin Song. Over two hundred were submitted, judges having been selected from the Education and Music Committees.

13. Loan Library

A large and comprehensive Lending Library was built up of hundreds of pieces of Wisconsin music, for the use of anyone in the state. This was accomplished by writing to all Wisconsin composers and all publishers in the United States requesting complimentary copies of this music and information on the composers, if they had any. This music was added to the Wisconsin music already placed in the Federation's Library Loan, especially for use for Centennial. Mimeographed lists and supplementary ones were made by the Bureau of Information and Program Service, which houses this music library. These were sent out by the hundreds by the Centennial subcommittee on Music. The actual music packages were sent out on loan by the Bureau, and never before in its history have they had such use made of this service.

14. Church Music Festivals

Centennial church music festivals and hymn sings have been held in all parts of Wisconsin. To stimulate this idea, all the churches in the state were contacted (2600) with suggestions and information, and from this contact a Directory of Church Musicians was compiled. Regional church music festivals and hymn sings are now being held. Manitowoc will have one November 14, and Beloit, in the great Field House of the College, December 12. Green Bay and Sheboygan are still to have theirs.

15. Starring Young Wisconsin Artists

Over 250 young artists were auditioned by the Federation of Music Clubs (The Centennial Chairman on Music was Federation President) and Radio Station WTMJ, resulting in weekly broadcasts by the winners over a period of twenty-six weeks. Each soloist included a Wisconsin composition in his program, as a salute to Centennial. The top winners were featured at the Centennial Exposition. National and State Paul Lavalle Contest winners were also featured.

16. The Wisconsin Centennial Exposition at West Allis

A magnificent, All-State Centennial Music Festival, built around Wisconsin music, composers and talent, was given the last two nights, August 28 and 29, in the Grand Stand at the Centennial Exposition. Musicians from every county in the state participated, and 165 towns and communities were represented. A chorus of a thousand picked voices, an All-Star High School Band of 550, a professional orchestra of 65 pieces, 200 spectacular folk dancers, young artist soloists, a commissioned symphonic and choral work with narrator, "Who Made Paul Bunyan", guest directors, most of them conducting their own compositions, made up this gigantic Wisconsin Centennial celebration. Audience attendance was about 10,000.

17. Little Theatre at Exposition

The Little Theatre music for the Centennial Exposition was coordinated by the Wisconsin Federation of Music Clubs Committee, August 7-15 and August 28 and 29. A hundred varied programs were presented by Wisconsin musical talent, rural and urban, from every section of Wisconsin. Soloists and music ensembles, choral and instrumental, nationality and folk groups were heard and seen in light opera, folk music drama, orchestral, choral and concert recitals, folk, square, and ballet dances. An original light opera, "Blond Squaw" by Saskowski, based on early Wisconsin history, was given the first four nights with a cast of seventy-five and a ten piece orchestra. "H.M.S Pinafore", was presented to recall the vogue of Gilbert and Sullivan; and every afternoon and evening was filled with programs of Wisconsin musical talent, outstanding, unique, colorful, and of high quality. 1100 participated in the Little Theatre music programs, average attendance was 1700 daily, a total of 19,000 for eleven days.

18. Barbershop Quartets and Choruses

The Wisconsin Society for the Preservation and Encouragement of Barbershop Quartet Singing of America, held a popular contest and concert at the Exposition.

19. Songs of a Century

The professional musical show, "Songs of a Century" which was the glamorous attraction in the Grand Stand for two weeks, featured professional actors, musicians, dancers and soloists of national and international note. The subcommittee on Music's part in this was to aid in Wisconsin music research, and to provide a directory of Wisconsin talent, suggesting the use of some of the distinguished artists therein.

20. Speeches, Papers, Radio Broadcasts

A large number of addresses, papers and radio talks on Wisconsin Music, Centennial Music Plans, Wisconsin's Musical Past, and Wisconsin Composers and talent have been given extensively by members of the Music subcommittee throughout Wisconsin. One or more radio broadcasts were a daily occurrence at the Exposition, and many of the Little Theatre programs went on the air.

21. Book for the Historical Society

All publicity clippings, programs and material obtained on the music of the Centennial, together with the releases and compilations prepared by this committee, were made into a book and turned over to the State Historical Library for preservation.

B. ✓ DRAMA, PROF. ROBERT E. GARD, UNIVERSITY OF WISCONSIN, CHAIRMAN

The work of the Drama subcommittee was generally divided into eight classifications:

- 1) Centennial Playwriting Contest; 2) Drama Festivals; 3) preparation of materials;
- 4) an advising service; 5) cooperation on Statehood Day at Madison, May 29, 1948;
- 6) cooperation with the Centennial Exposition at Milwaukee, August, 1948; 7) radio;
- 8) cooperation with other Centennial subcommittees.

1. Centennial Playwriting Contest

The Centennial Playwriting Contest for stage and radio, sponsored by the Drama subcommittee, ended on September 1, 1947, with sixty-five individuals in the state submitting a total of eighty-nine separate scripts. Prizes totaling approximately \$900.00 were awarded in all three categories of the contest: full length plays, one-act plays; and radio scripts. Five other scripts in each category were awarded Honorable Mention.

The prize-winning and honorable mention radio scripts were all produced over Station WHA, and the scripts were released to any person in the state wishing to receive a copy. The same procedure was followed in regard to the prize-winning stage plays which were duly given productions and were made available in mimeograph form to any citizen of Wisconsin.

2. Drama Festivals

At a committee meeting held on December 5, 1947, the Drama subcommittee decided to sponsor ten drama festivals held at key places throughout the state. The idea was that people from all the surrounding country would bring their plays and dramatic productions into the central point where an auditorium would be obtained and the festival thrown open to the public. The plan worked out very well, and ten festivals were duly held.

The following statistics will give some idea of the actual number of persons participating:

number of plays produced-----	99
number of actors participating-----	772
number of directors-----	99
number of scripts used-----	100

The total effect of this program was to stimulate a great deal of worth-while dramatic activity throughout the communities of the state, and it added considerable merit to the subcommittee's achievements.

3. Preparation of Materials

The Drama subcommittee made preparation of a body of materials of particular use for Centennial programs. These plays had a very high turnover value. It is estimated that over 6,000 of these scripts were circulated in a period of less than three months during the spring of 1948.

The Drama subcommittee financed the preparation of "In Old Green Bay" and a special play written for the City of Appleton, called "This Day of Destiny". In cooperation with the Wisconsin Idea Theatre, the subcommittee also made available to any resident of the state, royalty free, more than fifty half-hour radio scripts based on some phase of Wisconsin life.

4. Statehood Day at Madison, May 29, 1948

The Drama subcommittee, represented by the Chairman, undertook the management of certain activities during Statehood Day, May 29. These activities included notably, the night show in the University of Wisconsin Stadium for which many arrangements had to be made that fell within the subcommittee's province.

5. The Exposition Theatre, Wisconsin Centennial Exposition, Milwaukee, August, 1948.

In cooperation with the Music subcommittee, the subcommittee on Drama undertook the organization and management of a number of the cultural activities conducted at the Centennial Exposition. The specific subcommittee on Drama program at the Exposition included a week of drama conducted in the Little Theatre on the State Exposition grounds. Twenty plays were selected from the ten State Drama Festivals to appear during this week, August 21 through 27. The total attendance of Drama Week was estimated at approximately 9,000 people. The theatre had a capacity audience every afternoon and evening, particularly during the evening performance which was the new Wisconsin Centennial play, "River Boat".

6. Advisory Service

A general advisory service was conducted by the Drama subcommittee during 1947-48. This service included conferences with many individuals and groups not only in Madison but elsewhere throughout Wisconsin. This was possibly one of the most valuable things the subcommittee sponsored, since it enabled other people in various sections of Wisconsin to undertake the programs and productions on their own.

7. Radio

The Drama subcommittee and the Wisconsin Idea Theatre jointly sponsored the Centennial Radio Series during the fall of 1947 and the early spring of 1948. This series included the production of ten half-hour radio dramas based on significant aspects of state life. The Drama subcommittee sponsored the production of a new series of half-hour radio dramas released to the radio stations of the state and written by Mrs. Helen Stanley of Madison.

8. Lasting Value of Work of Subcommittee on Drama

Generally speaking the State Centennial program encompassed most of the work of the Wisconsin Idea Theatre and the entire staff of that project during 1947 and 1948. To all appearances the Centennial program has paid dividends in renewed interest in creative and cultural subjects throughout the state, and it is highly likely that such stimulation will continue to exist after the Centennial Year has ended.

C. ✓ ART, BURTON CUMMING, MILWAUKEE ART INSTITUTE, CHAIRMAN

1. Contemporary Wisconsin Art

The subcommittee on Art compiled a Centennial survey exhibition of Contemporary Wisconsin Art, composed of 300 to 400 works in painting, sculpture, and water color drawings by artists who have been in Wisconsin, practiced here for a five-year period, or have been currently living in Wisconsin for the last twelve months. Works by out-of-state artists were also invited. Prizes were awarded for the winning works done by Wisconsin artists.

The exhibit opened on April 2 in Milwaukee, jointly at the Milwaukee Art Institute and the Layton Art Gallery, and was exhibited for one month before being broken down into smaller sections for traveling to other locations throughout the state. The exhibition attendance from April 2 to May 1 1948, totaled more than 24,000 people who visited either the Milwaukee Art Institute or the Layton Art Gallery.

The most representative 100 pictures from this exhibition were chosen by the subcommittee on Art and were exhibited for a ten-day period at the Centennial Exhibition in the Art Building at the State Exposition. Over 99,000 people attended this section.

2. Masterpieces of Art in Wisconsin

Under the auspices of the subcommittee on Art, The Masterpieces of Art in Wisconsin exhibition was organized, and was held together with the Centennial Contemporary Wisconsin exhibition at the Centennial Exposition, August 7 to 27, 1948.

(The subcommittee on Art considered that the presentation of the Contemporary Wisconsin Art and the Masterpieces of Art in Wisconsin exhibitions simultaneously at the Centennial Exposition would give the visitor the greatest possible opportunity to view Wisconsin Art, both its heritage and the works of its best contemporary artists.)

3. Traveling Art Exhibitions

Directly following the exhibition of Contemporary Art held at the Milwaukee Art Institute and the Layton Art Gallery, the Committee chose a group of smaller sections of this exhibition to be circulated throughout the state for the remainder of the Centennial Year. It was decided to break down the 100 pictures exhibited at the Centennial Exposition for the traveling sections, and this was subsequently done.

Three traveling sections were formed, each following a separate itinerary. Every picture eventually wound up in Madison, at the termination of its tour, where it was exhibited in the grand finale of the Exhibition during November and December.

4. Centennial Exhibition Catalog

The Centennial Art exhibits were augmented by a catalog picture book of biographical material on artists and photographs of their work. This will be a significant addition to the literature and history of Wisconsin Art and a permanent record of the total exhibition.

5. Rural and School Art.

Exhibition of Rural and School Art, under the supervision of both local and state committees, was held in all feasible localities, selections from which were shown at the Centennial Exposition.

20. NEWSPAPERS, MASON DOBSON, BELOIT, CHAIRMAN

The subcommittee on Newspapers endeavored to organize the 375 newspapers of the state so as to give adequate publicity to the State Centennial celebrations.

21. PAGEANTRY, PROF. RAY DVORAK, UNIVERSITY OF WISCONSIN, CHAIRMAN

Under the supervision of the subcommittee on Pageantry, two pageants were made available for production throughout the state: "A Century of Progress Cavalcade of Wisconsin", portraying highlights of the past 100 years of our state's history; and "Children of Old Wisconsin", portraying the life and times of Wisconsin's children over the past century.

A. "A CENTURY OF PROGRESS CAVALCADE OF WISCONSIN"

"A Century of Progress Cavalcade of Wisconsin" was written so that it could be produced in whole or in part, and portions could be adapted to any community. A manual of production suggestions, stage blue prints, and music was made available to each community staging this pageant. "The Cavalcade of Wisconsin" has been produced thirty-five times in various localities throughout the state.

B. "CHILDREN OF OLD WISCONSIN"

"Children of Old Wisconsin" was written mainly for production by grade school children and was produced fifty-nine times.

C. PAGEANTRY INSTITUTES

During the Centennial Year, Pageantry Institutes were conducted at Milwaukee, Oshkosh, Stevens Point, Eau Claire, River Falls, Superior, Platteville, Green Bay, Whitewater, LaCrosse, and Solon Springs.

22. PEOPLES AND NATIONALITIES, E. G. DOUDNA, MADISON, CHAIRMAN--FOLLOWING DEATH OF MR. DOUDNA, DOROTHY ENDERIS, MILWAUKEE, APPOINTED CHAIRMAN

The activities of the subcommittee on Peoples and Nationalities were confined to the Centennial Exposition where it featured nationality folk dancing and music.

The subcommittee was unable to complete its proposed observance activities owing to the death of the Chairman, Mr. E. G. Doudna, who was the one outstanding man to head the Peoples and Nationalities subcommittee. His death, occurring at that time, rendered it impossible to reorganize the committee into proper functioning form at the late date in which the tragedy took place.

23. PROFESSIONS, J. SCOTT EARLL, PRAIRIE DU CHIEN, CHAIRMAN

The Professions subcommittee prepared the following exhibits for the Centennial Exposition:

A. MEDICAL EXHIBIT

The Medical Exhibit exemplified the early hospital and its crude equipment, the doctor, and the patient, and was accompanied by a written statement describing the experiments and their importance to the medical profession.

B. LEGAL EXHIBIT

1. Country Law Office of One Hundred Years Ago.

A room representing a country law office of 100 years ago, equipped as follows: a square walnut table and chair first used in the Court House of LaFayette County when the County Seat was at Shullsburg over 100 years ago; a chair from the office

of M. M. Webster and of about 100 years of age; two chairs from the Crawford County Court House about 80 years of age; a high desk well over 100 years old, of the kind used in law offices in the days when law students drafted the pleadings by hand; a letter-press well past the century mark; two ancient lamps--one a sperm oil lamp and the other kerosene; a number of candles with holders of the appropriate age; several ink wells--one about 150 years old; a variety of quill pens of various ages; a very old cuspidor; and numerous small articles.

The library consisted of the best standard English and American text books--these volumes running in age from 1805 to 1850; the early Massachusetts reports; and the New York reports.

The pictures consisted of reprints of etchings of George Washington and John Marshall--the etchings were made 110 years ago. Placed between them was a fine picture of the original Fort Crawford. (All pictures were enclosed in frames suitable for the period represented.)

In the drawers of the high desk (sometimes called a hi-boy) and also in the pigeon holes were old patents, old pleadings, and other ancient documents; for the table there were old newspapers of the years just preceding and following the admission of Wisconsin into the Union.

2. Modern Law Office of Today

The modern law office was exemplified by fine, large photographs of the interior of the offices of two Milwaukee law firms. These were so taken as to present a view of the interior of each room of both offices, showing the private offices of the partners, the libraries, the conference room, and others.

24. PUBLICITY, MRS. GRACE WHITE, ELVIE SMITH, AND ROBERT BJORKLUND, MADISON, DIRECTORS

The publicity work was aimed at three principal objectives:

A. STATE CENTENNIAL CELEBRATIONS

It endeavored to present a coordinated publicity campaign to all the newspapers of the state regarding the three State Centennial Celebrations: January 5--the official opening of the Centennial Year, held at the State Capitol, Madison, Wisconsin; May 29--Statehood Day, held at Madison, Wisconsin; and The Centennial Exposition, held at the State Fair Grounds, Milwaukee, Wisconsin, August 7 to 29, inclusive.

B. AID TO SUBCOMMITTEE CHAIRMEN

The Publicity subcommittee furnished aid to the subcommittee chairmen in their publicity work.

C. HISTORICAL FEATURE RELEASES

Historical features were released to the newspapers of the state--thus causing Wisconsin people to become more Centennial minded.

25. RADIO, H. B. McCARTY, UNIVERSITY OF WISCONSIN, MADISON, CHAIRMAN

It was conceived to be the function of the subcommittee on Radio to participate in the Centennial observances in the following manner: suggest ways in which radio can implement the general program of the Centennial; counsel with the various subcommittees

on specific programs of information or interpretation so as to aid in the accomplishment of their objectives; assist in arranging broadcasts of Centennial programs.

In line with these objectives, the subcommittee has performed the following services:

A. SERIES OF TRANSCRIBED BROADCASTS

The Radio subcommittee cooperated with the subcommittee on Government in the preparation of a series of twelve transcribed broadcasts known as "Wisconsin Forward". These were designed to dramatize some of the significant features in the founding and development of our state government and to stir in the listener an awareness of the significance of government in his daily life.

Each broadcast is being preserved through the making of forty recordings or transcriptions. These transcriptions were distributed to all stations in Wisconsin and were broadcasted as one of the last official observances of the State Centennial Year. At the same time, they served to mark our entrance into the second hundred years with a weekly reminder of the lessons of the past as they apply to the needs of the present. The transcriptions were suitable for use in schools and by adult groups interested in citizenship and the history and functions of our State Government. They were made available for such use through the cooperation of Station WHA and the Bureau of Visual Instruction of the University.

These transcriptions constitute a continuing service and memorial from the Wisconsin State Centennial Committee, the material being preserved in form for use in years to come.

B. DRAMATIZED BROADCASTS OF WISCONSIN HISTORY, FOLKLORE, AND LEGEND

The subcommittee on Radio cooperated with the Wisconsin Idea Theatre and the Wisconsin College of the Air in the preparation and presentation of "Wisconsin Yarns," a series of weekly dramatized broadcasts of Wisconsin history, folklore, and legends during the year 1948. Programs carried by Stations WHA and WHA-FM, Madison, and WLBL, Stevens Point.

Scripts of these programs were made available for study and broadcast by other groups over other radio stations through the courtesy of the Wisconsin Idea Theatre, and transcriptions were loaned by WHA to high schools in Madison, Beloit, and elsewhere.

C. CENTENNIAL THEME CARRIED THROUGH NUMEROUS SCHOOL BROADCASTS

The subcommittee on Radio cooperated with Station WHA, Madison, and the staff of the Wisconsin School of the Air in following the Centennial Theme through school broadcasts.

D. HISTORICAL BROADCASTS

The Radio Subcommittee cooperated with the State Historical Society in the planning and preparation of various broadcasts of historical nature, including "Wisconsin Cavalcade" and a new series of thirteen centennial historical broadcasts.

E. BROADCASTS EMPHASIZING LIFE IN WISCONSIN, OUTSTANDING PERSONALITIES, AND LITERATURE

The Radio subcommittee encouraged the origination and presentation of various programs emphasizing life in Wisconsin, outstanding personalities, and literature. Stations WHA, Madison, and WLBL, Stevens Point, carried these broadcasts.

F. PRESENTATION AND RECORDING OF "THE THIRTIETH STAR"

The Radio subcommittee cooperated with the writer, Robert E. Gard, and the production staff of WHA in the presentation and recording of "The Thirtieth Star," dramatic production which helped to launch the official Centennial Celebration in January, 1948. A transcription of this program has been made available for hearing and study by various groups.

G. PLANNING AND BROADCASTING OF SPECIAL EVENTS

The Radio subcommittee cooperated in the planning and broadcasting of special Centennial events, as: the official opening of the Centennial Year, January 5; University Founders Day, February 5; Statehood Day, May 29; Centennial Exposition, State Fair Park, August 7 through 29.

H. PREPARATION AND DISTRIBUTION OF RADIO SCRIPT, "WISCONSIN BIRTHDAY PARTY"

The Radio subcommittee cooperated with Station WHA in the preparation and distribution of radio script, "Wisconsin Birthday Party," for broadcast or mock-broadcast by elementary school children. More than 1400 copies of this script were distributed.

26. RELIGION, M. G. EBERLEIN, SHAWANO, CHAIRMAN

The Religion subcommittee contacted the following religious denominations in regard to the participation of the various religious faiths in the observance of Wisconsin's Centennial Year:

- A. Roman Catholic
- B. Missouri Synod - Lutheran
- C. Wisconsin Synod - Lutheran
- D. Jewish
- E. All non-Lutheran Protestant churches affiliated with the Wisconsin Council of Churches.

The Ecclesiastical heads of the above religious groups cooperated with the subcommittee on Religion in doing the necessary promotion, and in each of the groups there was a wide observance on January 1, 1948, commemorating the history of the particular denomination in which services were being held, and on May 30, commemorating the history of the church building in which the services were being held.

27. SPORTS, PAUL F. NEVERMAN, MARINETTE, CHAIRMAN

A. CENTENNIAL BASKETBALL GAMES

186 Centennial games were played with a total estimated attendance of more than 250,000 people. The Centennial portion of the program was provided by the Sports subcommittee, when each participating boy was awarded a Centennial Medal.

B. CENTENNIAL DESIGNATION ON BASKETBALL TOURNAMENT AWARDS

Each of the regular awards given out at the 57 basketball tournaments, including the State Meet, carried the Centennial designation.

C. STATE TOURNAMENT PARTICIPATION IN CENTENNIAL

The State Tournament featured a number of Centennial items including a special banner to the winning teams.

D. WINTER CENTENNIAL SPORTS CARNIVALS

Six winter Centennial Sports Carnivals were held. The program for these special events was prepared by the Sports subcommittee and submitted to interested local communities.

E. INDIAN BAND

An Indian Band was arranged for and was featured at the initial State Centennial Celebration, held at the State Capitol, Madison, Wisconsin, January 5, 1948. This band was featured at several Winter Sports Carnivals.

F. 1948 STATE INTERSCHOLASTIC BECAME CENTENNIAL EVENT

The 1948 State Interscholastic was designated as a Centennial event with appropriate publicity and suitable activity.

G. CENTENNIAL BASEBALL GAMES

Each of the thirty high school baseball meets were Centennial in character. The American Legion baseball program was also Centennial in character. A suggested Centennial program was prepared for local use.

H. MATERIAL FURNISHED FOR CENTENNIAL GOLF MATCHES OR TOURNAMENTS

Each golf club was furnished material on golf with the request that they put on a Centennial match or tournament. The Sports subcommittee had prepared for local use a Centennial program for golf tournaments. Numbers of Centennial matches and meets were held.

I. CENTENNIAL FOOTBALL GAMES

Football was emphasized. A special program was prepared and mailed to all schools in the state. Eighty Centennial football games were conducted according to the plans and programs offered by the Sports subcommittee. Eighteen boys on each participating team were awarded Centennial Medals.

J. COMPREHENSIVE HISTORY ON SPORTS

Libraries do not have adequate information on sports, their growth, and development. Much research was required to secure the necessary facts from newspapers and magazine files in behalf of the program of the Sports subcommittee. The subcommittee feels that a comprehensive history of sports should be compiled from the material developed. Individual committee members are doing this job, and the completed effort is to be presented to the proper state agencies.

✓ 28. STATE HISTORICAL SOCIETY, DR. CLIFFORD L. LORD, MADISON, CHAIRMAN

A. EXHIBITION AT THE CENTENNIAL EXPOSITION

The major effort of the State Historical Society was the preparation of a large Centennial Theme Exhibit for the History Building at the Exposition. The colorful exhibits outlined the development of Wisconsin from the days when Nicolet first set foot on our soil to the present time.

The Society also exhibited a collection of portraits of Western Indians and Indian fighters borrowed from the Walker Art Center in Minneapolis expressly for showing at

the Exposition. The Society also installed a collection of furniture as a "House of 1848" in the Boston Store's model house.

In addition to the display in the History Building, materials from the collections of the State Historical Society were on exhibition in five other buildings.

B. TRAVELING EXHIBITS ON THE HISTORY OF WISCONSIN

The Society assembled a series of traveling exhibits on the history of Wisconsin, and to date these exhibits have been shown in thirty-eight communities. Intended primarily for school use, the exhibits have been used by libraries, museums, conventions, county fairs, and they are still in demand.

C. THE JUNIOR HISTORIAN'S PROGRAM

The Junior Historian's Program, begun as a Centennial Year project, far exceeded expectations, and the total membership the first year was over 15,000.

D. HISTORICAL FILM STRIPS

A series of five film strips, portraying Wisconsin history in colored drawings, maps, charts, etc. were prepared.

29. TRANSPORTATION, JAMES R. LAW, MADISON, CHAIRMAN

The Transportation subcommittee had the following exhibits in its building at the Centennial Exposition:

A. HIGHWAY TRANSPORTATION EXHIBIT

1. A series of 35 enlarged photographs entitled "Highways of History" were posted. These photographs showed a pictorial study of the improvement in transportation in Colonial America and the United States during the past four centuries.

2. Another exhibit portrayed the last forty years of progress in the motor carrier industry. This was shown in slide form, illustrating pictures of the antique model vehicles manufactured in 1908 and up through to the present time.

3. A third portion of the Exhibit was an animated special safety display. Ten, moving, miniature trucks mounted on a table top carried special safety signs. Safety devices were also a part of this exhibit.

4. Just outside of the Transportation Building there was a display of antique and modern equipment.

5. On August 21, 1948, Transportation Day at the Centennial Exposition, there was a special truck parade on the track in front of the grandstand, showing all types, sizes, makes, and special designs to meet particular needs and requirements.

Also conducted was an annual state truck "roadeo" championships, with the entire demonstration designed to promote greater safety on the highways.

B. MODES OF TRANSPORTATION OVER THE CENTURY

Highway progress and changes in modes of transportation from 1848 to 1948 were shown in a four-booth display of murals, dioramas, maps, and pictures. At the center of the

back in each booth there was an animated diorama depicting the different periods in transportation, from the lead wagon days and the trails down through the plank roads and covered bridges to the modern super-highway of the present day. Each booth represented a twenty-five year period.

C. "BALL RACE" EXHIBIT

This exhibit made an effective comparison between express highways and ordinary streets in the elimination of traffic bottlenecks in large cities. On the ordinary street, the movement was interrupted at intersections by miniature stop lights, while on the expressway all cross traffic was separated at grade--reflecting the efficiency of that type of traffic movement.

D. AIR TRANSPORTATION EXHIBIT

Transportation by air was represented by a commercial airline's display in the Transportation Building.

E. RAILROAD TRANSPORTATION EXHIBIT

Railroad transportation was represented by an exhibit consisting of a large diorama of a modern city, in the center and on each side of which were projected movies of the various trains in America--together with a story of the railroads.

F. CENTENNIAL POCKET MAP

Another feature of the Transportation subcommittee's observance of Wisconsin's 100 years of statehood was its Centennial issue of the highway pocket map.

G. CENTENNIAL EXPOSITION INFORMATION ON HIGHWAY SIGNS AT THE STATE LINES

Signs were erected on all state trunk highways at the state lines. These reflectorized signs, in yellow, black, and white, bore the following information: "Welcome to Wisconsin Centennial, 1848-1948, Exposition, Milwaukee, August 7 to 29."

H. PARTICIPATION IN STATEHOOD DAY PARADE

A float, showing various modes of transportation during the last century, a horse and rider; an automobile of the vintage of 1898; and a 1948 model of the automobile, was entered in the Statehood Day Parade in Madison, May 29.

30. UNIVERSITY, PRESIDENT E. B. FRED, UNIVERSITY OF WISCONSIN, CHAIRMAN

The University's Centennial observances were divided into four main projects; memorial projects; academic conferences; special celebrations; and fine arts performances.

A. MEMORIAL PROJECTS

1. One of the three principal University Centennial memorial projects was the publication of a two-volume "History of the University of Wisconsin." Volume I will be out on the University's birthday, February 5, 1949. It will run from Sterling to Adams, or from 1849 to 1903. Volume II will be published about a year later and will feature an account of the University's "Golden era" under Charles R. Van Hise.

2. A second Centennial memorial project is a series of historical exhibits being arranged by the State Historical Society. They went on display December 1, 1948, to continue through July 30, 1949, at the Historical Library, and will cover such subjects as "University Student Life and Activities," "Growth of the University," "University Contributions to the Life of the State," and "The First Century of the University of Wisconsin."

B. ACADEMIC CONFERENCES

"Backbone" of the University Centennial Celebration is the series of Educational Conferences, academic symposia, and meetings of learned societies throughout the 1948-49 school year.

1. Educational Conferences

The national educational conference was the highlight of one of the four main Centennial projects--academic conferences. Representatives of 400 colleges and universities, educational organizations, and the educational press from all over the United States attended the national educational conference which formally opened the University of Wisconsin Centennial.

The topics discussed by outstanding leaders included "The First Hundred Years of Higher Education in Wisconsin," "The Plus and Minus of Higher Education Today," "The Future of Higher Education," "Higher Education and Research," "Higher Education and Public Service," "Spiritual and Moral Aspects of Higher Education," and "The Educated Man Faces the Unforeseen."

2. Academic Symposia

Sixteen academic symposia are on the University Centennial calendar, bringing to Wisconsin distinguished experts in various fields of learning and providing a stimulus to the University of Wisconsin scholarship and research programs.

Five Symposia were held during 1948. Eleven are to be held during the remainder of the University Centennial Year, which continues through September, 1949.

C. SPECIAL CELEBRATIONS

1. Admission Day, May 29

The University participated in Admission Day on May 29, marking the 100th anniversary of the admission of Wisconsin to the Union as the 30th state. University military and musical organizations took part in the Centennial parade, and the highlight of the program at Camp Randall that night was a choral history, The Thirtieth Star, by Professor Robert Gard, of the University.

2. State Centennial Exposition

The University was allotted two booths in the Education Building at the Centennial Exposition, and it told the story of University of Wisconsin Education Yesterday, Today, and Tomorrow in a series of sixteen panels on two huge revolving drums.

D. FINE ARTS PERFORMANCES

1. Music

A succession of top-ranking concert attractions came to Madison during 1948, and will continue to come throughout the remainder of the University Centennial Year.

2. Drama

Throughout the Centennial Year the Wisconsin Union Theater was the setting for a number of special dramatic performances.

3. Art

Outstanding art exhibitions were held for the Wisconsin Union Gallery's Centennial Year.

4. Radio

State stations WHA and WHA-FM devoted many of their broadcasting hours to special University Centennial programs.

31. WISCONSIN AUTHORS AND WRITERS, E. G. DOUDNA, MADISON, CHAIRMAN

The subcommittee on Wisconsin Authors and Writers did not complete its activities due to the death of Mr. E. G. Doudna, its Chairman.

✓ 32. WISCONSIN'S FAMILIES, MRS. ALICE BRIGHT PARKER, FT. ATKINSON, CHAIRMAN

A. HISTORY ON WISCONSIN PIONEER FAMILIES

The objectives of the Wisconsin Families subcommittee were to gather source material on the families of the state through record sheets filled in by descendants of the pioneers; the copying of cemeteries and cemetery record books; gathering material already collected locally on old churches, schools, institutions, etc.

Many hundreds of the cemeteries of the state have been copied and sent in, or retained by local historical societies for further work. A large number of family histories have been prepared. Very few of the local histories have been received, although thousands have been put into print or mimeographed. One very fine piece of work, the complete history of Lyons Township, Walworth County, was undertaken and is now in the possession of the subcommittee on Wisconsin's Families--every office holder, every old settler, with genealogical notes on his family, all the developments of the township, all the century farms, and in addition, six cemeteries, in or close to Lyons Township, were thoroughly covered.

B. CENTURY PROPERTY CERTIFICATE AWARDS

A Century Farm or Century Homestead certificate was presented to those eligible under the following rules:

1. The farm or home must have been in continuous family ownership for 100 years. (In case a sale was made but the mortgage defaulted and the property repossessed by the original family, continuous ownership is accepted.)
2. The farm or home must have been owned in whole or in part for the past 100 years.
3. Eligibility is based on the owner's statement that he has in his possession one of the following:

- a. Land patent
- b. Original deed
- c. Abstract showing ownership by first of family
- d. Entry from county land records

4. Title to the Century Property must reside in a blood relative of the original owner, or a legally adopted child of a descendant.

5. Continuous residence in the state or on the property is not required, but the title to the property must be continuous.

Two thousand certificate forms were ordered for this purpose, and it was estimated that the majority of those would be utilized. Many of these certificates were awarded at official county presentations and at family reunions.

C. CENTURY FAMILY CERTIFICATE AWARDS

A Century Family certificate was presented to those eligible under the following rules:

1. The ancestor must have been here on or before 1848. If possible, the approximate date settled and where should be given.
2. Complete lineage showing descent must be included.
3. Basis of claim must be recorded. May be one of the following:
 - a. Family records
 - b. Family bibles, church records, or inscriptions on monuments.
 - c. County, town, or school records
 - d. 1850 census

Seven thousand certificate forms were ordered for this purpose, and it was estimated that the majority of those would be utilized. Many of these certificates were awarded at official county presentations and at family reunions.

D. RESPONSE TO WISCONSIN'S FAMILIES PROGRAM

The response to the entire program of the subcommittee on Wisconsin's Families was statewide and enthusiastic. Both the Century Properties and Century Families certificates were awarded in large quantities throughout Wisconsin.

E. DISPOSAL OF MATERIALS RECEIVED BY THE SUBCOMMITTEE

All materials, historical records and data received by the subcommittee were accepted with the understanding that it become the property of the State Historical Society as soon as received. Therefore, all the material shall be turned over to the State Library at the termination of the Centennial Year.

33. WISCONSIN'S WOMEN, MRS. HERBERT KOHLER, KOHLER, CHAIRMAN

The subcommittee on Wisconsin Women, composed of 100 women representative of every race, creed, and variety of activity, decided on a seven-fold objective toward observance of Wisconsin's one hundredth birthday. This seven-fold program has been carried out in its entirety.

A. SEVEN-FOLD OBJECTIVE

1. To Bring The Centennial Observance Down To Every Community and, In Turn, To Every Family In The State

Five mailings went to each of 5,000 women's organizations in the state to help accomplish this purpose. The Committee personally assisted in setting up 3,500 Centennial Program material. The Centennial Prayer was written for the Women's subcommittee and distributed to organizations and churches to the extent of 50,000 copies.

2. To Cooperate With The Centennial Exposition

The Women's Building at the Centennial Exposition was the fulfillment of this objective--a series of twelve historic rooms, portraying home life in Wisconsin through the century, was created with the furnishings and wearing apparel gathered from Wisconsin families.

Over a million persons visited this building during the three weeks of the Exposition. Newspaper and radio coverage was unusually fine.

Hundreds of letters have been received from all parts of the nation in praise of the Women's Building.

3. To Collect Significant Historical Wearing Apparel and Household Furnishings In The State For Preservation In The Museum Of The State Historical Society.

A large collection of several thousand items has been made during the last two years. Much of the collection was used to create the Women's Building at the Centennial Exposition. It was completely cataloged and formally presented to the State Historical Society on November 12, 1948. A brief ceremony and tea, to which 1200 guests, including all the donors, were present, was held in the State Museum on this occasion. Documentation for research students surrounded the collection.

4. To Sponsor Two Competitions, A Centennial Poster Contest and A Centennial Postcard Contest, With Women's Work For the Theme

Out of several hundred entries in the poster contest, Miss Beverly Horstmann, an art student in Aquinas High School at LaCrosse, was awarded the first prize of \$50. Ten honorable mentions of \$10 each were also awarded.

Wayne Gunness of Janesville, a student in the Layton Art School, Milwaukee, created the winning design for the Centennial postcard and received an award of \$50. This card was reproduced in color and sold at the cost price of 5 cents each. 30,000 cards were sold by the close of the Centennial Exposition.

5. To Write The Story Of Wisconsin Women and So Record The History Of Women In The State From Indian Days To The Present

This volume, titled "The Story of Wisconsin Women", took two years of research and writing and was the background for the creation of the Women's Building at the Centennial Exposition. It was privately financed and sold to the public at only \$1 per copy, two-thirds of its actual cost since it cost \$1.50 to print. Thousands of copies have been sold since it came off the press in early August. "A masterful record--vivid portrayal" is what the Milwaukee Journal said of it.

6. To Help Badgers and Their Friends See and Know More Of The Historical Background Of Wisconsin

This objective was motivated through the writing and publication of "Wisconsin's Historic Sites", an 88 page Baedeker of the state, listing more than 700 historical spots with highway location and brief text on each.

7. To Regard The Past As A Challenge For Future Achievement

Through the entire program of observance on the part of the Wisconsin's Women subcommittee, through innumerable speeches and radio broadcasts, it has been stressed that every citizen of the state is a trustee of the past, with the responsibility of not only protecting his heritage but also adding something constructive to it.

34. WISCONSIN'S YOUTH, WAKELIN McNEEL, UNIVERSITY OF WISCONSIN, CHAIRMAN

Many of the activities of the subcommittee on Wisconsin's Youth were intertwined with those of other subcommittees, particularly Education. This was all to the good. Out of it all, it is safe to say, that every child in Wisconsin was given an insight into Wisconsin's past, a deeper appreciation of his heritage, its beauty, and of his opportunities for living a good life.

The 100th birthday was approached with the conviction that it was more than a celebration. It was an opportunity to help young people to happier living through an increased appreciation of what Wisconsin's past has been and the good land and the democratic way of life the present has to offer. The Centennial observance would be of small value if the sacrifices and hardships, strivings and yearnings of the past were not recognized in the abundance of good things enjoyed today. These things are theirs, all theirs, in trust.

The activities of the subcommittee on Wisconsin Youth are as follows:

A. THE SCHOOL CHILDREN VOTED FOR A STATE TREE

Descriptions of the important native trees were sent to county superintendents and city and village school principals, together with ballots for distribution to school children. The program was widely publicized through newspapers and radio. 279,847 children voted. The Sugar Maple was voted the State Official Tree. Steps were taken to draw up a bill legalizing this choice. These steps included making the Robin the State Official Bird and the Wood Violet the State Official Flower. A committee, composed of school children from the county having the largest voting according to school population, came to Madison to aid in the enactment of this legislation.

B. PAGEANTRY

There was pageantry everywhere. Much of it was written by the children themselves after studying Wisconsin's history. Much of the pageantry depicted local history. It is not possible to give the definite number of such pageants, but judging from reports, they run into the many hundreds.

C. ARTICLES ON WISCONSIN'S HISTORY

Concise articles, covering periods in Wisconsin's history, were furnished groups of youth throughout the state. They covered the influence of the glaciers on the soil of our state, the coming of the first white men, trapping and fur trading, lumbering, the life of the lumberjack, and the circumstances that made Wisconsin a great dairy state.

D. WEEKLY BROADCASTS TO THE SCHOOLS OF THE STATE

"Afield with Ranger Mac," a weekly broadcast to the schools of the state and listened to by 40,000 school children, gave interesting information, as follows:

1. Influence of the glaciers on the life of our state.
2. The life of the voyageurs, and their influence on the Indian life in our state.
3. The meaning of county names.
4. The meaning of Indian names given to so many localities, streams, and lakes.
5. The life of the lumberjack and how the wanton waste of our forest wealth is a challenge today.

E. 4-H CLUB OBSERVANCES

At the twenty-eight 4-H camps held throughout the state, speakers on Wisconsin were provided. Camp fire programs, vesper services, and evening programs told of Wisconsin's past and growth in story, pageantry, and music.

The 4-H music program of the state, that touched rural life in most every quarter of Wisconsin, was based upon the songs of the different nationalities that settled the state. This music program culminated in the State Junior Exposition at the State Fair Park.

F. YOUTH'S DEMONSTRATIONS AT COUNTY FAIRS AND THE CENTENNIAL EXPOSITION

Many of the youth demonstrations given at county fairs and at the Centennial Exposition dwelt on foods of the different nationalities that settled Wisconsin.

Booths put up by young exhibitors at county fairs had the Centennial Idea involved in some way.

"Youth of Yesteryears and Youth of Today" was the theme of the rural youth organizations at the Centennial Exposition, State Fair Park. In the background murals showed how youth lived, played, and were schooled in the early days of our state. In the foreground were collections of articles, implements, books, etc. used by children in yesteryears. These were placed in a landscape fenced off by a century-old rail fence. In contrast, the opportunities for youth of today were shown in blow-ups of actual situations. These were represented in nine panels illustrating the advantages enjoyed by youth today in recreation, education, vocational guidance, social intercourse, leadership, and religious and health development. Many discerning and enthusiastic spectators declared the display a clear, direct, and easily caught exposition of the theme and purpose. It is estimated that 100,000 youth alone gave attention to these displays.

At this Youth Exposition, many programs were held, during the three weeks from August 7 through 29, that related to the Centennial, such as a Costume Revue, Centennial Citizenship Ceremony, Centennial Religious Observances, and Nationality Chorus.

G. JUNIOR CHAPTERS OF THE STATE HISTORICAL SOCIETY

Assistance was given to the State Historical Society to increase the membership in the Junior Chapters of the Society. 6,000 sample copies of the "Badger History Magazine" were sent to youth organizations throughout the state. In examining the list of Junior Chapters, there is evidence that this activity gave a substantial boost to the membership in the Junior Chapters of the Wisconsin State Historical Society.

H. PLAY WRITING SCHOOL

Out of the Play Writing School, held at the gathering of the rural youth and their leaders at the College of Agriculture this summer, has grown the Wisconsin Rural Writers Association. The writing of plays for rural communities was the awakening of this idea for a Statewide use of latent talent.

I. DISTRIBUTION OF "SKETCHES OF WISCONSIN HISTORY"

Almost 500 copies of "sketches of Wisconsin History" were distributed throughout the state to leaders who used them with young people in making up skits and pageants.

J. SCOUTING ACTIVITIES DURING CENTENNIAL YEAR

Numerous Scouting activities took place during the Centennial Year, such as: establishing a camp on the Centennial Exposition grounds; participating in Centennial Parades; holding camporees; serving on first aid duty; acting as ushers at Centennial functions. etc.

Respectfully submitted,

Sally Simpson, Secretary

WISCONSIN CENTENNIAL

1948

REPORT OF
AGRICULTURAL COMMITTEES

THE WISCONSIN CENTENNIAL EXPOSITION

August 7 to August 29, 1948

THE EXHIBIT OF AGRICULTURE

The Agricultural Exhibit was designed to show a century of progress on Wisconsin farms as a whole, while other Agricultural Exhibits were provided for livestock and dairying.

The major visible changes of the last century are:

1. The large proportion of cleared and cultivated land as compared to 1848.
2. Larger, better built and more elaborately equipped farm buildings and farm homes, as compared to the pioneer buildings, many of which were log buildings.
3. A vast change in the amount and types of machinery and the extensive use of tractors in 1948 as compared to horses and oxen in 1848.
4. Differences in the methods of handling livestock in the buildings; for example, dairy cows are now mostly housed in barns equipped with stanchions and concrete floors, while a century ago there were but few cattle and these were allowed to run loose in pens in a dirt floor barn.
5. The livestock has changed greatly in the 100 years from 1848 to 1948.

There are many other important differences such as improved seeds, use of lime and fertilizers, methods for weed and insect control; however, most of these would not be visible in just looking at a farm of today, as compared to a century ago. For example, it is doubtful whether any but an expert could tell the difference in mid-season between a high-producing hybrid corn crop and the open pollinated corn of 100 years ago.

In summary, the major visible differences in the century are: Much more cleared and cultivated land; larger and better buildings; and the equipment and machinery used in the buildings and in farming the land.

These changes were shown by providing two complete farmsteads--full scale but small in size--to show the change in buildings, and two large murals to show the change in fields and landscape.

The success of the entire exhibit was undoubtedly due to two main factors:

1. The realistic simplicity of the farmsteads which made the visitors feel that they were actually on a farm of 100 years ago or on a farm of 1948.
2. The living animals and people in the exhibits.

Frequently people would practically block the aisles in front of the Indian Village, the ox team, the log barn and the log cabin in the 1848 exhibit. Likewise, in front of the dairy barn, the home and the farm work shop, in the 1948 exhibit.

The murals showed the great change in improved land, and also the changes in the machinery and methods used in farming.

Period of the Year Covered by the Murals

The murals were designed to include as many field operations as possible, and the period from about July 1 to July 20, was selected. The operations of cultivating corn, making hay, harvesting grain and weed control were included.

General Description of the Exhibit

The area provided was 96 feet wide by 222 feet long (see diagram of complete layout). This was divided into two areas 56 feet by 222 feet for the 1948 farm, and 40 feet by 222 feet for the 1848 farm. A panel 15 feet high was erected along the line dividing the two areas and upon this panel were mounted the two murals, each 222 feet long and 12 feet high. The 3-foot high strip below the murals was hidden by shrubbery and flowers planted in a filled area sloping up to the mural.

An aisle 15 feet wide extended all the way around the area, and outside of this aisle was a strip about 17 feet wide filled with manufacturers' exhibits related to Agriculture.

As the people walked along the aisle they had a close-up view of the farmsteads with the murals in the background.

The Centennial Story in Words

In order to dramatize and explain the exhibits, a series of ten placards, or signs, were located at suitable points thruout the exhibit. Sign I, was located in a position facing the main entrance to the Exhibit Building, and was designed to introduce the audience to the story that would unfold before them as they proceeded around the exhibit.

Signs II, III, IV, V and VI were located in the pioneer farmstead, and the balance in the modern farmstead.

Sign I

From Cradle to Combine from
Cabin to Castle
We Present
Pioneer Life of Yesterday and the Modern Farm of Today.

Sign II

American Indians
From Forest and Stream
They Took Only What Nature Provided.

Sign III

On Foot and By Covered Wagon
They Came
Bravely They Conquered a Wilderness.

THE FARM OF 1848

In order to carry out the idea of a farm and farmstead in a pioneer clearing, wooded areas were constructed at each end of the farmstead area. In setting up this part of the exhibit, a considerable number of pine, spruce and tamarac trees were used. Most of these trees were cut green, and as soon as possible placed in a water container and held upright by stones. These trees remained in fairly good condition for about 10 days. Some 10 foot white pine trees were secured from a local nursery, but most of them were obtained from Northern Wisconsin by The Conservation Department.

In one wooded area was a small Indian Village with a family of Winnebago Indians consisting of the parents, two girls aged 12 and 13, and a boy aged 6.

The Indians, themselves, created the most interest as evidenced by the fact that few people stopped when the Indians were out for meals. Many people talked to the Indians, and the actions of the children were very natural after the first few days even though large crowds were watching them.

The Indians spent their time making baskets and working with leather; handicrafts known to the Indians 100 years ago.

Sign IV

A Wisconsin Pioneer Homestead
The Birth of a Great Agriculture
The Beginning of a Great State.

The buildings in the farmstead consisted of a 2-room log cabin, a log barn, a privy, a smokehouse, a small "A" shaped chicken coop and a hog shelter under a small straw stack. A well curb built of field stone with a sweep and bucket provided the water supply. A vegetable garden and flower garden completed the farmstead, which was surrounded by a rail fence.

The buildings were constructed with the front sides open so that people could see in.

Sign V

Life Was Plain
And from These Cabins
Came Great Men and Women
High Ideals and
The Pattern of Life We Enjoy Today.

The house was fitted with the furniture and equipment of the era. Messrs. Wm. Ward (81 years old) and Chas. Ward (79 years old) retired farmers of Wisconsin Dells, were employed to bring a yoke of oxen and a covered wagon for the exhibit. They would occasionally hitch the oxen to the wagon and drive around the Fair Grounds. While on the exhibit, the oxen were housed in the log barn, or yoked and driven around the barnyard. The Ward Bros. actually did their farm work with oxen until a few years ago.

Sign VI

From Garden, Field and Forest
Pioneers Were Compelled to Depend on Themselves
Later
Limited Amounts of Wheat, Livestock
And Dairy Products Were Produced for Market.

The simple farm implements were scattered around the farmstead or hung upon the barn wall.

The poultry of 1848 consisted mostly of mongrels which were usually variegated in color. In order to reproduce this effect, the University Poultry Department supplied chicks that were produced by crossing different breeds. The chicks were white, black and white, yellow and white, and red and black. They were mothered by a Barred Rock hen. Some of the chicks had a rose comb, some a simple comb, and several had topknots.

In 1848, poultry was not usually confined except at night. In order to carry out this effect as closely as possible, the hen was confined in an "A" shaped coop covered with slats on the front side; the chicks were allowed to roam at large. Many of the visitors commented upon the naturalness of this scene, while others--about 200--who were not familiar with this method of managing chicks reported at the Exhibit Office that some of the chicks had escaped and were running around lost.

The garden in connection with the 1848 farm was planted about two weeks before the Exposition opened. The seeds germinated well, but grew tall and slender or drooped over from lack of direct sun. The entire garden had to be replanted with cabbage, potatoes and sweet corn plants from nearby truck farms, and replaced when necessary.

Mrs. Gertrude Sawle Scott, a pioneer farm woman from Arena, took over the job of farm wife. Dressed in a long calico dress with a white apron, and a white cap upon her head, she added a most realistic touch to the scene.

She spent most of her time knitting, but was frequently interrupted by visits with passers by who often asked permission to take her picture.

Mrs. Scott is probably the most photographed farm woman in the first 100 years of Wisconsin's statehood.

THE FARM OF 1948

Sign VII

1948

Wisconsin Agriculture Today
Mechanized, Scientific, Diversified, Efficient
Produces for America and the World.

Sign IX

Convenience, Comfort and Beauty
Typify Today's Wisconsin Farmstead.

The exhibit consisted of:

1. A one-story, completely modern and completely equipped farm house.
2. A six-stall section of a dairy barn with a small pen for calves, and an adjoining milkhouse. The whole of fireproof concrete construction.
3. A poultry laying house with hens.
4. A brooder house with brooder and chicks.
5. A model farrowing pen with an electric pig brooder.
6. An all-steel, prefabricated, combined implement storage shed and farm shop, completely equipped.
7. A complete line of farm machinery.
8. A prefabricated, steel, glass-lined silo, equipped with a bottom-type mechanical unloader.

All of the buildings, except the house, were open on one side; in fact, the barn was just a half barn showing the cows on one side only.

Sign X

Wisconsin Farm, "Castle of 1948"
Comfortable, Laborsaving, Durable
Offering More Life in Rural Living.

The prefabricated house, actually built on the exhibit, was slightly different from the original plan due to the difficulty of adjusting the prefabricated construction to the particular plan, and also to the fact that some of the columns in the building, housing the exhibit, interfered to some extent.

The story of the Centennial farm house is well told in an article by Max J. La Rock, designer, and published in CAPPER'S FARMER. A reprint of the article is included in the Appendix of this report.

The construction of this modern farm house became quite a problem since a new house plan was to be used, and also due to the fact that it was to be of a temporary nature because it was being erected inside a large exhibit building. It was thought that some manufacturer of prefabricated houses might be interested in putting his product into the exhibit. However, it was soon found that prefabricated houses were standardized to the extent that they did not lend themselves to the necessary changes that would have to be made when following the Centennial house plan. It was finally found that a product manufactured in modular sections could be used in the construction and thereby provide a close approximation of the plan. The house was completely built, painted, decorated and furnished--ready for visitors--in three weeks and three hours from the time the first material arrived.

About 600,000 people are estimated to have passed thru the house and there was always a line at the door waiting to enter.

Sign VIII

The World's Finest Food Factory
is Today's Modern Wisconsin Farm.

The dairy barn was equipped with conventional steel stanchions, and some relatively new items as follows: A barn cleaner to convey the manure from the gutter to the manure spreader outside; cow trainers--coat-hanger shaped devices--located above the cows' shoulders and connected to an electric fence controller. These cow trainers train the cows to back up enough to deposit the feces and urine in the gutter.

Perhaps one of the most striking examples of creating interest was in the dairy barn. Whenever the mechanical barn cleaner was running, the milking machine in operation, or the vacuum cow cleaner in use, the visitors completely filled the 15-foot aisle for 50 feet or more. At one time when the Guernsey herd was moved out, for the purpose of disinfecting the barn before the Holstein herd was brought in, there was a period of several hours during which there was practically no interest in the 1948 barn exhibit. As soon as the Holstein herd started to be led in, such a crowd collected that it took several people to open a path for each cow to be led into the barn.

The milkhouse was equipped with washing and sterilizing tanks, electric milk cooler, bottled gas water heater, can racks, and solution racks for sterilizing the milking machine.

Adjoining the barn, was the prefabricated steel silo with bottom unloading features. Only about 10 of these silos have been built to date. This silo is airtight and prevents spoilage. It was provided with special door openings on each side, with a walk above the unloading device, so that visitors could walk thru the silo to observe its construction and operation. Over 400,000 people passed thru the silo.

The poultry laying house and brooder house were built from plans furnished in College of Agriculture bulletins to farmers. Both were full scale parallel to the aisle, but much shallower than normal.

The implement shed was 26 feet wide and 55 feet long. Due to space limitations it had to be somewhat shorter than would be necessary to house all the machinery on a typical farm of 1948.

THE AGRICULTURAL EXHIBIT COMMITTEE

The exhibit was planned by a committee representing a very complete cross section of the various farm organizations and agencies in the state, operating in close cooperation with Mr. Milton H. Button, Director of the Wisconsin Department of Agriculture; Mr. Ralph E. Ammon, Chief, Division of Fairs, Wisconsin Department of Agriculture, who served as general manager of the Centennial Exposition; and Mr. Milo K. Swanton, Chairman of the Agricultural Committee, Wisconsin State Centennial Committee, and Executive Secretary, Wisconsin Council of Agriculture Co-operative.

Mr. Verlyn F. Sears, of the Wisconsin Department of Agriculture, did a superlative job of supervising the construction of the exhibit and in securing the cooperation of several companies who sponsored portions of the exhibit. Credit for the very fine work of landscaping the exhibit, planting the flowers and vegetable gardens and arranging the forest areas, goes to Wm. W. Morris of the Wisconsin Department of Agriculture.

MEMBERS OF THE AGRICULTURAL EXHIBIT COMMITTEE

Chairman -- F. W. Duffee, Chairman, Agricultural Engineering Department, College of Agriculture, University of Wisconsin. Madison.

Vice-Chairman -- Henry J. Rahmlow, Secretary, Wisconsin State Horticultural Society, and for several years Superintendent of State Fair Farm Crops, Fruit and Vegetable Exhibits. Madison.

Ira L. Baldwin, Dean and Director, College of Agriculture, University of Wisconsin. Madison.

Warren W. Clark, Associate Director, Agricultural Extension, College of Agriculture, University of Wisconsin. Madison.

Charles Dineen, Farmer; Vice-President, Wisconsin Council of Agriculture Co-operative; Secretary, Milwaukee Co-operative Milk Producers. Milwaukee.

Mrs. Robert Douglas, Farm Homemaker; Chairman, Associated Farm Women, Wisconsin Farm Bureau Federation. Juda.

Howard Greene, Farmer; Secretary-Treasurer, Cash Crops Co-operative. Genesee Depot.

Curtis Hatch, Farmer; President, Wisconsin Farm Bureau Federation. Dodgeville.

Charles Hill, Prominent Dairyman of Wisconsin; Former Commissioner, Department of Agriculture and Markets; Former President of the Wisconsin Dairymen's Association. Rosendale.

Kenneth Hones, Farmer; President, Farmers Union. Chippewa Falls.

Mrs. Herman Ihde, Farm Homemaker; Chaplain, Wisconsin State Grange. Neenah.

John D. Jones, Jr., Farmer; Regent, University of Wisconsin. Racine.

Walter Katterhenry, Farmer; Director, Wisconsin Production and Marketing Administration. Madison.

K. D. Knutson, Farmer; Director, Pure Milk Association. Janesville.

Mrs. Milton Koegel, Farm Homemaker; Co-Superintendent of the Women's Exhibits, Wisconsin State Fair; Secretary, Wisconsin Home Demonstration Council. Milwaukee.

Mrs. Claude Lyons, Farm Homemaker; Wisconsin Farmers Union. Madison.

Neal Peck, Farmer; Master, Wisconsin State Grange. Peshtigo.

Wm. Renk, Outstanding Wisconsin Farmer; Former Commissioner, Department of Agriculture and Markets. Sun Prairie.

Carl Reynolds, Fruit Grower; Director, Wisconsin State Horticultural Society. Sturgeon Bay.

Mrs. Fred Rust, Farm Homemaker; Co-Superintendent, Women's Exhibits, Wisconsin State Fair. West Allis.

Louis Sasman, Chief, Rural Division, State Board of Vocational and Adult Education. Madison.

Marvin Schweers, Soil Conservation Service, United States Department of Agriculture. Madison.

Mrs. Wm. Seffern, Farm Homemaker; Lecturer, Wisconsin State Grange. Van Dyne.

W. L. Witte, Chief, Division of Markets, Department of Agriculture. Madison.

Three general committee meetings were held during which the general theme and plan of the exhibit was formulated. At the end of the third meeting, a sub-committee consisting of F. W. Duffee, H. J. Rahmlow and Howard Greene was appointed to work with Ralph E. Ammon, Milton H. Button and Milo K. Swanton to develop the details of the Exhibit. A general committee meeting was held to make criticisms and suggestions of this detailed plan. When the murals were practically finished and plans for equipment had materialized, a general committee meeting was again called to permit the committee to inspect the murals and make suggestions as desired.

MURALS

The murals were painted by Robert O. Hodgell, assisted by: Lee Styles, Abe Cohn, Mrs. Robert O. Hodgell and John Colt. Artists who also participated were Henry Moriarty, Laura Euler and Wm. Lidh.

Mr. Hodgell is a native of Kansas, and was an instructor in the Art Department of the University of Wisconsin at the time he painted these murals. He was a protégé of John Steuart Curry, Artist in Residence at the University of Wisconsin from 1936 until his death in 1946.

Mr. Hodgell spent considerable time roaming the countryside of Wisconsin, sketching the beautiful fields, hills, valleys and forests of the state. He was thoroughly familiar with the state before he undertook the painting of the murals.

In the process of laying out the murals, Mr. Hodgell consulted with a number of people including Byron Jorns, Art Editor and Illustrator for the Wisconsin College of Agriculture publications, and a water color artist of great ability.

An interesting side light is that 24 dozen eggs were used in mixing the paints for the murals.

It was generally agreed that Mr. Hodgell did an excellent job of capturing and placing on canvas the true spirit of typical Wisconsin countryside. Some sections of the canvas portrayed the gently rolling areas, and other sections portrayed the rougher portions such as are found in the western areas of the state. The murals made a very realistic background and added tremendously to the exhibit.

Mr. Hodgell accurately depicted the farm field scenes of the two periods, and devoted part of the modern canvas to soil conservation practices which are coming into rather common use in the state.

COOPERATORS

The size and completeness of the exhibit would not have been possible with the budget provided had we not been able to secure the cooperation of many companies and organizations who took over completely the construction and equipment of most of the structures on the modern farmstead. Practically all of the equipment and facilities for the modern farmstead were also supplied by cooperators.

The members of the Agricultural Exhibit Committee wish to take this opportunity of expressing their profound thanks and appreciation for the wonderful cooperation accorded them.

The Cooperators

THE ALLIS CHALMERS MANUFACTURING COMPANY, West Allis, Wisconsin.

An ALLIS CHALMERS tractor, corn planter with fertilizer attachment, and a 2-row tractor cultivator.

THE BOCK CORPORATION, Madison, Wisconsin.

The gas-operated water heater and radiator for the milkhouse.

THE BUTLER LUMBER COMPANY, Butler, Wisconsin.

The house--jointly with THE WEYERHAUSER SALES COMPANY.

THE J. I. CASE COMPANY, Racine, Wisconsin.

A tractor-operated fertilizer grain drill.

CORNFALFA FARM, (Jason & Peter Swartz), Waukesha, Wisconsin.

Rails for the rail fence, and an antique plow.

THE COW VAC COMPANY.

The COW VAC vacuum cleaner for cleaning cows.

THE DE LAVAL COMPANY, Chicago, Illinois.

The milking machine used part of the time.

THE DELTA MANUFACTURING COMPANY (Division of the Rockwell Manufacturing Company) Milwaukee, Wisconsin.

All of the farm shop tools and equipment.

THE FOND DU LAC IMPLEMENT COMPANY, Fond du Lac, Wisconsin.

A FORD tractor and tandem disc.

THE GEHL BROS. MANUFACTURING COMPANY, West Bend, Wisconsin.

GEHL forage harvester, with attachments for both corn and hay, and a forage blower.

THE GENDER, PAESCHKE AND FREY COMPANY, Milwaukee, Wisconsin.
The milk cans, pails and strainers.

THE HIDDEN FARM, McFarland, Wisconsin.
Furnishings for the log cabin.

THE JAMES MANUFACTURING COMPANY, Fort Atkinson, Wisconsin.
The cow stanchions and stalls, drinking cups, steel calf pens,
rubber-tired feed cart, mechanical barn cleaner, electric pig
brooder, model pig pen, electric chick brooder, chick waterers,
mash hoppers, steel nests and water pressure regulators.

KOHLER OF KOHLER, Kohler, Wisconsin.
Bath room fixtures for the house.

KUNSELMAN AND ESSER, Milwaukee, Wisconsin.
The house furnishings.

THE MASSEY HARRIS COMPANY, Racine, Wisconsin.
A MASSEY HARRIS tractor, manure spreader, and self-propelled
combine.

MC KERROW FARM, Pewaukee, Wisconsin.
Field stone for the 1848 well curb and the stone walk.

THE MEIKLEJOHN COMPANY, Fond du Lac, Wisconsin.
FERGUSON tractor, plow and mower.

THE MICHLER COMPANY, Fond du Lac, Wisconsin.
A forage wagon with mechanical unloader.

THE NATIONAL HOUSING CORPORATION, Menomonee Falls, Wisconsin.
The electric milk cooler.

THE PENNSYLVANIA SALT COMPANY.
The washing powder, brushes and ohlorine rinse for the
milkhouse.

THE PRIME MANUFACTURING COMPANY, Milwaukee, Wisconsin.
The electric cow trainers.

THE ROSENTHAL COMPANY, West Allis, Wisconsin.
A CORNBINE, a combination field corn picker and shredder.

THE SCHLUETTER COMPANY, Janesville, Wisconsin.
The washing vats and can racks for the milkhouse.

ALBERT SKAARE, McFarland, Wisconsin.
Log cabin furniture.

THE A. O. SMITH CORPORATION, Milwaukee, Wisconsin.
The prefabricated, glass-lined steel silo with unloading
equipment.

STEEL-BILT STRUCTURES, INC., Madison, Wisconsin.

The implement shed and shop; also the brooder house.

THE UNIVERSAL MILKING MACHINE COMPANY, (Division, National Co-operatives, Inc.)
Waukesha, Wisconsin.

The milking machine used part of the time.

THE UNIVERSITY OF WISCONSIN, COLLEGE OF AGRICULTURE, POULTRY DEPARTMENT,
Madison, Wisconsin.

The hen and fifteen baby chicks for the 1848 farmstead.

THE UNIVERSITY OF WISCONSIN, PHOTOGRAPHIC LABORATORY, Madison, Wisconsin.
Took motion pictures which are a part of the Centennial Film.

THE WESTERN ELECTRIC COMPANY, Racine, Wisconsin.

The inter-building communication system.

THE WEYERHAUSER SALES COMPANY, St. Paul, Minnesota.

The house--jointly with THE BUTLER LUMBER COMPANY.

WISCONSIN CONCRETE PRODUCTS ASSOCIATION, Milwaukee, Wisconsin.

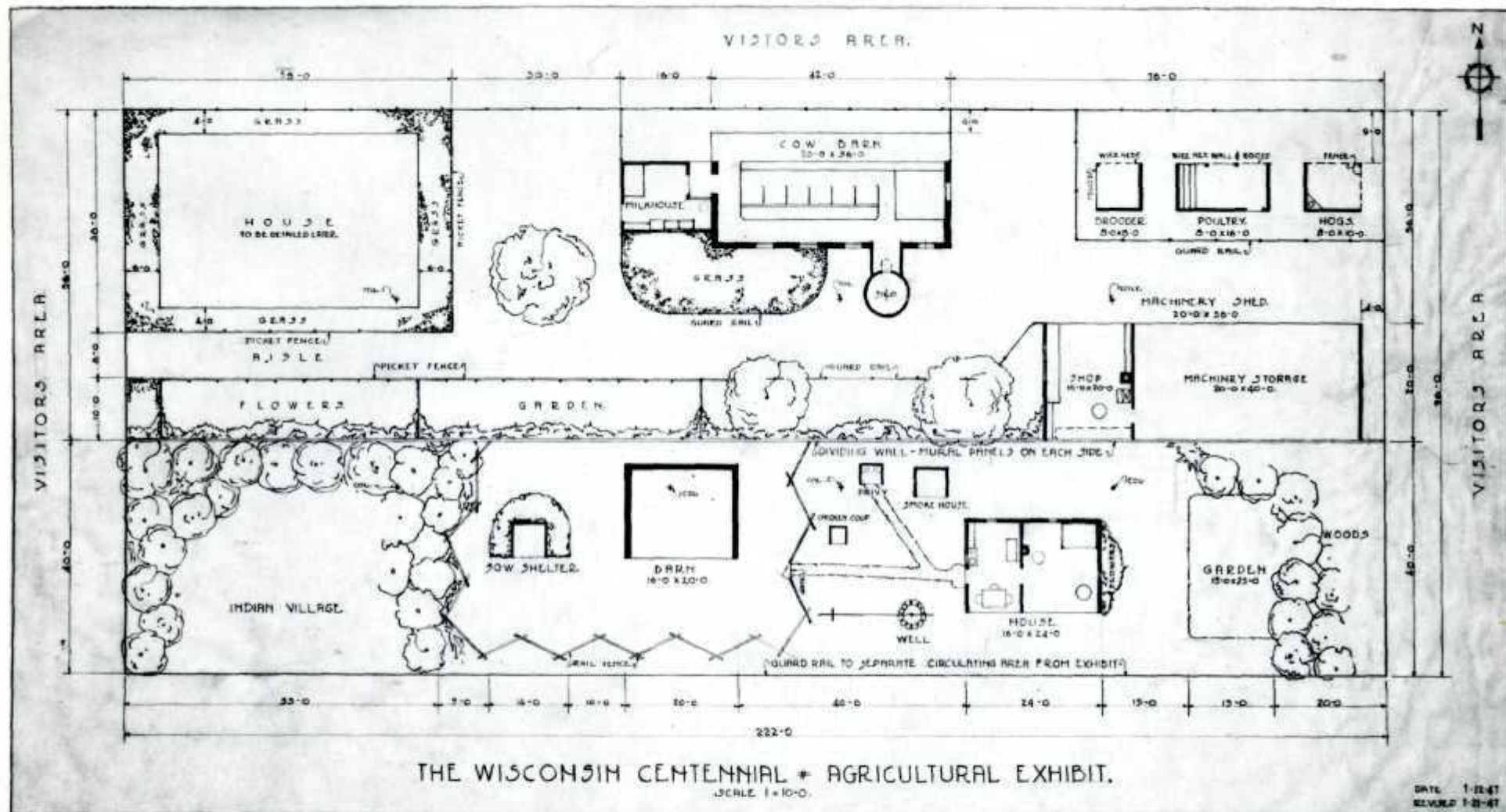
The concrete barn and milkhouse.

THE WISCONSIN CONSERVATION DEPARTMENT, Madison, Wisconsin.

Logs for the log buildings in the 1848 farmstead, and green trees for the entire exhibit.

WISCONSIN STATE HATCHERY, Waukesha, Wisconsin.

One-hundred baby chicks for the 1848 farmstead.



Drawn by C. E. Hughes

The exhibit was housed in a building 286 feet x 160 feet. The exhibit was 96 feet wide and 222 feet long; around the outside of the exhibit was an aisle 15 feet wide, and outside of this aisle was an area 17 feet wide assigned to manufacturers' exhibits related to Agriculture.

Erratum: The dates on the plan should be 1-12-48 and 1-21-48.

THE 1848 MURAL

The following four views marked 1848 and 1, 2, 3, 4, are photos of the 1848 Mural. When assembled the left-hand end of No. 2 joins on to the right-hand end of No. 1; No. 3 on to No. 2; and No. 4 on to No. 3. These photographs were taken from original water color sketches.



1.

1848.



2.



3.

1848.



4.

THE 1948 MURAL

The following four views marked 1948 and 1, 2, 3, 4, are photos of the 1948 Mural. This mural was 56 feet shorter than the 1848 Mural because the implement shed blocked off this amount. When assembled, No. 2 fitted on the right-hand end of No. 1; No. 3 joined No. 2; and No. 4 joined No. 3.



1.

1948.



2.



3.

1948.



4.

1948 - The Silo, "The Watchtower of Prosperity" is one of the outstanding landmarks of a great Dairy State. At right, the man is spraying weeds along a fence row. This corresponds to the right-hand end of the 1948 Mural Photo No. 3.





1848 - The original residents--The Indians--usually lived close to the beautiful lakes and streams.
This view corresponds to the left-hand end of the 1848 Mural Photo No. 1.

1848 - Across the lakes, up the streams and in covered wagons they came to hew a great state out of the wilderness. The background mural corresponds to the left-hand end of Mural Photo No. 2.



1848 - Log houses were common; fields were small and dotted with stumps. Most of the work of planting, cultivating and harvesting corn was done by hand. The background corresponds to Mural Photo No. 3.





1848 - The dug well--right foreground--and sweep for lifting water from the well. Log house--right. Smokehouse--left background; privy--center background. Mrs. Gertrude Scott is inspecting an iron kettle used at butchering time. In the background--a field of wheat being cut with a cradle, bound and shocked by hand. This photograph was taken in front of the 1848 Mural Photo No. 3.

Once In One Hundred Years

All rural Wisconsin is looking toward the Wisconsin Centennial Exposition, Milwaukee, August 7 to 25.

For 23 days, Wisconsin's first hundred years will pass in review at State Fair Park. Between one and two million faithful Badgers are expected to refresh their memory as to Wisconsin's accomplishments while they look upon five million dollars worth of exhibits. These exhibits will be highly entertaining as well as educational.

Probably more important, the eyes of Wisconsin's good people will be turned to the decades and century ahead. The past has been important only in those instances where it will aid Wisconsin in the future. In fact, Ralph E. Ammon, manager of Wisconsin's little world fair, has focused the show on Wisconsin's future wherever possible. In most exhibits, the antiques and developments will be shown. But the spotlight will beam out upon the present and future of Wisconsin.

We are fortunate that the Centennial year has arrived during prosperity. This has created a maximum of cooperation to the point where every foot of available space in State Fair Park's 220 acres has been utilized. The only spaces left are the wide, open thoroughfares which will allow visitors free-going from exhibit to exhibit.

Never before have the manufacturers of Wisconsin attempted such an extensive exhibit. Development of the first one hundred years will point the way to the future of 24 important state industries. Children and grownups alike will obtain a general idea of industrial Wisconsin in a few hours time. This building will be entirely educational. There will be no selling and no advertising within its walls. Industry decided upon a 100 per cent educational exhibit of its own free will.

Hand in hand with the future of manufacturing goes farming and dairying in Wisconsin. Both depend upon the other. And both are depending upon the other to make a great Wisconsin Centennial Exposition.

Agriculture will occupy one of the two largest buildings at State Fair Park. It will show the development of agriculture from the time settlers planted their potatoes between the stumps. It will show all the important farm developments of today and display many improvements that are on the threshold of farm economy and living. This includes the modern farm home as well as all other farm operations.

Conservation and Youth departments are set up side by side at the Exposition. During the next hundred years, these two must go hand in hand. Grouping their exhibits side by side is both fitting and logical. Both are in their infancy in Wisconsin. Youth work has been well established as a department at the Wisconsin State Fair, but Conservation has never had an important exhibit on Wisconsin's exhibition grounds before. There is little doubt that this first show will be sensational.

Communications and transportation will be two other exhibits of great interest. Television which has been seen by few rural people, will be seen by many. Televising is a thing of the future for farmers,—depending upon successful means of broadcasting being developed over wide areas.

Transportation, women, press and radio, food, electronics, art, history, and (what-not?) will have a building or department on Exposition grounds.

And don't forget to visit Alice in Dairyland when you come to the Centennial Exposition. Combining entertainment with education, this will be the highlight of 100 years in the nation's greatest dairy state.

With these "greatest of all time" exhibits of Wisconsin will be entertainment that has never been equalled. Brought together in great shows for 23 days and nights will be great Wisconsin songs and artists of the past and present. The entire program by professional and amateur talent is built around Wisconsin. Only a Centennial with extra months of work and effort... with extra hundreds of thousands of dollars spent... could produce in entertainment what you will see at the Exposition August 7 to 29.

There are thousands of other things to see and do that we cannot tell you about here. Every aggressive Wisconsin farmer will want his entire family to spend at least one or two days at the show of Wisconsin's first century. Surely, none of us will see another show like it. It is unlikely that our children will see a show like it.

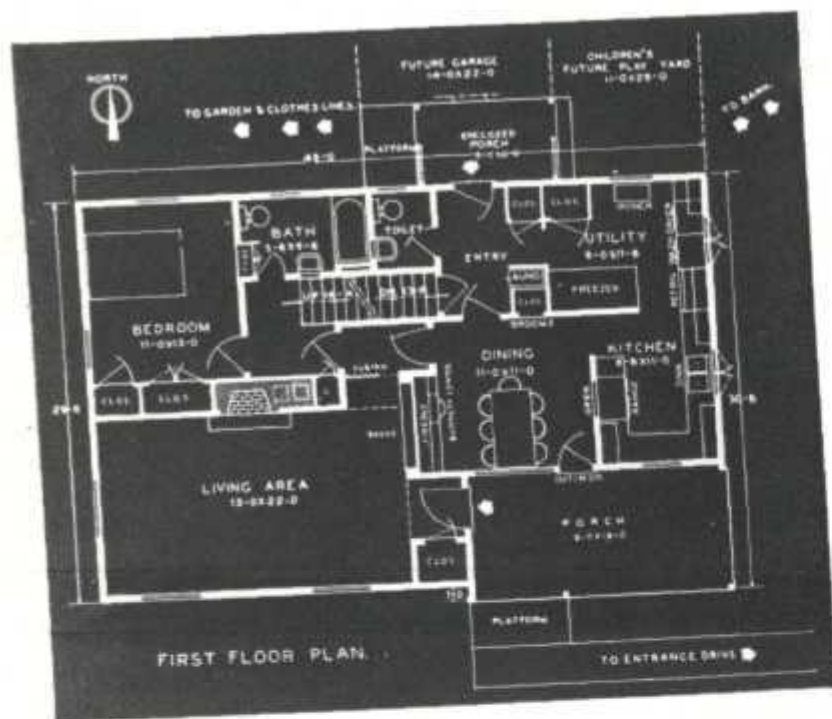
It has cost millions of dollars to make this great show available to you and your children. Certainly... it is worth a tank full of gas and a 25c or 50c piece per person to see such a great show. There are few good Badgers in Wisconsin,—on farms or in town,—who will miss the Wisconsin Centennial Exposition August 7 to 29.

To miss it would be regrettable, indeed.

FARM HOME for Easy Living

By Max J. La Rock

University of Wisconsin



CONVENIENCE, simplicity and style are combined in the Wisconsin Centennial Farmhouse. Designed in honor of Wisconsin's 100th anniversary, it provides adequately for the 4 basic family activities—working, eating, recreation and sleeping.

The house is a story and a half because that is the type specified by 75 per cent of rural families who ask the University of Wisconsin for house plans. Every room in this house is ample in size, well lighted and airy. It contains lots of closet space which results in a more orderly house and easier housekeeping.

Living room and front porch are planned to face south. The kitchen and work area face east with a clear view of the entrance drive and farm buildings. Parking space is along the entrance drive. A walk leads to the living-room entrance. The front is unobstructed for lawn and landscaping development.

The working area is compact and convenient. Rear entry, utility room, kitchen and dining room form a unit. The area has few doors to check traffic, but curtain walls provide cabinet space and privacy. Windows and open passageways give good light and ventilation. Note how the closing of one door shuts off the work area from the rest of the house.

Rear entry can also be closed off from the balance of the house to avoid drafts in winter. From it there is direct access to the utility room and kitchen, dining room, and other parts of the house with a minimum of travel. It connects with toilet and washroom, base-

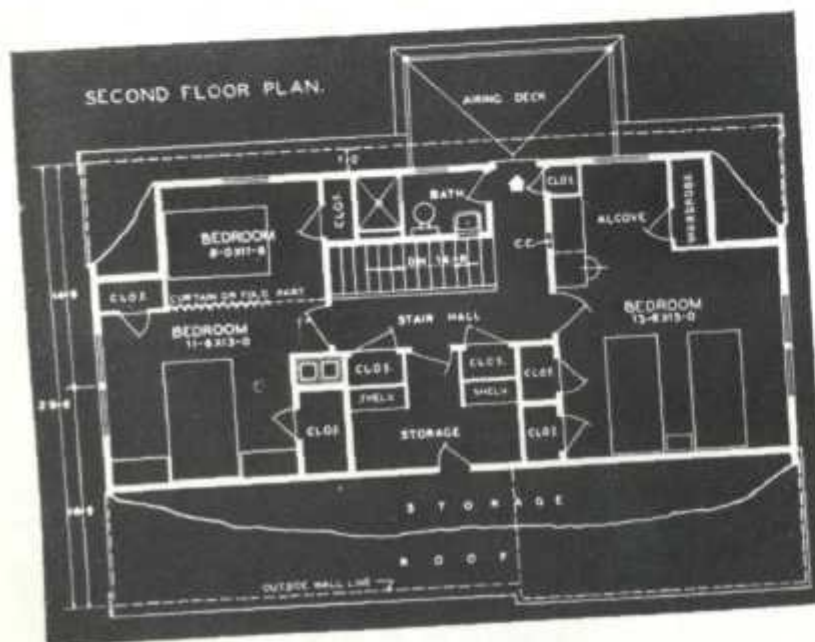
ment stairway and has a closet for work clothes.

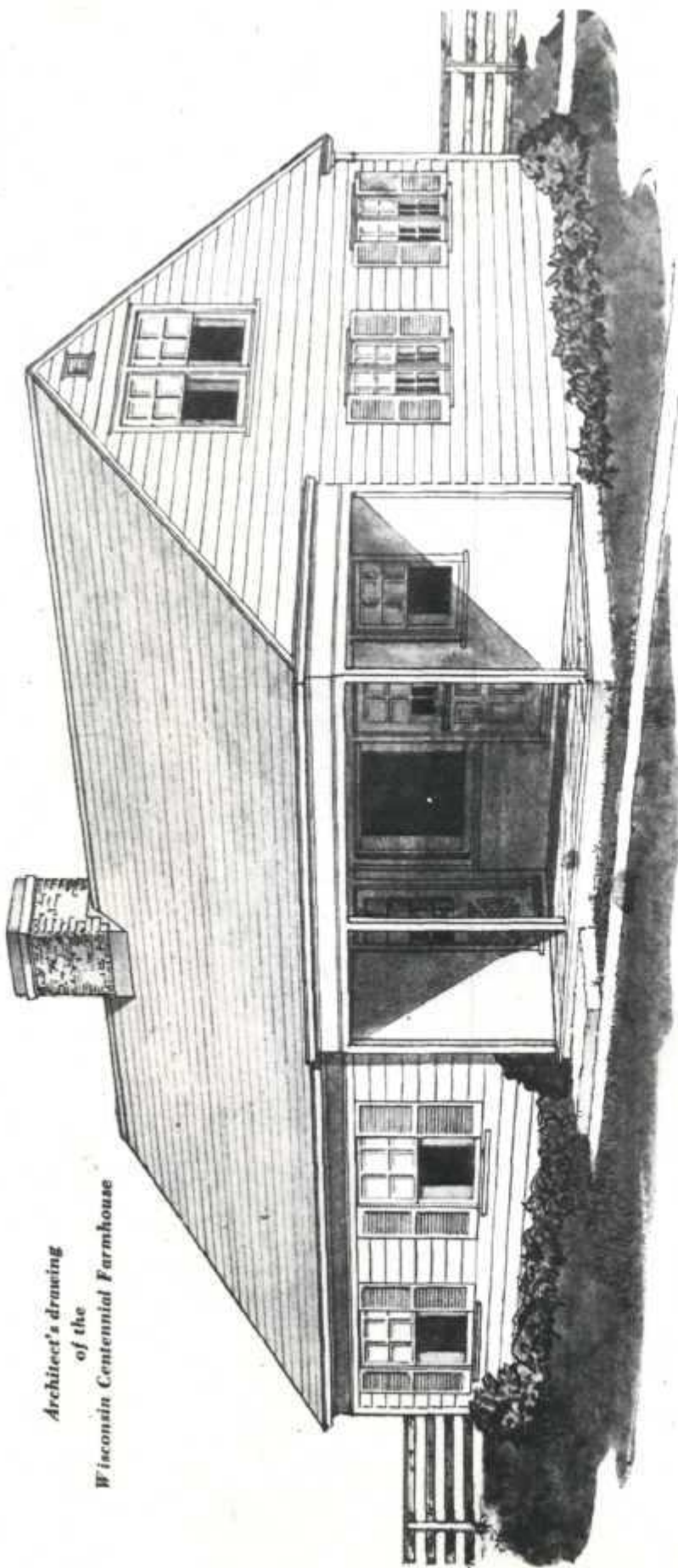
Kitchen and utility room are a working combination. U-shape of the kitchen gives it the step-saving arrangement that the homemaker appreciates. The two kitchen windows provide good light, and the elimination of a door between the kitchen and dining room and the opening over the range eliminate that shut-in feeling of the kitchen worker. Casement windows in the kitchen and utility room are more easily opened over sinks and cabinet tops than the double-hung type.

Utility room has space for automatic washer, drier, ironer, large food freezer and cabinet storage. Freezer and kitchen refrigerator are placed close together to save steps. Cabinets over the freezer open into the utility room and kitchen. No sink is included in the utility room because the one in the kitchen is close by. However, if the freezer is put in the basement, as some prefer, the utility room has plenty of space for a sink.

Dining area, 11 by 11½ feet, won't crowd the ordinary family. A big window gives ample light. There is a Dutch door opening to the front porch. Omission of a door between kitchen and dining area helps tie the rooms together. A cabinet is built on the wall opposite the kitchen for desk space, business center and extra dish storage.

Plenty of space for gracious family living and entertainment is provided in the 13- by 22-foot living room. It has good lighting and ventilation. Front entrance has a closet for guest wraps. The fireplace can be eliminated to obtain more (Turn to Page 88, Please)





Architect's drawing
of the
Wisconsin Centennial Farmhouse

Farm Home for Easy Living

(Continued from page 11)

closets if desired. A picture window with double-hung or casement sash at both sides could be used on the south wall instead of the 2 double-hung windows as shown.

The stairs are convenient to all parts of the house. Location of stairs and hall provides privacy and easy access to first-floor bath from both first- and second-floor bedrooms.

Grouping of bath facilities provides for economy of materials and labor in plumbing. First floor has a full bathroom and a half bath. The toilet and lavatory off the rear entry save a lot of traffic thru the house by both children and adults. Rough plumbing may be installed at time of construction and bath facilities for the second floor added later.

Altho the Centennial Farmhouse has only 3 bedrooms it is designed to accommodate a large family. Both second-floor bedrooms have space for 2 full-size beds. A floor-to-ceiling draw curtain in the west bedroom will provide privacy for children of varying ages. Good ventilation, ample storage and an airing deck are features of the second-floor arrangement. Airing decks save many steps in a 2-story house. This has been provided off the stair hall. A glazed door to the deck gives the hall good lighting.

Rear-entrance porch is so designed that garage may be attached if desired. This porch then would become a breezeway. Attached garage is an important feature in new farmhouse design because of growing use of the automobile by the homemaker for shopping, errands and taking children to school.

Basement section can be limited to the area under living room, bedroom and bath. The story-and-a-half house requires a steep-pitched roof to provide room space. So Colonial design, which is popular with rural families, has been used. Wood-frame construction with thick-butt 10-inch siding is illustrated. However, plans also cover brick- or stone-veneer construction.

A farmhouse, constructed according to this plan, with only slight variations due to inability to get certain materials, was on exhibition at the Wisconsin State Centennial Exposition held recently at Milwaukee.

'Then and Now' At Wisconsin Fair

BY ROBERT M. LEWIN
Staff Writer

MILWAUKEE--Things certainly aren't what they used to be in old Wisconsin.

The Centennial Exposition at State Fair Park here, celebrating Wisconsin's first 100 years in the Union proves that.

For instance, saunter into the Agricultural Building at the park.

There's a real, pioneer Wisconsin farm of 1848--the kind that helped this state on its way to become 'America's Dairyland.'

Just at the edge of the farm is the wigwag and birch bark canoe of Winnebago Chief White Cloud; his squaw, Shining Star, their son and nieces.

Log Home, Barn

A rail fence 107 years old surrounds the 'ancient' farm.

There are a yoke of oxen, a covered wagon, a hand-made hay fork, a wooden cradle for cutting grain and a field stone well with an old oaken bucket.

The farm home is a two-room log cabin--a combined kitchen-dining room and combined living-bedroom, complete to the poster bed with a rope slung mattress and family Bible.

The barn is built of logs. Whole pork sides and hams hang in the log smokehouse. The log outhouse has one seat.

Corn, cabbage and potatoes grow in the field. But you wonder how those '48ers could get anything more than stumps out of that rough land in those days.

But right around the corner, also in the Agriculture Building, is the 1948 farm.

Log buildings? No!

The six-room white modular section house, electrically-equipped down to an inter-communication system with all buildings on the farm, would look good on Lake Shore dr. in Chicago.

You never saw fancier showers and tubs.

Oxen for power? No!

Tractors with hydraulic lifts, combines, a field hay chopper with corn-cutting attachments, a pull-type cornpicker and fodder shredder.

Veryln Sears, in charge of the exhibit, has designed a farm that gives nature a rest.

Animal Heaven

For the pigs--there's an electric brooder. For baby chicks--a thermostatically-controlled electric brooder house. For grown-up chickens--steel nests, an automatic waterer, a hopper feeder.

For the cattle--there's a separate drinking cup for each cow. An electric cleaner "dusts" and massages the cattle.

"How Ya' Gonna Keep 'Em Down on the Farm?" used to be a favorite old song in Wisconsin. But not anymore--after the Centennial Exposition has shown what a swell place the farm really is.

William H. Beckstrom's crew of Wisconsin Park employees have carved two and a half acres out of State Fair Park to demonstrate how Wisconsin's forests and rugged terrain have been converted into the Midwest's 'Natural Playground.'

See The Chicago Cardinals vs. Pittsburgh, Sunday, Sept. 19

'Happy Birthday' We Tell Wisconsin

BY ROBERT M. LEWIN

Staff Writer

MILWAUKEE--Illinois, an older and bigger brother in Uncle Sam's family of states, sang 'Happy Hundredth Birthday' to Wisconsin at State Fair Park here.

It was a lusty tribute Illinois and Chicago on Wednesday gave their neighbor to the north--Wisconsin--which is celebrating a century of statehood with a centennial exposition.

And the tribute would have been even lustier if the occasional rain hadn't dampened clothing as well as enthusiasm.

Illinois and Wisconsin, you see, have a lot in common.

According to the history books, Louis Joliet and Father Jacques Marquette, a Jesuit priest, way back in 1673 explored what now are the Prairie State and the Badger State.

Illinois Older

But Illinois was born first--it was admitted into the Union in 1818, beating Wisconsin by 30 years.

Nobody knows exactly how many came up here from the Prairie State and Windy City for Illinois and Chicago Day.

Nobody really could stop to count them, with anywhere from 50,000 to 100,000 persons, from everywhere, streaming through the gates daily.

But it was some sight to see Mayor Robert F. Patton and Plan Commissioner Edward M. Knox, of Highland Park; Mayor C. Henry Bloom, of Rockford, and Ald. Milton J. McGuire, Milwaukee Common Council president, walking arm-in-arm down Golden blvd.

There was a girl walking arm-in-arm with them, too--a milk-and-honey girl--Margaret Jean McGuire, 18,

of Highland, Wis., who is 'Alice in Dairyland.'

Mayor Bloom brought nearly all of Rockford's top city officials with him.

Fire Chief Wayne E. Swanson and Police Chief Folke A. Bengtson prized Rockford's new enclosed fire truck with the 1,000-gallon pump--on display here--with the same fondness that a 4-H Club youngster looks upon a new calf.

Richard F. Uhlmann, president of the Chicago Board of Trade, which also is 100 years old, presented Gov. Rennebohm of Wisconsin with a congratulatory resolution.

2 Exhibits Draw

Two spots particularly lured Illinois visitors at State Fair Park--the Agricultural Building and Conservation Exhibit.

Verlyn Sears, of the Wisconsin Department of Agriculture, is in charge of two perfectly recreated farms--1848 and 1948 styles, showing how Wisconsin developed into the nation's top dairy state.

William H. Beckstrom, state park supervisor, directs the conservation show with live displays of native fish and game.

Indiana, Iowa and Minnesota added their congratulations Thursday to Illinois'.

Try Your Wits—Enter This Contest! Compare Today's Appliances to Yesterday's



Compare the farm and home scenes in the above photos with what is possible on the modern electrical farm. Jot down the contrasts and enter the contest described below.

Did you ever wonder what life would have been like on a farm a century ago?

The Wisconsin REA News and the Wisconsin Electric Cooperative announce a contest open to all members of Wisconsin rural electric cooperatives, their families and their employees, to emphasize the growing value of modern equipment and appliances in bringing greater efficiency and comforts to America's rural people.

In judging the contest, entries will

be divided into separate contests for men and women. A Samson automatic iron, will be awarded to the woman who submits a list containing the largest number of appliances available for use in a modern farm kitchen. An Automatic Synchronous Time Switch that can be used as a timer for the poultry house lights, for pumps, motors or electric water heaters, will be awarded to the man submitting the largest list of equipment and appliances available for use on a modern farm.

The pictures above were taken at the Centennial Exposition of exhibits showing what the farm of a century ago was like. By examining the scenes you might get many helpful suggestions in compiling your list.

All entries must be postmarked not later than Oct. 15 to be considered

by the judges. Members of the staff of the Wisconsin REA News will serve as judges, whose decision will be considered final. In case of ties, duplicate prizes will be awarded.

Contest winners will be announced in the November issue of Wisconsin REA News.

THE MILWAUKEE JOURNAL

Thursday, August 12, 1948

Exhibit Gives Homemakers Chance to Count Blessings

By ALICE RICHARDS

CONTRAST in farm living, as exemplified by the farm home of 1848 and an up to date model, meets the eye of the homemaker who visits the agriculture building at the centennial exposition. To many who take for granted present day conveniences, it's a revelation to see how great-grandmother lived and worked.

Instead of a house of several rooms, comfortably furnished and complete with electricity, plumbing facilities, telephone and radio service and a farm communication system, she was content with two rooms—a meager kitchen and a combination bedroom and living room. Her cabin of hand hewn logs was lighted by candle lanterns, she baked on an iron wood stove, so low it must have been a back breaking job to prepare a meal. And her utility room was outside the back and front door. Here she did the family washing with a wooden tub and scrub board on a hand made bench. And she hauled the water from the near-by open well.

The kitchen of 100 years ago, as displayed, features the few necessities the homemaker of that era used. A crude unfinished drop leaf table hand made with wide boards and small straight back chairs constitute the only furniture in addition to the iron cook stove, barrel woodbox and butter churn. On top

Of course, the all-important room of any farm home is the kitchen because the rural homemaker does much of her baking and her meals are always adequate. In fact, she generally prepares the equivalent of two dinners a day. In this model kitchen every convenience possible has been installed. There is a garbage disposal unit, an electric dishwasher, an electric oven in addition to a large sized electric stove, and large refrigerator with a freezing unit across the top. The white enameled cabinets are of metal construction.

Adjoining the kitchen is the dining room which conveys as rural



This model farm kitchen, on display in the agriculture building at the centennial exposition, shows the conveniences the farm homemaker of 1948 can enjoy. It's complete with a garbage

disposal unit, electric dishwasher, electric oven and range and refrigerator with a large freezing unit. The curtains are of red chintz trimmed with white.

Blond mahogany furniture and gray carpeting blend with tones of green and red in the living room. The four sectional hunter's green sofa, placed directly across from the fireplace, is divided with the two end sections equivalent to a regular sized sofa. Strip end tables are at either side of the sofa and on these are green shaded lamps. Completing the furnishings are a cabinet radio, square corner table, cocktail table, two occasional chairs in red and a beige lounge chair and ottoman. Especially interesting is the large square mirror placed above the mantel with pictures outlining the fireplace on either side. Further accenting the green tones are the striped draperies in green and white and featuring, too, a small sheath of wheat design.

Light maple furniture is used in the bedroom which is predominately rose and gold. The sectional end tables and chest are adaptable to any sized room. A splashy floral wallpaper, again with a lot of green evident, is used in the bathroom located between the utility room and bedroom.

And so, as many a farm wife leaves this farm home of 1948, she takes with her ideas she may apply to her present home or the new one she is planning.

of the stove which has an oven at the rear with an opening at the side are an iron stew kettle, iron tea kettle and stone flatiron with a high wooden handle which clamps on. Scattered on the plank floor are square and oval rag rugs. Typical of the day are the blue and white checked sunbonnet hanging on the wall, a brown jug and heavy white china consisting of plates, platters, cups and saucers and a covered bowl. Eating utensils are wooden handled knives and forks.

The combination living room and bedroom features a four poster bed with rope springs and strawtick, topped by a blue and white patchwork quilt. The only other furnishings are a rocking chair, straight back chair and small table which served as the nucleus of living room activity. On the latter are a sewing basket, Bible, stereopticon with pictures and letters. Family portraits adorn the log walls and rag rugs are on the floor.

Model Farm Home

From the drab everyday existence of fog cabin days the visitor is immediately transported into a model farm home of 1948. Furnished by a Milwaukee furniture dealer, its purpose is efficiency in cheery surroundings. Color is everywhere. You'll find it in the red and white chintz curtains of the kitchen and dining room, the soft green walls of the living room, the blue ruffling which encircles the utility room windows and the rose of the bedroom walls. The predominance of green suggests a rural setting.

The truth is that the farm wife of today lives no differently than her city cousin. The six room house on exhibit would only be suitable for a small farm family but since statistics of Wisconsin show that the average family no longer consists of eight or ten persons but of probably four or five, this model home would be adaptable to the life of many of those viewing it.

Office for the Owner

Across the hall from the dining room is a farm office where the farm owner can figure his accounts in peace. The secretary, the focal point of the room, is in a maroon tone with the desk in the center surrounded by countless drawers. With it is a desk chair covered in a matching red plastic material. On top of the desk are handsome horse figurines. Adjoining the office is a washroom. The utility room, also across from the dining room, includes an electric ironer, an automatic washer and drier, a huge freezer and enameled laundry tubs. Chartreuse toned paper decorates the wall.

(OVER)



Apple patterned wallpaper covers the dining room walls in the model farm home. It features a man and woman gathering bright red apples. Above the bookcase, used for knickknacks and magazines, is the communications panel through which the homemaker can talk to other members of her family who are in outer farm buildings.



A rural living room can be planned with an attractive fireplace like this one. Above the fireplace is a large square mirror, which reflects the green and white draperies featuring a sheath of wheat design. The pictures outlining the fireplace further accent the rural theme, for they are a variety of bird prints. The living room is part of the model home.



The farm wife of 1848 worked in a kitchen similar to this one on exhibit at the centennial exposition. It is drab in its brown tones, and the only furniture is crude and hand hewn. Note

the iron cook stove with iron cooking utensils and a stone flat iron. The room is lighted by a candle lantern and the few dishes are of heavy white china. On the pine floor are rag rugs.

Exposition to Display Farm of Century Ago

Modern Counterpart at Fair Will Contrast Agriculture Methods, Homemaking

Two jack pine log buildings, one a two room cabin and the other a barn, have been completed at state fair park for "the farm of 100 years ago" to be exhibited at the centennial exposition Aug. 7-29, Manager Ralph E. Ammon announced Saturday.

The farm of 1848 and another representing the modern "push button" farm are being laid out in what was the main cattle barn at previous Wisconsin state fairs. The old farm will be 222 feet by 40 feet; the new one 222 feet by 56 feet.

An Indian family will live in a tepee adjacent to the old farm. The family will engage in some of the crafts followed by Indians of that period. A genuine, Indian made birch bark canoe, which is said to be almost 100 years old, will be displayed near the tepee.

Door Hinges of Leather

One room of the log cabin is a kitchen-dining room, with a wood burning range, crude wood table and benches, rough board sheaving and doors hinged on leather and equipped with a wooden latch. The other room is the living room. It will have an old-fashioned heating stove and other simple furnishings typical of pioneer life in Wisconsin a century ago. The cabin is 24 feet by 16.

Although openings between the logs of the cabin will be chinked with clay, the 16 by 20 foot barn will not be chinked because the exposition management fears the building then would be too warm for the oxen which will be kept in it. The oxen will be hitched twice daily to a covered wagon.

A scrub cow probably will be in the barn, according to Verlyn Sears of the state department of agriculture, who is in charge of the two farms. Wisconsin farmers didn't have the fine herds of purebred cattle 100 years ago that now catch the eye on a ride through the countryside, Sears explained.

A mongrel hen with a flock of chicks will live in the crude chicken coop. There also will be a smokehouse, a sow shelter consisting of a wooden pole frame covered with straw, and what appears to be a stone curbed open well with a pole sweep and rope used in the old days to lift the water pail. No well will be dug.

Will Have Rail Fence

In the farmyard will be a cradle, a scythe, a wood beam plow and other primitive agricultural implements. A split rail fence of white oak, built in zigzag fashion, will run along three sides of the farmyard.

A start has been made on an old-fashioned garden. It will lack the variety of the modern vegetable garden. Sears expects it to consist mainly of potatoes, cabbage and onions. Some planting has been started.

The farm of 1948 is so designed

that even the modern Wisconsin farmer will think a little when he sees it. The house probably will be a prefabricated building with a good sized utility room equipped with a freezing unit, new electric washing machine, ironer and other household conveniences of today.

There will be a washup room too, into which the farmer may step directly from the outside to take a bath, shave and change his clothes before joining his family. The house also will have a kitchen with dinette, a living room, bedroom and bath, according to present plans.

A steel machine shed will contain a tractor, combine, hay harvester and other implements unknown to the farmer of a century ago. Pure bred chicks will live in a model poultry brooder with metal hoppers for grain and mash. The brooder and a milk house, in which the cooling and care of milk under sanitary conditions will be demonstrated, will be of the type recommended by the Wisconsin college of agriculture.

The cow barn will be adequate for housing six cows and three calves. All will be purebred stock. Brown Swiss will be shown the first week, Guernseys the second and Holsteins the third. A mechanical barn cleaner and other labor saving devices will be in the barn. Attached to the barn will be a glass coated, steel silo with a mechanical terracing and power machinery unloader.

The two farms will be separated by a mural, 220 feet long and 12 feet high, painted by University of Wisconsin art students. On the side of the old farm it will show forests,



—Journal Staff

A standard size log cabin similar to those occupied in pioneer Wisconsin days has been built at state fair park for the farm of 1848 exhibit, which the state department of agriculture will show at the centennial exposition Aug. 7-29. A log barn also has been built. The farm of 1848 and a modern "push button" type of farm are being laid out in what was the main cattle barn. Verlyn Sears (at doorway), chief of the milk auditing division of the department of agriculture, is in charge of the exhibit.

fields and other scenes typical of 1848. The mural on the modern farm side will depict strip cropping operations.

The agriculture department is prepared to spend \$50,000 on the two farms but Ammon said the cost would be twice as much if it were not for contributions of labor and materials.

THE MILWAUKEE JOURNAL

Sunday, June 27, 1948

August 12, 1948

THE MILWAUKEE JOURNAL



An Indian family is part of the old farm exhibit in the agriculture building at the centennial exposition. They are Mr. and Mrs. Martin Lowe; their son, Truman, 4, and their niece, Elizabeth O'Brien, all of Black River Falls.

—Journal Staff

Indian's Job Is Sitting Down, but (Ugh) That Ain't So Easy

When it comes to a day of hard work, "Chief" Martin Lowe prefers 13 hours of chopping wood to 13 hours of sitting.

Lowe, the red, white and blue feathered Indian chief of the white tepee in agriculture hall at the centennial exposition, sits from 10 a.m. to 11 p.m. daily for the benefit of visitors to the "Indian range." He has company. His wife, Mabel, who weaves baskets, and three children, Elizabeth, 10, and Truman, 4,

Lowe occasionally whittles a whistle from a green twig. Tuesday Truman was shooting midget arrows from a tiny bow his father had fashioned.

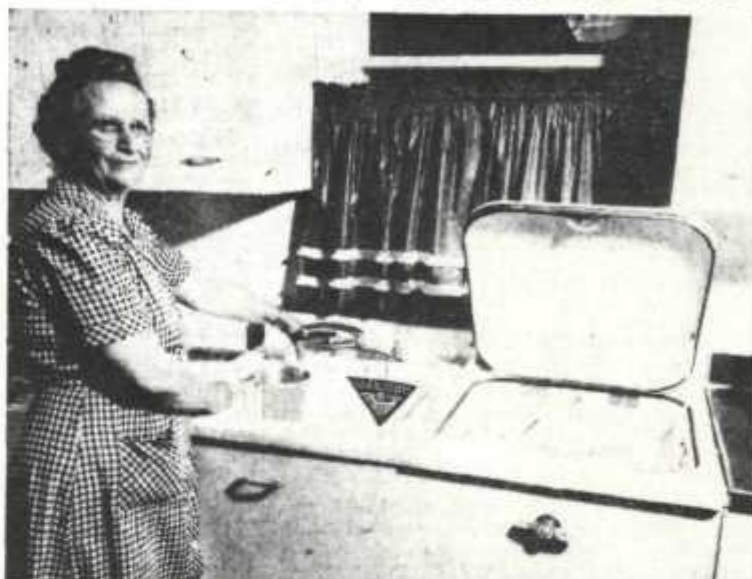
For the girls there is a doll sized hammock hanging between two birch poles. And, when the youngsters get too squirmy, off beyond the dangerous pine "woods" are the ice cream and candy wonders of modern Wisconsin.

The Old Farm Just Ain't What It Used to Be



When grandma was a little girl—and a few years before that—this was the typical Wisconsin farm. In the photo, taken in the Agriculture building at the

Wisconsin World Fair, is Mrs. Gertrude S. Scott of Arena. You don't see many wells with the old oaken bucket these days. Now see photo at the right.



This photo also was taken in the Agriculture building and shows the kitchen of a modern farm house set up on a modern farm. Brother, how times have changed!

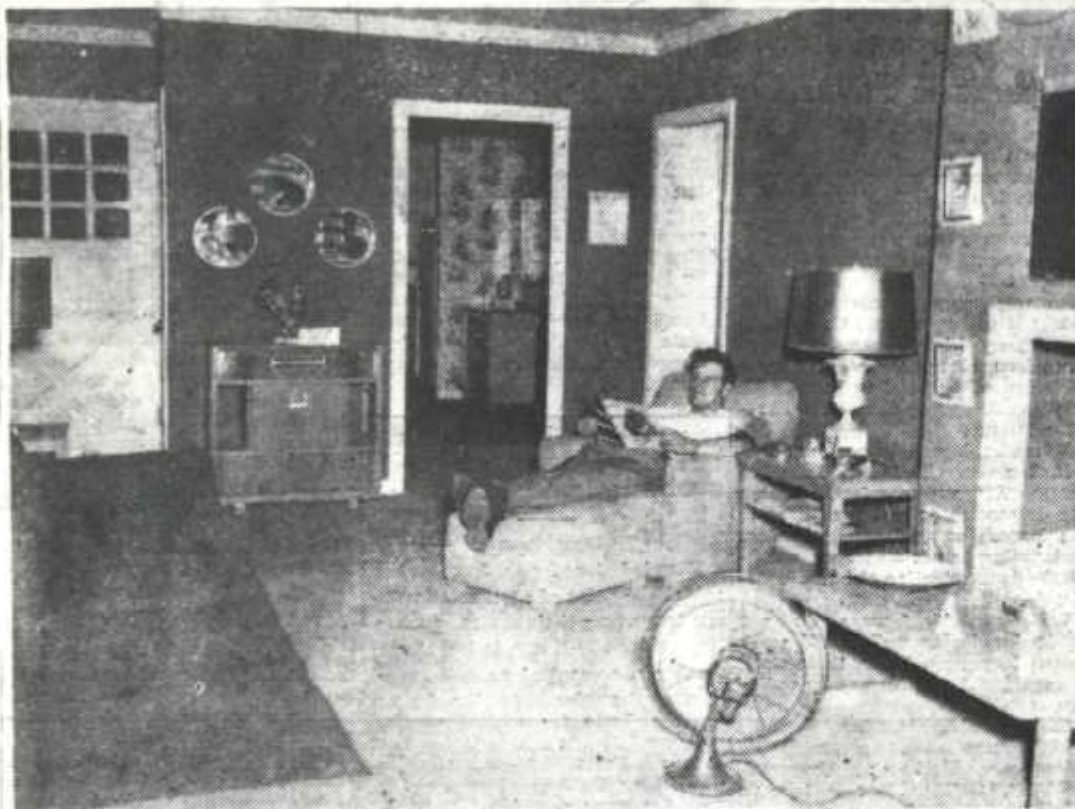
In the kitchen is Mrs. Alice Peterson, 3353 N. 4th St., completely surrounded by modern equipment, including the automatic dish washer on the right half of the sink.

It's a Painting

Practically walking right into this farm mural are three out-of-state visitors to the Wisconsin Centennial Exposition, Dr. and Mrs. E. F. Geve of Nashville, Ill., and their daughter, Dottie, 8. The mammoth painting, 222 feet long and 12 feet high, hangs in the Agricultural Building. It was done by a group of University of Wisconsin art students directed by R. O. Hodgell.

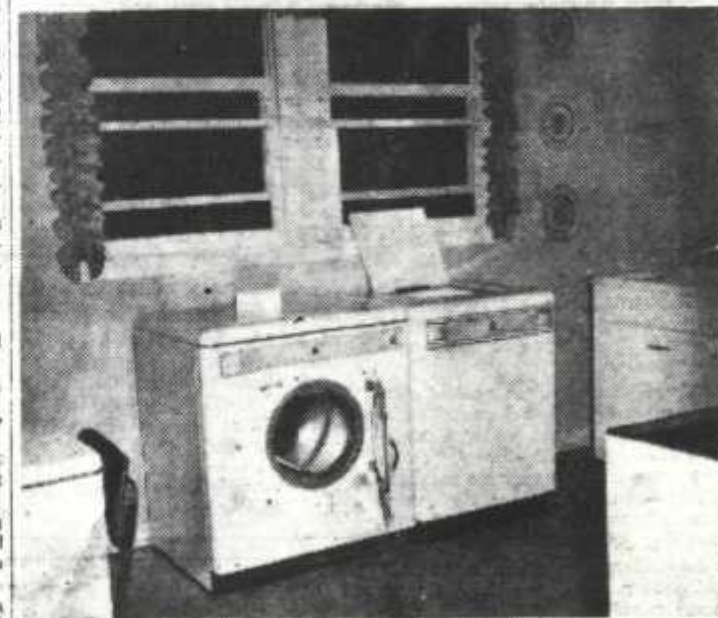
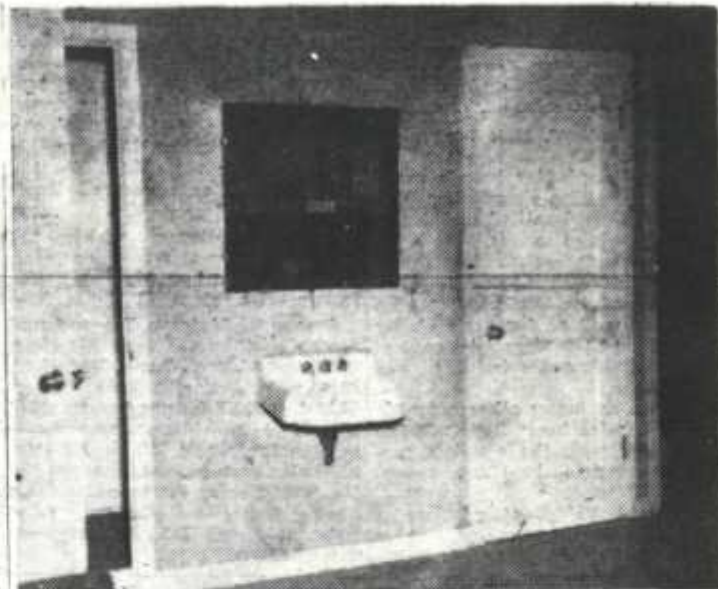


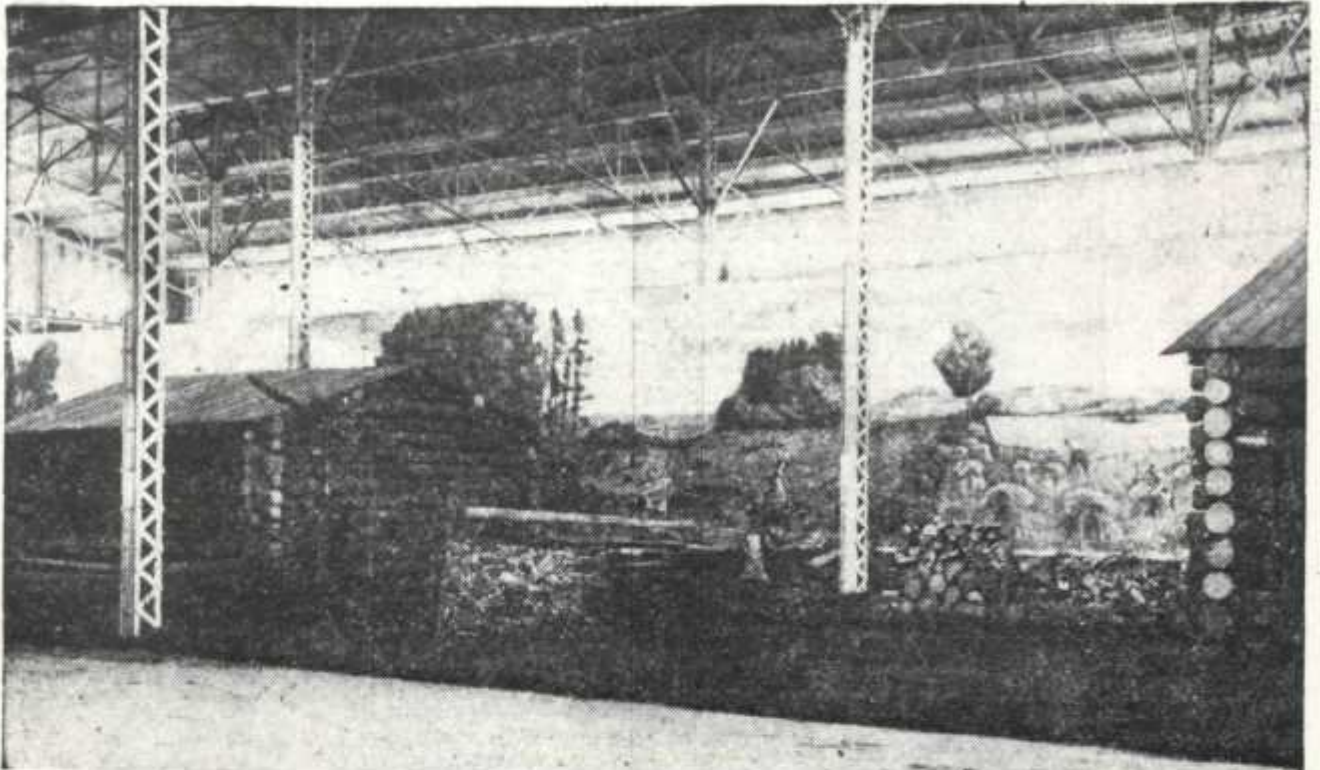
Modern Farm Home A Highlight Of Centennial Exhibits



A restful living room, decorated in modern functional design, is an important part of the farm home of 1948. Shown above is the living room in the 1845-1945 "on the farm" exhibit at the Centennial Exposition which attracted a steady stream of visitors. Useful comfortable furniture was well arranged in the room but too many deep colors were used in the decorating scheme, making the living room too dark. The front entrance is at the left of the photo. The center door leads to the dining room, with the kitchen just beyond. To the right, just behind Exhibit Guide George B. Baur, is the door to the hallway, which leads to the rear entrance, utility room, bathroom and bedroom. The fireplace is shown in the right foreground.

Convenience is a prime consideration in planning the modern farm home. A rear entry with convenient facilities for the men to wash up or conduct business transactions and a utility room for the homemaker to carry on other housekeeping activities than cooking are considered important today. The model home at the Centennial showed these features. However, the utility room should have been located in the corner next to the kitchen instead of the rear entry, so that the homemaker need not cross the dining room to get from one to the other. The utility room was between the bedroom and rear entry, across from the living room, a position which would have been better reversed. The top photo shows some features of a good rear entry. They are, left to right, a shower stall, washbowl for men to wash up as they enter house, toilet closet, and closet for workclothes. The desk across the room is shown in the mirror. The entry opens into the dining and living rooms without crossing kitchen and into the hallway leading to bedroom and bathroom. The bottom photo shows the utility room containing, left to right, ironer, clothes dryer, automatic washer,





COMPLETE WITH CURB WHEEL, pole sweep and bucket, the farm of 1848 is on display in the Agricultural Building at the Exposition. Equipped with the tools and furnishings of that era, the cow

shed on the left and the house on the right serve to show progress in agriculture in Wisconsin during the last 100 years. The other half of the Agricultural Building houses a modern farm of 1948.

Farms of 1848 and 1948 Show Rural Progress of Century

The farm of yesterday and today are only a few steps apart in the Agricultural Building at Wisconsin Centennial Exposition. On one side of a gigantic mural is the farm of 1848, on the other the modern farm of today. Each of the actual size farms is complete in every detail—to illustrate Wisconsin's great advances in agriculture during the past 100 years.

"Actual people, live animals and poultry, full sized buildings and machinery will keep each farm running in the manner of the era they represent," according to Verlyn F. Sears, department of agriculture, who has charge of the exhibit. These two farms, both in their natural setting, should do much to emphasize the dramatic progress made in the state's agriculture, he said.

Indians Add Color

The farm house of 100 years ago, surrounded by an Indian-inhabited forest, with its small, stump-filled garden adjoining, is built of logs and equipped with hand made early century furniture. The one room log hut that served as the barn of 1848 shelters a lone dairy cow, a team of oxen, and the crude farm implements of the day.

Lending further to the pioneer atmosphere, is the curb wheel with pole sweep and bucket, a scythe, cradle, and wood-beam walking plow. The mural background completes the picture, depicting a field of corn being hoed by hand, and a sweeping field of wheat being harvested with a cradle and wooden rake. A 100 year old split rail fence from Waukesha county surrounds the old farmhouse and outbuildings.

Sears said, "We are making certain that the furniture and implements, including the churns and stove in the farm house, date back a full century. The stove will, be loaned by a museum."

Electricity Does the Work

Opposite the old pioneer exhibit stands the modern farm house of today. Electricity and the flick of a finger does most of the work quickly and easily as a challenge to the "good old days." In place of the cow shed of 1848 stands the fully equipped pushbutton dairy barn housing the fine cattle so common in Wisconsin in this centennial year.

Tractors, a barn cleaner, manure spreader, grain drill, self-tying baler, combine, and other up to date machinery complete the picture of the modern farm. A full sized glass lined silo which unloads by machinery, is also part of the exhibit.

"Every detail of the two Wisconsin farms will be complete in this dramatic exhibit," according to Sears. "In addition to the larger animals, hogs, hens and brooding chicks will run on both farms and be housed in sheds or shelters typical of the two eras."

Barn and Milk House Demonstrated

The ease in handling the prize Brown Swiss, Guernsey and Holstein herds, housed on the modern farm during the exhibit, will be demonstrated by using the completely equipped barn and milk house, Sears said. The mural behind the

modern farm will show the contour plowing, strip cropping, and crop rotation practices in use today. It offers a startling contrast to the pioneer farm establishment, where the fields are dotted with stumps, and an Indian family camps nearby, Sears concluded.

Painted by Robert Hodgell, University of Wisconsin graduate student, the mural used at the exhibit is a panorama of rolling Wisconsin farm land typical of the formations in the Wisconsin River valley. Hodgell was trained under the late John Stuart Curry, artist in residence at the University of Wisconsin.

ALICE IN DAIRYLAND

A Presentation in Fantasy by the Wisconsin
Dairy Industry at the
1948 Wisconsin Centennial Exposition

One of the highlights of the Wisconsin Centennial Exposition at the State Fair Park, Milwaukee, August 7 through 29, 1948, was the ALICE IN DAIRYLAND exhibit.

This display, depicting the greatness of Wisconsin's dairy industry and the quality and taste appeal of its products, was a fantasy in form and color. Reigning figure in the dairyland building was "Alice" an automaton 10 feet high, who presided from a throne at one end of the exhibit. This figure was able to stand and sit, gesture with her hands, and move her head. In addition, by a special loud speaker system, she could speak, telling the story of dairyland to the thousands of men, women, and children who visited the exhibit every day. As she talked, her lips moved, the degree of motion and expression being determined by the modulations in the control operator's voice.

Alice's movements and voice were directed by a girl located in a control room behind the throne. By pressing a series of buttons, the operator directed Alice's gestures and made her sit down or stand up. By speaking into a microphone, she could make Alice "talk". A "magic mirror", which permitted the operator to look out at the audience but prohibited those on the outside from seeing her, was an integral part of the canopy-wall back of the throne and separating it from the control room. Sensitive microphones hidden in the design of the throne arms carried the comments of spectators back to the control room. Thus the operator was able to carry on a conversation with the crowd, making it appear that Alice herself was talking with them. This feature attracted throngs of people to the

display and seemed particularly to fascinate the women and children.

A total of four operators took turns operating the robot. They were selected from among speech majors in the schools and colleges of the state and were directed by Mrs. Don Wilkinson.

Alice herself was modeled in the image of Miss Margaret McGuire, Highland, Wisconsin, who was chosen in a state-wide contest as Alice in Dairyland. Miss McGuire, a freshman at Whitewater State Teachers College, is a gracious, lovely, fresh-looking girl, with peaches and cream complexion and honey-colored hair. She not only posed as model for the mechanical Alice, but also represented the centennial throughout the summer in special radio and stage appearances on a nation-wide scale. She also served as official hostess at the Centennial Exposition.

Her official dress, and that of the Giant Alice, was chosen in another state-wide contest. Miss Betty Lou Jahn, Milwaukee, Wisconsin, submitted the prize-winning design. Predominantly yellow, the dress was long and flowing, with a wide belt of green and a basque effect bodice laced down the front. White ruffles trimmed the neckline, sleeves, and skirt.

The entire Alice in Dairyland exhibit was housed in the regular dairy building on the state fair grounds. For the exposition, however, a new, streamlined front was built, and the entire inside of the 100 by 300 foot building was cleared out, with the exception of one of the large refrigerated dairy products show cases. A completely new exhibit was built, with Alice as the central figure. The dairyland exhibit extended for 200 feet from the front entrance; the addition 100 feet was devoted to a dairy sales department and a dairy bakery. Operation of the building and exhibit were under

direct supervision of Merrill Richardson and Don McDowell of the Wisconsin Department of Agriculture.

Ranging along the walls surrounding Alice were individual product displays representing the dry milk, cheese, fresh milk, butter, evaporated milk, and ice cream branches of the Wisconsin dairy industry. Conforming to the Alice theme, these displays were created in a light, fantastic manner, designed to delight and please children particularly.

The butter display told the story of how butter gets its natural yellow color from the sun, and in addition showed a giant chef gleefully flipping gigantic pancakes. In front of him was a stack of the light brown flapjacks, with golden rivulets of butter and maple syrup dripping over them.

A mountain of dry milk represented the state's production of that product in the dry milk exhibit. Dwarves were busily loading the dry milk onto ships for export and putting it into the candies, bread, bakery goods, and other products in which it is used domestically.

Clowns cavorted and life-like rubber seals balanced ice cream cones and sundaes in the Ice Cream Circus, while a Lilliputian crowd cheered them on.

In the cheese exhibit, the slogan "cheese at any time" was exemplified by a huge clock. Strength-building qualities of cheese were dramatized by a handsome, strapping young lad mounted on a pole of various types of cheese. A Welsh Rabbit, in his gay little house, was preparing that dish of dishes, Welsh Rabbit. A miniature train loaded with cheese had each of its 48 box cars labelled with the name of the state to which the cheese was being shipped.

The story of From Farm to Milk Plant to Consumer was told in the fresh milk display, where a miniature farm and model dairy plant and village portrayed a typical American scene. At regular intervals an alarm clock rang, telling how farmers get up at dawn to milk the cows so consumers may get fresh milk. In the star-spangled sky the Big Dipper poured milk in an everlasting stream, while cream poured from the Small Dipper.

A model evaporated milk plant featured the display representing that industry. An actual working model, the plant was complete from the dumping of milk through the evaporating process and actual canning of the finished product.

The center display case, which in previous years had housed exhibits of prize-winning butter and cheese, was completely streamlined and modernized, and tied in with the rest of the Alice in Dairyland display by use of the same bright fresh colors which characterized the entire building. Individual windows in the case were treated as shadow boxes, each featuring some dairy product in actual use. Sparkling backdrops and snow-like spun glass were used to give a fresh, cool effect. Arrangement and planning of this center case was supervised by the American Dairy Association and worked out by Robert Maggart.

The Alice in Dairyland Display possessed character and individuality and charm. It had a personality all its own. Both the real-life Alice and her mechanical counterpart were the drawing card which attracted thousands of additional visitors to the exposition. Evidence of the robot Alice's popularity was shown on the last night of the exposition when several hundred high school musicians from all over the state finished their grandstand concert and without prompting trouped over to the dairyland building to

gleefully serenade the Giant Alice.

All in all, the Alice in Dairyland building was one of the most popular and most talked about at the exposition. Exposition officials report that between 1,250,000 and 1,500,000 persons visited the building. Thousands of inches of magazine and newspaper space throughout the state and nation publicized the real Alice and the Alice in Dairyland Display. In the Milwaukee area alone, clippings filled to overflowing a big 33 page scrap book.

Building of the Alice in Dairyland exhibit was in itself an indication of the greatness of America's Dairyland. It was the largest and most spectacular exhibit of its kind ever built through cooperation of all branches of the dairy industry.

Total cost of building and operating the exhibit was approximately \$75,000. The Centennial Exposition management paid \$25,000 of this; the remaining sum was raised by popular subscription among the dairy plants of the state and some of the equipment and supply firms who serve them. A total of 461 financial sponsors subscribed over \$50,400 to make the exhibit possible. Most of this was obtained as the result of direct mail solicitation by the finance sub-committee. Members of the finance committee, as well as a number of other industry-minded persons, also contacted many of the plant operators personally, encouraging and convincing them to support the program.

Actual planning of the exhibit was under direction of a planning committee. This committee appointed the Bert Gittins Advertising Agency, Milwaukee, to plan and supervise building the display. To Carl Stoddard of the Gittins Agency goes much credit for some of the original ideas worked out. Actual construction of

the entire display was done by the Gardner Display Company of Pittsburgh, Pa.

Heading the over-all Wisconsin Centennial Dairy Committee as co-chairmen were Gordon Reuhl, Madison, manager, American Dairy Association of Wisconsin; and E. K. Slater, Milwaukee, editor of Olsen Publications. Paul Pratt, Gridley Division of the Borden Company, Milwaukee, headed the drafting committee. Paul Mandt, Olsen Publications, Milwaukee, was chairman, and Bryce Landt, Wisconsin Dells, was treasurer of the finance committee. Oscar Christianson, Madison, was in charge of financial reports and banking.

In addition to the above, the following were members of the Centennial Dairy Committee: R. A. Brackett, Elk Mound; E. E. Carlson, Medford; Wilbur Carlson, Chicago; Lee Cartier, Whitewater; Paul Carver, Oshkosh; Charles F. Dineen, Milwaukee; Grover Dobbertin, Pewaukee; Reuben Eirschele, Blair; Omar Gaston, Watertown; A. J. Glover, Ft. Atkinson; William F. Groves, Lodi; James L. Harris, Elkhorn; Elmer Bruggink, Plymouth; Fred Idtse, Beloit; Prof. H. C. Jackson, Madison; Harry Klueter, Madison; Leonard Kopitzke, Marion; John Last, Lake Mills; Paul Lemmel, Madison; Erich Lenz, Madison; Floyd B. Lucia, Eau Claire; Gavin McKerrow, Pewaukee; George L. Mooney, Plymouth; William O. Perdue, Fond du Lac; Marvin Ruhland, Milwaukee; A. L. Schacht, Racine; Clarence E. Sheridan, Fond du Lac; Rubert Steinhauer, Madison; H. E. Thew, Madison; E. W. Tiedeman, Appleton; Harvey J. Weavers, Madison; P. R. Wilkins, River Falls.

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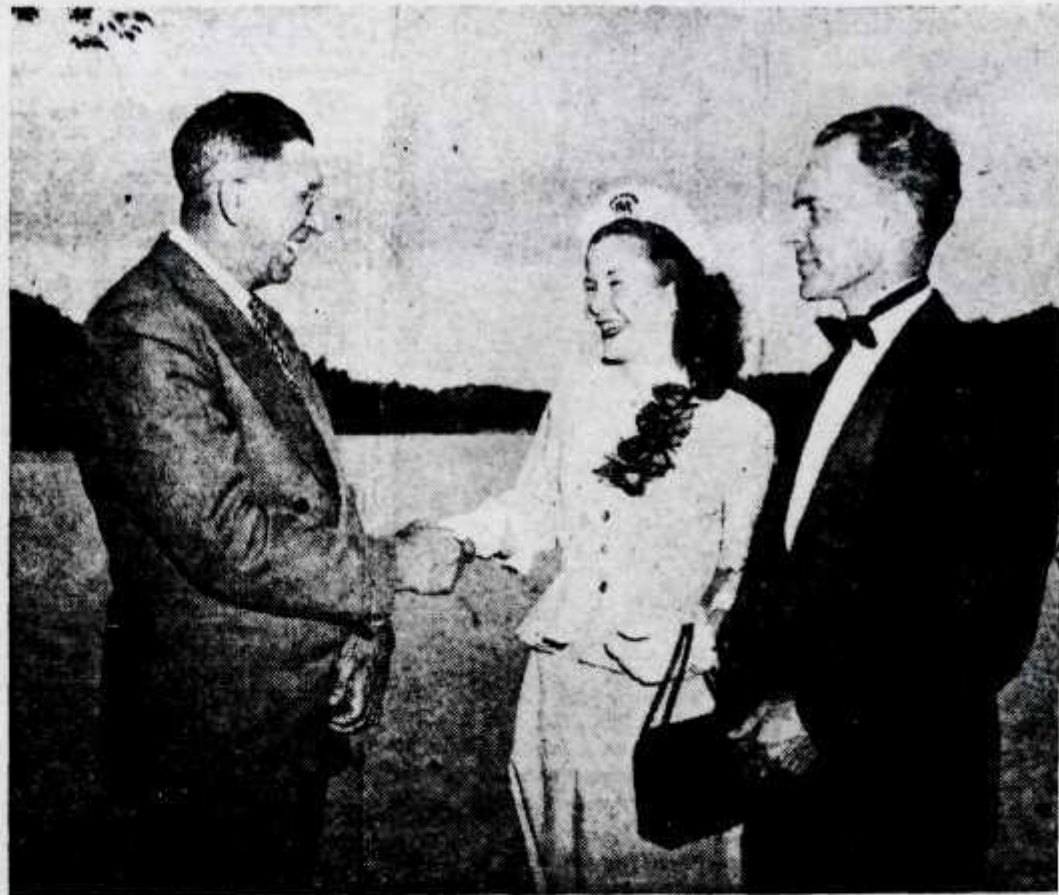
ADA Man Meets 'Alice in Dairyland'

WISCONSIN
CLIPPING BUREAU

235 Washington Building
MADISON, WISCONSIN

Wisconsin State Journal,
Madison
(31,829 D)

JUN 24 190



—H. H. Bennett Studio P

Bryce Landt (left), Wisconsin Dells, president of the Wisconsin branch of the American Dairy assn. (ADA), is presented to Margaret McGuire, Highland's "Alice in Dairyland," at the opening of the Wisconsin Dells

centennial celebration Wednesday. The presentation was made by Paul Loofboro, president of the Wisconsin Dells Kiwanis club which sponsored the centennial queen's appearance at the Dells.

Wisconsin Dells Decks Out in Dress of Civil War Days

By MRS. THOMAS CRIST
(State Journal Correspondent)

WISCONSIN DELLS— Falling into the spirit of the centennial they opened Wednesday, people of Wisconsin Dells toggled themselves out in the dress of yesteryear and took to the streets with the opening of their five-day celebration.

Storekeepers in Civil War dress, waited upon townsfolk in costumes of the same date, and others roamed about the city streets bringing more than a breath of the past to the warm summer day.

Luncheon Held

The big event of the day was the luncheon sponsored for Margaret McGuire, Alice in Dairyland, by members of the Dells Kiwanis club, and held at the Blackhawk hotel.

Helen McGuire, sister of the Highland girl was there, Dr. C. F. Broderich was the master of ceremonies, and there too were Bryce Landt, a native of the Dells who is president of the American Dairy assn. (ADA), Gordon Rule, general manager of ADA, and mayors Tom Howley of Wisconsin Dells and Bernard Stowers of Portage.

Entertainment was by the Chula Vista quartet, and there was a

After the luncheon, limited to 100 persons, "Alice" took the world famous trip up the Wisconsin river, through Cold Water Canyon, past the Witches Gulch and Stand Rock, past rock formations chiselled by Dame Nature centuries ago and known the world over.

Repeat Show

A minstrel show was held before a capacity crowd at the High school gymnasium, at which "Alice" was present. The show will be repeated tonight.

A luncheon for all old timers of the area was to be held at 1 p. m. today at Hotel Grandall. At 8 Friday night, an open air style show of old time dress will be held and there will be a street dancing both Friday and Saturday nights.

The big parade, and it looks as though it is going to be a dandy, will be held at 3 p. m. Saturday, and there will be a waterfight Saturday night.

And for all those who appear in costume at the boat landings along about 1:30 each afternoon.

All they have to pay is the 6 cents government tax for an otherwise free boatride up the river.



MARGARET MCGUIRE

—H. H. Bennett Studio P

Margaret McGuire, Highland, "Alice in Dairyland" queen of the Wisconsin centennial, started the Wisconsin Dells centennial program, addressing the Kiwanis club Wednesday.

Highland to Honor Alice in Dairyland

Home Town Plans Fete Monday for Miss McGuire, Centennial Queen

HIGHLAND (U.P.)— The home town of Margaret McGuire, Wisconsin's Alice in Dairyland, is going all out to honor the state centennial queen when she makes her official appearance here Monday.

Her appearance at Highland is one of the high spots of a personal tour in which Alice will visit 14 cities in all parts of Wisconsin.

The tour is sponsored by the state department of agriculture, the American Dairy assn., the Centennial Exposition, and the Wisconsin dairy industry.

Arrangements for the home town tribute to the First Lady of the Wisconsin Centennial are being made by committees appointed by the Highland American Legion Post, which is sponsoring the event.

A full time office has been set up in the Highland hotel and is in charge of Marion B. Pierick, commander of the Legion post, as chairman of the central committee, and Mildred Meyers, secretary.

All-Day Festival

Invitations have been extended to all southwestern Wisconsin communities, and plans call for an all-day festival in which thousands will pay tribute to Queen Alice.

Starting the day's activities, according to Pierick, will be a parade at 10 in the forenoon. It is expected that a large number of the floats which were a part of the centennial parade in Madison will appear in this parade, as well as a number of bands. Members of the state centennial committee have also been invited to take part in the parade.

Gov. Rennebohm has been invited to crown Alice in Dairyland at a program in the Highland park at 10:45 a. m. Orin Swingle will be master of ceremonies and Atty. John Petrus of Highland will give the official address of welcome.

Others who will take part in the program are Mayor John Novak; Bryce S. Landt, Wisconsin Dells, president of the American Dairy assn., and Donald N. McDowell of the state department of agriculture and the centennial exposition.

Cornerstone Dedication

Following the program, Alice will dedicate the cornerstone of the new Highland Legion building and theater.

At noon there will be a banquet at the Presbyterian church,



MARGARET MCGUIRE

and a band concert. A buffet lunch will also be served and there will be free cheese served throughout the day.

The banquet program includes selections by a male quartet, Orin Swingle, Ervin Lamke, Glen Swingle and Dr. Boehmer; a vocal solo by Alphonse McGrath; introduction of honor guests, and talks by Miss McGuire and McDowell.

During the afternoon a feature attraction will be a baseball game between Boscobel and Platteville, and the day's festivities will close with a grand ball in the auditorium in the evening. Lawrence Foster's orchestra will furnish the music.

Invitations Sent Out

Invitations have been sent to the mayors of all cities in five southwestern Wisconsin counties as well as to members of the press, including all of the farm and dairy publications of the state. Radio stations WIBA and WKOW, Madison, are expected to have representatives in Highland for transcriptions and direct broadcasts during the festivities.

WISCONSIN
CLIPPING BUREAU
235 Washington Building
MADISON, WISCONSIN

Wisconsin State Journal,
Madison
(32,211 D)
JUN 3 - 1948

WISCONSIN
CLIPPING BUREAU
235 Washington Building
MADISON, WISCONSIN

Berlin Journal
(2,903 W)

MAY 13 1948

Dairy Industry to Have Big Display At State Exposition

More than \$50,000 is being raised by the dairy industry of Wisconsin to build an outstanding dairy display at the Wisconsin Centennial Exposition at State Fair Park, Milwaukee, August 7 to 29.

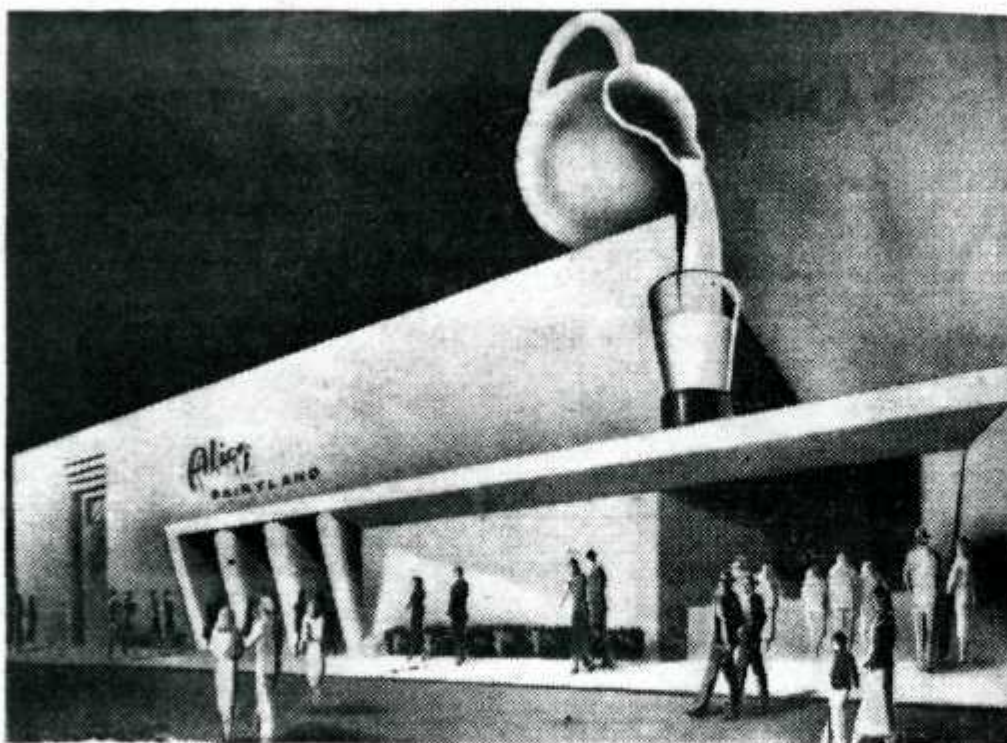
The money is being raised by popular subscription among the dairy plants of the state on the basis of 15 cents per thousand pounds of butterfat equivalent handled. Many plant operators have already given their financial support, according to Bryce Landt of Wisconsin Dells, treasurer of the Wisconsin Centennial Dairy Committee. "However," he points out, "we need most of our money

before actual construction is started on the exhibit. We hope that those plant operators who have not yet sent in their checks, will do so soon."

Plans for the centennial dairy display are now on the drawing boards, Landt said. Designed around a central theme, the exhibit will have color and sound and movement to attract attention. The entire display is being planned with the idea of building consumer good will and selling more dairy products. One of the leading display companies in the country has been hired to plan and build the exhibit.

The present dairy building on the state fair grounds is being completely modernized inside and out. Many of the improvements and features of the display will be permanent.

This is
the home of
Alice in Dairyland at
the Wisconsin Centennial
Exposition. Planned by a
committee of 30 Badger
dairymen, work is beginning
soon on the \$75,000 phan-
tasy. Spectacular lighting
effects will play upon a con-
tinuous stream of Wisconsin
milk flowing from the great
golden pitcher. Inside, Alice
will show a million or two
visitors the wonders of Wis-
consin's Dairyland. It will
be one of the highspots
next August
7 - 29.



Alice Attracts Over Million Visitors To Centennial Dairyland

Alice in Dairyland, the dairy industry's display at the Wisconsin Centennial Exposition at Milwaukee in August, drew between 1,250,000 and 1,500,000 visitors, centennial officials report. The dairy building, featuring a giant 10-foot "Alice," was one of the most popular buildings on the exposition grounds, officials state. Estimates of visitors to the building were based on spot checks of attendance. The total number of people attending the exposition was over 1,750,000.

The Alice in Dairyland display, a fantasy built around the storybook character of Alice in Wonderland, was built



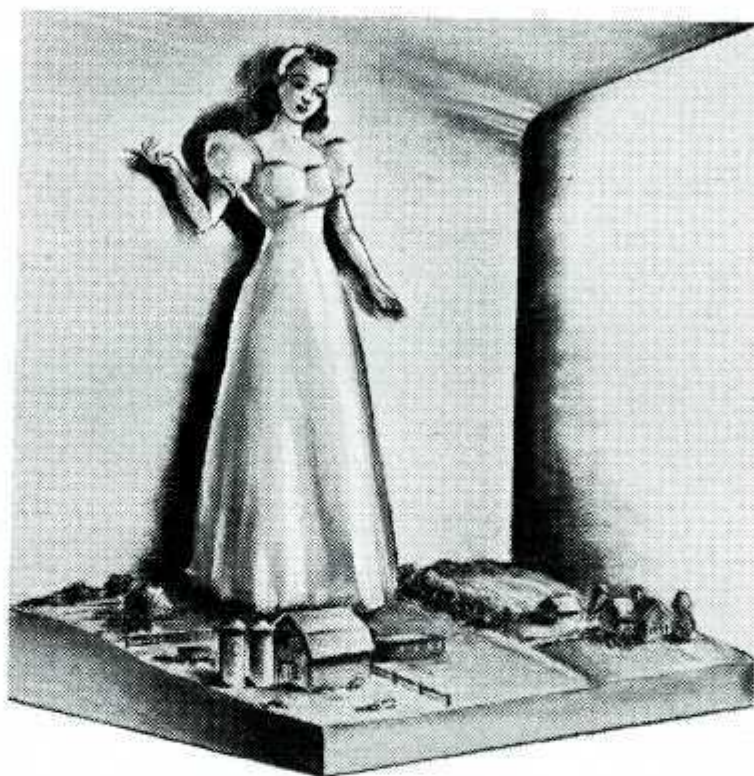
While the 10-foot high robot Alice in Dairyland watches in the background, the real-life Alice, Margaret McGuire, Highland, Wis. (center), speaks over the radio in a broadcast from the dairyland building at the Wisconsin Centennial in August. The crowd was typical of those who thronged the dairyland building all during the 23-day exposition.

and operated at a cost of about \$75,000. Of this amount, \$50,400 was raised by popular subscription by 461 Wisconsin dairy products plants and affiliated supply and equipment firms.

Bright, bold colors gave the display a sparkingly clean appearance. Characters in the individual displays gave life and animation. Alice herself was modeled in the likeness of Miss Margaret McGuire, Highland, Wis., who was chosen in a state-wide contest. Miss McGuire also served as hostess for the entire exposition. The real-life Alice and her robot counterpart, as well as the Dairyland display, received widespread publicity on the radio and in the press all over the country. Publicity in the Milwaukee area alone fills to overflowing a big 33-page clipping book.

The display was planned and built under supervision of a centennial dairy committee, with E. K. Slater and Gordon B. Reuhl as co-chairmen.

WHO WILL BE "ALICE"?



Reigning figure of the Wisconsin Centennial Exposition will be "Alice in Dairyland," the most perfectly human mechanized figure ever constructed. Alice will be modeled after a petite and pretty Wisconsin girl to be selected May 1 from candidates submitted by Wisconsin newspaper and radio stations. As visualized here by an artist, Alice will stand 10 feet tall, will stand up, sit down, gesture, smile and carry on a conversation with the crowd — all by remote hydraulic control. She will serve as Mistress of Ceremonies for the Dairy Centennial Show.

To be selected as Alice will be the outstanding honor conferred on a Wisconsin girl in 1948. She will be

awarded a trip to Hollywood, a trip to New York and Pittsburgh, where she will serve as model for the sculptors of mechanized Alice. She will have the opportunity for a screen test in Hollywood by major studios, will be given a complete new wardrobe and \$100 cash, and all expenses will be paid.

\$50 Prize for Alice's Costume Design

A \$50 prize will also be awarded by the Dairy Centennial for the best full length dress design submitted for Alice's costume. Sketches should be on plain white, 8½ x 11 paper and submitted to the Costume Director, "Alice in Dairyland" State Fair Park, Milwaukee, Wisconsin.



*Appreciatively -
Alice in Dairyland*

"ALICE IN DAIRYLAND", Margaret McGuire, Highland, Wisconsin -
Official Hostess for the 1948 Wisconsin Centennial Exposition.

Enthroned in all the glory of her Dairyland Kingdom, amid green pastures and productive farms, this animated, talking, 10-foot high "Alice in Dairyland" doll told the story of what makes Wisconsin great as a dairy state.





BUTTER DISPLAY - - By special lighting effects, this section demonstrated how butter gets its golden goodness from the sun's rays to grass to cow to butter. Rivulets of melting butter pouring over pancakes flipped by an animated

DRY MILK DISPLAY - - Against a background of dry milk mountain, the uses of this product were enacted by Snow White and the dry milk dwarves. Moving in an endless chain were an appetizing array of cakes, candies, breads and other delicious foods.





ICE CREAM DISPLAY- - Under the "big top", the ice cream circus glorified the goodness of ice cream with miniature clowns, seals and other circus acts dramatizing the many tasty ways in which ice cream is enjoyed in cones, sundaes, malteds and bars.

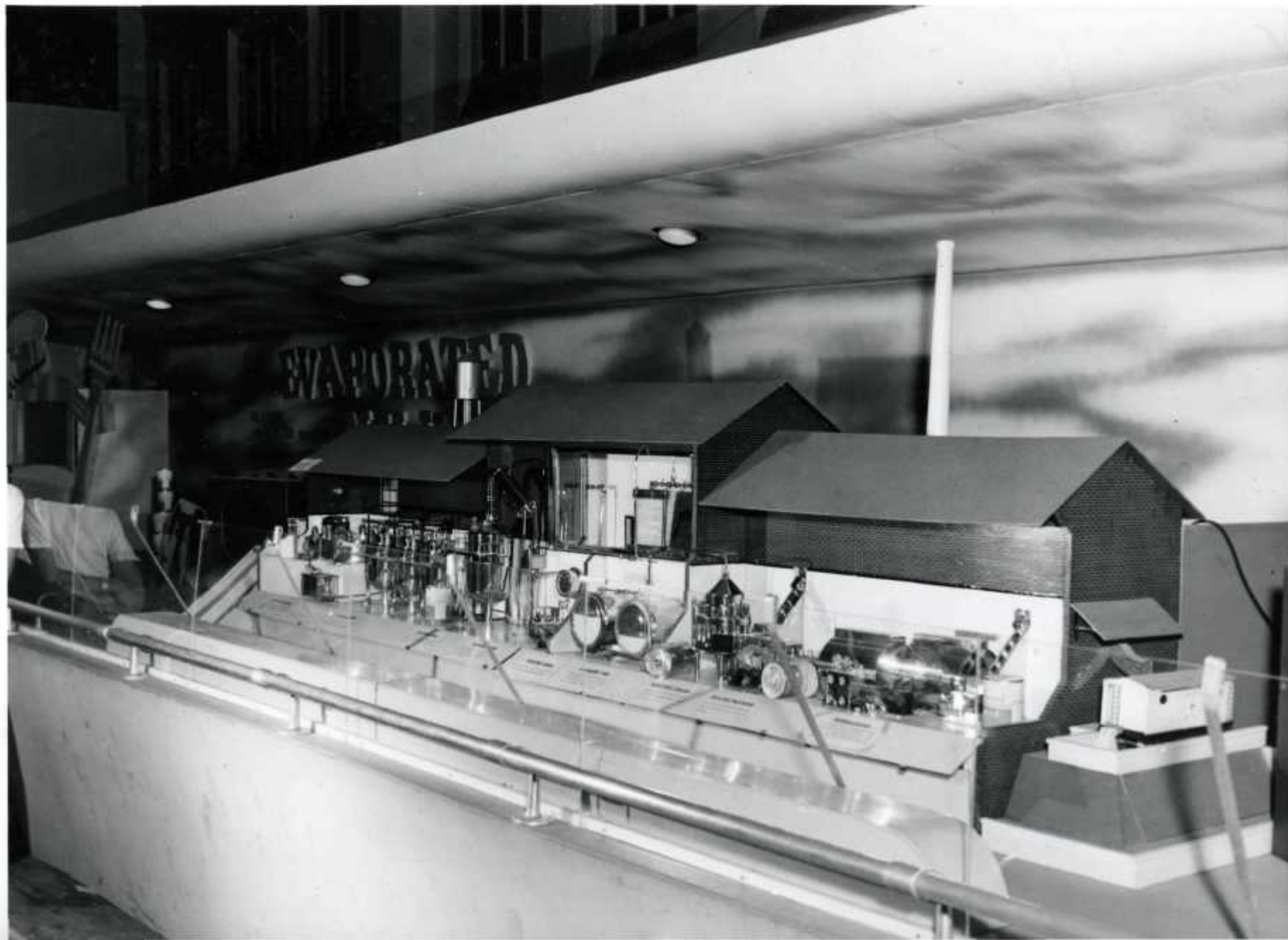
CHEESE DISPLAY - - Silhouetted by a moon of golden cheese, the branch of the dairy industry for which Wisconsin has long been famous, emphasized the varieties and volume of cheese produced among the state's rolling hills and fertile valleys. As a result, molded in Wisconsin's history are the golden hoofprints of the dairy cow.





FLUID MILK DISPLAY - - Delivered to the doorsteps each day, Nature's most perfect food, was exemplified by the Milky Way - a stream of rich milk flowing continuously from the Big and Little Dippers like the Fountain of Youth.

EVAPORATED MILK DISPLAY - - The food of 1001 uses was featured with a working model evaporated milk plant. Presented attractively also, was a picture story suggesting to housewives many delightful dishes prepared with evaporated milk, another wonder food developed from milk, by science.



AGRICULTURE COMMITTEE

WISCONSIN CENTENNIAL COMMITTEE

REPORT OF THE LIVESTOCK SUB-COMMITTEE

Submitted December 16, 1948

Members of the Livestock Sub-Committee:

John Scott Earll, Chr., Prairie du Chien
Fred Klussendorf, V-Chr., Pewaukee
Gust Bohstedt, Madison
Charles Brace, Lone Rock
George D. Britts, Milwaukee
C. F. Claflin, Milwaukee
Burley Dobson, Lancaster
B. R. Dugdale, Madison
T. H. Ferguson, Lake Geneva
R. E. Fisher, Madison
James G. Fuller, Madison

James G. Halpin, Madison
Ira Inman, Beloit
Wallace Jerome, Barron
C. Howard King, Madison
Arlie Mucks, Madison
Harvey Nelson, Union Grove
L. J. O'Reilly, Merrill
P. O. Peterson, Fond du Lac
Walter Renk, Sun Prairie
Ralph Reynolds, Lodi
Roland Ruby, Waukesha
Herbert Schroeder, West Bend

The livestock industry of Wisconsin observed the end of the first 100 years of Wisconsin history in a gigantic display of all forms of livestock. Representatives of the various phases of the state's livestock industry worked diligently in preparation for the 23-day Exposition at State Fair Park. They were bedeviled with the problem of space resulting from the fact that other phases of the Centennial Exposition were given exhibit space previously used for cattle exhibits.

A total of 73 horses, 1,081 cattle, 392 sheep, 817 swine, and 40 goats were exhibited, August 7-29. The displays were staggered so as to solve the housing shortage and at the same time present a good representative exhibit throughout the period of the Exposition.

The total amount in livestock premiums paid to adult exhibitors was \$30,000. Premiums paid to exhibitors at the Junior Fair amounted to \$15,000. In addition to this, A Centennial blanket was awarded to each Wisconsin champion.

The following schedule shows the livestock numbers exhibited in various departments. It also shows the number of exhibitors and the number of each type of livestock shown by each exhibitor:

1948 WISCONSIN CENTENNIAL EXPOSITION

REPORT ON LIVESTOCK EXHIBITS

	<u>No. Exhibitors</u>	<u>No. Head Entered</u>
<u>Horses:</u>		
Clydesdales	--	--
Percherons	7	40
Belgians	5	33
	<u>12</u>	<u>73</u>

	<u>No. Exhibitors</u>	<u>No. Head Entered</u>
<u>Cattle:</u>		
Shorthorns	6	46 (8 Nurse)
Hereford	6	59 (7 Nurse)
Aberdeen-Angus	5	27
Milking Shorthorns	9	109
Red Polled	5	47
Holstein-Friesians	84	428
Guernseys	24	123
Jerseys	7	67
Ayrshires	7	81
Brown Swiss	12	94
	<u>163</u>	<u>1081</u>
<u>Sheep:</u>		
Shropshire	10	98
Oxfords	6	71
Hampshire	3	27
Southdown	7	59
Cheviots	6	75
Corriedale	1	11
Longwool	2	24
Finewool	2	27
	<u>37</u>	<u>392</u>
<u>Swine:</u>		
Chester White	11	132
Duroc Jersey	19	181
Poland China	21	198
Hampshire	8	92
Berkshire	13	126
Spotted Poland China	6	61
Wis. O.I.C.	5	27
	<u>83</u>	<u>817</u>
<u>Goats:</u>		
Teggenburg	1	8
Alpine	--	--
Nubian	2	10
Saanen	3	22
	<u>6</u>	<u>40</u>

John Scott Earll, Chairman
Livestock Sub-Committee of the
Committee on Agriculture
WISCONSIN CENTENNIAL

AGRICULTURE COMMITTEE
OF THE
WISCONSIN CENTENNIAL COMMITTEE

REPORT OF THE POULTRY SUB-COMMITTEE

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Foster Winegar, Clinton
Louis Arnoldi, Sheboygan Falls
R. W. Ilif, Black River Falls
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J. B. Hayes, Madison
C. Howard King, Madison
Donald V. Jensen, Madison
Wakelin McNeel, Madison

POULTRY PARTICIPATION IN WISCONSIN CENTENNIAL

The Wisconsin poultry industry fittingly rounded the first hundred years of Wisconsin statehood by completing an all-out, second world-war production job of increasing its egg and poultry production in meeting the world's request for top-quality, protective foods such as Wisconsin eggs--Sealed Packages of Sunshine. Wisconsin's gross income from poultry and eggs for the last ten years of the century trebled the 1910-1920 income. Wisconsin not only produced the eggs, but with its already going milk drying plants, they were able to be quickly converted to round-the-clock operations, and able to supply this dried, concentrated health product to our armed forces and allies before other egg drying facilities were able to get into heavy production.

Egg production was stepped up so rapidly that at no time were our Wisconsin consumers charged maximum, permitted OPA egg prices.

In dramatizing Wisconsin's first hundred years at our Wisconsin Centennial Exposition, it became advisable for poultry to relinquish to all food industries the special poultry building. Poultry retained merely a small corner to dramatize its production of Grade A eggs, which were then worth about eighty million dollars a year.

The rest of its poultry activities were transferred, part to the general Agricultural Building and part to one of the older, wooden structures, which underwent a major face-lifting to house four complete shows for the twenty-three days--the five-day rabbit show, a four-day fox and mink show, beside the two complete seven-day poultry shows.

For the first week of the Exposition, 11,700 birds of 53 of our more common utilitarian varieties of turkeys, geese, ducks, chickens, bantams, and pigeons were exhibited in a competitive show. The best of Wisconsin's common varieties were portrayed to steady crowds.

The next seven days, without a day-time interruption and after a complete cleaning and disinfection, 1,074 birds of 114 entirely different varieties of turkeys, geese, ducks, chickens, bantams, and pigeons were exhibited in the second, competitive Centennial show. This show

consisted of many of the common varieties, and in addition all other standard varieties that our Wisconsin exhibitors decided to show. This resulted in the exhibition of many varieties that had not been seen at a Wisconsin show for years.

Space did not permit a complete, dressed poultry show on the Centennial grounds, but the regular, competitive show was judged at a Milwaukee cold storage house, and the winners displayed for the duration at the Centennial poultry show.

Pigeon associations for the first time in history competed for a special, group display prize in addition to their customary classes.

Poultry participation in the Agricultural Building varied from the breedy, clucking hen with the brood of chicks happily running out between the slats of the A-type brooding coop to enjoy the fresh, green grass around the old log cabin, to modern poultry culture on the farm of today. Here chicks were electrically brooded in the Gothic-type brooder house, with high production Leghorns in a Wisconsin straw-loft laying house.

One interesting sidelight to this Centennial was poultry's Centennial celebration, with a special Centennial poultry stamp to commemorate the first Boston poultry show Wisconsin poultrymen widely purchased and made use of this stamp.

C. Howard King, In Charge
Poultry and Egg Marketing