



# Milk Advisor

CALIFORNIA MILK ADVISORY BOARD • P.O. BOX 4680 • MODESTO, CA 95352

JUNE 1983

## University Announces Dairy Food Science Chair



Jack Parnell, Deputy Director of the Department of Food and Agriculture (L) with James Meyer, Chancellor of the University of California at Davis, and Louis Calcagno, CMAB Chairman (R).

## Chair Honors Dairyman and Father of U.C. Davis Campus

DAVIS — Often referred to as the father of the University of California, Davis campus, Peter J. Shields devoted his life to humanitarian interests.

He was born April 4, 1862, on the family homestead at what used to be known as Hangtown Crossing on the American River, 14 miles east of Sac-

ramento, to pioneer parents who worked the land.

Having spent his boyhood on a farm probably accounted for the lifelong interest in agriculture throughout the career of the much-honored Shields. His first dollar was earned trucking watermelons to Sacramento, then a trip of considerable distance. At 17, he graduated from Christian Brothers College in Sacramento, and went on to study law.

Illness forced Shields to abandon his law practice while still in his twenties, but during his thirties he was successively private secretary to Governor James H. Budd, secretary of the California Agricultural Society, and law partner of Hiram W. Johnson, later governor and U.S. Senator.

In 1900, at age 38, Shields was elected to the superior bench in Sacramento, where his ideas and philosophy became deeply embedded in

California dairymen have endowed a chair on the Davis campus of the University of California to increase teaching and research in dairy food science and interaction with the industry.

Establishment of the Peter J. Shields Chair in Dairy Food Science was approved by The Regents of the University at a meeting May 20, according to UCD Chancellor James H. Meyer.

The chair has two purposes, said Meyer:

- To attract and sustain outstanding dairy food science scholars in the department of food science and technology.
- To provide the occupant with opportunities to conduct exemplary research, teaching and continuous interaction with the dairy food industry.

The Chair's endowment comes from the California Milk Advisory Board and the California Manufacturing Milk Advisory Board.

"Creation of this chair becomes a joint venture between the dairy industry and the academic community to search for excellence and to explore future opportunities in dairy food science," said Louis R. Calcagno, dairyman from Moss Landing and Chairman of the California Milk Advisory Board.

"The dairy men and women in California enjoy that special status of leading the country in dairy efficiency and production. This new chair is another step to help us plan and prepare for the future."

Chancellor Meyer said the Shields Chair memorializes the historic interests and relationships the late Sacramento Superior Court Judge had to the dairy industry, the Davis campus and his desire for outstanding teaching and research.



PETER J. SHIELDS

(Continued on Page 6)

(Continued on Page 6)

## INDUSTRY NEWS

### Peter J. Shields

(Continued from Page 1)

the state's agriculture, law, politics, and culture. Judge Shields sat on the bench for 49 years.

In his later years, Shields specialized in building up a fine herd of Jersey cattle, becoming an acknowledged authority on the subject and winning many prizes at the California State Fair for his herd.

Though he and Mrs. Shields, the former Carolee Wiltsie of Sacramento, had no children, Shields was the mentor of many young men and women who went on to make their mark in the state and local community.

But of all his accomplishments, Shields was most proud of being known as the father of the college in Davis.

The university system's regents awarded Shields with an honorary doctor's degree in 1955, for his role in the passage of the legislation enabling the establishment of the campus 50 years earlier.

To students at Davis, the Shields name is well-known. A major street in the central campus area bears his name as does a 15-acre grove of oaks in the west area of the campus arboretum. It was dedicated in 1962 during charter day ceremonies, which also marked the judge's 100th birthday.

A plaque on a granite boulder at the grove reads:

*"Peter J. Shields, founder of the Davis campus, patron of all agriculture, benefactor to students, eminent jurist, husbandman, admirer of trees, friend to man, in honored recognition of his 100th birthday, April 4, 1962."*

Judge Shields died in September of that year.

### Dairy Food Science

(Continued from Page 1)

The 1983-84 school year marks the 75th anniversary of the arrival of the first students at Davis, and a year-long series of events planned for the celebration.

Shields, who served on the superior court from 1900 until his retirement in 1949, continued his life-long interest in the dairy industry. He died in 1962 at the age of 100. A major street, an oak grove and the library on the campus are named in his honor, and he is often called the "father of the Davis campus."

## Grocers Scoop Up Summer Ice Cream Promotion

Summer ice cream sales will get a boost starting in June when mobiles and point-of-sale materials go up in supermarkets statewide. The four-month promotion, themed "Ice Cream Makes Every Day A Sundae," will keep shoppers thinking "cool and creamy" through the warm weather months.

To kick off the promotion, a 10-second television commercial will air to encourage primary purchasing agents to indulge in their favorite flavors. The commercial, which features the building of a luscious ice cream sundae, drenched in hot fudge, crowned with whipped cream and topped with a maraschino cherry, will encourage

shoppers to not only eat ice cream, but to eat ice cream with high profit "fixings."

Grocers will be turning every day into paydaze, with sales of related items, that will turn any carton of ice cream into a delicious sundae. In fact, over 3,200 supermarkets will carry the ceiling mobiles, shelf wobblers and milk carton side panels, to remind shoppers to pick up an extra half-gallon of ice cream when they pass their supermarket's freezer case.

Outdoor boards will also dot the State's roadways with reminders to purchase the frozen dairy food and turn every day into a fudge topped sundae.



# Milk Advisor

CALIFORNIA MILK ADVISORY BOARD • P.O. BOX 4680 • MODESTO, CA

BULK RATE  
U. S. POSTAGE  
**PAID**

Permit No. 684  
Modesto, Calif.

Building milk sales for dairy farmers through advertising, promotion, research and communications.

JUNE 1983

Address Correction Requested

Phil Felix  
CARNATION  
1310 - 14th St.  
Oakland, CA 94607