Mr. Bissell: You would not consider side-bone much of a blemish?

Dr. Alexander: It is decidedly a blemish. It is a shape of the feet we do not want.

Prof. Henry: What is the advantage of using bran as a feed for a horse so far as it can be reasonably used?

Dr. Alexander: In order to keep a horse healthy, we have to have a fairly laxative food that the bowels may be kept regular, that is one reason. The second reason is that bran is very rich in earthy matters, mineral matters that go to form bone, it is a protein food rich in nutrients, such nutrients as are necessary to the production of strong bone and which will put the proper amount of horn on the hoof which always goes together with that class of bone. Bran plus oats along with our grain feed and the excellent hay we have in this state are admirable feeds for the raising of the kind of horse I spoke of, and the country begins to recognize that our draught colts are not developed largely in Wisconsin until they are five years old, and we begin to find a market in Pennsylvania and Ohio. You will be surprised to know how many Wisconsin colts that go to Chicago, go beyond there to Ohio and those eastern states. And why? Because we can raise the foundation, the structure, upon which can be built the ideal frames of draught horses.

ADVERTISING LIVE STOCK BY ATTENDING FAIRS, ETC.

By J. W. Martin, Richland City, Wis.

Mr. President, Gentlemen: I don’t know much about this subject—I wish I did. I think as Mr. White said, this morning, that it is one of the most serious things that we have to deal with, this advertising.

To begin with, I say do not advertise what you haven’t got; do not overdo what you have got; rather keep a little bit under.
Show them something better than you say you have got all the time.

As for showing at fairs for the purpose of advertising, you certainly are advertising what you are showing, and if you bring your animals out there in good condition, you will show them in good condition. The benefit you will derive will be according to the way you show. If you bring them out there and make excuses, say “I haven’t had time, they are just off the grass, you see them just as we keep them at home,” you are advertising a fact, gentlemen, which shows that that is the way you keep your stuff, and you must expect your customers prepared to pay for nothing more than you have got and produce before them.

On the other hand, Mr. White told us this morning that it all depended on the man behind the gun. Partially that is true, the man behind the gun isn’t there forever, though. I have seen a man with a gun run just as hard as anybody I ever saw, and it was because there was no ammunition behind the gun. That is one of the greatest secrets of advertising altogether. Let it be through fairs, the papers, or any other way, if you have the stuff at home to correspond with what you show, there is where the benefits of your advertising come in, and it seems to me that is developed better by showing at fairs than any way you can possibly utilize on paper. Why? Because a large per cent of these men that see these animals at fairs never come to your farm, never will come to your farm. Many of them are men that are too busy, and they want to make investments in this line and they go to these fairs on purpose to see these animals and they judge them for what they see. You may tell them, “My best stuff is at home.” Why is your best stuff at home? If you have got better stuff at home, why don’t you bring them out? My advice is, Don’t make such remarks; give them a chance; bring them out and show them the very best you know how. Be there every minute of the time or have somebody there to tell people what you have got, and don’t tell them about any other fellow’s, you have enough to do to advertise your own stuff. There is room for all of us; we have no quarrels. If the other fellow has quarrels, let him have them. He is welcome to them all.

Then, when you have got them to the fairs and got them there in the right condition, spend your time with them in answering
questions that the people ask. If you are a little bit tired, have
done your own work and are somewhat of a nervous disposition,
you will be tempted sometimes to give very short answers to the
questions asked. The questions that are asked at our fairs are
sometimes very, very foolish. Sometimes you can hardly keep
from swearing, and other times you can hardly keep from
laughing, but we ought to keep from swearing or laughing, be-
cause these questions are generally asked for information.
Sometimes a body gets tired and he can’t quite see why this man
should ask the same question that seven or eight hundred others
have already asked.

Another thing, don’t leave your man alone too much, he will
get impatient and won’t stand as much as you do. When he
gets tired, let him go and get a drink of coffee. One drink of
fair coffee will settle anybody’s nerves for some time.

Again, our fairs have to put up specialties, as we call them. I
believe they are gotten up to attract people away from us fel-
lows; at any rate they do it. They must have the horse races,
which are all right and essential in a measure, but while those
races are going on sometimes—one time on the Iowa state fair
ground some years ago I remember I was the only man left in
the live stock department, every other man, woman, boy or child,
except a nigger I found trying to steal something, every one of
our people was over at the grand stand seeing the smashup of
two old engines that were bought for $15 and $10. Well, what
does that mean? It means that I hadn’t anybody to look after
except one nigger that afternoon, but at your races, ordinarily,
that is just the time that you will find the busiest man, the city
manufacturer who has a piece of land and wants to put some
good animals on it, and wants information about them, you will
find him around among the cattle, while most everybody else is
down at the races, and it is the best time you will ever have to
do business with him. He is there for that purpose and he
wants to see the owner, he don’t want to see anybody else. He
wants to meet him when there is nobody else to interfere with
their conversation, and he generally does business with him.
He seldom ever goes to a farm, he hasn’t the time to leave his
business. This is a side line to him, he wants to spend some
money at it and if there is anybody on earth we want to help
spend his money, it is that kind of a fellow.
There is another feature of fair advertising which comes through the newspaper reports of your winnings and showings at the fair. If you are there in proper condition, in good condition, the newspapers will say so, and even if you do not get a first, a second or a third,—you may not win any prizes,—yet if you have been there with things in good condition, the papers will frequently comment on that, and it is no disgrace to this man to be beaten, and he will reap practically as much benefit from the advertising part of it as the other man. The newspapers, like all the rest of us, prefer to be honest. They have their business to look after and they can’t state too many things and tell the truth all the time as they would like to, but the man that is back on the farm that wants some of these animals, will see the newspaper reports and figure on what he can buy, from those reports. If the reports say that this man was not quite strong enough to win, yet his cattle were good and in good condition, I say he reaps just as much benefit, practically, as the man that has won, because it shows on the face of it that the other man won because he fitted his animals a little bit better. It is the man behind the gun, he is putting a little more of himself, a little more feed and finish, though he has really no other product than the other man had, and a large part of these people who read these reports and are staying at home, can see all this.

Then there is another feature that we have to figure on—correspondence. I read a little article a day or two ago about a gentleman who was soliciting advertising. He came into a gentleman’s office, who had two or three hundred letters to answer, and he asked him to look them over. Among them he found one from a man whom he knew. He passed it up to this manufacturer and he says, “What would you think of that letter?” “I would think that man wasn’t much of a man, hadn’t any education, didn’t care much whether he got what he wrote about or not.” Well, the other gentleman said, “I happen to know that man, he owns 800 acres of about as good land as there is in our state, he has everything paid for, and has everything good about him, everything is all right, but he simply doesn’t know how to write a letter.”

Another feature is to study your man through the letter. This man who was advertising, could not study a man through his letter. I don’t care whether the man has education or any-
thing, if he can write enough so you can read it, you should make a study of studying the man through the letter. The best of us will fail at that sometimes, yet I never read a letter but what when I am through I can form an estimate of that man. I may be as far off as any other man, but I have made that a matter of practice since I was a boy to try to bring before me the individuality that appears on that paper. I know I have read them right, and I know I have read them wrong, but I study the situation, I try to place myself in that man’s shoes as he expresses himself in that letter, and if he does it as many of our foreign-born people, not educated in our land do, sometimes his way of putting it is considerably mixed, sometimes very hard to get the sense of it, yet if you read between the lines carefully and make a practice of doing that, you can form a pretty good idea of what that man wants. Try to feel what he wants. I consider that, gentlemen, the hardest proposition that a breeder has.

In my business of selling animals, I sell in almost every state in the Union, and ninety-five per cent of my customers I never see or have not seen before the purchase. If I can see a man in the yard five minutes, I know what suits him, but if I never see him I must study him from his letter. Now, to give you an illustration, a man once wrote to me for ten cows; he wanted them so that a straight edge laid on head to tail, you couldn’t put a sheet of paper under. He wanted them thirty-six inches wide in the hips and thirty-two wide on the shoulder and deeper from there to the head. He drew this, you understand, on a piece of paper, set up stilts for them to stand on on a perfect square, and asked me what was the lowest cash price would buy these ten animals. That occurred to me ten years ago. I would know what to do with that man today, because I have learned that that is the easiest man to satisfy in the whole proposition, because he absolutely does not know what an animal is, he knows nothing about it. Any boy that ever saw a cow or a bull or a steer or a horse, any boy ten years old knows better—there is no such thing. At that time I studied a long time, I made a trip of two hundred miles, and went to see that very man to study him, and what kind of a brute it would be that could write such a letter as that. I found out this, that I could have sent him
the ten poorest things that I knew of, and he would have been tickled to death.

That was the hardest letter to make out that I ever got in my life. I have studied that same proposition from that day to this, and when a man writes and tells me he wants an impossibility, I know I can fill the order and suit him with anything. I guess that is about all I have to say.

DISCUSSION OF MR. WHITE'S PAPER AND MR. MARTIN'S.

Prof. Henry: I want to ask Mr. White what he thinks about a farmer putting in an advertisement in some of these fourth or fifth grade agricultural papers, such as flood the country. We are overwhelmed with these cheap so-called agricultural papers, made up by some one who apparently knows nothing about the business. They get a hold of the word "agricultural" in some form with a big glaring title, yet when you read its editorial columns there is no character or purpose to them. When you read the other matter, it is plate matter and runs off into sporting news and everything else, and yet I suspect that those papers are used by stock men and the farmers for advertising, and I judge they live quite largely off of such advertisements. I would like to know what Mr. White thinks of those papers as a means of raising the farmers' and stockmen's standard.

Mr. White: Prof. Henry has asked a question that I want to answer in yankee fashion. As a matter of fact, he has touched the very center of this advertising proposition, particularly as it relates to agricultural newspapers, and if you will allow me, I will make a little explanation before answering the question, that you may understand my answer better. There are over four hundred and fifty agricultural papers, so-called, good, bad and indifferent; there are probably one hundred agricultural papers that are entitled to the name, and only fifty good ones; fifteen to twenty choice, and you have practically the whole story as regards the agricultural newspaper situation of our country today,
One of the most objectionable features that we have to contend with is just that kind of papers that Prof. Henry has spoken of. As a matter of fact there are a whole lot of newspapers that simply exist on wind, without any merit, without any right to existence, and they ought not to be permitted to use our mails. Unfortunately, our government does not discriminate against such papers, and in their effort to reform the second class mail matter, they have overlooked, in my judgment, the greatest and most essential qualification. The few newspapers that are entitled to patronage from you live stock breeders ought to be singled out and classed by themselves. I do not think, Prof. Henry, that the live stock breeder takes enough care or is particular enough in making his selection of the medium for his advertising, and if I might just refer for a moment to the specialty which I represent, I believe that therein lies the greatest help that an advertising man who is in touch with all the papers is enabled to give, unbiased information to those that are desirous of knowing what is best for their purposes. If he is honest and unbiased, he can save to advertisers a great amount of money that would otherwise be expended in a useless way. Some of these papers that Prof. Henry has spoken about have some of the brightest representatives that you will find anywhere. They are of the kind that can get business through their personality, through power to present their proposition irrespective of the merit of the medium, and that makes it hard when such representatives as we have present today, of such papers as the Wisconsin Agriculturist and the Iowa Homestead, the Breeders’ Gazette, and that kind of papers, when they present their cause to advertisers, and in a quiet, honest, manly way, tell them of the merit of their proposition, they have to overcome a great deal of what we term in the vernacular of the street “hot air.” That is one of the unfortunate conditions that confronts the advertising man today. This matter seems to me to be one of the things that every advertiser ought to reflect upon and ask himself whether the quality of the paper in which he is advertising is the best.

Mr. Mead: I would like to inquire of Mr. White if he would intimate on behalf of some of the gentlemen from Northern Wisconsin, how we can present to the public the benefits of the north half of Wisconsin as a desirable place for farming. There
are about a million acres up there that is wanting farmers. How can we do it?

President McKerrow: There is another hard nut for you to crack.

Mr. White: That is a very timely question, however, and it seems to me it is a very important one for the live stock breeders of this state to consider. Dr. Alexander told you something about the desirability of your soil for live stock purposes, and particularly for horse raising. I have had occasion to visit Northern Wisconsin several times, usually on fishing trips. The advertising man wears out once in a while, and he has to go north to the woods of Wisconsin or somewhere, and let me say there is no place on earth finer than up in the northern woods of your state. I have come in touch with a great deal of your timber land, with the timber cut off. Here and there we have seen little farms and I have been astonished and surprised to find what has been raised on those farms. This last season I was up there and went past a farm where they were growing potatoes, and I noticed they were of immense size and I got out of the wagon and asked to have a few of those and I got three. I said I wanted to take them to Chicago and show them to people interested in that state, they were very fine specimens. This man was making money growing potatoes on a piece of ground he cleared off, timber land. I believe that there are a whole lot of people in this country, not only in your own state, but throughout the central west and, even in the eastern country, that would be glad to know of the possibility of Northern Wisconsin farming lands.

Of course this live stock proposition has come to this point, and we might as well face it. The time was when the larger portion of our meat supply came from the range. We must in the future look to the ranch, the small farm, and we must look to the closer proximity to the great markets as well, and these farm lands in Illinois, Wisconsin and Indiana and Michigan, all near to the greatest market in the world, are bound to be utilized to supply the great meat demand of the world. Not only are our own people increasing in their consumption of meat—the demand is very much greater—but foreign lands are looking to us in an increasing desire for the meat supply. Now, the north land is good for stock raising, and it is particu-
larly good for dairy purposes. You have some most excellent grass lands up there, you get your brush timber off those lands and you will grow such grass as I have never seen any place in this country, green and rich—the live stock show it. That feature advertised to people that are thinking of moderate sized farms at reasonable price, it seems to me ought to do immensely well, but in doing so, I would give the entire truth about it, show by example just what you are doing for the development of the country and its possibilities. I don’t know that I have answered your question.

President McKerrow: And be sure to visit this car “Grassland” down here at the North-Western depot, and then go to the big exhibit down below here of the products of that country. I don’t know that they have the same three potatoes that Mr. White brought down, but I will guarantee they have bigger ones.

Mr. Bissell: Mr. Martin, that letter that you got fifteen years ago, you say you were puzzled how to answer it. How would you answer such a letter as that today?

President McKerrow: I venture to say he sent the poorest cows he had in the herd, but he can answer for himself.

Mr. Martin: No, sir, you are entirely wrong. I priced for the man everything I had for sale, and let him make his choice. If I were answering it today, I would tell him as near as I could, what each individual animal is that I price. Give him a full description of the individual and the price. That is the only way I could figure at it and answer that man, then he has got his choice before him.

President McKerrow: Isn’t that the best way of answering anybody that does not give you a reasonably definite proposition?

Mr. Martin: That is the plan that I follow.

Secretary True: I would like to ask Mr. Martin, in his experience as a stock breeder, what comparative importance has he attached to those bargains that have been gained by showing at fairs in comparison with other means of advertising?

Mr. Martin: Well, that can not be divided. My best class of sales, for the best prices, have been made entirely after acquiring somewhat of a reputation, and that reputation has been made by both showing and advertising and trying to do business to satisfy the customer.
Secretary True: Have you made some advantageous sales that you could not have made as a matter of correspondence or ordinary advertisement? Haven't you reaped an advantage from the object lesson that you were able to give those seeking good stock as you showed it at the fair?

Mr. Martin: Undoubtedly that is so, undoubtedly.

President McKerrow: Or to put that question another way, if you had not made a reputation at fairs, do you think your business would be what it is?

Mr. Martin: I do not think it is possible. A question comes in right there. I believe I am strong; there is good stuff on the farm. I have generally shown my best stuff, but I have got just as good at home. That is a point I have tried to keep up to at all times, and not have a man go and buy what I have at the fairs and get all I have. He can go back to the farm and get any amount of the same kind. That is the proposition I tried to get in before I did any heavy advertising, and I think I got it in.

Prof. Henry: I wish you would speak to these young men as a man of your experience can in regard to the importance in the matter of seizing the opportunity in advertising. I know some of these young men will have some Poland Chinas, or some Jersey calves or something else to sell pretty soon, and they will wonder why everybody does not come to buy those animals right off, and they will be where you and Mr. McKerrow are. They want to get there in one jump, and I think they will appreciate a word of encouragement and explanation from a man like yourself.

Mr. Martin: Well, I will say to the young man that the ladder is pretty steep and there are a good many rounds. You cannot expect, any more than you can expect to come down here in a week or two and get a scientific education, or in two months get what the long course boys get in four years. You are only getting brushed up with a little thin paint on the outside, that is all you will get for years after starting in to breed with pure bred animals. It takes time. But in time, if you love your business, you will get there and you will enjoy the time spent in it. Now, to give an illustration. My reason for being in this business just at the present time is on account of those boys at home, have worked hard and I have worked long; my wife has
worked harder and long—too hard—and is doing so today because we can not get sufficient help in the house; but I can not bring myself to give up those cows till that little eleven-year-old boy that loves them as I do, gives me a rest. That is the only reason that I am today in the business. My cattle have made me, financially and every other way. I owed every dollar for my farm, when I bought the first $5,000 worth of cattle and about $2,700 of the purchase money on the cattle, that was where I stood financially. They paid for the land, they paid for themselves. If I hadn’t done a thing that none of you ever should do, and that is, sign papers for some other fellow, I would owe no man on earth a dollar today. I do owe a little at the present time, because I had to pay $10,000 for another fellow. But in twenty-five years those cattle have made $40,000. I have sat up with them nights; for the first ten years I was in this business, if I was at home, I never had a cow calve in the winter time that I was not there and stayed there until I was too far gone to stay another hour, and that very seldom occurred that I left those animals. I went to England and I came back home at ten o’clock at night and I stopped at my barn door and called and no less than ten of those cows knew my voice and answered, and nobody else can do that with my cows—the boy says I don’t give him a chance. The boy says when there is a new pasture gate to be opened for the cattle, with fresh feed, I go and do it myself, and I do. I am the master of those cows, I want them to know me better than anybody else. I love them. I have an old cow there today that produced her fifteenth calf for me on the first day of this year. If I outlive her, she will be buried in the orchard just below the house with as good a monument as I expect to have.

Prof. Henry: There are several hundred young men in this room, and I knew that there was more in Mr. Martin than we got out of his first address, and I am sure I got it out of him the second time. Now, Mr. President, Mr. Martin, and the older members here, I want you to know that my educational burden is this, getting these young men to appreciate what it costs to get there. They come here and they see a man like Mr. Martin, or they read of Mr. McKerrow’s winnings, and they think it is easily done. They think he has a nice place, he probably reads the papers and works a few hours and occasion-
ally is home. They have heard how these cows are cared for by Mr. Martin himself, and they have heard of the principal thing, which is that intense love for the business. Now, Mr. Martin did not have always the idea of making money in front of him. He loved his cattle and what money he has made has grown out of that side of his business. Now, Mr. President, a great many of these young men will go and hire out for the summer or go home to their fathers' farms to work. These boys will try some of them, will prefer to get $30 a month on any kind of a farm, rather than take $20 a month on the best stock farm, they think that will help make them rich. The wisest boys that are here will come to a man like Mr. Martin, they will say "We want to go to work with the best stock man we can find, or the best fruit man or the best something. If we can get the same wages, we will be glad, for we need the money, but, first of all, we want to get with the right man." Young man, if you could go to work on Mr. Martin's farm or Mr. McKerrow's farm, you would better work for those men for your board and clothes than to go to work with some slip-shod farmer who promises you fine, high wages and sometimes pays them and sometimes not. But when you can get such experience as these men have wrought out, when you can shorten the time by living with them and see how they handle the land, those are the men to go with. You can shorten your period of learning to handle animals by staying right with such men. You can learn a lot of wrong things by going with the careless man. You should pick out the man you are going to work for just as carefully as, in the stock business, you would pick out the animals you are going to work with; it is of more importance to you, to get the right man in order to gain experience. You can't make money at your age, you have to have the experience. You are starting out without any and you must have it.

One word more on another line. I want to talk to these young men about the enormous importance at this time of our legislators and our stock men realizing that Wisconsin has before her the opportunity to become the principal live stock breeding state for the central northwest. Our little farms are all favorable. The agricultural schools are giving splendid education in furtherance of the live stock business; our markets lie about us. We are shipping cattle to Mexico, to Japan. We
can ship stock to all the states about us, and are doing it. Our small farms, our proximity to these great mills—it would be a calamity for Wisconsin or for this country to lose the great mills at Minneapolis. The bran and middlings that are produced there so near to our state keep down the prices of other feed. It is worth millions of dollars to Wisconsin to have the flouring mills right there. This bran and middlings are brought into this state and put into pure bred stock and we are able to ship animals out of the state that have cost only a few dollars in the fertility they carry in their carcass. If we ship a $25 steer out of Wisconsin, we have sold as much protein, as much phosphorous, as much potash as when we sold a Red Poll or a Holstein or the same weight of horse or pig that would bring for that weight one hundred or two or three hundred dollars. In other words, we want to manufacture a high grade of products and let Iowa and Nebraska and the other states that are very largely cornfields produce four and five cent meat. If you sell a cow for $100, you get ten cents a pound for her. You sell a steer for $40 or $50 and you get four or five cents a pound, about. There are a number of legislators here, and I want to beseech you to take a statesmanlike view of this thing in helping the agricultural and live stock associations and the agricultural college. I want them to rise to the situation and I will venture to say that if they will give their help, we can make this the greatest live stock state in the world.

President McKerrow: Prof. Henry reminds me of a little correspondence I have been having this winter with a firm of brokers in New York City. I have shipped a few sheep to the British West Indies, and these brokers have studied this subject. They are engaged in a mercantile trade with South America and they watched our record at St. Louis. They had found out that some high class stock had been taken to Great Britain and some to Argentine and brought very high prices, and they wrote me they believe that there is a field in Brazil that they can reach, particularly with Shorthorn cattle and some of the breeds of mutton sheep. In one of their letters they remarked that one of the reasons for writing to me in Wisconsin is that Wisconsin, in her conditions of climate, soil, water, grasses and grains, is so much like Scotland, which seems to be sending out some of the best live stock in the world, that they
thought it might be a good idea to investigate before starting in with the trade with Brazil. One of their firm is now in Brazil, investigating the prospects of the live stock trade and they wrote me a letter only two or three weeks ago, which states that they will keep me fully posted on what their representative finds in Brazil and they hope to be able to do some business up here in Wisconsin in the future, if conditions there are satisfactory. Of course this is only a pointer; it seems that other people have found out that Wisconsin has the proper conditions to produce high class live stock as well as some of us who live here in Wisconsin and that is just what we want to do, Mr. White, is to let the rest of the world know that we have got it. It is quite necessary, and that is the reason we have had you here from Chicago on this floor today, and that is the reason we have had Mr. Martin here, namely, to get at the meat of advertising, to let the rest of the world know what we already know, that Wisconsin is second to none along these lines.

Now, gentlemen, for want of time we will have to close these discussions.

I want to say in closing this convention, in a general way, that Mr. True, who prepared this program, with Mr. Harvey of the Live Stock Breeders’ Association, is very much pleased with the outcome of the meeting. I certainly am personally well pleased with it, and I can say on behalf of the Wisconsin State Board of Agriculture and on behalf of the Wisconsin Live Stock Breeders’ Association that we have been pleased with the prompt attendance and the interest shown; we have been pleased and thankful for the accommodation offered here by Dean Henry of the Agricultural College and by the presence of the young men who have been in this room and listened to the different discussions. We hope you boys have put in some good hours here. You have not probably received the same class of instruction that you would have received in your class rooms, but you know we all like a little variety, variety is the spice of life, and you can not every day listen to such professors as Martin, White, Greeley, Mrs. Lawes and others who have addressed you here. You may listen to better, but you can not listen to the same ones, and you have gotten this variety, you have gotten a great many things to think about, and—I don’t know how eloquent Prof. Henry grows in the class room, but he
has certainly said some good and eloquent things here that may have been prompted by a little difference in the surroundings, that you know about and will remember.

We thank you for your presence.

Convention adjourned sine die.