place of the Wisconsin Buttermakers' Association. This city is one of the most progressive cities in the state and the people are certainly deserving of great credit for the success that has been obtained and the many good things which the future holds in store. I am informed that the Chicago and Northwestern Railway Company has decided to move its machine shops from Chicago to Green Bay which undoubtedly will prove very beneficial. If the charms of Green Bay are strong enough to draw these machine shops from Chicago, then it seems needless that we should attempt to resist, if they should perchance use their magnetic power on us.

We fully expect to be well cared for in every way as Green Bay has rebuilt and greatly enlarged two of her hotels during the past year for our special accommodation, so that now it has two of the finest and most commodious hotels north of Milwaukee. However, if this were not the case we would not dispair as we still have our own Cook with us.

In behalf of the Association I again wish to thank the Mayor for the hospitality shown us. I thank you. (Applause.)

The Chairman: The next will be a solo by Mr. Kerr.

Mr. Kerr sang several selections and was vigorously applauded.

The Chairman: The Governor cannot be with us tonight, but we have with us his private secretary, Mr. Duncan McGregor, who will address the meeting.

ADDRESS.

By Mr. Duncan McGregor, Madison.

It is certainly a keen disappointment to you as it is a matter of great regret to me that you are not to have the pleasure of listening to an address from our eloquent and popular executive. He directs me to assure you that he foregoes with reluctance the anticipated pleasure of meeting you and that his failure to take the place assigned to him on your program in due to official demand that could neither be foreseen nor postponed. He has appointed me as his proxy, with instructions to present his sincere regrets, and to bring you his good wishes together with his pledge of hearty co-operation in your praiseworthy efforts to keep Wisconsin in the
lead as the greatest butter producing state in this Union. Let me assure you, too, that it is the Governor's interest in the social and material welfare of the state that is directly responsible for this unwelcome change in your program. You doubtless know that Governor McGovern is President of the Board of Public Affairs, a new Board whose mission is to ascertain what ought to be done to improve the social and industrial condition of our people, and whose members, because of their interest in the work, serve without pay.

DUNCAN McGREGOR

He is giving much of his time to the affairs of this Board that has in it immense possibilities since it has under consideration numerous questions involving the upbuilding of the Badger State. The Board convened yesterday in the Capitol, and is probably in session to day, was in session last night until 6:30, convened again at 7:30. Under the direction of this Board many experts are making at the present time surveys covering such interests as rural life, reformatory management, education, co-operation in buying and
selling, the problem of unimproved property, immigration, sanitation and many other subjects of similar bearing.

I notice from the proceedings of Buttermakers' Conventions in other states that the merits and demerits of co-operation as compared with centralization are receiving attention and are made the subjects of warm discussion. This very matter is now under consideration by the Board of Public Affairs, and I am very sure that the Board would be pleased to know your opinion either as an Association or as individuals. A letter giving your views, addressed to the Executive Office, will be promptly laid before the Board and will receive the most careful consideration. The Board has in mind the most practical results and it may be greatly to your interest to make your views known.

It was Macaulay who declared that of all inventions, the alphabet and the printing press alone excepted, those which abridge distance, and we presume that implies time as well as space, have done the most for civilization. Macaulay was fifteen years of age when Fulton died and nineteen when Watt died. These two men had given to civilization a most wonderful impetus by inventions that were rapidly annihilating time and space. Intercourse between remote regions had been made by them both quick and comfortable, and tedious delays and risks in transit promised soon to be all but abolished. A wonderful change was wrought by Watt in means of transportation, when he fitted the flanged wheel to the continuous rail, and broke refractory steam to harness for his motive power. When Fulton substituted for the fickle winds and leisurely oars the untiring and impatient energy of steam, civilization made a tremendous leap forward. No wonder that Macaulay looked with admiration upon the results achieved even in his day. That was fifty years ago and during that time steam had been turned to myriad uses. To steam has since been added gasoline and electricity, both so tractable, so easily applied and so abundant that we are constantly on the outlook for new ways of utilizing them in contributing to our wants or our pleasure. Since Macaulay's day the problem has changed from inventing means for transportation to manufacturing larger amounts and greater varieties of materials to be transported, or to finding a more remote market for materials on
hand. So in this day production yields greater influence than transportation, the manufacturer plays a more important part than the carrier. However, transportation and manufacturing, like the well-assorted couple, contribute most to prosperity when both work in harmony and each for the common good. But you have never seen manufacturing when transportation did not reach out and find it. There are many cases, however, of provision for transportation failing to command sufficient business for the carrier. Manufacturing leads, transportation follows. Wherever the smoke stack of the factory is seen, the whistle of the approaching locomotive is heard in the near distance. This relationship leads to the legitimate inference that of the two manufacturing is the greater civilization today, while in Macaulay’s time it no doubt was transportation. I venture the statement that creameries, butter factories if you please, have in recent years wielded more influence upon our civilization, especially in rural communities, than any other agency. Enthusiastic buttermakers, and only the enthusiastic attend such a gathering as this, are not expected to take issue with this statement.

Whatever removes drudgery advances civilization. The drudgery of the rural housekeeper who not many years ago in addition to the care of the milk, skimmed it and churned the cream, worked the butter and packed or prepared it for market, the drudgery, I say, was immense; we would say today it was intolerable. Think of that old time churning process, undertaken not unfrequently, several times a week. So uncertain were results that, like many other processes that seemed to obey no law, superstition took control and even witchcraft was held responsible when the churning failed. The lucky hand was eagerly welcomed to start the process, and through that subtle influence the labor was supposed to be lightened, the returns quickly realized. On the other hand, the envious vixen was supposed to cast her unlucky spell over the contents of the churn, and work and worry as you might no butter would appear. Refractory churning was misunderstood churning. Misunderstanding leads either to failure or to absurdity, to what is lamentable or to what is laughable. Ignorance has ever been the fertile mother of superstition. So on account of want of accu-
rate knowledge the churn was plunged into hot water or hot water poured into the churn according to whether the operator desired slow or quick action. If this treatment did not bring butter cold water was used instead of hot, and that again failing milk would be added to the stubborn cream. Should any boy be drafted into service, his remedy, boylike, was marked variation in the speed of the dasher. Fast or slow, as the mood came, but when no butter appeared in the cup of the cover the speed and energy were increased until floor and boy were well covered with the escaping cream. Should time, patience and muscle at last prevail, as they generally did, the product was a pale, sickly looking caricature, a very woe begone, abused looking product which might well pass as showing the baleful effect of some witch’s spell. Even the palest oleomargarine would fairly blush in such presence. Though it was known that agitation was necessary and that temperature had something to do with the outcome the extent of the agitation as well as degree of temperature were left to guesswork with the ever present probability of failure. The working, salting and packing or patting of the butter followed, with plenty of hard work and the risk that it would not be palatable when finally it appeared on the table of the consumer.

Modern devices with the knowledge that the creamery has furnished has removed buttermaking from most homes to the factory, and has immensely lightened the work even when it is undertaken in the home.

But you buttermakers have not only brought relief to the house keeper, you have also brought wealth to her and to her husband, the dairyman. The man who has cream to spare, let it be much or little, can sell it at any creamery for what it is worth in the market, and get his check with the most perfect regularity. A steady income is assured, its amount conditioned not more upon the investment than upon his own intelligence and industry. Should this income be unsatisfactory or not up to reasonable expectations, he is driven to make a survey of his own management. Efficiency is the motto of twentieth century business. Efficiency demands adequate returns for investment, sufficient volume of product, too, to repay for care and keep, and a fair margin of profit over the
entire amount chargeable to the industry. Cow census means cow book-keeping. When the creamery check is unsatisfactory or is found to be shrinking, something is wrong, either with the cow or with the cow owner. If with the cow, she must give place to one better suited to dairy purpose, and she must take her place where she will show efficiency, probably in the fattening stall, in the pasture, or may be among the canners in the stock yards. If the owner is at fault he must look to breed and feed, care and keep, probably resort to the silo and alfalfa. If these cannot save him, his case is desperate indeed. The ledger account of each and every cow must show a balance every year in favor of the owner. The account the creamery keeps with its patrons forces the patron to keep a strict account with his cows with the result that cow efficiency is constantly increasing. Hence it has come about that stock has greatly improved, feeding and keeping are gradually attaining the dignity and value of science, returns are becoming more certain and the business of dairying has assumed in the mean time enormous proportions. Think of it. In 1909, the states of California, Colorado and Nevada, the three leading gold producing states in the Union are reported as yielding gold valued at $58,135,000. What is considered a fair estimate makes the products of the dairy industry in this state for 1910 $80,000,000. Add to the gold product of the three states named the output of the mines of Alaska, and their aggregate falls short by about $1,000,000 of what the Wisconsin cow yielded in dairy products alone in the year 1910. The byproducts of increase and fertilizer are not here considered. The Wisconsin cow is a bigger bonanza than the Homestake or any other gold mine, bigger even than all the gold mines in several of the richest gold producing states of the Union taken together.

The dairy business will still further increase with increasing demand, and under the stimulus of devices or machinery that lighten the labor and increase the output. Only a few weeks ago Hon. Niel Nielson, recently a member of the government of New South Wales, visited the State and the University of Wisconsin with a view of comparing the agricultural methods of Wisconsin with those of Australia. Himself a practical farmer and dairy-
man, he told of milking machines in use in his country, and the labor they saved. Within a few days this item was clipped from one of our daily papers: "The milking of cows by machinery has been in vogue in New Zealand for over four years. Over one hundred cows may be milked by one of the machines in less than two hours." That is from four to five times what your best milkers do now. The dairy maid, however sweet her song, is not in it with the machine. Before many years I imagine that Wisconsin dairymen, too, will be doing their milking by machinery. Wisconsin is noted for being responsive to the legend on her coat of arms, which is "Forward."

No industry stands alone. Improvement in any one line of business means at least some improvement in some other line, and some times in many lines. Improvements in dairying have led to improvements in the homes and on the farms. The dairy has made the home keeping easier, put intelligence into the care of cows and their product, and aided materially in conserving the fertility of the soil. You buttermakers have made it possible for a host of farmers to live more comfortably, to improve their homes and barns, and to send their children to college, and to the University, even to own and operate high-grade and high-priced automobiles. This week many farmers and, I presume, dairymen and buttermakers are attending the short course given by the University, where they are learning, among many other things, care of dairies and their products, and probably how to make high-grade butter and cheese and pass intelligent judgment on the same. Only last week one of these pupils, a well developed lad of sixty years or more, remarked while in the office that something was said or done every day in their discussions that gave him a new view of something relating to his business. You buttermakers are compelling your patrons, in their own interest, to build silos, grow alfalfa, and see that stock is well supplied with good water. You are making it possible for your patrons not only to improve their buildings, but also to increase their real estate holdings. Look about you and see if it is not true that your patrons are buying out their neighbors who foolishly persist in raising scrub stock, milking scrub cows, and in trying to live on the income of the scrub farmer. Who has
ever known of a live Wisconsin dairyman following Greeley's advice beyond the limits of our own state. The Canadian Northwest has no attraction for him, Wisconsin is good enough.

The business of buttermaking requires no eulogy from any one. All know something of what it has done and is still doing for our civilization. It has much yet to do in the same line, and this meeting of your Association is for the purpose of taking counsel among yourselves as to what ways and means may be adopted to increase your knowledge of the business and the interest of your patrons in promoting this valuable and successful industry.

I wish that I were qualified by experience or observation to give advice to any one of you, but I am neither a dairyman nor a buttermaker, neither a producer nor a manufacturer, only a humble consumer, but I believe I can say without boasting that I play that part well. I can say also that I am very partial to the family cow that gives good cream and plenty of it, and will not keep a cow that does not meet these requirements. Most dairymen and buttermakers share with me in that partiality. Over twenty years ago I took a liking to the Jersey cow, long recognized as the queen of the dairy and still the queen of the urban pasture, and since that time I have never been without a pretty fair specimen, pure bred and generally registered. Permit me to say that she pays me in being a good looker no less than a good milker. On account of that partiality I might be considered a near dairyman. As to my relation to the buttermaking fraternity, it is one of location rather than experience. My home property is separated only by a fence from the property of one of the best and most successful creameries in the state. This factory is managed by the President of the National Buttermakers' Association (I am not sure of the exact title of the organization) who is at the same time an efficient and worthy official of this body, Mr. A. C. Schultz of Platteville. You see that if I cannot claim to be a near buttermaker I can claim to be near to one of the very best buttermakers in this country.

My friends, you have my most hearty thanks for your kindly attention and marked courtesy, and I must now bid you good-by. (Great applause.)
The Chairman: As we haven't anything more on the program tonight I will give an announcement that the Machinery Hall will open at eight to eight-thirty and the Starter Demonstration by Mr. Meyers and Mr. Ericson will take place there.

There being nothing more, the meeting adjourned.

WEDNESDAY MORNING.

Wednesday morning, eleven o'clock, meeting called to order by the President.

The President called Vice-President F. Bowar, of Cazenovia, to the chair.

The Chairman: Ladies and Gentlemen: The first on the program this morning will be an address by President S. B. Cook, of Cumberland.

PRESIDENT'S ADDRESS.

S. B. Cook, Cumberland.

Mr. Chairman, Members of the Wisconsin Buttermakers' Association, Ladies and Gentlemen:

I am not going to detain you long this morning with an extended address because there is a full program arranged for. However, I have some things to say and some suggestions to make which, if followed, I believe will work out to the advantage not only of the members of this association, but will bring about better conditions in the branch of the great dairy business of the state which we represent. I want to congratulate you on the showing made thus far, both in the exhibit of butter and in the attendance. However, there are over 1000 buttermakers actively engaged in the business of buttermaking in this state and the butter exhibit and the attendance of buttermakers should be much larger. The arrangement of the programs for these annual meetings, designed to benefit the buttermakers, should prove to be a sufficient drawing card. I take it that every buttermaker in this state really desires that improvement be made along all lines of the dairy business which would tend toward manufacturing a better article of butter.