effective method of improving the quality of the butter and cheese made in the state.

It will also reduce the waste caused by excessive competition for milk and cream by a large number of small factories in a given territory, but the plan is so new that the full benefits of its operation have not yet fully been realized.

The success of the plan, when applied to any locality, depends, first, on the creation of a desire on the part of the farmers and operators of a number of factories, for such an organization in order that they may obtain the advantages afforded by it, and, second, success depends on the ability and the adaptability of the field man to the duties of his position.

Mr. Strozinski: Our next speaker on the program is Mr. A. J. Glover.

Mr. A. J. Glover: Mr. Chairman, Ladies and Gentlemen: I think that you all feel a good deal like the little fellow weighing about eighty pounds who called upon his girl weighing three hundred pounds and held her all evening and finally she turned and said to him, "dear, are you tired," and he said, "no, I'm paralyzed." I feel that you are paralyzed. You have been here long enough and you have had enough for one day and I would like to get out of making this speech. I rather think that they put me on at this time on purpose. This reminds me of the story of the Irishman who was crossing a pasture and the bull took for him and Mike started for the fence and as he reached it the bull helped him over and Mike picked himself up and turned around and there was the bull on the other side of the fence pawing and bowing and scraping and Mike said, "to hell with your bowing and apologies, damn your soul, you did it on purpose."

THE PURPOSE AND OBJECT OF THE WISCONSIN DAIRY COUNCIL

A. J. Glover, Editor Hoard's Dairyman, Ft. Atkinson, Wis.

The Wisconsin Dairy Council was organized to unite the efforts of all organizations interested in the promotion of the dairy industry in order that more effective work could be done in educating the consumer regarding the food value and importance of milk and its products. The prices of dairy products in times
of peace have been relatively cheaper than other food products. This condition brought about discontent among the producers and led them to organize in many communities for the purpose of securing a higher price for milk.

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It is not the purpose of the Wisconsin Dairy Council to absorb any of the activities of the dairy and agricultural organizations already in existence, and which have done splendid work in their respective endeavors. The Wisconsin Dairymen’s Association, the oldest of our organizations, is devoting its energy to the increased and more economical production of dairy products; the Cheese Makers’ and Butter Makers’ Associations are endeavoring to improve the workmanship of their members and to improve the quality of butter and cheese. Then, we have breeders’ associations organized for the purpose of assisting them in advancing our several breeds of dairy cattle. There are also marketing associations and various other organizations which are engaged in special fields for the purpose of advancing the dairy and agricultural interests of Wisconsin. The Wisconsin Dairy Council is, of course, interested in the welfare of each one of these associations, but its field is to unite these many organizations for
the purpose of creating a larger demand for dairy products. It proposes to carry the message to the consumer regarding the food value of milk, the food value of skim milk, the food value of cheese, and the food value of butter as compared with other foods. It is not its purpose to interfere in any way with the activities of other organizations engaged in several fields of endeavor for the promotion of dairy industry.

In the early years the Wisconsin Dairymen’s Association represented every branch of the dairy industry. Every dairy activity worked through this association. It set the pace and was instrumental in establishing the Wisconsin Dairy School,—the first school of this character in the United States,—the Dairy and Food Commission, and the Wisconsin Farmers’ Institute. The first job it tackled, after organization in 1872, was to secure a market for Wisconsin cheese.

At this time it sent a representative, none other than W. D. Hoard, later Governor of the state of Wisconsin, to Chicago for the purpose of securing refrigerator cars in which Wisconsin cheese might be shipped to market. The railroad officials rather made fun of this idea and asked if Pullman cars would not be more desirable. But, the refrigerator cars came and a market was opened for the cheese of Wisconsin. The Wisconsin Dairymen’s Association did not stop here, but sent exhibits of butter and cheese to various national exhibitions. The high quality of dairy products selected for these exhibitions led to a demand for Wisconsin dairy products. This was effective advertising. The dairy industry at that time amounted to about $1,000,000 per year and now it is about $190,235,000.

The Wisconsin Dairymen’s Association also sent instructors to creameries and cheeries for the purpose of improving the quality of our butter and cheese. It encouraged farmers to keep a better class of dairy cattle and to improve the character of crops for live stock. To the regret of the early organizers of the Wisconsin Dairymen’s Association, several branches of the dairy industry have left the parent organization and formed associations to deal especially with some particular phase of the industry. The hive became so large that its members swarmed. We now have the Wisconsin State Butter Makers’ Association, the Wisconsin State Cheese Makers’ Association, and the Wisconsin State Breeders’ Association. They again have been divided into smaller units and we have county butter makers’ as-
sociations, sectional cheese associations and many other organizations; in fact, too numerous to mention. Under the wing of the Wisconsin Dairymen's Association we have 115 cow testing associations, which have become the important work of that association.

Those responsible for the organization of the Wisconsin Dairymen's Association, and among them was former Governor Hoard, saw tremendous advantages to the dairy industry of Wisconsin to have all dairy activities remain under its jurisdiction. This would give opportunity for unity of action which cannot be accomplished when each branch of the industry is separately organized. We now see that these men had a clear conception as to how organization could protect and further an industry. We have come here for the purpose of bringing the many dairy and agricultural organizations together that they may again cooperate as was planned by the man who organized the Wisconsin Dairymen's Association.

In making up the Board of Directors, an attempt was made to select representatives from the milk producers, breeders of pure-bred cattle, manufacturers of butter, manufacturers of cheese, condensed milk, barn equipment, milk distributors, Dairy & Food Commission, College of Agriculture, Department of Agriculture, Department of Public Instruction, the press, the consumer, and all our agricultural organizations. We did not know how we could secure the unity of effort desired without interesting every organized effort in the advancement of the Wisconsin Dairy Council.

The producer can never expect to receive more for his milk than the consumer is willing to pay, or what is commonly termed the market price. There are tremendous opportunities for educating the consumer regarding the necessity of milk and its relation to the health and welfare of our people. It can also be shown that milk at its present price is the cheapest animal food offered to the consumer. Here is our foundation. Milk is absolutely essential to health, growth, reproduction, and is the cheapest animal food on the market. It is the purpose of the Wisconsin Dairy Council to carry this message to every man, woman, and child in Wisconsin. It proposes also to point out the food value of cheese and the necessity of butter. Butter substitutes have been vigorously advertised the past few years and they are claiming a large market, which rightfully belongs
to the dairymen of this country. The progress which the substitu- 
tes for butter have made has been largely due to igno- 
rance which the consumer has regarding the importance of but- 
ter and its superior qualities to any substitute. An organiza- 
tion without funds or prestige must of necessity start slow. Not 
much can be accomplished without money. A few generous 
members have made some contributions, which has permitted us 
to start our work. A week after we organized, the power was 
given to those selected to guide the destinies of the Council to 
publish a leaflet regarding the food value of milk. This was 
distributed at the Wisconsin State Fair and at several county 
fairs. We also had a small but effective exhibit at the Wiscon- 
sin State Fair, showing the value of milk, butter, and cheese as 
compared to other foods.

It has been decided that we devote our efforts to educating the 
children of our schools as to the necessity of milk and its effect 
upon their growth and development. We desire also to carry 
this message to the mother who does not know that milk is so 
highly desirable for her growing children. The work that has 
already been done in one of the Milwaukee schools shows con- 
clusively that milk not only improves the physical condition of 
the child, but also improves him mentally. One glass of milk 
is given daily to every child in the schools mentioned, but this 
is enough to produce marked effects. We must also inform all 
consumers that cheese is more nutritious than meat and at the 
present price is a cheaper food. We must also point out that 
butter is not only desirable as a relish but it contains properties 
essential to life and development.

The success of any enterprise depends upon its purpose, its 
necessity, and its integrity. The cow is the foster mother of 
the human race. She has a high purpose. She is necessary 
and she is honest. Proceeding upon this basis and that our chil- 
dren are the most sacred assets of our nation, our message to 
the schools of the state and to the mothers of these children must 
be accurate and clear. In view of all these things, we have en- 
listed our educators and they have responded to our call. C. P. 
Cary, Superintendent of Public Instruction, and Milton C. Pot- 
ter, Superintendent of Schools, Milwaukee, are giving their as- 
sistance in selecting suitable material to be placed in the hands 
of the teachers and school children of our state. We already 
have under way four small pamphlets discussing from various
angles the nutritive properties of milk. We hope that we can have a sufficient number of these pamphlets published that one may be placed in the hands of every student below the high school, and in the hands of our teachers. There are in all, something like 400,000 students below high school age in our state, and there are about 14,000 teachers. About 425,000 of these pamphlets will be required to reach all these people; the cost will vary from $3000 to $4000. The pamphlets are the outcome of the work of C. P. Cary and our Department of Agriculture in the University of Wisconsin. The officers and directors of the Wisconsin Dairy Council hold the opinion that we could not do a larger service to the dairy industry, or serve humanity better, than to advise clearly the teachers of our school children regarding the nourishing properties of dairy products. This is one of the things we have planned for the coming year. We are not unmindful of the necessity of laying plans for a larger work as soon as time and our financiers will permit, nor are we unmindful of placing ourselves in readiness to serve the dairy industry in various phases. It is our purpose now to inform the people of the real value of our dairy products, which we believe will help the producer to secure a fair price for them when normal peace conditions return. It is our desire and hope to have the whole dairy industry in Wisconsin so organized that we shall be in position to secure the necessary funds to inaugurate a conservative and useful campaign in behalf of dairy products. This will take patience, time, effort, and money.

Securing the support of the manufacturers of dairy products, dairy farm machinery, and supplies may be done comparatively easy, but to reach the farm producers in large numbers requires tremendous effort and large expense unless we have the cooperation of every butter maker and creamery manager in the state. We believe the schools offer the most effective way of carrying our information to all people and especially to those who need it most. This method does not have the "dress parade" effect, but in the end educating the child and teacher regarding dairy products will substantially increase the consumption.

If sufficient funds can be secured, it is our plan to present to the public through moving picture theatres information regarding dairy products. A film has been made through the cooperation of the Wisconsin Dairy School and the International Milk Producers’ Association, showing how milk is cared for on the
farm, how it is handled in transit, how it is bottled, and the effects of milk upon growth and development. The picture was designed to educate the consumers regarding the necessity of milk and lead them to understand how much work it is to get a quart of wholesome milk delivered to their homes. It has taken a great deal of time to create this picture, as well as considerable money. Duplicates may be obtained at a reasonable cost. It is such an excellent story of milk that many moving picture theatres would gladly run it provided we supplied it to them. This picture offers splendid opportunity to educate the consumers if sufficient funds can be obtained, and this depends upon those interested in our work. We must first secure money for carrying out our work as outlined in the schools and provide for other expenses which naturally follow in the development of a new organization.

The city of Milwaukee, which consumes so much milk, butter, and cheese produced in Wisconsin, offers opportunity for several months’ work. One milk company has taken it upon itself to have a series of lectures delivered before the various women’s clubs of that city, and it is paying a speaker $200 a month to carry out its program.

It is impossible in a short discussion to mention the experiments which have been conducted to show the difference between milk fat and vegetable and animal fats. It is, undoubtedly, sufficient for this audience to call attention to the importance of bringing before the consumer the splendid growth-producing properties of our products and to suggest to them that it requires some funds to do this work. I feel that every butter maker and creamery manager, when he fully understands the purpose and object of the Wisconsin Dairy Council, will be ever ready to offer his undivided support. It depends upon us interested in the dairy industry to carry the message to the consumer regarding the value of our products, and I trust that you who are attending this annual meeting will be ready to render your cooperation to this splendid enterprise.

Mr. Strozinsky: I take great pleasure in introducing to you at this time the Hon. G. J. Weigle.

Mr. Weigle: Mr. Chairman, Ladies and Gentlemen: I feel a good deal like Mr. Glover about the bull.