Wisconsin Dairymen's Association.

or any particular kind of apparatus or machinery, but we are here to boom the dairy cow and her products. We expect to bring before you living figures to show the difference in herds, to show the difference in particular cows, and even to show the difference in the men behind the cows, and I hope we shall have a very large attendance.

Adjourned to 1:30 P. M. same day.
Convention met at 1:30 P. M.
Mr. Everett in the chair.

PRESIDENT'S ANNUAL ADDRESS.

J. Q. Emery, Albion.

I find some comfort at this time in a statement made by a former president of this association, the late, revered Hiram Smith, who in his address as president at the Sheboygan Falls meeting in 1875, said: "Opening addresses, like the robes of a judge, or the surplice of the clergy, are designed more for show than for service and sense, and it does not so much matter of what materials they are composed, so that they are of regulation cut and of orthodox length."

February 15, 1872, W. D. Hoard, Stephen Favill, W. S. Green, Chester Hazen, H. F. Dousman, A. D. Favill, and H. C. Drake, met at Watertown pursuant to a published call, and organized this, the Wisconsin Dairymen's Association.

As stated by Mr. Hoard, the distinctive necessity which was urged at that meeting for such organization was the low condition of the market, the unmarketable character of the principal portion of our cheese, and the lack of action on the part of buyers to handle our goods. Our only market was Chicago, and three carloads would glut that for a week. We made as a rule a soft cheese and our only market as a consequence was the home demand and the western states and territories.
Speaking of conditions at that time, Hiram Smith once said that western cheese in the markets bore about the same relation to eastern cheese that marsh hay does to early blue grass or timothy hay, and the manufacturers had to leave it to be sold at the country stores, one or two in a place, and replenish as sold. Mail carriers and peddlers disposed of all they could. At one time it was feared that the lightning rod man and insurance agent would have to be called in to aid in disposing of accumulating stock.

Verily, it may be said that the Wisconsin Dairymen's Association "came into the Kingdom for such a time as this."

The second annual meeting of this association was held in the council chamber in this city of Fond du Lac, February 17 and 18, 1874. At that time Hon. W. D. Hoard, then secretary of the association, reported the production of cheese in this state as 10,000,000 pounds, which sold at about ten cents a pound. The product of the Wisconsin cheese factories for 1902 approximates 90,036,000 pounds, which at ten cents a pound (probably an under-estimate), shows a total estimated value of the cheese product of Wisconsin for 1902 to be $9,036,000,—an increase of more than 800 per cent. on the product of 1873.

The published records of the Fond du Lac meeting for 1874 disclose no discussion whatever concerning the production of butter. The production of cheese only was considered. The records of that meeting do not in any way show the butter product in Wisconsin for that year. Such a thing as our present system of creameries was unknown and probably undreamed of, and there were few private dairies. Contrast that condition with the year 1902, when the factory-made butter in Wisconsin amounted to 74,000,000 pounds, and the butter produced upon the farms may be taken at 44,750,000 pounds. The estimated value of creamery-made butter is $14,975,000, and of the farm butter is $8,950,000, making a total estimated value of the entire butter product of Wisconsin for 1902, the sum of $23,745,000.

Basing an estimate upon the U. S. Census for 1900, the estimated values of Wisconsin dairy products for 1902 are as follows:
Wisconsin Dairymen's Association.

Creamery butter .................. $14,795,000
Farm butter ........................ 8,950,000
Cheese ............................ 9,036,000
Condensed milk .................... 347,000
-By-products sold .................. 700,000
Milk and cream consumed .......... 8,500,000
Increase of value of stock ........ 2,500,000

Total .............................. $44,828,000

Including the value of the by-products returned to the farms and estimated at $10 per cow, these figures bring the grand total revenue from the dairy industry of the state for 1902 to at least $55,000,000.

In contrast with conditions when this association met in Fond du Lac in 1874, it is appropriate to state that in total volume of dairy products, Wisconsin holds second place among the states of the Union. In the decade 1890–1900 the value of the total dairy products increased 190 per cent.

The quality of Wisconsin butter ranks high and in large measure because it is made by skilled butter makers. Only two states show a larger percentage of factory-made than the farm-made product.

The better grades of Wisconsin cheese rank high in quality when compared with the world's make. This high quality of Wisconsin cheese is due largely to the favorable climatic conditions existing in northern Wisconsin and in the lake counties, where low and more constant temperatures prevail with comparatively high humidity.

It has been stated by good authority that Wisconsin produces three-fifths of the fancy cheese manufactured in the United States, and thus leads all other states in this industry, New York being second with one-third.

Wisconsin leads all states of the Union in the total number of cheese and butter factories, having in 1902, 2,697, as compared with the 40 cheese factories and no creameries in Wisconsin when this association was organized in 1872.

I have not succeeded in finding any statement of the number of cows in Wisconsin in 1874, but as shown by the U. S.
census of 1900, the number of dairy cows in Wisconsin, including city cows, was 1,032,811. The number of dairy cows on farms June 1, 1900, was 998,397.

The number of farms reporting dairy cows was 156,136.

The number of dairy farms whose principal source of income was their dairy produce was 25,246.

When this association met in Fond du Lac in 1874, there was no dairy school in Wisconsin, nor, indeed, was there any dairy school in the United States, or on this continent. Today Wisconsin is proud of the fact that she has the best dairy school in the world. The Wisconsin Dairy school is the pioneer school of its class. The concept of a dairy school in this state was formed by this association and its members, and action to that end was taken by the association. It was Professor Henry, an honored member and former president of this association, who wrought out into present reality this mighty instrumentality for good in the great dairy interest of the state. More than this, it has been not only the pioneer dairy school, but the model, the guide, for other states. Upon the splendid and enduring and far-reaching achievements of Professor Henry, through his years of unremitting labor, this association looks with a sort of paternal fondness and pride.

In 1900, at the meeting in Watertown, Professor Henry said: "This dairy association is the parent of the Wisconsin College of Agriculture. What that college is today and what its ambitions are rest largely in the backing and help it receives from this association; and, as a child, we are loyal to our parent." And when he said that, our hearts responded: We are proud of the child who has so greatly honored the parent, and our sympathy, our interest, our encouragement, our counsel, and our loyal support shall go with you in your great and useful career.

In 1874 Wisconsin had no agricultural college. But today behold it, with its teaching force of twenty unequaled in quality in the entire country; its new, superb college building, where the farmers' sons can go and be housed in a building the equal of any on University hill; its horticultural-physics building; its dairy building, Hiram Smith Hall,—a monument to the memory of one of the master builders of this association; its spacious
and commodious barns of tasteful architecture; its farms; its flocks; its herds; and above all its body of earnest students filling the buildings and there being taught the great science of sciences, the art of arts,—agriculture. And then, if you would be stirred with a feeling of paternal pride, reflect upon Prof. Henry's words, "as a child we are loyal to our parent."

In 1874 we had no Babcock test. It was a man called by Professor Henry to the Wisconsin College of Agriculture and by him directed to pursue experiments that resulted in the Babcock test, whose benefits to the dairy interests, like the sands of the sea, no man can number.

In 1874 we had no dairy and food commission. Now we have the Wisconsin Dairy and Food Commission, that was fortunate in being launched upon its useful career by so competent a commissioner as H. C. Thom, and more than fortunate during the past eight years in being so efficiently administered by the Hon. H. C. Adams, a member and former president of this association, that it has not only achieved much in strengthening the state laws concerning the sale of fraudulent imitations of dairy products and in prohibiting the sale of adulterated foods and drugs, but its influence through its able commissioner has been strengthened and more widely felt in national legislation, and has been so ably carried on in all its operations, inadequately equipped though it is, as to give it great prestige in neighboring and other states. This is another child of this association.

It most urgently needs an assistant chemist and additional dairy and food inspectors. Your aid is invoked to secure from the present legislature this much needed increase to the working force of this commission.

In 1874 there were no farmers' institutes in Wisconsin. I believe it safe to say that had there been no Wisconsin Dairymen's Association that there would not now be in operation our splendid system of farmers' institutes. This association planted the little seed from which has grown up the great tree.

To these institutions and agencies which I have named, and to others also, the Wisconsin Dairymen's Association points and, like Cornelia, exclaims "And these are my jewels."

But there is another existence that was unknown in 1874,
and to which this association does not point with pride nor own as a child. Need I state that that existence is the fraudulent imitation of butter?

The manufacture or sale of oleomargarine “free from coloration or ingredient that causes it to look like butter” is not prohibited by Wisconsin statutes, but the manufacture or sale of oleomargarine “which shall be in imitation of yellow butter” is absolutely prohibited by the laws of the state. This is a plain statement of the simple, fundamental truths controlling the lawful sale of oleomargarine in this state.

The U. S. oleomargarine law, approved May 9, 1902, in no way whatever sets aside this state law or any part of it. The license which the national law requires dealers to procure to entitle them under the national law to manufacture or sell oleomargarine, confers no legal rights whatever on those dealers to sell any oleomargarine in Wisconsin in violation of Wisconsin law. The U. S. law itself expressly provides this, and the U. S. supreme court has so affirmed in as plain and direct language as is possible in Plumley vs. Mass., 151 U. S., 461.

The way some manufacturers of oleomargarine and their agents juggle with the “artificial” coloration features of the national law to mystify dealers and delude them into the belief that a $6 government license secures to them the legal right to sell as “uncolored oleomargarine” in Wisconsin, a product that plainly appeals to the eye as being “in imitation of yellow butter,” impresses me as a rare specimen of impudent effrontery. However, these manufacturers and their agents and dealers in Wisconsin are fast learning that oleomargarine, to be lawfully salable in this state, must be “free from coloration or ingredient that causes it to look like butter.” It must be without taint of fraud. It must stand in the market upon its own feet. This means that it must be sold at oleomargarine prices. It would seem to be a fundamental principle that a legitimate food substitute should not be in imitation of the genuine article for which it is a substitute.

The oleomargarine laws of Wisconsin, effectively enforced, relieve the producers of an honest product from fraudulent competition and prevent the imposition upon consumers of a fraudulent article.
My immediate predecessor as president of this association, Mr. C. P. Goodrich, upon all dairy subjects that he treats, speaks as one having authority, and not as the Scribes. He speaks out of an abundant experience, an experience long, varied, practical, brainy and successful. We recognize his pre-eminent qualifications to give counsel. And to his counsel we do well to take heed.

His address at Menomonie one year ago was mainly a plea for improvement in the quality of our dairy products, and he made suggestions as to how this improvement may be effected. That address is printed in the published proceedings, and we have had opportunity to read it and to consider it. I commend the suggestions there made by him to the full consideration of the association. Especially do I commend to your consideration at this time his suggestions upon the vital question now confronting us as to the need of more rigid inspection of creameries and cheese factories, and, so far as practicable or possible, their sources of supply. I urge some expression from you upon this subject.

The Wisconsin dairy and food commissioner will urge upon the legislature the need of adding an assistant chemist and additional dairy and food inspectors to the working force now by law granted that commission. Will this association actively support that recommendation? We have reached another pivotal point in our career as dairymen. Shall we go forward? If so, by what way?

The problem of the rural country school is one which this association cannot wisely ignore. It has not ignored it. In 1900, at Watertown, this association placed itself on record as favoring the teaching of the elements of agriculture in these schools. Similar resolutions were adopted at the Mondovi and Menomonie meetings. It cannot now be logically urged against this proposition that teachers are unqualified, because teachers are now required by law to pass an examination in the elements of agriculture, the same as in other branches, to entitle them to receive a teacher's certificate. Whatever the good to be accomplished by the county agricultural schools, and it is doubtless much, it must be apparent to all that they can never reach the great mass of the rural school population.
But this is only one of the rural school problems. The time has come when the people following agricultural pursuits, should with great care study the problems of their schools, and should become alive to the relation of their schools to the progress of their art. "When every other industry is allying itself closely with the schools and seeking changes in the school courses which will be to its benefit, it will not do for agriculture to hold aloof from the educational movements of our times and attempt to run a twentieth century agricultural system on the basis of an eighteenth, or even nineteenth century school system," says Dr. A. C. True, director at Washington, of the Office of Experiment Stations, in one of the ablest articles on this subject I have ever read. The article is published in the year book of the Department of Agriculture for the year 1901.

The problems therein considered are tersely summarized as follows:

1. To provide schools for all children and to bring all children into them.

2. To make the annual school term long enough to give the children thorough instruction in the fundamentals of common knowledge, during the period of their school life.

3. To directly relate the instruction of the school to the practical business of the farm through the employment of teachers in sympathy with farm life and the enrichment of the school course by the introduction of agricultural subjects.

4. The improvement of the material equipment and environment of the school by the consolidation of small schools, the improvement of school buildings and grounds, and the establishment of libraries and collections of materials for illustration.

5. The making of the schools more thoroughly the centers for the intellectual life of the community by the co-operation of the farmer and his family with the teacher, through associations or other agencies.

Some of the men who organized this association are still living. They and others of like spirit associated with them since, have made this association the mighty force it has been during all these thirty-one years in promoting the dairy interests of this great state. These men and this association backed by and
upheld by them, have ever been characterized by a progressive spirit. Their shoulders have been kept continuously at the wheel of progress with vigorous, persistent push. I believe I do not under-estimate the good work done by any other person when I say that of those who founded this association or with it have wrought out its history, former Governor Hoard has ever been conspicuous in leadership. As the tallest peaks of lofty mountain ranges catch the earliest gleams of the morning light and reflect them to other peaks, so he has ever caught the first gleams of the rising light of dairy knowledge and has reflected them to his fellows. Present at the organization of this association in 1872, at the first annual meeting in 1873, from 1874 when the second annual meeting was held in Fond du Lac, until 1903, when it again meets in this city he has missed only one annual meeting. We extend to him our warmest greeting and gratitude. He has fought a good fight. We feel toward him as did the little girl toward her mother when she said: "Mamma, I am so glad you were born into our family!"

Nor are we, the later members of this association, unmindful of the great work done and the mighty results accomplished by other founders and veteran workers of this association. They, too, shall ever receive our honor and our praise. We are glad that so large a number of those who have built up this great Wisconsin dairy industry are yet in active life and are with us on this occasion.

And now we of this later generation of dairymen, heirs of the generation soon to pass away, are here that you, the veterans, the "old guard," may make this a christening occasion, a baptismal occasion, if you please, of this oncoming generation.

We do not ask for any "mere sprinkling of diluted platitudes." We ask that you may lead us into the great depths of your knowledge and your experience and your power, and that you will pour out upon us abundantly of your ever-progressive and conquering spirit.

Let us as dairymen be not untrue to the motto of our state. Great as has been the progress in dairying in Wisconsin in the past, still greater advancement is possible and necessary in the future.
We need greater advancement in the selection, breeding, feeding and care of the dairy herd; greater advancement in the production of good, pure milk from healthy cows, and in the care-taking of the milk. We need greater advancement in the quality and particularly in the uniformity of dairy products throughout the state. We need greater advancement in establishing and maintaining a reputation and market for dairy products. We need greater advancement in the development of high-class dairymen. We need to make advancement in securing for ourselves larger profits, by reducing the cost of production to the lowest point, by the highest efficiency possible in the methods that are used. We need to catch and to hold and to be moved by the spirit of the twentieth century.

For this onward movement, let this association at this meeting, through the speakers who occupy this platform, and those who take part in discussion, give forth the command in tones of such clearness, force and persuasiveness as to be heard and obeyed everywhere throughout this great commonwealth. Dairymen of Wisconsin—Forward!

The following committee was appointed by the chairman to consider the suggestions made in the president's address, viz:

Mr. A. J. Decker, Fond du Lac.
Mr. F. H. Scribner, Rosendale.
Mr. E. C. Jacobs, Menominie.

The Secretary: I happened to be thinking along some of the lines of the president's address, and I took a little time to draft a resolution, and as the matter is up, I believe I will read these resolutions here:

Resolved, That the Wisconsin Dairymen's Association, which for thirty-two years has been the recognized representative of the dairymen and dairy interests of the state, and as such, for many years has received annual appropriations from the legislature (for two years past, four thousand dollars annually) to enable it to carry on its work of instruction and inspection, demands, as of right, that all imitations of and substitutes for dairy products