crease in the sale and price of live stock from year to year. As soon as a community gets a cow testing association under way, just so soon will it attract buyers of dairy stock from various parts of the country. A community with a cow testing association has the further advantage of cooperating in disposing of their cream and milk and in buying their feed. The dairy farmers will soon learn what feeds they want and how to grow and put up such feeds as are wanted.

Wisconsin leads not only in the number of cow testing associations and cows under test by those associations, but also in the number of cows that are being officially tested and in the amount of butter and cheese made. Wisconsin leads in the production of butter fat per cow and Wisconsin produces about three-fourths of all pedigreed grains grown in this country. In order that we may continue to lead as a dairy and agricultural state, it will be necessary to keep up the good work of educating and applying business methods to Wisconsin farming.

I believe the day is not far distant when the testing of cows will be accepted as official by the various breed associations. Of course, to accomplish this it will be necessary to take preliminary milkings and the tester will have to stay longer at each farm. This would mean that the expense of carrying on the work would be higher, but as the value of this work is recognized more fully from year to year, I believe the dairyman who wants official work done will be willing to pay the difference.

LETTER FROM EX-GOVERNOR W. D. HOARD,
FT. ATKINSON

I regret that the infirmities of old age make it impossible for me to meet with you. If I did gather with you, there would not be one among you who were my comrades in those first days of sowing the seed of dairy ideas that has now grown to a wonderful harvest of results. None of us dreamed in those first days of seeing Wisconsin such a great and important dairy state. We only felt that we were dealing with a great and lasting principle which, when unfolded to its full working, would bring a new order of agriculture into being.

Those far-sighted men who showed their great faith and
toiled with me in the struggle to get the Wisconsin farmers to stop and listen to us in those days, how can I ever forget them!

The opening page of your program gives a short sketch of the feeble dawning of this light that has enlightened Wisconsin to her furtherest borders and has swept on to the enlightenment of almost every state in this great Union.

All were farmers except W. S. Greene and myself. Mr. Greene was a large manufacturer of flour at Milford in Jefferson county, but he was a man of large vision and saw the necessity of a change from the plow to the cow more clearly than most of farmers. Afterward he became a member of the famous firm of Cornish & Curtis, manufacturers of the rectangular churn, who built up a vast trade in dairy implements that is now carried on by its successors, the Creamery Package Manufacturing Company.

One of the chief and most interesting features of this great dairy development has been the wide range taken by the invention of new dairy implements. The farm dairy of the early 70's had but few good utensils, and those often were crude in conception. The true philosophy of milk handling, cream separation, and butter making was but little understood by the average farmer. Neither did he understand the flavor and character of the best commercial butter. What was good enough for him on the farm, he thought, ought to be good enough for the city consumer. One of the first efforts we made was to get the farm butter makers to put their butter in eight-pound pails and consign it to commission merchants in Chicago.

That was necessary in order to educate them to understand what the standard of quality it was that brought the highest price. I remember holding a large dairy meeting at Lake Mills and sending to Smith & Dexter of Chicago for two eight-pound pails of the finest butter that they had. Mr. Dexter came up to the meeting and explained the price that butter sold for as against the common farm butter. A hundred or more farmers' wives attended that meeting and sampled that butter, and for the first time in their lives got an idea of what fine commercial butter was, with its difference of ten cents a pound. That was a great object lesson. In five years' time there were 1,500 farmers in Jefferson county shipping their butter by express to Chicago and getting the sharp, merciless education of the
market. The country store would not tell the wife of the faults of her butter, but the price it sold for in cash told her without fear or favor, and good butter making grew amazingly. Many times in later years I’ve wondered if we would not swing back again to the making of fine brands of farm butter. The market is here, the methods of distribution are cheap and ample, and the family demand would be enormous. Even now certain large creameries make butter for family supply and get good prices for it.

Standing where I do in these later years, I can see the broad panorama of dairy development in all lines spread out before me over these forty-five years of the life of the Wisconsin Dairymen’s Association. Most of that noble band of workers who laid the foundation of Wisconsin’s dairy prosperity have passed to their long rest. They were good men, every one of them, wonderfully unselfish, attending our conventions and farm institutes without pay and bearing their own expenses, with the sole object in view of getting the farmers to see the better way of doing things. Nearly all of our special features, such as the Dairy School at Madison, the farm institutes, the expansion of dairy husbandry, in many ways found their origin in the Wisconsin Dairymen’s Association.

What a wonderful force it has been, working upon the minds of our farmers to the enlargement of their knowledge and judgments in the making of prosperous dairy farmers. My vision and memory of all these mighty results cannot last many years more, but I am glad I have lived amid these fruitful years, and I bid you be of good cheer. Keep your eyes to the front. Be forward looking. Have faith in the renovating power of sound knowledge and the stimulating effect of a broader intelligence.

Here is a simple question for every farmer to ask himself: Who are the most prosperous dairy farmers, the best representatives of this great industry? Are they the most intelligent and progressive or the most ignorant and unprogressive? Apply those questions as a touchstone to our own lives and you need not fear the results.