Let QUALITY Be Our Motto

Never in the history of this grand state of ours have the Dairymen been confronted with a need of a more concerted effort to maintain the quality of both our dairy cattle and the dairy products which we are putting on the market.

We have increased the number of dairy cattle in this state within the past few years, almost what would seem impossible for us to maintain, but on the other hand, have we been as anxious to better the quality of our cattle and products as we have been to increase the quantity?

Our incomes from cattle and dairy products have been quite satisfactory which is proven by the fact that farm mortgages and indebtedness are decreasing each year.

Let us not plunge into unwise investments in either real estate or livestock which would create obligations that might be hard to meet in the postwar reconstruction period which is sure to follow.

Wisconsin, with its thousands of dairy cattle, with acres upon acres of productive farm land, with its varied industries and factories, its wealth in natural resources, can always be depended upon to bear her fair share in the reconstruction of our country.

Arthur W. Ritchie
President, Wisconsin Dairymen's Association