A Member—How will we reach you, what is your address?

Mr. Beckerle—Just address the Free Employment Office, Milwaukee, Wis. There are some cards and blanks in the rear of the hall that will show you something of our methods and the way in which we want to help you.

A Member—How many offices is the State conducting?

Mr. Beckerle—Four, one at Milwaukee, La Crosse, Superior and Oshkosh.

A Member—Should we send an order to the Milwaukee office and our farm is nearer to one of the others, how would our order be taken care of?

Mr. Beckerle—A copy of your order would be sent to the office nearest to you and if they should not be in position to take care of it, it would be returned to the Milwaukee office, but this is very seldom the case.

A Member—You say this service is free to all. How can you pay your expenses and where do you get your salary from?

Mr. Beckerle—This is all paid for by the State. You are paying for it indirectly when you pay taxes, but the amount is so small that if you were to take it out of your pocket, you would have to change a very small piece of coin; in fact, I do not believe there is a coin small enough to change.

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WISCONSIN LIVE STOCK AT THE PANAMA-PACIFIC EXPOSITION.

George McKerrow, Pewaukee.

The time is limited, one of the rules of every good Scotchman is to feed regularly and we are pretty near to feeding time, so I am not going to give you many preliminaries; indeed, I do not need to do so with an intelligent audience like this, composed largely of stock men.

I do not need to stand up here to tell you that the Wisconsin breeders have been making progress. I do not even need to tell you that the story told last night on the Holstein cow has got to be a slander on many of the Holstein cows of Wisconsin, because now the Holstein breeder has his cow bred as to quality as well as quantity, and he is breeding cows that, when he drops a dollar into the bottom of the full pail of milk, he cannot read "In God We Trust" at the bottom.

I do not need to tell you that the Jersey fellows have so bred up their cattle that when they drop that same dollar to the bottom of the pail they cannot read "In God We Trust," because the Jersey cow now gives milk enough to cover it. This is an age of progress and Wisconsin has the spirit of progress.

Why Wisconsin Should Exhibit at This Exposition

At this present time it is pretty hard to talk to you in Wisconsin on what the Panama Exposition live stock show from Wisconsin is or is going to be. It would be very much like counting your chickens before they are hatched, and when I was in the poultry business and counted
my chickens before they were hatched I usually had a disappointment.

Why should Wisconsin make an exhibit of her live stock at the Panama Exposition, and why should the Wisconsin Live Stock Breeders' Association go to the World's Fair Commission and ask for a part of the State appropriation to be used in making such an exhibit? We did that; now, why did we?

We did it because we believe that the subject of live stock breeding in Wisconsin is one of the major factors in her prosperity. We believe, and we know

It is true that just now Wisconsin does not hold the world's record in cows. Murne Cowan and May Rilma are not Wisconsin cows, but only a few years back, you know, Wisconsin had the world's championship in Colantha 4th's Johanna. Just back of that Yeska Sunbeam; at the World's Fair at St. Louis she had the great producing cow, the greatest, Loretta D., came from Wisconsin, a Wisconsin Jersey, and still back of that, at the World's Fair at Chicago, she had that other great Jersey cow, Brown Bessie. We believe


from the figures, that the live stock of Wisconsin is the greatest dollar-producing element in the State. I will speak of just one phase of that, the Dairy Industry.

You have been told from this platform that the dairy industry now brings into the pockets of the farmers of the State one hundred millions of dollars annually. Other lines of live stock are also bringing in very large amounts. Wisconsin live stock is pretty well known all over the United States and in foreign countries, but we want to have it better known.

today that the test records, the official records of our great grades and pure breds in Wisconsin herds stand at the head of any other records of an equal number found in any State in the Union.

I said we did not have a new world's championship, but the blood of Murne Cowan had its source back here in Wisconsin. Her pedigree runs back to our Lilyella and Lilyita, two great cows, both bred in a neighboring county and developed and brought forward to the world up in Fond du Lac county, and you who are interested in dairy
cattle will remember that when their records were published to the world and the official test showed one at 710 pounds of butter fat and the other at 760, that the people threw up their hands and said, "it cannot be." Very few owned 700-pound cows in those days, and I very well remember as I stood beside the Guernsey show ring at our State Fair at Milwaukee and saw my old friend, C. P. Goodrich, of Ft. Atkinson, place the blue and red ribbon in the yearling heifer class on these two animals, that were not polished for show purposes, I heard some of the best breeders of this country say, "The old man has made a mistake, there are two or three better heifers in that ring than those he has placed at the top." There were heifers there whose tails were better groomed, whose horns were in better form, but when that expert old dairyman looked at the outline of those animals as an indication of production, he had not made a mistake, and back at the time when they made their record we were all ready to say that the old man at Ft. Atkinson could see as far into a cow as any other man.

Now, why should Wisconsin make a live stock exhibit at this World's Fair? If you will go back to the records of the World's Fairs and Expositions and the great shows of this country for the last twenty years, you will find that Wisconsin herds and flocks have at all these great shows carried off more of the high honors in proportion to the numbers shown than have those from any other State or any province on the American continent, so we have that precedent to stand upon in considering this matter of making a show at the Panama Exposition.

Four Shropshire Lambs, bred and owned by Geo. McKerrow & Son's Co., Pewaukee. These Lambs are being fitted as Yearlings to show at the World's Fair.

Individual breeders went to the expense of making these shows until the time of the World's Fair at St. Louis. The organization that I represent here today, the Live Stock Breeders' Association of Wisconsin, felt that the live stock interests of Wisconsin were as much entitled to the State appropriation to make their exhibit as were the manufacturing or educational interests of the State, and so, through a committee, they appeared before the World's Fair Commission back in 1904 and asked that a part of that appropriation be
given for that purpose. At the first meeting they were turned down, because there was no precedent for it, no money had ever been appropriated and used along that line, but we got a second hearing and succeeded in convincing those men that the Live Stock Association was entitled as much as anything else to a part of that fund, and the exhibit was made at St. Louis, and if you will pick up the report of that Breeders’ Association, decided to go before the present Commission and ask for a part of that appropriation for an exhibit, and they were granted $10,000.

Now, you may ask again, Why? Why is it needed? Why can’t the breeders of live stock make their own exhibit? And many say at these great Fairs it is always a losing proposition.

Now, the live stock of Wisconsin must be pushed, must be advertised,

The McKerrow home on farm No. 1, Guernsey Cattle, Shropshire and Oxford Sheep in the foreground.

Commission you will see that the live stock of Wisconsin made one of the best and most creditable shows in that exhibit, and if you will look up the record of the prizes you will see that Wisconsin was clear on top at that World’s Fair, winning more prizes in proportion to animals shown than any other State or province.

So when an appropriation was made for the Panama Exposition, this same organization, the Wisconsin Live Stock just the same as any other line of our industries which are being pushed and advertised. At this Fair at San Francisco, it is going to cost somebody a great deal of money, a great deal more to make a live stock exhibit than they will ever get back. That is certainly true, as I know from an experience of over forty years. Other exhibits can be made a great deal more cheaply and with very much less risk. Live stock is perishable, the feeding of high-class
animals to get them in form to go to San Francisco to win honors for the State of Wisconsin is a big job, they must have the very best of care, both before they go and after they get there, and they must be of the very best character. It would be useless for Wisconsin to pick a lot of second or third class stock, such as a man would send to his County Fair, and send them to San Francisco to represent the good qualities of Wisconsin stock. That would simply advertise that our stock was very mediocre in quality, so it must be the best animals from our herds and flocks that shall be used for that purpose.

Then, too, we must remember that there is a long journey across the continent, a journey of from seven to ten days' duration, and you know what that means with high-class, well fitted animals, you know of the shrinkage, you know that some of your animals will deteriorate, or, as the stockman puts it, be "knocked out," so the live stock men. I believe, showed good sense in asking for, actually demanding, a part of this appropriation to insure against these heavy losses.

Wisconsin Has a Reputation to Sustain

Now, the question is, What are we going to do with it? Advertise Wisconsin live stock. And why advertise at the Panama Exposition? Well, one reason is that there will be there representatives from great live stock countries across the Pacific and to the south of us, Japan, New Zealand, Australia, and the South American countries. All of these will have representatives there to study the live stock shows at that great exposition.

Wisconsin already has a reputation and she must keep it up. In one breed of dairy cattle she has more in numbers than any other State, the Guernseys. In the Holsteins she stands second. She has within her borders the greatest show herd of Ayrshires and she has high-class Brown Swiss. She has some of the best Shorthorns in the world. She has some of the best sheep that can be found on this or any other continent, and she has good swine and she has some high-class horses, although she does not stand out as a horse-breeding State. Her reputation in dairy cattle is pretty well established, and these countries I have mentioned, even Japan, Australia, New Zealand and South American countries have within the last three or four years' time been buyers, either of pure bred or high grade stock, here in the State of Wisconsin. We do not want some other State or some province of Canada to go there and make exhibits along live stock lines that will over-shadow the exhibit that Wisconsin can easily make if we have a chance, and this applies not only to pure bred stock, but particularly is important to the farmers of Kenosha and Racine counties, and all the other farmers of the State that are well forward in breeding good stock, that this particular part of the business, the building up of fine grade herds, grade herds of high class, shall be encouraged everywhere, and Wisconsin's work in this direction recognized.

Looking at the wide question of the value of the live stock of this State, I say that it is the grade stock that are being bred up that are adding most liberally to the value of the live stock of this great State. We must show to the world that we have good grade stock, as well as pure bred, so everybody will get the benefit from this way of advertising our Wisconsin live stock.

I said I was not going to talk so as to keep you away from your feed, because these men who feed these high-class
animals to go to such shows as the Panama Exposition, know full well that they have to start early, that they have to get these animals in condition slowly, so that they may stand this long journey across the continent. We know something about a trip of that kind. We sent an exhibit to Seattle, it took seven days on a special train without unloading, and we found that some of our very best animals had gone back so that they were down the line and the animals, many of them, that we expected to do well with got no prize money, while some of our second-rate animals won out.

I am going to stop. We hope you will keep up your interest and help us push this thing through.

**DISCUSSION**

A Member—Were there any Holsteins among those first prize cows you spoke of?

Mr. McKerrow—Yes, Colantha 4th’s Johanna took the record for seven days, thirty days, ninety days and a year.

A Member—Tell us about this new Holstein that so much is expected of.

Mr. McKerrow—She hasn’t finished yet; she is making a great record, and we Guernsey fellows are hoping she will hold up some, but fear she won’t.

A Member—When will that exhibit be ready?

Mr. McKerrow—I have not said anything about what we propose to do. There are a great many Wisconsin breeders who have started to get ready, but just at the present time, with the foot-and-mouth disease and the quarantine and all those conditions staring us in the face, we cannot say anything definite. The live stock exhibit is on in October and November. We propose, if any State is able to make a good show, we propose that Wisconsin shall have one of the best, and that is all we can say about it at the present time. Many of our best breeders are fitting for it.

A Member—What will you do with the appropriation if we cannot show?

Mr. McKerrow—I have no doubt that we will be able to show. I will tell you what we did in 1904. We only spent a little over nine thousand dollars of the ten thousand dollars appropriation. The Commission told us we were the only class of people that didn’t spend all the appropriation we could get and ask for more, and they rather intimated that we farmers were not quite onto the game. Now, we will have to put our heads together and find some way of sustaining that reputation. It won’t do to let it go back to the State Treasury as we did in 1904.

A Member—Perhaps we can hold it for 1920, for the Plymouth celebration.

Mr. McKerrow—Maybe we can.

Recess to 1:30 P. M.