

## OPENING ADDRESS.

By CHARLES R. BEACH, Whitewater, President of the Association.

*Members of the Wisconsin Dairymen's Association, Ladies and Gentlemen:*— Permit me on this tenth annual meeting of this association to congratulate you upon the favorable circumstances under which we have met, and at the same time to congratulate not only you, but the whole body of Wisconsin dairymen, upon the rapid development and growth of this great industry, its present prosperous condition and the favorable outlook for its permanence and continued prosperity. The most sanguine of those of you who ten years ago met to organize this association could not have anticipated the growth of to-day. To-day, Wisconsin butter and cheese are known and their merits recognized wherever, throughout the world, American products find a market. Ten years ago, the products of the dairy of this state amounted to about twenty four million pounds of butter, consumed mostly at home, and not far from sixteen million pounds of cheese. The products of the current year will not fall much below seventy million pounds of butter and thirty million pounds of cheese; and the quality has improved in a ratio almost if not equal to the increase of the production. Our system of cold storage, our improved methods of transportation by refrigerating cars and ice compartments on steamships, are entirely the growth of the last ten years, so that we are to-day enabled to place our products in almost every market of the world as sweet and as fresh as when sent from the dairy or factory.

Perhaps there is no single branch of industry that has within the past ten years brought so much direct wealth to the state as dairying. But valuable as is the wealth the dairy has produced, the direct and indirect influence which is exerted in stimulating and elevating all the branches of farm industry, together with its tendency to call out and give full play to all the higher intellectual qualities of those engaged in production, are of still greater value.

The success which has thus far attended dairying in Wisconsin may be attributed in part to our favorable location. Our cheap lands and cheap corn have given us an advantage over the dairymen of the older states. But, beyond us, toward the setting sun, vast states with boundless capacity for production will soon be to

us what we are to the older states. Iowa already begins to claim to be the banner state for butter, and beyond is Dakota. And so the dairy business takes root and spreads with a rapidity equal to that of civilization, and we in the future will have to meet this growing competition. We can do so successfully only in two ways; by either so conducting our business that our products will cost us less, or by making a better article that will sell for more.

Which is further necessary for the dairymen of Wisconsin to learn or to do, so that uniform excellence shall be the rule rather than the exception, and at the same time be able to produce our goods at so low a cost as to defy competition and still yield a profit to producers? All true progress in any branch of productive industry is a growth resulting from the skill which comes from long practice, as from the increase of theoretical knowledge is indispensably necessary, but it requires time and practice to make its application perfect. Time will work improvement in our business, and we must not be disappointed over our progress. One of the most serious obstacles in the way of further progress of the dairymen of Wisconsin, is a want of financial knowledge of their business. There is not any class of business men, outside of farmers, from the banker to the keeper of a corner grocery, but have their day-books and their ledgers, their invoices and their balance sheets. To pursue any other course would be to court failure, to insure financial ruin. But how is it with dairymen? What do we know financially of our business? How many of us can tell the amount of his own capital invested? How much in land, how much in cows, how much in teams and tools? How many of us can tell the exact amount of our gross income, and the sources from which it is derived, or any equally correct statement of money expended, and for what?

To these and a hundred other similar questions that might be asked, the answer would be the same, "I don't know!" It must be obvious to the dullest of us that the same accurate financial knowledge deemed so indispensable to the railroad manager, the manufacturer, and the merchant, must be equally beneficial to the dairyman. Our business is equally as important as theirs. We claim to employ more capital and labor than any other productive industry in the state. And is there any reason why we, as dairymen, may not acquire this knowledge? Is our business so intricate

and complicated that a financial exhibit of it is impossible? It would, no doubt, cost some effort to keep such accounts as I have indicated, but the keeping of them alone would be worth all its cost, simply as an educator, to say nothing of the practical knowledge acquired by it. It would teach us to be more methodical and systematic, our perceptions would be clearer, and we would be able to lay our plans with more precision and with more reasonable assurance of success. It would be more for us than all the agricultural colleges in the country. If any one of you feel that you would make a failure in attempting to keep such accounts, teach your boys book-keeping and let them do it. Take them into your confidence, give them an exact statement of your financial condition, and then with them make out an invoice of capital invested in land, in cows, in teams, in tools, and in feed. Report to them all transactions which in any way relate to your business, and then require of them a periodical statement of what has been done, and what it has cost. By so doing you will be surprised how much can be learned, and how many things can be clearly demonstrated; and you will be still more surprised at the interest the boys will soon learn to take in all the operations of the farm. They will learn to love the business, and come to feel that it is capable of being so conducted as to be something higher than mere drudgery. By such a course you will elevate your business and improve your finances, educate your boys to be business men, and still keep them on the farm.

I sometimes think we treat our boys as though they were only boys until they are twenty-one years old. The present tendency in all branches of business, and in all mechanical operation, is to division and subdivision of labor, and no man may hope to succeed only by putting forth efforts in a single direction, and making a specialty of some particular department. The same rule in a modified sense applies to farming. Too many of us who claim to be dairymen make our dairy work secondary to other farm labor, and attempt as much farming as though we kept no cows, often expecting the men and boys to milk at unseasonable hours, to a loss of profit in the cows, and a loss of love for the business in the boys.

The good dairyman must be a good farmer, but the highest success is attainable by subordinating the other farm work. To improve and elevate dairying it must be made more of a specialty.

By concentrating our energies on the business we may create an interest and enthusiasm that will wake up a whole neighborhood. Some definite standard of excellence should be fixed for future progress. If cows paid \$50 per head last year they should be made to pay \$60 next. Though new and improved breeds are introduced with apparent success, it is questionable whether the average yields exceed those of ten years ago in dairying. It is questionable whether the building of air-tight barns has not had a tendency to deteriorate the cows. This is worth thinking of. Good cows will pay interest on capital invested; poor cows are like Pharaoh's lean kine, eat up all the rest. The matter of food, then, should be carefully considered in the light of science and experience.

One of the most hopeful signs of the times is the readiness learning manifests to be the servant of labor, and the amount of services which she proposes to give will be only measured by our capacity to receive and apply. But financial knowledge and scientific knowledge will not in themselves insure progress in our business unless united with enthusiasm in those who engage in it. The roadway may be perfect, the cars ample, the engine in complete order, but unless you have steam to apply, the train will stand still. Enthusiasm is the impelling power in all progress.

The future outlook of our business is most flattering. All that has been accomplished are but so many promises of our future continued success. New markets are everywhere being devised; new and better methods of manufacturing are being adopted; information relating to all branches of our business is being more generally diffused. Our products are becoming more and more active, of prime necessity their consumption is continually increasing, a higher standard of excellence is being demanded, and the dairymen of the state, in view of these incentives to greater interest in their calling, will doubtless keep abreast of the times.

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Hiram Smith in the chair.

Undoubtedly there are many people present who have never heard Mr. Lumbard, of Chicago, sing. We would be glad to have the gentleman favor the audience with a song. Mr. Lumbard sung the Scotch ballad entitled "Are you sleeping, Maggie."

The secretary was instructed to send "greeting" to the American Dairymen's Association in session at Syracuse, New York.

H. J. Bumford moved to adjourn until 9:30 A. M., Thursday.

THURSDAY, January 12.

The association met at 9:30, pursuant to adjournment, President Beach in the chair.

The following dispatch was read by the secretary:

SYRACUSE, N. Y., January 12.

*D. W. Curtis, Secretary Wisconsin Dairymen's Association:*

The American Dairymen's Association heartily return greeting. Success to the dairymen of the growing west.

T. D. CURTIS *Secretary.*

## COMMITTEES.

The president appointed the following committees:

*On Resolutions* — W. D. Hoard, Fort Atkinson; R. D. Torrey, Oshkosh; Chester Hazen, Ladoga.

*On Nomination of Officers* — Hiram Smith, Sheboygan Falls; R. F. McCutchen, Whitewater; N. W. Morley, Baraboo.

*On Dairy Utensils* — A. D. DeLand, Sheboygan Falls; George Lawrence, Jr., Waukesha; B. J. Holden, Plymouth.

*On Finance* — Wm. Elwell, Sheboygan; George End, Sheboygan; J. De Smith, Sheboygan.

*Judges on Butter and Cheese* — H. A. Barber, Chicago; H. O. Freeman, Sherman, N. Y.; J. De Smith, Sheboygan.

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REPORT OF SECRETARY.

*Mr. President:*—The expenses of the secretary's office the past year, for stationery, stamps, express on reports, telegrams, etc., has been \$50.05.

An itemized bill has been furnished the executive committee.

Respectfully submitted,

D. W. CURTIS.