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WISCONSIN

The Great Dairy State

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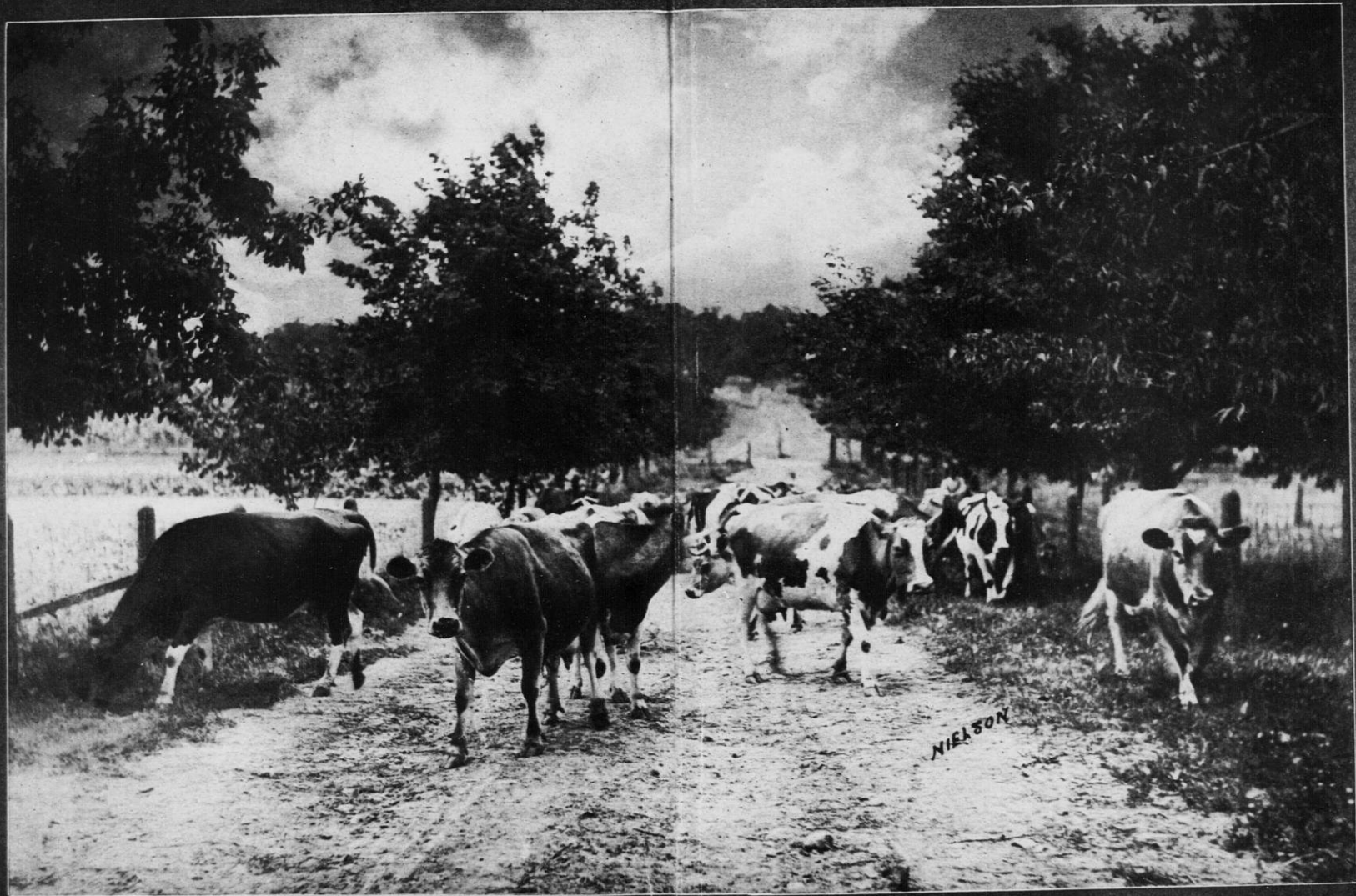
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HOMeward BOUND



Wisconsin the Great Dairy State

BY

B. G. PACKER

Commissioner of Immigration

Published by

WISCONSIN STATE BOARD OF IMMIGRATION

JOHN S. DONALD, Secretary of State

H. L. RUSSELL, Dean College of Agriculture

O. G. REWEY, President State Board of Agriculture

B. G. PACKER, Commissioner of Immigration



MADISON, WIS.

WELCOME TO WISCONSIN.

Welcome to Wisconsin!

All ye who wish to toil;
Vast harvests are awaiting
The tillers of her soil.

Welcome to Wisconsin!

All ye who come for gain;
An empire's wealth lies hidden
Within her broad domain.

Welcome to Wisconsin!

All ye who would be free;
The justice she dispenses
Is famed from sea to sea.

Welcome to Wisconsin!

All ye who seek the chance
To join the van of progress
In the world's new renaissance.

WILLIAM DAWSON,

March 30, 1914.

Madison, Wis.



AN ABUNDANT CROP

More than one and a half million dairy cows are demonstrating that Wisconsin is the most distinguished region of butter and cheese production on the American continent. Consult the latest federal reports or the last United States Census, add the heifers and this number is enlarged by tens of thousands. With this stupendous total, Wisconsin's cows might occupy one side of a dairy building extending from Lake Michigan to the Atlantic, and the other half of the same barn would be needed to house its young cattle and those other than dairy type.

And such an assemblage would necessitate uncomfortable crowding. Badger farmers own and have developed more pure bred dairy cattle than can be found in any other state. Within its borders are 3,000 cheese factories and creameries; 43,000 silos; 94 community breeders' associations; 18 cow testing associations with 13,473 animals entered in 1914, and still large areas of idle lands unsurpassed in fertility awaiting clearing and development to support several million more dairy cows. Wisconsin dairymen already have produced numerous record breaking cows and viewed in the light of actual possibilities the dairy industry is only nicely started.

But of what value are all these facts to a homeseeker? The fact that the state has long since passed its speculative or uncertain era of development should be a big item. From the days of sacred history "the land of milk and



NATURAL ADVANTAGES

Page Five

honey," dairy districts have been prosperous, contented communities. The last census proved there are better farm buildings in such sections than in other large agricultural areas. And many reasons account for this splendid condition, among others, permanent and increasing fertility, certainty of revenue, economic marketing, and profitable cooperation between producers. Bewildered by a multitude of land proposals from sections which must yet establish their agricultural worth as has Wisconsin, the homeseeker can well afford to consider a region renowned for its dairy and live stock industry and sureness of crops.

CONDITIONS FAVORABLE

The diversity of surface features makes the state not only remarkable for its beauty, but favorable topographic conditions, soil, water,



MILKING TIME

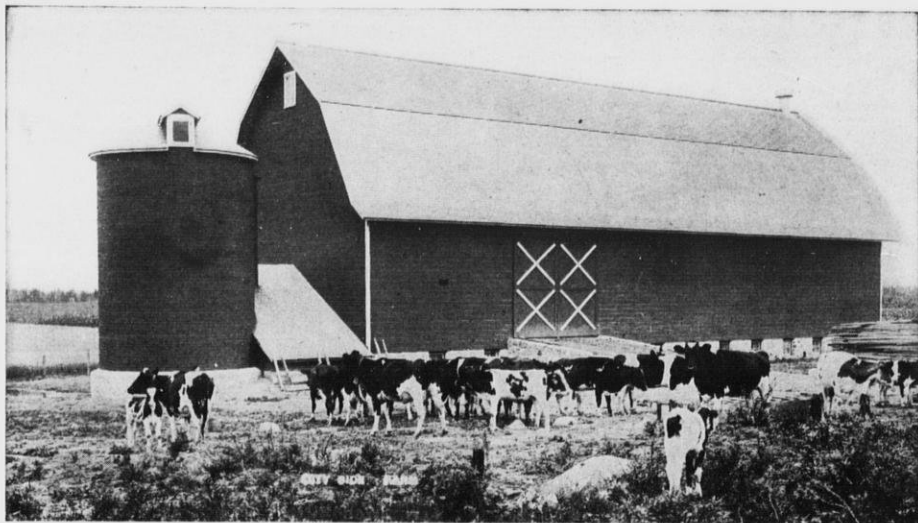
vegetation, climate, shade and relative freedom from discouraging diseases have been the admirable groundwork upon which has been built Wisconsin's eminent dairy industry. The soil largely of glacial origin, although varied and difficult of description within limited space, is a type noted the world over for its long continued productiveness under fair treatment. Information concerning this subject may be had for the writing. Results of surveys are free.

Temperatures throughout the state are conducive to the production of high class dairy products. Quoting from Bulletin No. 223, published by the Wisconsin Experiment Station, "The northern portion averages about eight degrees cooler in winter than the southeastern portion, about five degrees cooler in the spring, about four degrees cooler in summer and about six degrees cooler in fall." However in amount



THE ACREAGE OF CORN IS RAPIDLY BEING EXTENDED IN ALL
THE UPPER COUNTIES

of *effective* summer heat, the difference in temperature is less marked. There is plenty of rain and when needed. The chief item of interest to most people contemplating dairying is whether there can be produced in sufficient abundance a varied vegetation suitable for the well balanced ration of dairy cows. For its grasses Wisconsin is deservedly noted, credited by federal reports with exceeding in acreage the total raised in the South Atlantic states, and in yield per acre outranking all the principal hay producing states—Iowa, New York, Nebraska, Kansas, Minnesota, Missouri, South Dakota, Illinois, Ohio and Pennsylvania. And these last named states with Wisconsin include more than half the hay acreage of the entire United States. In bushels of cereal grain Wisconsin is credited with more than the combined production of the six New England states and Wash-



AN UPPER WISCONSIN DAIRY HERD

ington, Oregon and California. In average yield per acre of all grain crops both northern and southern Wisconsin compares favorably with the states of large production.

The acreage of principal crops is substantially as follows:

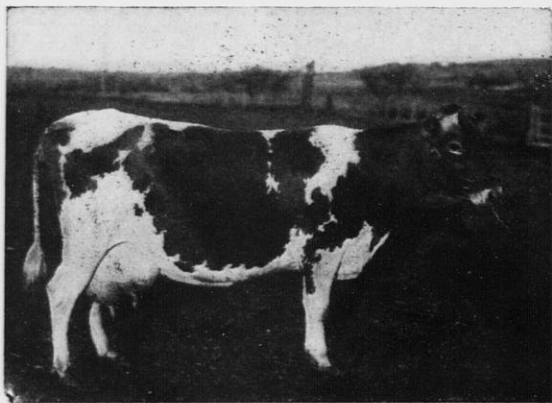
	<i>Acres</i>
Oats	2,275,000
Corn	1,650,000
Hay	2,375,000
Barley	725,000
Rye	425,000
Wheat	190,000
Potatoes	295,000
Peas	78,000
Clover, for seed.....	60,000
Apple orchard	38,000
Tobacco	43,000
Sugar beets	20,000



WISCONSIN ABOUNDS IN LAKES AND STREAMS

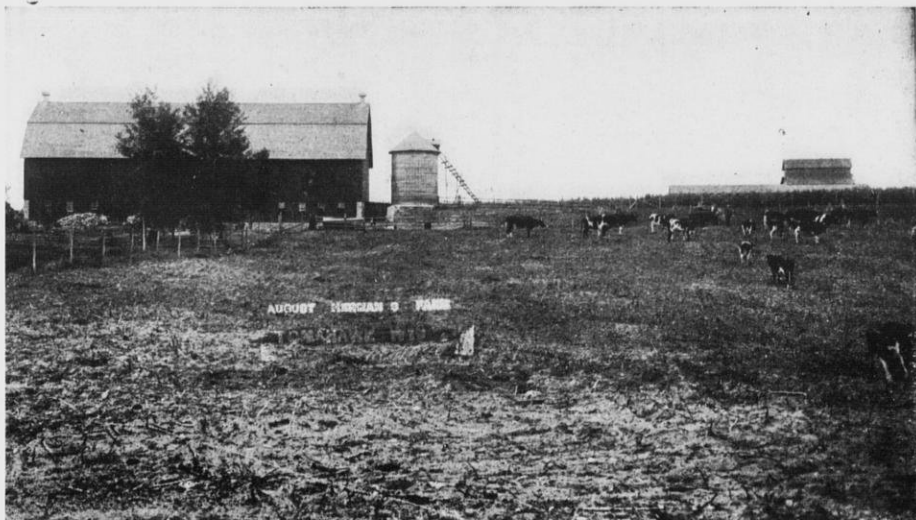
In this connection it should be stated that the acreage of corn is increasing and especially in the partly developed counties.

Wisconsin's spring water is for sale in most large cities and an immense amount bubbles away feeding streams and lakes.



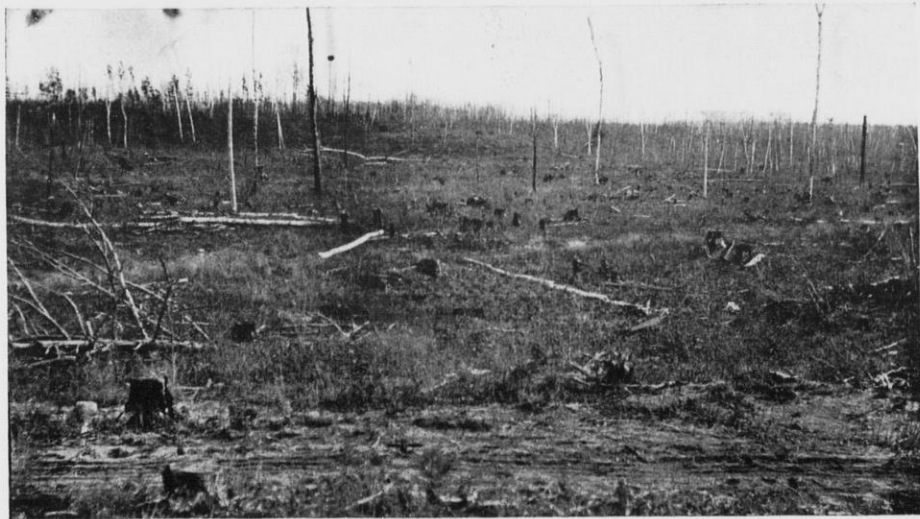
SHE PRODUCED 550 POUNDS OF BUTTER FAT IN ONE YEAR

Cheap feed, large milk production per cow, big percentage of butter fat and a good price for butter and cream are the aim of progressive dairymen. These are obtainable here and all that is needed to insure the greatest possible con-



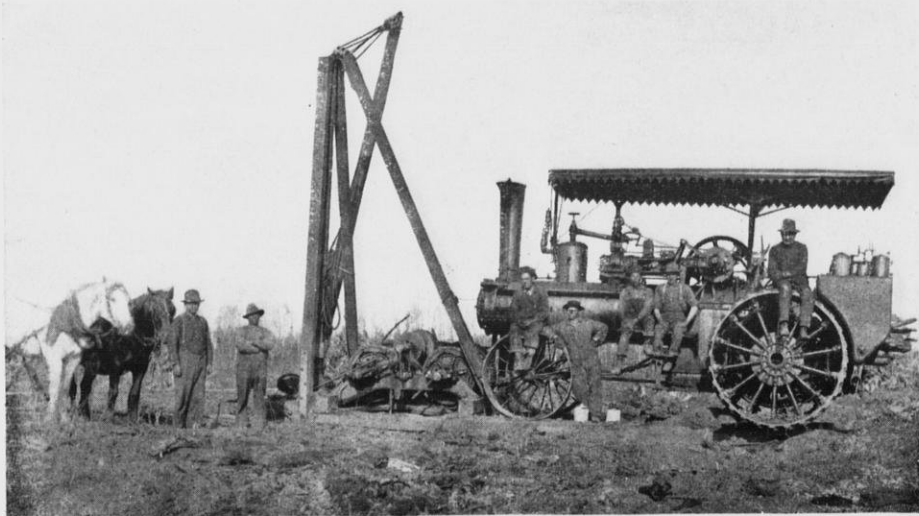
AN UPPER WISCONSIN SCENE. THE RIGHT COMBINATION

tentment is a proper manipulation of such advantages. There is little space to recount here even in bare outline the very interesting agricultural history of Wisconsin, a record truly significant and an object lesson to other states. With large areas of undeveloped land that is good, this state right now offers sure returns to him who is building not simply for himself and the present, but for his children and tomorrow, by engaging in dairying. Years ago this was one of the largest wheat producing states in the nation but a journey to agricultural betterment was started in 1872 when its tillers of the soil, persuaded by the preachments of former Governor Hoard and the Wisconsin Dairymen's Association, turned from the exclusive growing of wheat to dairy farming. From those early days until now, without interruption, farming wealth has solidly and continually advanced, and the rec-



THERE ARE STILL LARGE AREAS OF IDLE LAND AWAITING DEVELOPMENT

ord of 1900-1910 is surely suggestive of future well being in that Wisconsin's total farm property increased seventy-four per cent, while during the same period twenty-six upper counties partially settled made a gain of nearly two hundred per cent. In all these newer counties dairying is receiving much impetus and is being given the closest attention. In 1910 the state's live stock value was measured by fifty per cent more than one hundred million dollars, and now it has greatly surpassed these figures. Though the percentage of increase in farm property values in the upper part of the state since 1910 cannot accurately be estimated, the present *rate* of development has never been equalled in those counties, and the dairy industry has been a most potent element in building up farm homes and in lifting Badgerdom's total agricultural wealth forty per cent beyond the billion dollar mark.



A MODERN LAND CLEARING OUTFIT

In dairy research work the state has been a leader. Of seven dairy inventions most instrumental in the development of this industry, six including the Babcock milk tester, were originated in Wisconsin. Much attention is devoted to utilizing by-products. A single instance will suffice: Machinery has been developed which separates butter fat from whey and probably five hundred thousand dollars worth of butter is annually manufactured from this source. The cheese output for 1914 is variously estimated at from one hundred and eighty million to two hundred million pounds, more than half that manufactured in the United States. Not only do Wisconsin's dairy products show added output from year to year, but the quality is good and is most energetically being kept good. In support of this statement witness the fact that the prices received in recent years for butter exceed those of adjoining states.*

* See tables on pages 40-42.



NATURAL MEADOW

Increased settlement of idle lands has contributed much in pushing the value of these products from forty million dollars in 1900 to more than sixty-eight million dollars in 1905 with the latest available statistics showing an annual valuation of eighty-five million dollars, and this with only a portion (and a small portion) of the richest clover section in Wisconsin under cultivation.

While it is unwise to forecast things to come the past is an index and as late as two years ago Wisconsin's dairy production quadrupled the value of gold mined in any state or Alaska; in brief it has overtaken the gold output of all the principal gold producing states including Alaska. So much for the magnitude of the industry.

Wisconsin has furnished thousands of pure bred dairy animals as foundation stock to improve the herds of other commonwealths. And



AS THE CREATOR INTENDED

Page Twenty-three

so long as butter and cheese, milk and cream are sought for food, there always will be demand for dairy cattle carrying size and constitution which have been developed without inbreeding, that are good feeders accustomed to outdoor life in a rigorous climate.

Fully fifteen thousand transfers of ownership for pure bred dairy animals have been issued to Wisconsin breeders by the various National Breed Registry Associations of the country during the past year.

And at this time other states having large areas of undeveloped land and a consuming population less than the city of Milwaukee have seen Wisconsin's record and are encouraging the dairy industry as never before. The reputation of Wisconsin dairy cows as large, persistent, and profitable milkers, their freedom from tuberculosis, their retention of breed characteristics,



A LIVE STOCK MEETING
There are 94 Community Breeders' Associations

their wonderful long distance records, and the care and attention bestowed upon them by their owners, has resulted in wide exportation to foreign countries and other commonwealths.

Wisconsin's renown as a dairy state is an asset which may well be capitalized by every new settler intending to engage in this type of farming. A goodly number of prize winning herds are found in the less developed upper counties in districts of cheap lands, and the first cow to make a thousand pounds of butter in one year, Yeksa Sunbeam, was a product of this region. That in most localities new settlers may have the service of high grade animals in building up their herds is a distinct advantage.

SOME RECORDS.

From the standpoint of production Wisconsin dairy cattle rank with those of any state. It might naturally be presumed that in a section where dairying has received so much attention



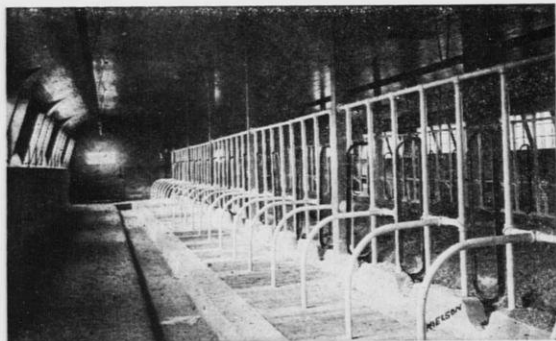
MAKING GOOD

and made such progress many animals of phenomenal production would have been developed, and such is the case. Each of the three leading breeds is or has been represented by record breakers. The winner of the competition at the St. Louis Exposition was Loretta D, a Wisconsin Jersey, and the present World's champion of all breeds of all ages on the basis of two year's production is Caroline Paul Parthena, a Wisconsin Holstein, averaging 927.36 pounds of butter fat for each year of the test. It is doubtful if the array of talent furnished in the following list of long distance records could be duplicated by the dairymen of any other state: Calantha 4th's Johanna (Holstein), in one year produced 998.36 pounds of butter fat; Yeksa Sunbeam (Guernsey), 857.15; Queen Juliana Dirkje (Holstein), 817.38; Lily Ella (Guernsey), 782.16; Piebe Paul (Holstein),



A GOOD SAMPLE OF ALSIKE CLOVER

735.21; Rigtje Piebe De Kol (Holstein), 735.01; Piebe White (Holstein), 730.67; Johanna Bonheur (Holstein), 714.25; Standard's Morning Glory (Guernsey), 714.01; Lilyita



INTERIOR OF A WISCONSIN DAIRY BARN

(Guernsey), 710.53; Double Time (Jersey), 691.30; Merry Merney (Brown Swiss), 628.86; Myone Baby (Brown Swiss), 595.83; Merry of Allynhurst (Brown Swiss), 578.87; Cedar Lawn De Kol Johanna (Holstein), as a two year old, 574.35.

But here are yearly records officially credited



WISCONSIN HAD 43,000 SILOS IN 1914

to Wisconsin dairy cows not pedigreed but known as "grades": Bessie (grade Guernsey), 777 pounds of butter fat; Jerrie (grade Guernsey), 729; Maude (grade Guernsey), 574; Beauty (grade Guernsey), 550; Nellie (grade Guernsey), 508.6; Rocker (grade Guernsey), 503.8; Sue (grade Holstein), 503.5; Maggie (grade Guernsey), 502.9; Lily (grade Guernsey), 554; Maggie (grade Jersey), 515; Ada (grade Jersey), 507.8; Maggie's Lucy (grade Jersey), 488.3.

These last named prize producers were developed by the introduction of better blood. And other similar records might be cited. Wisconsin has more Guernsey and Brown Swiss cattle than are owned in any other state and ranks second only to New York in Holstein-Friesians, and among the most profitable breeds are many herds of Jerseys and Ayrshires.



A SPLENDID BEGINNING

Throughout much of the partly settled region of Wisconsin, farmers' cooperative live stock associations have been created for the purpose of purchasing "bred for profit" animals to build up herds, each organization confining itself, as a rule, to one type. Choice stock have been kept in these communities so that many are now becoming recognized for splendid animals. Working hand in hand with these associations is the College of Agriculture. Cooperating with every one of them is the "livest" Live Stock Breeders' Association in the country. And back of all is the press of the state. Hence, not only has there been multiplication in the number of animals which command high prices, but the most important service has been "pail profits," increased milk and butter fat production. So much for organization.

It cannot be emphasized too strongly that



NUMEROUS STREAMS AFFORD GOOD DRAINAGE IN THE UPPER
COUNTIES

Wisconsin has been the preeminent leader of states in this effort, and our new settlers, building up homes and farms, can avail themselves of opportunities not found in regions placing emphasis upon what this industry may be some time to come. While other sections exploit future possibilities in this branch of farming, Wisconsin points to her brilliant present and to her past achievements. The advantages of rightly managed dairy farming in connection with such co-operative organizations are so apparent, the returns so sure, and the future of that industry in this state is so full of promise that young folks who intend to farm cannot do better than to consider dairying, while older people who are experiencing difficulty in making income equal expense may do well by turning to it as a means of deliverance. Here is an occupation which brings in constant income every week in the year,



A SOUTHERN WISCONSIN DAIRY FARM

or as often as the yellow creamery check is issued, and it is one that can be depended upon despite lockout, strike or hard times, for milk and cream, butter and cheese are staples. There is no other outlook than success for the new-comer who locates in Wisconsin's great clover land and makes his herd grow with his farm. Following this practice insures a substantial beginning and decreases the expense of land-clearing, a local problem with which the homeseeker should fully familiarize himself when purchasing. He will find an abundance of feed, pure water and plenty of it, and good markets, the most important essentials, a section where farming is neither guess nor gamble, whose future wealth is indeed certainly assured.



BADGER DAIRY FARMERS OWN, AND HAVE DEVELOPED, MORE PURE
BRED CATTLE THAN ARE TO BE FOUND IN ANY OTHER STATE

WISCONSIN COMPARED

Average price received by farmers on the first of each month for 1913

Butter, cents per pound

	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Wisconsin	32	32	32	31	30	27	27	26	27	30	30	31
Minnesota	31	30	30	30	29	28	25	25	26	28	29	31
Iowa	29	28	28	29	28	26	25	25	26	27	28	29
Illinois	28	27	27	27	26	25	25	25	26	27	27	29
Indiana	26	25	25	24	24	23	23	23	24	25	25	27

Compiled from official reports of the U. S. Department of Agriculture



SOUTHWESTERN WISCONSIN DAIRY SCENE

WISCONSIN LEADS IN DAIRYING

From the Yearbook of the Department of Agriculture, Washington, D. C., for 1912

Average price received for butter by farmers on the first of each month of 1912

	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
United States -----	28.1	29.0	27.2	26.1	26.0	24.8	23.4	23.7	24.2	25.6	26.9	28.8
Iowa -----	29	30	27	26	26	25	24	24	24	25	27	29
Minnesota -----	31	32	29	27	27	27	24	24	25	26	28	30
Wisconsin -----	33	34	28	28	29	26	25	25	26	27	28	31
Michigan -----	30	31	28	27	27	25	23	23	24	25	27	29
Illinois -----	27	28	26	25	25	24	24	23	24	26	26	28



FOR ITS GRASSES WISCONSIN IS DESERVEDLY NOTED

DAIRY PRODUCTS AND EXPORTS OF MACHINERY.

The success of Wisconsin dairymen and the extent of Badger dairy production is illustrated by comparison of the value of these products for 1911, the latest official estimate, with the value of American machinery exported to foreign countries in 1912:

Wisconsin's dairy products aggregated	\$85,500,000
Exports of agricultural implements totaled	36,000 000
Automobiles	25,500 000
Engines	19,000 000
Metal-working machines ..	12,000 000
Typewriters	11,000 000
Sewing machines	10,000 000
Electrical machinery	8,000 000
Cash registers	3,500,000
<hr/>	
Total exports	\$125,000,000

The foregoing includes machinery exports to all countries. The share which machinery formed of total exports of finished manufactures other than food products was 26 per cent. in 1912.



A PROFITABLE HERD OF JERSEYS

WISCONSIN COMPARED.

Value Per Acre of Crops of 1913.

Yield and price per bushel, from Farmers' Bulletin, No. 570, published December 27, 1913, by United States Department of Agriculture, Washington, D. C.

	<i>Value per Acre.</i>
<i>Corn</i>	
Wisconsin	\$24.00
Illinois	17.01
Iowa	20.40
Indiana	21.60
Minnesota	21.20
<i>Oats</i>	
Wisconsin	13.32
Illinois	9.12
Iowa	11.56
Indiana	7.98
Minnesota	12.16
<i>Barley</i>	
Wisconsin	15.00
Illinois	14.82

Iowa	13.75
Indiana	12.50
Minnesota	11.52
<i>Wheat</i>	
Wisconsin	15.83
Illinois	16.08
Iowa	15.66
Indiana	16.28
Minnesota	12.31
<i>Flax Seed</i>	
Wisconsin	17.22
Iowa	11.56
Minnesota	11.07
Illinois (not given)	
Indiana (not given)	
<i>Potatoes</i>	
Wisconsin	58.86
Illinois	40.94
Iowa	39.36
Indiana	44.52
Minnesota	57.20



WISCONSIN'S PEDIGREED SEED GRAINS YIELD WELL AND COM-
MAND HIGH PRICES





TWO HIGHLY PRODUCTIVE WISCONSIN HERDS