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On the presentation of a portrait of William Dempster Hoard, founder of Hoard's Dairyman, given by the American Guernsey Cattle Club to the Saddle and Sirloin Club of Chicago. 1922

[Madison, Wisconsin]: [Hoard Memorial Committee], 1922

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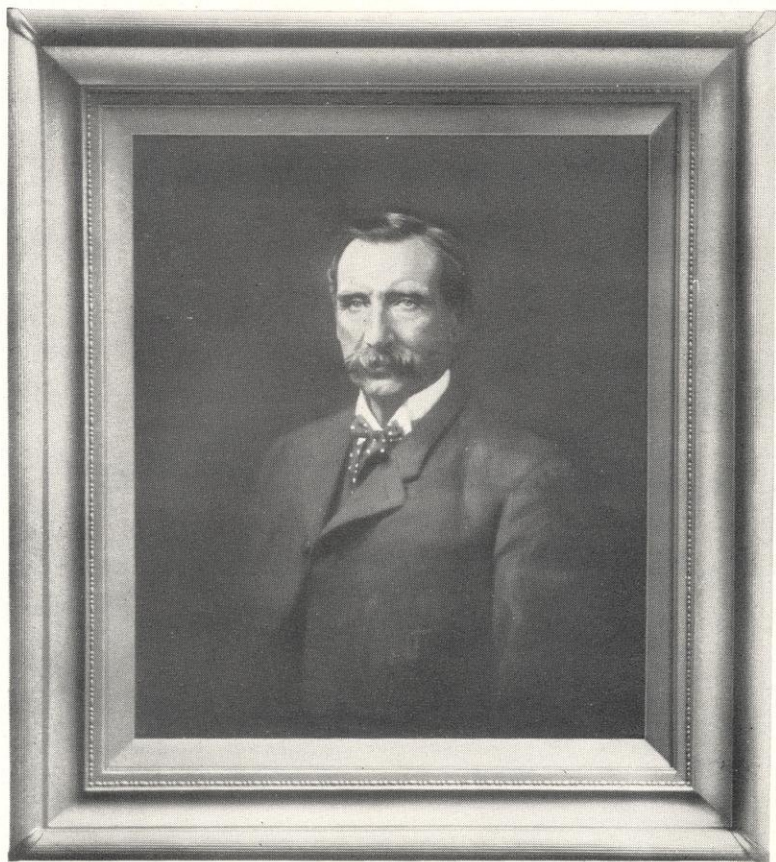
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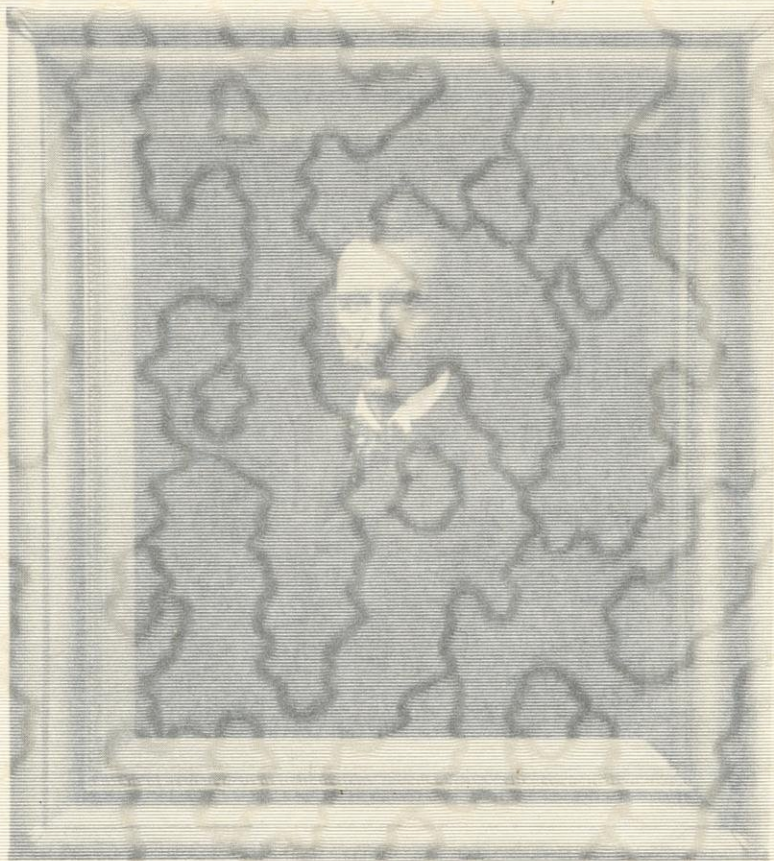
On the Presentation
of a Portrait of
William Dempster Hoard,
Founder of
✻ Hoard's Dairyman,
Given by the American
Guernsey Cattle Club to the
Saddle and Sirloin Club
of Chicago.

[This half-tone was made from a photograph of the painting.]



W. R. Hoard

[This half-tone was made from a photograph of the painting.]



W. D. Howard

BANQUET AND EXERCISES

*In Connection with the Presentation by the American
Guernsey Cattle Club of a Portrait of WILLIAM
DEMPSTER HOARD, to the Saddle and
Sirloin Club, on the evening of October 29, 1914, in
the Banquet Hall of the Stock Yards Inn, Chicago.*

Mr. W. W. Marsh of Waterloo, Iowa, Toastmaster.

On motion of Mr. N. I. Bowditch of Framingham, Mass., the following telegram was sent to Mr. Hoard:

“W. D. HOARD,

Fort Atkinson, Wis.

Three hundred Guernsey friends, the largest gathering ever held, unite in the warmest appreciation and the very best wishes.”

TOASTMASTER MARSH: “Ladies and Gentlemen, a very great honor has come to me in presiding over this gathering, national in its character. From Maine and New Hampshire to California the great breed of cattle, the great industry with which we are allied, is represented. I know full well, much as we love and loyal as we are to the yellow cow, the occasion is much greater than an attempt to do honor to her. I believe

that this meeting is epoch-marking in the fact that we recognize here tonight, purposefully, the work of a man who is a true servant of humanity; the work of a man along lines just outside of the limelight, just outside of those vocations in which public applause and headlines and fame in this day are apt to come. In other words, in animal husbandry,—and in agriculture we do not expect to have the same recognition from the world and the public that they have in other walks of life. But tonight, in a gathering, national in its character, the life and work of our dear old leader, Hoard, are to be publicly recognized, and in doing that we do honor to ourselves and to the vocation with which we are allied.

“The opportunity, the great privilege of telling of his work devolves on other people; it is just my duty to introduce those people and to hand over to the Club, which is to care for and to guard, the portrait of the man whom we have chosen and, so far as it is in our power, to put him among the first of the immortals of our industry.

“I am not going to say any more, because there are other people to talk about the Governor, and it would not be right for me to introduce any other subject. On behalf of the Club, Dr. Favill will accept the portrait.”

[The fine portrait, painted by Mr. Arvid Myholm of New York City, was here unveiled and received with much applause.]

ACCEPTANCE OF PORTRAIT

DR. H. B. FAVILL of Chicago

Mr. Toastmaster, Mr. President, Ladies and Gentlemen of and Affiliated With the American Guernsey Cattle Club:—If there is great hesitation on my part in accepting so agreeable a duty and so noticeable a distinction as is offered me this evening, there is a reason, and the reason is a sense of inadequacy, a sense of distrust in my ability to walk just the line that I ought to walk in this matter. If I were to say all that is in my heart to say on this subject, I would say too much, and if I say only enough for the occasion, I shall not have said half the truth.

My feelings in this matter are deeply personal, as well as merely official. I have traditional relation to Governor Hoard, born with respect and affection for him—family tradition, neighborhood tradition. I may say, incidentally, that he was an intimate companion of my father's generation, his brothers particularly. Two of my father's brothers and Governor Hoard, and four others, formed the first Dairymen's Association of Wisconsin. Soon after that—not so soon, but while I was hardly more than a boy, I became, when Governor Hoard was first elected Governor, his family physician. The relationship was not that of physician and patient, it was that of a young man deeply impressed with the valuable friendship of an older man, and Governor Hoard is one of the few men I have ever seen with

whom I could associate half an hour at any time and always learn something. And so, as time went on, and I traveled along in that commonwealth, more or less intimately with Governor Hoard, and always with my eyes fixed upon his career, I have seen him take a position in that commonwealth—politically at that time, that was always significant. I have seen his triumphs and I have seen his failure, if one may so call it, politically, always on the basis of principle. And the only defeat that he ever had was a defeat upon principle. And so as the time went on and I grew older and grew away from that locality, always that friendship has been maintained, always that relationship. So you can see that I come to this situation with a sense of personal interest that few people could have.

In more recent years, as my interests began to be changed, and I began to have a fundamental and increasingly deep interest in agricultural affairs, I saw that all my early estimate of Governor Hoard was far short of its true level. I began to see, as I came to figure the various things that go on in this country, that although we had in Wisconsin statesmen, men of affairs, men of breadth, and power, and influence, and insight, that most of them were really superficial in comparison with Governor Hoard; that the statesmanship of Governor Hoard, as Mr. Marsh has so aptly stated, just outside of the limelight, was the statesmanship of our foundation; that whereas other men were dealing with the framework of our social structure, he was dealing with its sources, its foundations, its cornerstones. And so, as my familiarity with his work increased, and as I came more and more to follow the lines of his influence every year, I have come to see more fully that his influence is not to be measured by Wisconsin, not to be measured by the borders of the West, not to be measured by the confines of the United States, but that his influence has

reached the world around, wherever a community is sufficiently enlightened to realize that agriculture is its foundation and wherever it is sufficiently specialized to see that of all the branches of agriculture, dairying is the most important.

Therefore, I have come to feel with regard to Governor Hoard that he is a man of the broadest statesmanship and I have yet to know, in casting over in my mind all of the public figures of this country, I have yet to realize a man whose influence upon the welfare of this country has been greater than that of Governor Hoard.

That being the case, the question is always before us, how has he done it, and I say he has done it by devotion to a cause; he has done it by patience, insistence, dogged determination to go on and on until he accomplished what he was at, and never has he compromised. And so, although we can see in this same agricultural world and although we can see in the dairy world great figures, men of great influence and great power, after all, here is the man who has carried the key to the recesses of the closed mind in this country. He is the man who has carried the torch that has fired men's souls, and this is the man that we must acknowledge as leader in the whole realm of agriculture and dairying thought in the world.

The Saddle and Sirloin Club honors itself in accepting for a place upon its walls this portrait. Always it has held in highest esteem, in great appreciation, Governor Hoard. Only now has it come to the point where it includes his portrait in its gallery.

You may wonder why it should be interested in a portrait for its gallery. The Saddle and Sirloin Club is not a mere social convenience. It is more than that, it is a clearing house for agricultural thought, and more than that it is an educational institution and, thanks to

the great vision, and insight, and inspiration of Mr. R. B. Ogilvie, who is really the father of the Club and the originator of the idea of the gallery such as we have, this movement has gone on and on, not as a decorative feature, but as a feature of perpetual education to the breeders and the agricultural men generally in this country, with the hope that it will go on and on and that its usefulness as an educational feature has only just started. For that reason, the Club welcomes the gift of the American Guernsey Club of this portrait of Governor Hoard and receives it with gratitude and thorough enthusiasm, feeling that no place that is filled by a portrait upon its walls will be more distinguished, more highly honored, more absolutely appreciated in the future of our great industry than will this place in which appears the portrait of Governor Hoard and, on behalf of the Club, I have to extend to you our heartfelt thanks.

THE LIFE AND WORK OF GOVERNOR HOARD

CHARLES L. HILL of Rosendale, Wis.

It is particularly fitting that this day which has been so full of interest to Guernsey breeders should close by our doing honor to one, who above all others, all dairymen delight to honor.

At last year's National Dairy Show the suggestion was made that in view of the fact of the International Amphitheatre having probably become the permanent home of the National Dairy Show, and the Saddle and Sirloin Club more and more the home of so many of the leaders in all branches of this industry, for the week of the show, that we ask the officers of the Club to be allowed to place some portraits of the leaders of this industry, on the walls which have been used to immortalize the leaders of kindred industries. The suggestion was very happily received by the officers of the Club. Space has been set aside in which we may place portraits of men whom the dairy world deems benefactors.

The Executive Committee of the American Guernsey Cattle Club asked the privilege of placing on these walls the portrait of Governor Hoard, who, more than any other one man, has so unselfishly given his life to all lines of this industry. This, then, is the first portrait with which we start our gallery of the immortals of the dairy world. I have been asked to review briefly his life and some of the things he has accomplished.

William Dempster Hoard was born in Stockbridge, Madison County, New York, October 10th, 1836, the original name of the family being Hoar, and being the same family from which came Senator Hoar of Massachusetts and Congressman Horr of Michigan. The "d" was added to the name by Mr. Hoard's great-great-grandfather in 1760.

Of Mr. Hoard's boyhood life on the farm we have time to say a little. He delights to tell of the days spent with his grandfather on the old homestead. On the mantle over his office fireplace there is a grain sickle that his grandfather used when Mr. Hoard was a small boy, and when he was but nine years old, one day his grandfather's back being turned, he took the sickle and attempted to cut grain, and he will show you the scar on his finger as the result of his first trial as a harvest hand. When sixteen years of age he began to work for a well-to-do dairyman named Waterman Simons, who taught him to make both butter and cheese on the farm. Mr. Simons kept a herd of fifty cows that averaged above six hundred pounds of cheese each per year, and it is easy to see where Governor Hoard received his early knowledge and inspiration for this industry.

He came West in 1857, and, having joined the Methodist church at Lowell, Wis., he studied to become an exhorter and received a license to exhort, but having differed with the Presiding Elder over some of the doctrines of the church, particularly, he burned the license and went to cutting wood. That winter he helped cut two hundred cords of wood at twenty-five cents per cord, and when he received his pay, included was a bad \$2.00 bill, which represented four days' hard work, and Governor Hoard never fails to speak of the impression that this made on him regarding the need to the poor of sound money.

For the next three years he taught singing school in many towns from Waupun to the southern border of the state. He also gave instruction on the violin. He moved to Lake Mills in 1860, and there, on February 9th, 1860, he was married to Agnes Elizabeth Bragg. In 1861 he enlisted in Company E, 4th Wis. Volunteers, and was with Gen. Butler at the capture of New Orleans. On account of ill health, he had to leave the army in 1862 and he went to his father's home in New York, but his health having improved, he again enlisted in 1864 in Battery A, New York Light Artillery, and served to the end of the war, 1865. Immediately following the war he came back to Wisconsin and settled at Columbus, where he went into the nursery and hop growing business. He made some money in the nursery business, but lost it all, and more, growing hops, and it took him twenty years to pay his debts. He started the Jefferson County Union at Lake Mills, March 17th, 1870, and three years later moved it to Fort Atkinson. In 1871 he organized the Jefferson County Dairymen's Association. The success of this organization led to his organizing, in 1872, the Wisconsin State Dairymen's Association, of which he was the first secretary. This was among the first organizations of its kind in the United States. He also helped organize the Northwestern Dairymen's Association, of which he was later president, until this gave way. In 1873 he helped organize the Watertown Dairy Board of Trade. It was in these years of the early '70s, apparently, that he had his first vision of what dairying in the West might become. In 1870 the Wisconsin cheese product amounted to less than 1,000,000 lbs., and this seemed an enormous amount to the people of those days. Then all cheese was sold on the basis of the Liverpool market and the bulk of it was shipped there, except the Wisconsin product. New York State and the Western Reserve

in Ohio were the greatest cheese producing sections. Mr. Hoard thought if only the prohibitive freight rates to the Atlantic seaboard could be reduced, dairying would increase by leaps and bounds. It was costing then 2½ cents a pound to ship cheese in common cars to New York.

He made a trip to Chicago and interviewed the agents of all the different freight lines to the Atlantic coast, but when he told them what he wanted, they laughed at him. The last man he went to see was Mr. W. W. Chandler, agent of the Star Union Line, the first refrigerator line in the United States. When he went into the office and spoke his little piece, Mr. Chandler wheeled in his chair and said, "What do you want, sir?" Mr. Hoard replied, "I represent a million pounds of Wisconsin cheese seeking an outlet on the Atlantic seaboard at rates that will allow us to compete with other cheese producing sections. I want you to **make** a rate of one cent a pound from Wisconsin to the Atlantic seaboard, in refrigerator cars, and I also want you to send a refrigerator car to Watertown, Wis., at a meeting of our Dairy Board next week, and come yourself to explain its advantages and workings." Mr. Chandler replied, "Is there anything else you want?" and Mr. Hoard said, "Not now." The very audacity of the request seemed to gain its point, because Mr. Chandler said he would do it. And this rate was in effect for many years, and is practically the rate today. Cheese factories then began rapidly to increase in numbers and the cheese business continually increased, until Dairy and Food Commissioner J. Q. Emery of Wisconsin, in an estimate published last week, said that Wisconsin cheese products for the year 1913 exceeded 190,000,000 lbs., and in the same year the estimate shows 133,000,000 pounds of butter, which, together with condensed milk, market milk, cream and by-products would exceed in value \$100,000,000.

From the very first publication of the Jefferson County Union, which is today one of the best county papers in Wisconsin, with a circulation of nearly three thousand copies per week, he published one or two columns of dairy matter, and he constantly urged the farmers of Jefferson County to go into the dairy business.

In 1885 his son, Arthur Hoard, suggested that he believed there was a field for a special dairy paper. His friend, Edward Coe of Whitewater, suggested the name "Hoard's Dairyman," and the venture was undertaken. From the small four-page paper of that day Hoard's Dairyman has now become the leading dairy paper of the world, with thirty to forty pages weekly, and with a circulation of 75,000. It goes into every state in the Union and practically all foreign countries. While visiting Sir Henry Lennard's farm near London last summer, Mr. Lennard told me that he not only took and read Hoard's Dairyman, but also had a copy come for his man, and he sent word to Mr. Hoard that all he knew about the dairy business he learned from Hoard's Dairyman. The same testimony has come to me from dairymen in Australia, New Zealand, and Japan. Doubtless the same is true of every other country in which the English language is read.

At a meeting of the Executive Committee of the Wisconsin Dairymen's Association held in Milwaukee in 1884, Governor Hoard offered a resolution asking the legislature of the state of Wisconsin to provide some sort of a system of farmers' institutes, and appropriation was made at the next session of the legislature and this movement has spread practically to every state in the Union and has been one of the most powerful influences in agricultural education.

Probably Governor Hoard is better known for his championship of the special purpose dairy cow than for

any other one thing. To thousands of audiences in every state in the Union he has said, "You don't hunt chickens with a bull dog, and why will you insist in dairying with a beef cow." In his study of the subject he prepared a series of charts to use at farmers' institutes and dairy conventions, the thought of the address being, "Temperament produces function and function controls form." Wishing himself to own some of the best dairy cattle for the purpose of study, he purchased, about 1885, both pure-bred Guernsey and Jersey cows. In the first address I ever heard him make, I remember hearing him refer to his Jersey cow, Queen Felch, and his Guernsey cow, Bonnibel. At the same time he bought from Mr. Fairbank the Guernsey bull, Nutwood, son of Materna, of World's Fair dairy fame, and later sold him back to Mr. Fairbank.

In later years, when financial conditions permitted, he bought the beautiful farm just north of Fort Atkinson, now known as the Hoard's Dairyman Farm. Here he keeps one of the best herds of Guernseys in the country. By his example on this farm, coupled with the teachings in the paper, he has helped give a wonderful impetus to alfalfa culture.

The starting of the farmers' institutes and the real beginning of agricultural education at the University of Wisconsin in 1886, gave an impetus and inspiration to agriculture, and the farmer became a respected citizen in that state.

In March, 1888, there were three candidates in the field for the Republican nomination for Governor of Wisconsin, E. C. McPetridge, H. A. Taylor, and Col. George Ginty. On the morning of March 26th, 1888, when Mr. Hoard started down to the office, the first man he met said, "Have you seen the Sentinel this morning, Mr. Hoard?" meaning the Milwaukee Sentinel. Mr.

Hoard replied he had not, and the man said, "Better look at it." He was so accosted two or three times on the way down town, and when he reached the office he saw the paper. There was a long article, purporting to come from Madison, suggesting Mr. Hoard's name for Governor. It later turned out that this was written in the Sentinel office by Horace Rublee, the editor. Mr. Hoard took the suggestion as a joke, but at once began to get telegrams of congratulation, and his candidacy gained such headway that when the convention was held in September he was unanimously nominated on the first formal ballot. He was elected by a 20,000 plurality over James Morgan, Democratic nominee. During the session of legislature in 1889 there was passed a law compelling the teaching of English in all public and parochial schools, and not a single member of the legislature, either Republican or Democrat, voted against it. Within the next year, however, very strong opposition arose to the law, on the part of those interested in the parochial schools, and when the next convention was held, in the fall of 1890, the politicians urged Governor Hoard and others in charge to weaken on the Bennett Law, (the name by which this law was generally known). Governor Hoard said he would never do it; that this law was right, and that if he was to be nominated for Governor, the party platform must declare in favor of the thought expressed in the Bennett law. This was the year, you will remember, of the Harrison defeat, and with the influence of national politics, combined with the opposition to the Bennett law, Governor Hoard was defeated by George W. Peck by 27,000 plurality. This is but an illustration of Governor Hoard's continual attitude towards anything that he considers right, regardless of policy or other people's opinion. Since that time, he has served his State as Chairman of the Board of Regents of the State

University, as President of the Wisconsin Board of Commissioners for the Louisiana Purchase Exposition at St. Louis in 1904, and in many other capacities. During his term as Governor there was passed the law creating the Dairy and Food Commission, which, I believe, was the first one of its kind. He has also been the best known and most active worker for anti-oleo legislation, and anyone talking to him today will soon discover that there is now no subject nearer his heart than that of seeing that the dairymen shall have the benefit of having oleo and other imitation dairy products sold for what they are.

If I were gifted with the use of mother tongue, I would count it the greatest privilege of my life to offer some words of eulogy of the character of this man. Tonight, in my mind's eye, I see the Father of Modern Dairying by his log fire in his complete but unpretentious home at Fort Atkinson, and he is undoubtedly thinking of what we are doing. Is it not a privilege to stop for an hour at this busy show, and recount some of the things he has done for us all, and to think that we can thus show some appreciation while he is still alive, to know and enjoy it?

The need of the world is vision. Here is a man who, returning to Wisconsin at the close of the Civil War, when the raising of wheat was the only kind of agriculture to which the farmers were paying attention, looked into the future and saw something of what dairying might do for the soil and the people. Doubtless then, as in every year since, someone told him, "The business will be overdone," but he heard them not. First, in his home county and through the local papers he urged more and better dairying. Then, in a rapidly widening field of influence he worked, until all the world rise up to call him their benefactor and acknowledge their indebtedness to him. Now, to the dairy

world, Fort Atkinson is the Mecca to which come those who wish to pay him their honor and respects. They find not the typical unapproachable great man, but one who will treat them like an old friend; and, day in and day out, and year in and year out, his private office, with the door ajar, is the reception room to which all are welcome and from which all go saying, "I am so glad I could have the privilege of shaking his hand; looking into his kindly, homely face and in my humble way help to honor him who, as years go by, we will be increasingly glad to honor." Not honor alone has come to him, for, while he has so cheerfully given his time to the public, there has come to him as a reward of his labors, that which could bring him all the luxuries in the world, in place of the few necessities his simplicity desires. It has made it possible for him to gratify his desire to help the world in many ways. While his vision of the possibilities of modern dairying and of the special dairy cow are worthy of our highest admiration and praise, still we must honor him also for his championship of honesty and integrity in private, political, and business life. He was willing to go down to political defeat for a cause he knew was right, and which everyone else must now acknowledge as right. He gave years of his life to fight dishonesty and fraud in the adulteration of food products, and for this the dairy world owes him a debt it never can pay.

While he cannot be with us tonight, on account of his health, I am sure he is with us in spirit. It is the wish of every one present that he may not only reach the four score years which he will reach so soon, but that for many years more we may still call him benefactor and friend.

THE PRESIDENT: "In looking over the field of the co-laborers with Governor Hoard for the purpose of choosing those who would be on our program to-night,

three names suggested themselves, and among them was that of H. L. Russell, Dean of the College of Agriculture of the University of Wisconsin. We will now listen to 'An Appreciation of the Man' by Dean Russell."

AN APPRECIATION OF THE MAN

H. L. RUSSELL, Dean Agricultural College, Wisconsin

Mr. Chairman, Guernsey Breeders of America, Ladies and Gentlemen: In rising to honor the man whose portrait has been presented to-night, I feel as if I was rising to do honor to my father, and I believe that every Badger who has any regard for agricultural education feels likewise.

And this is no mere idealistic conception, so far as I personally am concerned, for Governor Hoard means more to me than he does to many of those who are here to-night.

It so happened, when it became necessary for Dean Henry to lay down the administrative responsibilities which he had carried for so many years in connection with the College of Agriculture of the University of Wisconsin, and those responsibilities passed to much younger shoulders, that Governor Hoard was a member at that time of the governing board of regents of the University, and in the widening sphere of influence of that college, it was the help which came from him in large measure which made possible the development of that institution. Governor Davidson appointed Mr. Hoard as Regent of the University in 1907, and within a few months from the time that he was appointed a member he was elected President of the Board—an unusual honor to be chosen in so short

a period of time, while at the same time he retained the chairmanship of the Committee on Agriculture. In this position he continued until 1910, when it became necessary, on account of declining health, for him to relinquish this position, which he had filled with unusual ability. It is a pleasure and a privilege for me to stand here to-night and testify that I believe the success of the institution was due as much to the guiding hand of Governor Hoard in the formation of our policies as to any other man.

For singleness of purpose and devotion to agriculture, I do not know that I have ever seen any one his superior. In fact, in connection with his work at the University there were some who felt that perhaps he even over-emphasized the importance of agriculture. Some of our literary colleagues felt that he was giving more attention to agriculture than to anything else, but I suppose this feeling largely arose from the fact that agriculture had so long been considered the tail of the intellectual kite, that some of our good friends had not yet realized that the tail was really the balancing force that kept the head of the kite up in the wind. Governor Hoard believed that culture could be imparted through the study of nature as well as the arts of man, and in doing so, he did not belittle the efforts which man has made and which have been expressed through the humanities, but he did believe, that, if properly presented, it was possible to secure just as broad a degree of culture through the study of nature itself as through the medium of the customary artistic and literary channels. Governor Hoard looked for light through the working out of the fundamental laws governing the practical operations of life as an opportunity for culture as much as in Greek roots and mathematical theorems. In fact, these processes of nature were to him, as they are to many of us, the dark

spaces which need to be lightened. Many of you have heard him refer to the fact that the inside of a dairy cow was perhaps the darkest spot on earth.

The Agricultural College in those days was frequently denominated the "Cow College," but we in Wisconsin regarded it as a matter of pride to be associated with the cow. It is the cow that has made Wisconsin famous, and it is Governor Hoard that has contributed most to this work.

We have in Governor Hoard not only a man who has been of inestimable importance in the development of the work of the University, but as has been testified to already by others this evening, a plain, common man who has kept his feet on the ground while at the same time he has had his head in the air.

You go into Governor Hoard's home and look at the character of the books in his library, and you will find there Persian and Hindu literature, as well as the literary treasures of the western civilizations, which he so much enjoys. You talk with him and you are talking with a philosopher; you are talking with a man who is self-taught in most things, and yet a man who has peered ahead with a vision that is not equaled by many a University man. A wide reader, a man of philosophic thought, and yet a man who has constantly kept himself in touch with men and affairs, and has so broadened himself that he is one of the most catholic men that it has ever been my privilege to meet. I believe that Governor Hoard is the most striking illustration we have in Wisconsin, so far as my acquaintance is concerned, of what a man can do in the way of intellectual betterment of himself and his fellows without a University education. As I have so often talked with him and heard him tell of his life, there continually comes to my mind the many traits in which he seems to resemble Abraham Lincoln. Of course, I have no

personal knowledge of Lincoln, and therefore the picture in my mind is wholly from historical sources, but as I look upon Governor Hoard and feel the influence of his personality, as I have listened to him, telling the story of the Lincoln-Douglas debates, which he as a young man heard, the resemblances between the two men become more apparent. Sometimes I have wondered what would have happened to this man if he had had a University education. Might it not have spoiled him in many ways? Might it not have destroyed that imaginative quality and philosophical insight which is so often a native talent, and which so frequently is dulled and rendered mere commonplace by the rut into which the mind may sink when it is made to follow the outlined curricula which so frequently inures to University life?

Governor Hoard early got to the core of the problem of permanent agriculture and the relation of live stock to the same. The lessons of the seventies, which Mr. Hill has just referred to, were patent to him; he saw if Wisconsin and the other states of the Mississippi Valley continued in the old lines of wheat raising, that it was their doom. I can remember as a boy in southern Wisconsin when there was nothing grown but wheat, when the wages paid for binders to harvest the grain were \$2.50 and \$3.00 a day, with wheat selling at sixty cents a bushel. It was then that the single crop system of wheat culture in Wisconsin had reduced our yields to eight and ten or twelve bushels to the acre, that our people were forced to turn their attention to a different kind of agriculture; it was then that Governor Hoard saw with prophetic vision the absolute necessity of live stock in connection with our agriculture and, like the voice of one crying in the wilderness, he set the farmers of Wisconsin with their faces in the right direction, more than any one else.

The previous speakers have referred to the formation of the Wisconsin Dairymen's Association, which occurred in February, 1872. Wisconsin honors these seven men who banded themselves together at that time for the development of dairying. To many of you, I presume those names are merely names, if known at all, but I want to give this list of names right here as an honor roll of which our state is proud. This list was led by W. D. Hoard; then there were Stephen Favill, A. D. Favill, W. S. Greene, Chester Hazen, the man who built the first cheese factory in the state of Wisconsin, H. F. Dousman, and H. C. Drake. Those were the men that formed the Wisconsin Dairymen's Association. That association has not only the honor of being the first dairy association of America but it has been the progenitor in our state of practically all the educational work which has been done along dairy lines. Out of the Dairymen's Association came later the State Buttermakers' Association and the State Cheesemakers' Association.

The Dairymen's Association was also the godfather of the Wisconsin Dairy School, the first educational effort made by any American University for the development of dairy education, and I have heard Dean Henry say that it was the Dairymen's Association that nursed through the precarious stages of infancy the Agricultural College itself. Now, gentlemen, when we consider the influences that have developed from the humble beginnings made by these seven men, the benefits that have come to the state in many directions from their efforts, I think you can appreciate that their names should go down as men of unusual type and character.

It is needless for me to dilate upon the personal work of Governor Hoard, but I need simply say he was a man who was unsparing of self,—was thoroughly

unselfish in the promotion of dairying in all of its phases; he was a constant seeker after truth, a consistent advocate for intelligent agriculture and the application of science, and I may say I have very rarely seen a man bred in the world of practical affairs alone who has had such an appreciation of the importance and advantages of science. I know in our campaign against bovine tuberculosis, Governor Hoard was one of the first men in the state to embrace and utilize the tuberculin test. It had to be proven out, but he was one of the earliest to apply it to his own herd, and he has been its most consistent advocate ever since.

The introduction of alfalfa into this state is one of the crowning successes which he has accomplished from the agricultural point of view, and that was done by him in opposition to the advice of the Experiment Station; there is one place where Professor Henry and Governor Hoard failed to agree, and Governor Hoard was right. From the humble beginning then made, we have now come to be one of the leading alfalfa states east of the Mississippi River.

His advocacy of the use of lime and phosphorus is another illustration of the far-sightedness of the man; his efforts to lead the state in the direction of permanency of its agriculture.

He has gone beyond dairying; he sees in dairying an expression of agriculture, and anything and everything that will make for the uplift, the permanent, rational uplift of agriculture, is the thing that finds place in his paper and through his expressions on the platform.

I recall at the time when we wanted to start the state soil survey in Wisconsin—it was while Governor Hoard was on the Board of Regents,—we secured the services of Professor Hopkins of Illinois, (we take off our hats to Illinois for the advanced position which she has

taken on matters of soil fertility). The benefits which Professor Hopkins was able to show, and the splendid work of Governor Hoard before the legislative committee made it possible for us to make a start in that important work in our state.

It is our regret that physical infirmities make it impossible for him to be with us tonight on this occasion, but time cannot rob us ever of the memory of his influence for dairy advancement, not only in the state of Wisconsin, but throughout the dairy world. His name will always be lovingly remembered as that of the Grand Old Man of the State, and Mr. President, I congratulate the American Guernsey Cattle Club for the honor they have done themselves in the presentation of this portrait as a permanent memento of this great dairy leader; I congratulate the Saddle and Sirloin Club of this city that they are the recipients of this portrait to put in their new Hall of Fame; and I congratulate the State of Wisconsin that we can offer so illustrious a name as that of Governor Hoard for this occasion.

THE TOASTMASTER: "Before I bid you good-night, on behalf of your committee which was appointed to select an artist and to secure the portrait, the committee being composed of Mr. Scoville, Mr. Caldwell, and myself, I desire to publicly thank Mr. Robert Ogilvie for his help and assistance in the work, and with this I bid you good-night."

PRESS OF
W. D. HOARD & SONS CO.
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