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ANNUAL REPORT

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DEPARTMENT OF FARMERS' INSTITUTES

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July 1, 1927 to July 1, 1928

Dean H. L. Russell
College of Agriculture
Madison, Wisconsin

Dear Dean Russell:

Herewith I am handing you the report of the work of the department of Farmers' Institutes for the academic year July 1st, 1927, to July 1st, 1928.

Introduction

Poultry culling demonstrations were held and various calls were responded to between July 1st and October 31st, 1927. The work in cooperative marketing institutes started October 31st and continued through November under most discouraging circumstances. Rain fell and small snow flurries occurred on October 29th. October 30th the temperature was only a little above zero. Most variable weather continued during November. When the soil would thaw out the farmers plowed. The next extreme would be near zero. Then the farmers would remain at home to prepare their barns and stock for winter. So our institutes were poorly attended in November. In December the first three weeks brought the heaviest part of our winter. During this time three successive storms of extreme severity with temperatures from zero to ten and twelve degrees below zero demoralized our service both in our cooperative marketing institutes and in our regular two and one-day institutes. There were many who thought that institute work was doomed and that the people were tired of the institutes. However, when the institutes again started up after the holi-

days the weather became good and attendance followed suit. The lesson is that in the fall and early winter as long as they can plow or inclement weather compels completion of preparing housing for winter, farmers will not attend institutes any better than they will attend our summer demonstration meetings. The season closed in a most satisfactory manner.

Cooperative Marketing Institutes

Twenty-five cooperative marketing institutes were held on commodities as follows:

American cheese: Bailey's Harbor, Maplewood, Langenkampf's, East Depere, Dodgeville, Greenwood, Kiel, Reedsville and Pittsville.

Foreign cheese: Juda and Blue Mounds.

Butter: Medford, Ellsworth, Waupaca and Sparta.

Poultry and eggs: Frederic, Menomonie, Baldwin and Stratford.

Tobacco: Westby, De Soto, De Forest and Edgerton.

Live Stock: Fond du Lac and Spring Green.

Besides the above institutes twelve one-day cooperative institutes and twenty-five evening cooperative tobacco meetings were held in the more intensive tobacco sections. Other special cooperative assistance will be reported under the appropriate commodity.

Two Series Cooperative Institutes

The three-day cooperative marketing institutes were conducted in two series operating at the same time.

H. W. Ullsperger, Manager of the Door County Fruit Growers' Union, conducted the institutes on American cheese and tobacco. He was assisted regularly by H. H. Bakken of the department of Agricultural Economics and such other speakers as the occa-

sion required.

E. L. Luther conducted the institutes on butter, poultry and eggs, and live stock, and was assisted by Rudolph Froker of the department of Agricultural Economics and other persons as the occasion demanded. Mr. Luther conducted the institutes on foreign cheese assisted by Mr. Bakken and others.

Increased Appropriation

The legislature at its session in 1927 increased the appropriation for farmers' institutes by a sum of \$10,000, conditional upon its use in carrying on educational work in cooperative marketing and assisting cooperative organizations.

This appropriation was more than used up in the work in the institute year July 1st, 1927, to July 1st, 1928, and additional funds from the regular appropriation of \$20,000 were also used for cooperative marketing.

Staff in Cooperative Marketing

Employes of Farmers' Institutes

E. L. Luther, Superintendent

A. H. Cole, Assistant Superintendent

H. W. Ullsperger, Farmer and Manager of Door County Fruit Growers' Union.

H. H. Bakken, Economist

Rudolph Froker, Economist

H. T. Sondergaard, Dairy Specialist

Otto Onstad, Farmer and Director of Northern Wisconsin Coop. Tobacco Pool

Henry Arens, Farmer and vice-president of Land O' Lakes Creameries' Inc.

Gordon W. Sprague, Manager Lake Pepin Poultry Producers' Assn.

J. J. Lamb, Fieldman of Equity Livestock Sales Association.

H. B. Fargo, Farmer and leader in marketing foreign cheese.

T. S. Bigger, Farmer and Tobacco Buyer.

- I. C. Grimes, Fieldman of Farmers' Union Live Stock Commission Co.
W. E. Condon, Publicity man of Farmers' Union Live Stock Commission Co.
V. Lockwood, Dairy Specialist.

College of Agriculture

- H. L. Luther, Assistant County Agent Leader
H. H. Bakken, Economist
Rudolph Froker, Economist
H. T. Sondergaard, Dairy Specialist
Theodore Macklin, Economist
J. B. Hayes, Poultry Specialist
Gerald Annin, Poultry Specialist
W. B. Ogden, Tobacco Specialist
James Johnson, Tobacco Specialist
H. J. Brant, Live Stock Specialist
Several County Agents.

State Departments

- James H. Vint, Wisconsin Department of Markets
W. J. Kramer, Wisconsin Department of Markets
C. N. Wilson, Wisconsin Department of Markets

United States Department of Agriculture

- B. B. Derrick, Extension Specialist in Marketing.

Other Speakers

- C. W. Murwin, Northern Wisconsin Cooperative Tobacco Pool
Emerson Ela, Northern Wisconsin Cooperative Tobacco Pool
B. E. Billington, National Cheese Producers' Federation
William Hutter, National Cheese Producers' Federation
William Olson, Secretary, Green County Farm Bureau
J. C. Brady, Fieldman, Chicago Producers' Commission Co.

General Results

Sometimes we are asked why attendance upon our cooperative institutes is not larger and why results do not follow faster.

Last winter it was reported that in one or two sections our posters advertising our American cheese institutes were pulled down as fast as put up and that farmers were threatened by cheesemakers if they attended cooperative marketing institutes on cheese.

Another instance is reported in which a man spoke in favor of cooperative butter selling. The next time he received the report of his cream test it was off some four or five points below what it ordinarily was. At the institute in the territory of this creamery a vote was taken and it was overwhelmingly in favor of creamery cooperation and cooperative butter marketing, yet the big stick is swung so strongly that farmers are prevented from functioning as a democracy.

Two things remain to come about before democracy can function. The educational effort must be continued and time will remove the autocrat some day any way.

Our most successful regular institutes are usually supported by the business element of the community. Prizes are supplied and a business organization prevades these institutes. There is business favor rather than business opposition.

But with cooperation connected the business element of many places still see cooperative buying on the part of farmers rather than cooperative selling and either are antagonistic or merely tolerant. However, some business men are coming to see indirect advantages to them in more profitable cooperative selling, under which circumstance our cooperative work proceeds more

advantageously.

Another peculiar source of opposition comes from those who are loudest for cooperation and most excited about farm relief and democracy. Could we have the active support of some of the people who are loudest for cooperation, success would be more speedy.

These observations are not made with a spirit of fault-finding or rancor, but to explain reasons for our not getting results more rapidly. It is ours to continue the educational effort and be satisfied with communicating the best information we have and can get. This is a pioneer work and pioneers usually make haste slowly. Of one thing we can be pretty well satisfied. More people know more about cooperation and what makes it successful than did know in 1925, both among those who teach as well as among those who have been taught.

American Cheese

The institutes on American cheese which were held before the holidays were in sections affected very much by weather conditions adverse to successful institute attendance. Those held during the first two weeks of November were held in territory entirely dominated by private cheese organizations and were probably more affected by business opposition than by the weather. These institutes were failures from the standpoint of attendance. However, not all was lost. The campaign of publicity which was put on had the effect of attracting attention to the business side of the cheese industry in territory not yet touched by the cooperative idea.

Our two American cheese institutes held in January, in Manitowoc county, were a different story. An aggregate of 375 attended at Kiel with 22 factories represented and 701 at Reedsville with 38 factories represented.

Results

Twenty farm record books asked for at Kiel, a cow testing association was organized, and general sentiment was good. At Reedsville on the last day 78 voted in favor of cooperative marketing and wanted further information. Thirteen petition blanks for factory meetings were asked for and handed out, thirty farm account books were sold and ten signed up for a cow testing association. The work of the Reedsville institute is being followed up with the view of organizing a cooperative warehouse group at Reedsville.

The institute at Pittsville was successful. Mr. Bakken has said that the attendance was good and that a goodly number of factories were represented. It was impossible for Mr. Ullsperger to conduct this institute. So County Agent Peterson was asked to do so and accepted the task. A part of his duty in this connection was to report in a book provided for the purpose. To this date, July 19, he has not done so though he has been written at least twice. The district supervisor of that county has been asked to try to secure this report and has agreed to do what he can to secure it.

Foreign Cheese

Two institutes were held on foreign cheese, one at Juda in Green county and one at Blue Mounds in Dane county. Both were reasonably well attended. A larger interest was shown by those attending the Blue Mounds institute. Two years ago we held the most successful foreign cheese institute at Mt. Horeb of any foreign cheese institutes held so far. Out of that institute grew a movement to try cooperative selling of foreign cheese through the instrumentality of the National Cheese Producers' Federation.

Naturally cooperation had a little better hold at Blue Mounds. The day that that institute closed a farmer who had attended the institute was heard telling his neighbor over the telephone that they had got to get their factory members together and do something. The number of foreign cheese factories shipping to the Federation has risen from five to fifteen. The farmers who attended the institute at Juda while sympathetic thought that the situation did not warrant immediate procedure to organize a cooperative selling group.

Butter

Three of the five institutes on butter were very successful. The institute at Ellsworth was adversely influenced by the weather and another at Amery was entirely broken up by the worst storm in years.

The institute at Medford was peculiarly affected by bad weather. It came in November and rain fell every day of the three preventing plowing, yet leaving the roads passable. Each day farmers remarked that if the weather should be good tomorrow they would not be in attendance, but rain on the morrow brought them back.

Three creameries were represented at the institute at Medford. Since that time the creamery at Rib Lake has joined the Land O' Lakes Creameries Incorporated and Mr. Sondergaard, assisted by the president, who is a conductor on our institute staff, and the County Agent, has worked among the patrons. Cream is paid for on grade and the production of sweet cream butter is reported as 75 percent of the output. This is excellent for a creamery in a pioneer "cut-over" area. Concerning the creamery at Medford, the patrons who were present on the closing day of the institute signified by an almost unanimous vote that they were agreeable to creamery cooperation and a cooperative sales agency. It was voted to consider the matter

at the annual meeting, but for some reason the proposition was not presented.

The institute at Ellsworth, while spoiled by a severe storm, has shown results more extensive than the better attended institutes. Six creameries were represented. The creameries at Prescott and Esdale are now selling through the Land O' Lakes and expressions from officers of these creameries indicate that they are doing better than they did under the old system.

The institute at Waupaca was one of the most successful institutes ever held as far as smoothness of operation, general tone of program and education are concerned. There was an aggregate attendance of 631 and ten creameries were represented. The prevailing sentiment was for creamery cooperation. Since that time the creamery at Waupaca has voted to sell its butter cooperatively, but for some reason this is not being done.

The aggregate attendance upon the institute at Sparta was 357 and twelve creameries were represented. Sentiment in favor of cooperative selling was about unanimous. The committee on recommendations reported recommendations favoring grading cream and paying by grade and investigating the feasibility of selling through a cooperative sales agency.

Thus a good start has been made in four different sections towards creamery cooperation and cooperative selling. It will take continued attention and more time to complete the educational process.

Other Work on Butter Selling

Besides the three day cooperative marketing institute work on butter, the department has presented cooperative butter selling at our regular institutes in the butter sections. Information concerning this agricultural problem is becoming widespread.

Mr. Sondergaard, Mr. Bakken, Mr. Froker and the superintendent have been at creamery meetings and other meetings where this matter has been dealt with.

After the Rib Lake creamery had joined the Land O' Lakes, the superintendent wrote County Agent Shaffer of Taylor county and R. A. Kolb, president of the creamery and a member of our institute staff, that it was imperative that the creamery be got onto the sweet cream basis at the earliest possible moment. Arrangements were made to have Mr. Sondergaard employed among the patrons and assist in the creamery for ten days. Patrons were visited along the cream routes and evening meetings were held with the result that this pioneer creamery in the cut-over area reported a 75 percent production of Land O' Lakes sweet-cream butter.

Three years ago in the first year of our cooperative institute effort a cooperative marketing institute was put on at Whitehall. Mr. Sondergaard has spent some time in that section since that time and the matter of creamery cooperation has been kept prominent in the minds of creamery officers and patrons by various people and means. Early this spring the Land O' Lakes put on an organization program and ten creameries organized District No. 24 of Land O' Lakes on May 28.

When it appeared that the unit was a foregone conclusion the department detailed Mr. Sondergaard to begin work among these creameries. A Navy contract was secured for the York creamery, but in remodeling their cooling room coal-tar was used in the insulation with the result that the odor of coal-tar appeared in the butter. The Navy contract had to be given up and was transferred to the creamery at Ettrick. Mr. Sondergaard presented work among the patrons of this creamery and the result was

that the creamery started out on a sweet-cream basis with a production of sweet-cream butter ranging from 60 to 75 percent of its production Land O' Lakes sweet-cream butter.

The superintendent and Mr. Sondergaard were present at the organization meeting of District No.24 and urged a campaign of cream improvement. The idea was adopted. The Land O' Lakes organization, the district organization and the Farmers' Institutes have been cooperating in this campaign. This department has kept Mr. Sondergaard almost continuously employed and has also employed a Mr. Lockwood for two weeks as our part of the program. Mr. Lockwood worked among the patrons of the creameries at Price, Osseo and Strum. Mr. Sondergaard has completed a most thorough work among the patrons of the creameries at Galesville and is continuing his work in District No.24 after a week's interruption doing some work suggested by the Dairy Department. The district fieldman and Mr. Lockwood now in the employment of the Land O' Lakes organization are continuing the campaign and on August first the district of ten creameries will go on a sweet-cream basis, grade cream and pay by grade.

We are ready to say without reservation that our expectations and our repeated assertions will be met and that creameries which adopt a program such as Land O' Lakes advocates and prosecutes can accomplish more in two months in cream and butter improvement than creameries without such a program can accomplish in ten years on the old basis of paying a flat rate for all sorts of cream. We believe that the employment of Mr. Sondergaard and Mr. Lockwood on this work will be amply justified.

This cream improvement program is correct. The superintendent feels that it ought to be suggestive to the people and organization interested in cheese and that we ought to employ a man with qualifications equal to those of Mr. Sondergaard in

educational work in milk grading and paying by grade and in cooperative selling of cheese.

Mr. Sondergaard has also worked among the creameries for the Dairy Department. The superintendent in order to keep Mr. Sondergaard on the job in District No.24 volunteered to the Dairy Department to meet with the patrons of the creamery at Cassville and discuss the feasibility of their taking over the creamery from proprietary ownership. On this trip calls were made upon the creameries at Bloomington and at Beetown with which Mr. Sondergaard had worked on two or three occasions. We were much pleased to learn first hand of the high appreciation in which the management of these creameries hold Mr. Sondergaard and of the good work which he had done in a program of quality improvement. At Beetown he had also assisted the creamery by locating a second hand boiler which was much larger than the little boiler which the creamery had been using and which was too small to supply water enough and steam enough for proper sterilization of the creamery and utensils.

At the meeting at Cassville I advised procedure to get ready for a second meeting at which I would have present H. C. Larson of the Buttermakers' Association.

Under adverse circumstances our work in butter has proceeded with results such as mentioned above. Had we not been impeded by those who seem to have no program, the results would have been astonishing. However, one thing seems to be clearly demonstrated. Mr. Sondergaard has been the right man in the right place. In the popular vernacular "He knows his stuff." He meets people well and leaves them better. He is not simply a dairy extension specialist to run a tryer into butter, but a man acquainted with patrons' problems, with the business of the butter trade, with wise and sound programs of improvement and finally with the

benefits which may accrue to farmer patrons from cooperative selling of butter. He is the farmer's man and has a program which is not fragmentary but is a whole, complete program. We are bound to get somewhere.

Now if this department could have the direction of another such man in the cheese work, progress would be made there.

Poultry and Eggs

Four cooperative marketing institutes on egg selling were conducted. Three of these were affected by bad weather; the first one at Frederic by a cold snap, though the institute was successful; the second at Menomonie by a sleet storm and ice sheet which made travel difficult; and the third one in December at Baldwin when a severe blizzard blocked the roads. The fourth one at Stratford in January was a success in every way.

In these institutes we are not looking for immediate results. We have seen the Lake Region Poultry and Egg Exchange rise, its troubles and its failure. Our disposition is to hold these institutes in areas where poultry is somewhat developed and where there is a possibility of its soon being developed intensively enough to insure successful cooperative marketing. Local egg selling organizations look easy and people are prompted to try them. As a rule their existence has been short. Our institutes have presented a scheme of poultry development and have ^{required} presented a minimum of development to insure successful beginning of cooperative operation. We feel that we have as good educational material in what we call egg "merchandizing" as we have in any of our institutes. From the institutes of last winter possibly our best result was to secure a poultry census in Polk and Burnett and Dunn counties as a basis for future development of these areas. Frequently failures of poultry cooperatives have been due to lack of volume of egg production.

When cooperative groups in egg marketing are started in Wisconsin with our assistance they will have volume of production sufficient to make them economic at least in that respect.

For the poultry censuses which were undertaken Mr. Hayes of the Poultry Department supplied the material for the questionnaire and this department produced and mailed the sheets in quantity to County Agents Richardson and Thompson and Superintendent Hughes of the Dunn County School of Agriculture. As yet we have no reports from Mr. Thompson or Mr. Hughes, but Mr. Richardson made a most interesting summary report upon having received back 1279 questionnaires. If our cooperative marketing institutes for the present only secure as results such poultry census as Mr. Richardson carried on in Polk county, the County Agent or other person interested in poultry development and marketing in a county will have a splendid foundation upon which to build his work.

Tobacco

For the short time that we have been interested in this commodity we have probably done cooperation the most good and been most benefited ourselves thereby.

A year ago in January 1927 the Northern Wisconsin Cooperative Tobacco Pool appeared doomed. The management was discussing closing up the business apparently with no hope of a sign-up for a new contract period. The state department responsible for the launching of the Pool did not seem to consider the chances of the Pool of worth as an asset.

The superintendent was sick, having been confined at home since the middle of November. In this emergency it was H. H. Bakken who suggested to the superintendent that a tobacco marketing institute ought to be put on. Doubt was expressed, but Bakken said we had the "goods." All right, we would go ahead. Where? Why, at

Viroqua, where the going would be hardest, toughest. Agreed.

In the privacy of home and convalescing with plenty of time to think and the assistance of telephone and dictaphone the job was set up. The Viroqua cooperative marketing institute was the first field enterprise for the superintendent in ten weeks. We went out to Viroqua with all of the misgivings of old Miltiades when he set out over the hills from Athens to meet the myriads of the Persians. But Bakken and the other persons on the program had the "goods." Discussion was fiery at first. The audience was made up of doubting Thomases, but each day they came earlier and in larger numbers. The third day closed with the major part of the large audience clapping, stamping and hurraing for our side and calling for contracts to sign. The coming of the Farmers' Institutes to the aid of the Northern Wisconsin Cooperative Tobacco Pool was like the arrival of Stonewall Jackson at First Bull Run, or the coming of Bluecher at Waterloo to help Wellington when he was calling "Bluecher or night!" And the nice and grand part of it all is that the Pool acknowledges the assistance and says so.

A second and most successful cooperative marketing institute on tobacco was put on at Stoughton in the southern tobacco district as an extra beyond our schedule at the request of the Pool and the Pool was saved.

Then our benefit came. In the summer following these two trial tobacco institutes the enemies of agricultural education for farmers had "tied cans" to the bill in the legislature to increase the appropriation for Farmers' Institutes and stuffed it in a pigeon hole, but the Northern Wisconsin Cooperative Tobacco Pool would know the reason why, got the bill out of the pigeon hole, untied the cans, and saw it safely passed. This law legalizes instruction in cooperative marketing and educational assistance to

cooperatives and appropriates ten thousand dollars annually to carry on the work. This act of the organized farmer demonstrates most vividly the power and influence which farmers might wield if they would only organize effectively.

Last fall the superintendent called on the Pool office to consider the program of tobacco merchandizing for the coming institute season. First, it was devined just about where and when the time worn campaigns of innuendo and misinformation would be sprung on the Pool membership and four three-day cooperative marketing institutes on tobacco were scheduled in advantageous places at what proved later to be synchronous with the attacks on the Pool.

When the assault started it was preceded with a barage of high prices calculated to appeal to any sentiment of avarice which might be aroused among tobacco farmers, especially members of the Pool. And the sentiment was actually aroused as was evidenced by the symptoms some began to show.

But the institutes were there with information showing just what might be expected and how the thing would work out. The attack was stopped as dead in its tracks as was the assault of the Germans in the Champagne stopped by Gormand in 1918, the Pool members with rare exceptions standing firm and the few who did not soon coming to the Pool office to settle for defection. So the institutes a second time proved of worth to embattled cooperating tobacco farmers.

Meantime twelve one-day tobacco institutes reached other points in the intense tobacco growing sections, a large number of tobacco farmers taking pleasure and deriving satisfaction in assisting a successful enterprise. Morale was increased among Pool members and a desire began to grow among outsiders to be with the crowd rather than to be single and alone. Those attacking the Pool apparently lost heart and failed to come through with the prices that they had

been talking about. The pool was left "sitting pretty."

For the late spring and early summer, to keep something going and to be in the field, it was decided to put on a series of twenty-five one-session evening meetings to acquaint tobacco farmers with pool accomplishments and inform them that the Pool would be opened to those still outside the Pool so that they could sign up for the remaining four years of this pool and that about the middle of the summer the pool would be closed for the 1928 crop.

The morale of the members of the Pool is well shown by what happened in arranging for these meetings. Around seventy-five persons who had been selected as members of local committees for these various meetings were written to concerning the meetings and their connection with them. Within a week the persons addressed at all but three of these places had responded, with only two or three exceptions, assuring us that they were glad to do anything necessary to make the meetings successful. The meetings were conducted and were successful, the farmers turning out in their work-a-day clothes weary from their toil of the day.

The superintendent attended and spoke at one meeting held in the open in the moonlight under the stars. A splendid sentiment obtained among those present. One farmer assured the superintendent that he was a shareholder and was a member of the Pool. His proprietor received his share of the crop and was not a member of the pool. The shareholder had received more for his tobacco sold through the Pool than had the proprietor sold by himself to private buyers. The whole neighborhood knew this and it helped to make the cause of cooperating farmers much better in a community where sentiment for cooperation had not been any too good. On this trip the superintendent learned that the business men of Viroqua, where the very first cooperative marketing institute on tobacco was held, were

beginning to speak well of the Pool.

At this writing, July 20, the campaign being put on by Pool members to increase membership in the Pool is progressing in a very encouraging manner and it looks as if there would be a generous increase in signed contracts. Thus in the short space of a year and a quarter by a campaign of education through the institutes the attitude of a large number of farmers and not a few business men has been changed, the cooperative movement in every commodity in the state has been encouraged, the Northern Wisconsin Cooperative Pool has been saved to the advantage of every tobacco grower in Wisconsin, tobacco growers are gaining new courage to make the tobacco crop a rising rather than a declining industry in our state, and farmers are growing in appreciation for the University and the College of Agriculture. The eyes of cooperative and private business everywhere on the continent are on Wisconsin. All of the other tobacco pools have failed. The struggle of the farmer will be facilitated by the continuance and success of the Northern Wisconsin Cooperative Tobacco Pool.

The superintendent wants to acknowledge the generous cooperation of the excellent management of the Pool and of the leaders among the cooperative tobacco farmers and the splendid service rendered by every man who has been asked to speak on our programs and who has worked in our cause.

Live Stock

Cooperative marketing institutes on live stock were our new venture this year and we tapped a new and most interesting field of endeavor.

Mr. J. J. Lamb of Fond du Lac, fieldman for the Equity Livestock Sales Association of Milwaukee has been the cooperating agent and advisor in this commodity work. With his assistance trial

institutes were arranged and conducted at Fond du Lac and Spring Green. Both of these institutes were successful as a most interested lot of representatives of twelve associations gathered at Fond du Lac and of five associations at Spring Green. At Fond du Lac we enjoyed the assistance of I. C. Grimes, fieldman, and W. E. Condon, publicity man for the Farmers' Union Live Stock Commission of Chicago and Commissioner James H. Vint of the Department of Markets and at Spring Green J. C. Brady of the Chicago Producers' Commission. Veal calves and swine, more careful delivery of stock to the associations and patronage of central commissions were the high lights.

At Fond du Lac they called for another institute next season and voted to hold a large summer field-day and picnic and at Spring Green the delegates from Muscoda requested such an institute at that place next season and the associations which for the most part were patronizing private commission companies were interested in central cooperative commissions.

The group of Farm Bureau shipping associations in the Spring Green territory held a field day and picnic in June at which Mr. Brady representing the Chicago Producers' spoke and the shipping associations of the Fond du Lac area held their picnic on Sunday, July 15. The superintendent was asked to arrange the speaking program and preside at it. Mr. Grimes of the Farmers' Union, and Mr. Schaars of the College of Agriculture were the special request of the general committee on arrangements. These men were secured and presented most interesting information on cooperative selling of live stock. Around 150 automobiles were packed in the grove and a large crowd estimated at four or five hundred people was present. Six officers and directors of associations represented at the Spring Green institute were interested enough to drive nearly 150

miles to attend this picnic. When such a thing as that happens men are interested in the benefits of cooperation. At the close of the program at the suggestion of Mr. Lamb a large group of shippers gathered to consider where institutes would best be held the coming season.

Miscellaneous

Upon request of County Agent Amundson of Outagamie county H. W. Ullsperger was supplied for two meetings to consider the organization of berry growers to sell their crop cooperatively. An organization was formed. Results of the enterprise have not yet been reported.

Conclusion

The season which started so inauspiciously closed with us having experienced our very best year. Here and there we get bits of information that our College of Agriculture is out in front in this marketing work. A large cooperative in a neighboring state has said that if their college of agriculture were as aggressively for cooperative marketing organizations in their state as the College of Agriculture of Wisconsin is for cooperative organizations in this state their progress would be faster and their efficiency greatly increased.

Attendance

Institutes on Cooperative Marketing of Butter.

Medford	419	4 creameries	
Ellsworth	91	6 "	(storm)
Amery	8	1 "	(terrible storm)
Waupaca	631	10 "	
Sparta	<u>359</u>	<u>12</u> "	
Total	1,508	33 "	

Institutes on Cooperative Marketing of American Cheese.

Bailey's Harbor	101	10 factories	(plowing)
Maplewood	35	9 "	"
Langenkampfs	91	17 "	"
East De Pere	59	9 "	"
Dodgeville	91	11 "	"
Greenwood	286	14 "	
Kiel	375	26 "	
Reedsville	701	34 "	
Pittsville	400	15 "	(Estimated)
	<u> </u>	<u> </u>	(Not yet reported)
Total	2,139	145 "	

Institutes on Cooperative Marketing of Foreign Cheese.

Juda	222	19 factories	
Blue Mounds	<u>195</u>	<u>21</u> "	
Total	417	40 "	

Three-day Cooperative Marketing Institutes on Poultry and Eggs

Frederic	215	17 townships	(cold snap)
Menomonie	284	11 "	(Sleet, icy roads)
Baldwin	94	5 "	(Very severe storm roads blocked)
Stratford	<u>590</u>	<u>8</u> "	
Total	1,183	41 "	

Three-day Cooperative Marketing Institutes on Tobacco

Westby	119	5 townships	(Severe storm)
De Soto	284	5 "	
Edgerton	747	12 "	
De Forest	<u>550</u>	<u>8</u> "	
Total	1,700	30 "	

Three-day Cooperative Marketing Institutes on Livestock

Fond du Lac	308	12 associations	
Spring Green	<u>313</u>	<u>5</u> "	
Total	621	17 "	

When starting the cooperative marketing institutes in 1925 the question was raised as to what attendance would constitute a good institute. It was concluded that if 40 interested persons who were officers or leaders were present from a territory within a radius of twenty miles, the institute would be a success. Even in a season badly hit by storm, we had 52, or an allowance of 12 for each session for women and children.

One-day Cooperative Marketing Institutes on Butter

Dodgeville	40	
Dodgeville	135	
Dodgeville	6	
Lawton	85	
River Falls	90	
Chilton	300	
Mindora	85	
New London	24	
Jim Falls	200	
B eetown	70	
Chilton	100	
Whitehall	40	
Ettrick (Evening)	135	
Whitehall	125	
St. Croix Falls	<u>7,000</u>	(Picnic)
Total	8,435	

One-day Cooperative Marketing Institutes on American Cheese

Saxeville	75	
Marshfield	500	
Greenwood	400	
Abbotsford	400	
Wausau	200	
Shawano	200	
Green Bay	85	
Germantown	150	
Germantown	150	
Dodgeville	<u>150</u>	
Total	2,310	

One-Day Cooperative Marketing Institutes on Fruit

New London	24
New London	<u>159</u>
Total	183

One-day Cooperative Marketing Institutes on Tobacco

Rio	71
McFarland	112
Cottage Grove	76
Cambridge	80
Fulton	125
Orfordville	87
Soldiers Grove	87
La Farge	22
Viroqua	225
Coon Valley	125
Chaseburg	93
Genoa	<u>78</u>
Total	1,181

One-Session Tobacco Institutes

Brodhead	11
Orfordville	17
Utica	26
Hannerville	58
Kegonsa	27
Cassel Rock	87
Boaz	15
Five Points	48
Soldiers Grove	19
Mt. Sterling	4
Readstown	26
Folsom	35
West Prairie	33
Liberty Pole	37
Bud	23
Bloomington	22
Westby	34
Coon Town Hall	29
Newry	35
Colfax	22
Pigeon Falls	67
Melvina	63
Portland	58
West Salem	<u>4</u>
Total	800

Miscellaneous Cooperative Marketing Institutes

Whitehall	45
Ellsworth	409
Eau Claire	600
Whitewater	115
Cassville	75
Brandt Farm (Near Lime Ridge)	200
Total	<hr/> 1,444

For summary of attendance at Cooperative Marketing Institutes
see page 48.

April 30, 1928

Mr. E. L. Luther, Superintendent
Department of Farmers' Institutes
College of Agriculture
University of Wisconsin

Dear Mr. Luther:

I beg leave to submit the following report covering the Farmers' Institutes work from September 1, 1927, to April 30, 1928. This is a report on 143 Two Day Farmers' Institutes, 162 One Day Farmers' Institutes and 12 Women's Institutes.

Purpose

The purpose of the Farmers' Institutes in Wisconsin is to assist the farmers of the state in improving their agriculture practices and making life more worth while on the farm. In order to do this two things are necessary. First, the proper scientific instruction should be given in such a way that it will stimulate the farmers to do the thing that ought to be done. Second, the materials and conditions should be so arranged that it will be easier for him to do the thing to his greatest profit than to do that which he has been doing. He should not only be taught the advantages of a straw loft poultry house and how to build one but it should be made easy for him to get the plans and get the materials at his local market.

Programs

The programs of the Farmers' Institutes have been written with the needs of the community in mind. In counties having County Agents not only were the subjects for which they asked considered but a

list of their projects were consulted in making the program. In counties not having County Agents the subjects requested by the farmers were considered. However, in some instances the programs were modified by the necessity of sending workers not fitted for subjects asked for.

Subjects

The following subjects have been placed on the program and have been discussed at the institutes this year:

Feed and care of brood sow and litter
How to get and keep a good stand of alfalfa
Boys and Girls Club work
Commercial fertilizers and how to use them
Feeding the dairy herd at a profit
Better milk for greater profit
Sweet clover a great pasture crop
Value of livestock breeders associations
A soil fertility program
Dairy herd improvement
Care and feeding of dairy cows
Does barnyard manure maintain soil fertility?
What feeds to buy
Need of lime in growing the best dairy feeds
Plant needs and fertilizer formulas
Commercial fertilizer on dairy farms
Why some farms pay?
Care and management of baby chicks
Increase profits from pasture
The value of cow testing associations
Lime - for a profitable crop of alfalfa
Care and use of farm fertilizers
Swine sanitation in Wisconsin
Wisconsin Soil Improvement Association
Cooperative marketing of butter
Cooperative marketing of dairy products
Cooperative marketing of livestock
Chick sanitation
Dairy herd improvement
Growing timber for profit
Treatment of potato diseases for better potatoes
More profit from better potatoes
Crop diseases and their treatment
Cooperative marketing of cheese
The value of agricultural limestone
More and better tobacco per acre
Phosphate for farm soils
Fertilizers for economic production
Feed sunshine into your eggs
How to sell the dairy cattle at an advantage
The value of a proven sire
Cost and value of farm electrification

Mineral feeds and dairy rations
Spraying farm orchard for profit
Testing seed corn and seed grains
Treatment of seed grains and potatoes to increase yields
Mineral feeds and dairy rations
Spraying a farm orchard for quality fruit
Testing seed corn and seed grains
Treatment of seed grains and potatoes to increase yields
Spraying a farm orchard for quality fruit
Facts and figures on farm electrification
Garden diseases and insects
Farm accounts and farm success
An economical farm poultry flock
Why complete farm records increase profits
How to ripen a better crop of corn
The necessity of farmers cooperating
Seed treatment to prevent plant diseases
Potatoes, their diseases and pests
Three sprays for profit
Care of the farm orchard
Need of lime in growing the best dairy feeds
Plant needs and fertilizer formulas
What feeds to buy?
Why buy apples? Better sell 'em.
More profit for better potatoes
Small fruits and their diseases
Treatment of seed grains and potatoes to increase yields
Cabbage maggot and its control
Spray apple trees for profit
How completed farm records increase profits
A soil fertility program
How to grow and cure soy beans for hay
A new test for grading milk
What the market demands in hogs
Small fruit culture
Results of fertilizer tests in Burnett county
Alfalfa situation in Burnett county
Seed treatment to prevent losses
Care and proper use of manure
Growing alfalfa in Portage county
Acreage adjustment of crops
Marketing foreign cheese through the "Federation"
Sweet clover pastures for Lafayette county
A new test for grading milk
Poultry problems in Burnett county
How to ripen a better crop of corn
Spraying and pruning apple trees
Why test your cows
How to control dodders
Why join the Wisconsin Soil Improvement Association?
Making the boy a better farmer
How to prevent plant destruction by disease
Spray apple trees; have good apples to eat and to sell
How do you know you can feed your herd at a profit
How to keep an alfalfa field to a good old age
How to tell a scrub pure bred (pedigree, production and type)
Alfalfa field, old and new
Growing clover seed as a cash crop

Tiling to increase farm profits
Club work for Milwaukee county boys and girls
Small fruit for health and profit
Small fruit for pleasure and profit
Report on experimental C.T.A. in Waikesha county
Lime for profitable crops
How much butter fat do your cows product? How much do you make?
Swine as a profitable by product of the dairy
A good stand of alfalfa for five years
The place of lime and superphosphate on dairy farms
Chick sanitation in Marathon county
Feeding some feeds and some cows at a profit
Better boy and girl club work
Better methods of sine management
Colony house construction and chick sanitation
Feeding for egg production
Grain diseases take a big toll
A simple seed corn test
Control diseases in young pigs
Clean milk means more money
Commercial fertilizers pay (Slides)
Test for dairy production. It pays
Our poultry program
Swine sanitation for round worm control
Our alfalfa successes and failures (Slides)
Farm names and signs
Poultry sanitation, disease control, raising and feeding for eggs
Developments of livestock marketing
Chick diseases, causes, symptoms, treatment
What feeds and which cows can be fed at a profit
A home garden for pleasure and profit
More and riper corn for Rusk county
Wisconsin chick rearing program
Disease and pest control in poultry
Why not more club work around Cross Plains
Good pastures in July and August
My experience with alfalfa
Lime; How to get it; How to use it; What it is good for.
Elemental principles in feeding dairy stock
Commercial fertilizers on dairy and potato farms
Legumes and plant food
The business of farming
Keeping accounts with cows
The relations of seed to economic potato growing
Small fruits for home table and market
What can we do for our community
Spraying for fruit improvement
Potato improvement in pictures
Better pastures for Barron county
Better pastures for Burnett county
Better pastures for Clark county
Better pastures for Columbia county
Better pastures for Dane county
Better pastures for Fond du Lac county
Better pastures for Green county
Better pastures for Green Lake county
Better pastures for Jackson county
Better pastures for Jefferson county
Better pastures for Juneau county
Better pastures for Lafayette county

Better pastures for Manitowoc county
Better pastures for Marathon county
Better pastures for Portage county
Better pastures for Richland county
Better pastures for Rock county
Better pastures for Sauk county
Better pastures for Sheboygan county
Better pastures for Taylor county
Better pastures for Washburn county
Better pastures for Winnebago county
Better pastures for Wisconsin
Better pastures for Wood county

The Farmers' Institutes Staff

The following men were employed for more than ten days
on the regular Farmers' Institutes staff:

Walter C. Brill	Roy McDonald
B. J. Gehrman	Otto Onstad
C. H. Imig	T. J. Pattison
R. A. Kolb	G. S. Ristow
P. C. Swartz	

The following men were employed for temporary and
emergency service of less than ten days:

Henry Arens	James Isherwood
S. G. Corey	G. Howard King
H. B. Fargo	R. R. Runke
O. C. Horlamus	Ray G. Walker

The following specialists connected with the College of Agriculture took part in the institutes work:

A. R. Albert	J. B. Hayes
Gerald Annin	C. L. Kuehner
John Brann	J. B. Lacey
Howard Brant	F. L. Musbach
G. M. B riggs	Griffith Richards
C. J. Chapman	H. T. Sondergaard
A. J. Collentine	R. E. Vaughan
E. J. Delwiche	F. G. Wilson
C. M. H arrison	A. H. Wright
K. L. Hatch	O. R. Zeasman

I. W. Rupel

Mrs. L. D. Hopkins was employed to conduct Women's institutes.

The following persons assisted Mrs. L. D. Hopkins in conducting Women's institutes:

Mrs. Nellie Kedsie Jones, College of Agriculture
F. W. Duffee, College of Agriculture
A. H. Cole, Farmers' Institutes

Proportional Employment

In order to present the scientific and the practical phases of agriculture in these institutes both practical farmers and College specialists have been employed. As time has gone on and our farmers have acquired more ability to receive benefits from discussions of specialists and our specialists through more contact and experience with the farmers have acquired greater knowledge of the need of farmers and greater ability in presenting their subjects to the farmers we have employed more specialists. Specialists were employed 250 days and practical farmers 333 days. The force of workers was

composed of 27 specialists and 11 farmers. The proportion of work done by each of them was as follows:

Specialists	43%
Farmers	57%

Results

Each institute worker reports material and service rendered at each institute. It is impossible for the Institutes staff to report all the services rendered the community as they are not there to get the results that followed the institute. In some cases the County Agent reports, but in many cases the good results of the institutes are never reported.

The summary report of the service and materials is as follows:

143 Two Day Farmers' Institutes

Soil Improvement Association members	945	
Swine Improvement Association members	281	
Bulletin Requests	1,630	
Farm Record Books	120	
Muriate potash	70	tons
Phosphate	109,100	lbs.
Cow Testing Association members	56	
Hog house plans	1	
Spray ring requests	207	
Lime	38	cars
Chicken Feeders	80	
Chicken mash hoppers	57	
Poultry house plans	20	
Poultry rations	17	orders
Pruning and spraying orchards	28	
Treating grain	59	
Potato Treatment	63	
Barley	18	orders
Sweet clover	129	orders
Alfalfa	146	"
Fertilizer	34	"
Trees (Reforestration).....	14	"
3 day cooperative marketing institute on butter requested at River Falls for next winter.		

162 One Day Farmers' Institutes

Soil Improvement members	239
Bulletin requests	504
Poultry house plans	2
Mash feeders	7
Potash orders	2 cars
Phosphate	9 tons
Lime	110,000 lbs.
Formulas for rations	2
Better seed potatoes	12
Fertilizer	37 orders
Alfalfa	32 "
Dynamite	200 "
Cow Testing Association members	6
Commercial fertilizers	8,800 lbs.
Inquiries for lime needs	5
Inquiries for potato seed	8
Inquiries for Federal Farm Loan	1
Inquiries for potato seed treatment	3
Inquiries for feeding baby chicks and diseases	9

Women's Institutes

Twelve Women's Institutes were held this year.

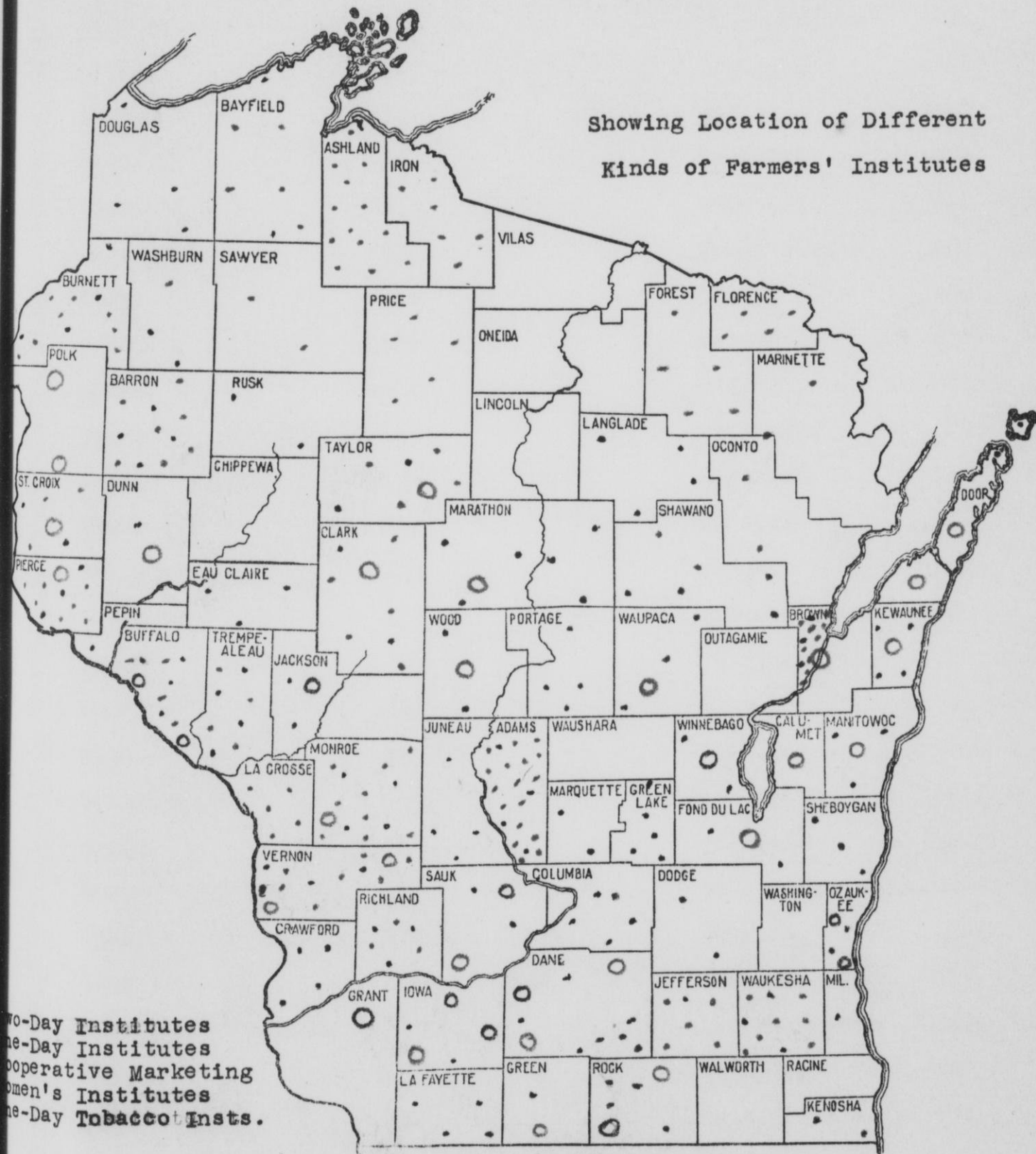
Three of the Women's Institutes were two-day institutes with two sessions each day with two workers. This increases the efficiency of the institute over the one worker one session per day.

It is advisable to have the women attend the Farmers' institute. Therefore it seems best not to have the Women's institute upon the same days that the Farmers' institute is held in most localities.

The following subjects have been given and discussed in the Women's Institutes this season:

- Problems in pickling
- Preserving and jelly making
- Judging demonstration
- Variety in bread making
- Apples and vegetables in the winter diet
- Why worry? Let's play
- Care and feed of baby chicks
- Use of vegetables, raw and cooked, with demonstration
- Summer camps for women
- Sandwiches, a demonstration
- Value of milk in the diet
- Home hygiene and care of the sick
- Facts and figures on house electrification

Showing Location of Different
Kinds of Farmers' Institutes



2-day Institutes
 1-day Institutes
 Cooperative Marketing
 Women's Institutes
 Tobacco Insts.

TWO-DAY FARMERS' INSTITUTES 1927-1928

	<u>Attendance</u>		<u>Attendance</u>
Algoma Town Hall	585	Cleghorn	61
Amherst Junction	389	Clintonville	225
Antigo	135	Cochrane	1255
Argyle	218	Colby	193
Athens	1182	Columbus	839
Auburndale	515	Comstock	415
Augusta	storm	Cross Plains	317
Avoca	709	Dallas	635
B araboo	480	Dalton	488
Beaver Dam	3075	Danbury	335
Belmont	717	Deerbrook	73
Berlin	1150	Dellwood	113
Blair	512	De Pere	313
Blanchardville	586	Durand	343
B loomer	575	Eastman	524
Bonduel (storm)	20	Elk Mound	316
Borea	485	Ellisville	262
Botkolville	509	Elmwood	775
Briggsville	579	Embarrass	185
Brodhead	387	Fairwater	1105
B rown Deer	617	Fall Creek(Storm)	29
Cable	183	Fayette	409
Camp Douglas	364	Penwood	730
Casco (Storm)	14	Fountain City	1340
Cato	795	Friendship (Cold)	89
Cedarburg	382	Galesville	700
Center	255	Gays Mills	452
Clay Bank	461	Gilmanton	545

	<u>Attendance</u>		<u>Attendance</u>
Glenwood City	426	Oakland	475
Grand Marsh	530	Oostburg	630
Grantsburg	352	Phlox	82
Hatley	284	Pigeon Falls	Storm
Haugen	417	Polar (Storm)	27
Hawthorne	455	Portage	1470
Junction City	112	Port Wing	153
Johnson's Creek	649	Poynette	1140
Johnsonville	760	Princeton	236
Kendall	735	Pulaski	543
Ladysmith	250	Reedsburg	725
Leopolis	418	Reeve	360
Loyal	225	Rib Lake	1210
Lyndon	249	Rio	1140
Maiden Rock	440	River Falls	250
Marathon	3390	Rosholt	572
Markesan	1625	School Hill	1279
Menomonee Falls	345	Shawano	387
Mineral Point	257	Shell Lake	105
Mishicot	989	Silver Lake	198
Montello	203	Siren	235
Mt. Vernon	237	Soldiers Grove	335
Muskego	660	Somers	267
Nasonville	615	Somerset	635
Necedah	388	Spencer	838
Newark	450	Spooner	195
Newburg	545	Stanley	162
New Franken (Storm)	7	Stetsonville	175
Norwalk	273	Stevens Point	1778

	<u>Attendance</u>		<u>Attendance</u>
Stoughton	932	Waukesha	226
Strum	188	Waupaca	476
Sun Prairie	699	Waupun	870
Taylor	1212	Wauzeka	407
Tell	425	Wayside	880
Tigerton	680	Webster	290
Tomah	265	Wentworth	197
Tonet	290	Westfield	562
Tony	475	Wilton	515
Van Dyne	2625	Winchester	565
Wiola	528	Withee	405
Waldo	662	Wonewoc	955
Washington Island	361	Woodstock	549
Waubeka	922	York	499
	Yuba	280	

Number of Two-day Institutes	143
Total Attendance	78,775
Average Attendance	550

ONE-DAY FARMERS' INSTITUTES 1927-1928

AttendanceAttendance

Allen	66	Centerville	60
Almena	57	Chesky	16
Almond	105	Chetek	175
Arcadia	65	Clifton	135
Argonne	162	Clinton T. Hall	155
Arkdale	302	Colburn T. Hall	22
Armstrong Creek	48	Coon Farm	20
Arnott	82	County Line	108
Aurora	Storm	Cumberland	60
Badax	58	Crandon	17
Bancroft	140	Deer Park	60
Barksdale	32	Dellwood	35
Bashaw Valley	175	Denmark	55
Bass Lake	114	Donald	36
Big River	124	Dousman	16
Bonnett	17	Drammen	64
Brill	23	Duck Creek	100
Bryant	9	Drinkwater	25
Burns	150	Eagle	28
Butternut	32	Eau Claire	50
Cameron	29	Elcho	12
Campbell	135	Elmwood	160
Canton	125	El Paso	54
Carolin	80	Encro District	63
Cashton	155	Exeland	220
Cassian	324	Fargo	95
Cataract	210	Fence	Storm
Cecil	82	Florence	14

	<u>Attendance</u>		<u>Attendance</u>
Freya	147	Lawrence	1200
Friebel	35	Liberty Pole	38
Gilman	172	Lily	70
Glasgow	250	Lincoln T. Hall	47
Glenmore	40	Loyal	20
Glidden	23	Marengo	55
Globe	40	McLaughlin	10
Grant T. Hall	102	Meadville	89
Greenleaf	40	Mellen	40
Greenwood	25	Mercer	37
Greetum	80	Middle Ridge	60
Hammond	36	Mindoro	17
H annibal	20	Miner	50
Harshaw	170	Modena	282
Hayward	425	Mondovi	140
Herbert	46	Monroe T. Hall	25
Hillsdale	55	Mormon Coulee	51
Holland Town	25	Mukwonago	60
Homestead	Storm	Nashville	69
H umbird	6	Nelson	134
Iron Belt	509	New Franken	50
Jackson Town Hall	62	North Fork	166
Johnson	12	North Lake	40
Johnson Creek	250	North Line	43
Jump River	110	Oakdale	170
Kaiser	9	Oconomowoc	115
Kennan	157	Ogema	125
La Farge	106	Ontario	172
Lakewood	52	Park Falls	222

	<u>Attendance</u>		<u>Attendance</u>
pearson	28	Tilleda	120
peterson	17	Timberland	96
pembin	36	Townsend	73
Pigeon Falls	270	Union Mills	110
Plover	160	Upton	89
Plum City	100	Valley	207
Pole Bridge S.	65	Valley Junction	100
Portland	250	Van Buskirk	33
Prentice	149	Vilas	35
Readstown	76	Wabeno	36
Retreat	86	Warrens	163
Richfield T. Hall	32	Washington Isl.	449
Rockland	40	Waukesha	153
Rusk Twp.	28	Waumandee	Storm
Shennington	Storm	Wautoma	183
Sparta	140	Wautoma	544
Spooner	5	Wayside	60
St. Joseph	148	White City	102
Sanborn	10	Wilson	86
Saxon	229	Withee	40
Suamico	35	Woodlawn School	26
Summit	18	Woodruff	351
Sussex	70	Wood River	162
Sugar Camp	509	Yuba	99
	Fred Zon's Farm		7

Number of One-Day Institutes	162
Total Attendance	16,101
Average Attendance	99

POULTRY MEETINGS

Burnett County

Oakland	5
Viola Lake	32
Oakland	10
Freya	14
Wood River	12
Coomer	14
Roosevelt	<u>38</u>

125

Clark County

G. E. Rude Farm	13
Harry Horn Farm	36
Emil Walgain Farm	25
Geo. Sulk Farm	14
Alfred Drascher Farm	26
J. F. Bates Farm	42
A. E. Stadler Farm	15
Anton Bablite Farm	22
J. A. Topdahl Farm	24
M. J. Haas Farm	30
Joe Bunzehal Farm	35
Harry Boie Farm	38
Edom Morrison Farm	15
Harry Worden Farm	<u>10</u>

345

Langlade County

Ferdinand Schultz farm	18	
Art Strandberg farm	35	
John Simon farm	12	
Carl Goepfert farm	20	
Chas. Tourtillott's	62	
C. B. Nelson farm	12	
Fred Goodwill farm	51	
Alfred Cook farm	72	
Gillis School	<u>85</u>	367

Portage County

John Vanderloop Farm	18	
Junction City	16	
F. Allenburg Farm	30	
Nic Barnes Farm	19	
J. J. Sack Farm	27	
T. Shauplan Farm	<u>21</u>	131

St. Croix County

G. W. Klamennon farm	25	
F. J. Purnell farm	30	
R. Conrad farm	4	
W. Stapleton farm	14	
R. H. Graham	5	
Garret Vanderloom farm	22	
Simon Halverson	24	
Mrs. Frank Stienberg f.	8	
Mrs. L. Martz farm	12	
Mrs. Beer's farm	<u>8</u>	152

Taylor County

Rudolph Spindler farm	20	
Briggs Farm	14	
Fred Ahlers farm	39	
Smith Farm	12	
Martz Farm	14	
August Renelt farm	20	
Peter Faust farm	<u>29</u>	148

Marathon County

Mrs. Eva L. Wescott farm	25	
Mrs. Roland B annon farm	17	
H alder	20	
Rib Falls	12	
Town of Wein	40	
Hamburg	25	
Town of Main	20	
Stettin	24	
Weston	22	
Ringle	8	
Cloverdale Club	26	
Trappe River	<u>14</u>	253

Trempealeau County

Osseo	50	
Whitehall	50	
Arcadia	<u>250</u>	350

WOMEN'S INSTITUTES

	<u>Attendance</u>		<u>Attendance</u>
Algoma Town Hall	104	Gilmanton	138
Avoca	506	Mazomanie	229
Bergen	65	Muscoda	347
Cedarburg	753	Reedsburg	248
Cochrane	386	Tell	96
Fountain City	328	York	537
	Number of Women's Institutes	12	
	Total Attendance	3,737	
	Average Attendance	311	

Comparison of Efficiency of One and Two Day
Farmers' Institutes

Due to the fact that considerable attention has been called to the relative merits of one and two day institutes, I am calling your attention to the attendance of the two types of institutes. We had 143 two-day institutes with a total attendance of 78,775, with an average attendance of 550 per institute. Such of these institutes held five sessions. This gives us an average of 110 for each session.

One-day institutes number 162, total attendance 16,101, giving an average attendance of 99. This was a two-session institute, which gives us an average session attendance of 50, compared with the single session attendance of 110 in the two-day institutes.

Results

Reducing the two-day institutes to the basis of one-day institutes, the following shows the comparison with a few of the subjects reports in both types of institutes:

	<u>Two-day Inst.on One-day basis</u>	<u>One-day Inst.</u>
Soils Improvement Association membership	567	239
Fertilizers	3.6 cars	2.5 cars
Lime	19.4 cars	3 cars
Bulletin requests	978	504
Poultry house plans	12	2
Mash hoppers	34	7

This shows that greater returns are obtained both in attendance and "Service in materials" per day in the two day Farmers' institutes than in the one day Farmers' institutes.

Advanced Agent Work

Mr. A. H. Cole, of the Farmers' Institutes force, made arrangements to meet the local committees and such other farmers and business men as the committees saw fit to call together. The results were as follows:

Stoughton	22	Beaver Dam	19
Sun prairie	17	Portage	17 men and 3 women
Wonewoc	35	Rio	31
Baraboo	6	Columbus	14
Reedsburg	9	Waupun	32
Johnson Creek		32	

The local committees were notified at Camp Douglas and Lyndon to meet the representative. They did not meet the County Agent and representative. This, of course, nullified any effects that advanced agent work might have had and, therefore, will not be further considered in this report.

The County Agent in a County Agent county gave an introductory talk. This was followed by the Farmers' Institutes representative, who cited benefits to be derived from the institute and gave in detail, ways and means of arousing the interest of the community in the institute, stressing the needs and advantages of cooperation between the trade center and the farmers.

The results of this advanced agent work as shown by the attendance is as follows:

Stoughton	932	Beaver Dam	3075
Sun prairie	699	Portage	1470
Wonewoc	565	Rio	1140
Baraboo	480	Columbus	839
Reedsburg	725	Waupun	870

Johnson Creek 649

Number of places visited	11
Total Attendance	11,444
Average Attendance	1,076
Average in state	550
Average cost per institute	\$2.86

Publicity

The Publicity Department of this College has rendered valuable service this last year to the department of Farmers' Institutes. Their cooperation has been most wholesome and efficient and has assisted greatly in keeping the Farmers' Institutes before the mind of the public and has played a part in getting our splendid attendance this year.

I want to especially commend to you the excellent and efficient service of Mr. F. J. Holt, who had charge of this work for the department. I believe that we had more and better service this year than has ever been given us before, and I feel that this report would not be complete without calling your attention to this fact.

Respectfully submitted

A. H. Cole

Assistant Superintendent

SUMMARY SHEET
ON
NUMBER OF INSTITUTES AND ATTENDANCE
FOR
1928-1929

COOPERATIVE MARKETING INSTITUTES

	<u>No. Insts.</u>	<u>Total Attendance</u>
One-day Cooperative Marketing Institutes on Butter	15	8,435
One-day Cooperative Marketing Institutes on Am. Cheese	10	2,310
One-day Cooperative Marketing Institutes on Fruit	2	183
One-day Cooperative Marketing Institutes on Tobacco	<u>12</u>	<u>1,181</u>
	<u>39</u>	<u>12,109</u>
One Session Coop. Marketing Institutes on Tobacco	24	800
One Session Coop. Marketing Institutes on Misc.	<u>6</u>	<u>1,444</u>
	<u>30</u>	<u>2,244</u>
Total number of three-day Coop. Marketing Institutes	26	7,568
Total number of one-day Coop. Marketing Institutes	39	12,109
Total number of one session Coop. Marketing Insts.	<u>30</u>	<u>2,244</u>
Total attendance at Coop. Marketing Institutes	<u>95</u>	<u>21,921</u>

FARMERS' INSTITUTES

Two-day Farmers' Institutes	143	78,775
One-day Farmers' Institutes	162	16,101
One-session Farmers' Institutes	68	1,871
Women's Institutes	<u>12</u>	<u>3,737</u>
Total attendance at Farmers' Institutes	<u>385</u>	<u>100,484</u>
Cooperative Marketing Institutes	95	21,921
Farmers' Institutes	<u>385</u>	<u>100,484</u>
Grand Total	480	122,405