it, gentlemen, we have to seriously consider some of these things.

I thank you, gentlemen, for your attention. (Applause.)

President: I will now at this time deliver my annual address, which will be very short, for which I think you will be thankful.

PRESIDENT'S ADDRESS

By Lauritz Olsen, West De Pere.

Ladies, Gentlemen and Fellow Buttermakers: It has always been customary for the President to give an address at every annual meeting, and I shall not differ from that custom, although I would rather give the time for the discussion of some of the excellent papers that we have on the program.

I am glad to see so many buttermakers in attendance, and I am sure you all feel that the business men and citizens of Madison deserve to be long remembered for the warm welcome they have given us, and for their efforts in making our stay as pleasant as possible.

I want to congratulate you buttermakers on the fine butter exhibit. I am told that while some is not of as good a quality as it should be, most of the exhibits are of a high grade, which shows that we are on the right road to permanent success in the creamery business.

We are today confronted with a situation as never before. About a year ago President Wilson was inaugurated into the highest office of this great country, and with him came a change in administration. The Democratic party had made many promises to the people of this country. Among other things were, reduction in the high cost of living, and the tariff, which in some measure affected our business, as butter was under a protection of six cents a pound, which made a barrier to foreign importation. As I said before, reduction in the tariff was promised, and butter was cut down to two and one-half cents a
pound, which opened our doors for foreign shipments, and ef-
feeted our markets. About three weeks ago the butter market
in San Francisco was quoted at 27½c on account of their market
being flooded with imported butter, and California dealers had
to look to the eastern markets for an outlet for their surplus
stock. This in connection with the mild winter, importations
of foreign goods, and a good supply of stock in storage, have made
our eastern markets do some fancy high diving stunts the last
few weeks, which means less profit to the producere, and may, if
prices are carried much lower, take all profits away and turn
our dairy farmers to something more profitable. But every cloud
has its silver lining, and the silver lining in the present situation
is to me the fact that the careless farmer has got to produce a
better grade of raw material, something which has been the
chief topic for many years. We are all aware of the fact, that
for several years, on account of the increased demand for but-
ter, cheese, city milk, condensed milk, ice cream, etc., dairy pro-
ducts have been in great demand. Anything that looked like
butter would sell at a good price. Centralizing creameries sprang
up all over the country as fast as toadstools in the spring, and
cream was accepted that was not fit to be made into butter. The
good old whole-milk creameries, where milk was delivered every
morning, had to give way to the hand separator system, and al-
though better machinery was invented, and the best and most
skilled men in charge of the creameries, the quality of our but-
ter was on the down grade instead of on the up grade. The
small creameries had to take the kind of cream that they knew
would not make good butter; if they didn’t, the centralizing
creameries would get it. Laws were enacted to better conditions,
and while they helped some, there was not enough men to look
to their enforcement, but the present situation, I believe, will
remedy the evils that have been brought about by the shortage
of dairy products the last years. It looks to me like this; that
if you don’t make a high grade of butter, you will have trouble
in disposing of it at a profit. Buyers will pass up under-grades
and turn to foreign makes; it is a matter of quality. The man
who has to buy the butter demands a hundred cents worth on
the dollar. However, I am optimistic enough to believe, that if we get good raw material, and good, up-to-date factories, our butter will be leading in our markets. I also believe that all of us connected with the dairy business, have been somewhat to blame for existing conditions. The producer, for instance, undoubtedly thought, that if he could get as much for his filthy cream as for good cream, it would be time wasted producing a

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good article. The creamery man probably thought, if I don’t take it somebody else will, and so he would take it and load it with water and salt, sell it for a little less than extras, but his large over-run would offset the difference to some extent, so he would not lose very much on the transaction. The merchant was in the same boat as the rest. If he did not sell it at as much as possible, he would perhaps lose a customer, so he tried to get more for the stuff than he really thought it was worth, and so all along the line, one took it because he was afraid the other fellow would get it.
Now when we all agree that this system is wrong, why not correct it? It would seem to be the simplest matter under the sun, but it is perhaps not so easy. Present conditions will help as long as they last, but times might change, and with them change conditions, so why not try something that would forever keep Wisconsin in the lead as a butter state, and to do this I have in mind the branding of Wisconsin’s good butter. About a year or so ago, a movement was on foot to have a certain trade mark placed on all Wisconsin-made products, including butter. I admit that I was against this, for what looks to me like very good reasons. I am proud of the fact that Wisconsin produces as good butter as any state in the Union, but nevertheless, there is butter made here we all wish was made somewhere else, the farther away the better. Now, if such creameries could use this trade mark, what good would it amount to? Nothing. No, let us get the Wisconsin trade mark on all butter worthy of it, so that when a buyer comes to some butter merchant (no matter where, Chicago or New York) that he will say when he sees the Wisconsin trade mark: “Give me some of this brand. I know it is good.” Let the brand be a manufacturer’s guarantee for the quality of the goods. The Danes have done it, and the Americans surely are as smart as the Danes.

Now then how are we going to do this; and I admit it has its difficulties. I have an idea in mind that might work out, or at least be helpful in getting the idea worked out. Suppose the state take this matter in hand (say the Dairy and Food Department), license all factories and factory operators, make those who want to use the trade mark send butter to the scoring contests, make it every month, or every other month, or four times a year, send out the calls for immediate shipment, and have a certain standard that the butter must come up to, and make the illegal use of such trade mark punishable with a heavy fine or jail so no one would be tempted to use it unless permitted. Then I predict we will be able to create a demand for our butter at a price that will bring profit to the producer of good cream.

Last year I said quite a little about the danger of oleomargarine, and I just want to remind you that we still have
this evil with us, and they are trying hard to remove the pre-
judice that prevails against this product; their cry is that it
is far cleaner than butter. Now there might possibly be such a
thing that some milk and cream was produced under filthier
conditions than oleo; but I think that I can truthfully say that
they are few; however, it is up to us to help to eliminate
such places and see that butter gets a square deal in Congress.

There is also another bill before Congress that your attention
has been called to. The McKellar cold storage bill. This bill,
if enacted, surely would spell ruination to the dairy industry,
and must be fought vigorously.

I want to thank the Dairy School, the men in charge of the
scoring contests, and especially Prof. Lee, and also the Dairy
and Food Department for the good work they are doing towards
improving the quality of Wisconsin butter.

I hope you will take an active part in the discussion of the
many good papers that we have on the program. I know that
we all feel proud of our secretary for being able to get up this
excellent program, and he will feel a good deal better if he sees
you are interested in the topics he has chosen; then, after we
are through with the convention, let us go home and remember
through the coming year that quality will be the watch word for
the buttermakers.

I thank you. (Great applause.)

The next on the program will be an illustrated lecture on the
"Use of Concrete in Creamery Construction," by I. M. Clic-
quennoi.

THE USES OF CONCRETE IN CREAMERY
CONSTRUCTION.

By I. M. Clicquennoi, Chicago.

Ladies and Gentlemen: The subject that I have does not
deal very closely with the actual process of buttermaking, and
it is a good thing that it doesn't, because I know very little
about the actual process of buttermaking. My experience in