Mr. Griffin: If you turned the steam on quickly it wouldn't do that.

Mr. Day: If a man handled it properly it wouldn't be any objection. That hydrate of lime that I spoke about is in forty-pound sacks, most of the lumber yards keep it, it is hydrate of lime.

Mr. Carswell: Personally I believe that if you use the water hot enough there is not much need of steaming the churn; I don't believe it does the churn any harm, but I don't think there is any necessity of it. I believe a creamery should have a covered water tank with pipe connections to its churns. It does not cost very much and with the cover on you always have hot water where you need it.

Mr. Day: Yes, I believe if a man is working under such conditions he could use some steam afterwards.

Mr. Whiting: There is another way of heating the water in the churn; you can use a steam pipe right from where you run the water into the churn to wash the butter with; that works nicely.

Mr. Carswell: I have never tried that myself, but I have heard a good many object to it. If you don't put an elbow in you would very soon have a soft spot in your churn. One man's application would work all right and another man would try it and he wouldn't follow it right and make a bad mess of it.

Hon. John J. Farrell, Dairy and Food Commissioner, of St. Paul, Minnesota, then addressed the meeting, his subject being "The Creamery Manager as a Business Man," as follows:

THE CREAMERY MANAGER AS A BUSINESS MAN.


Mr. Chairman, and Ladies and Gentlemen: I am very much pleased to be with you, although it is a little sudden,—I would like to hear something discussed before I appear before you, but I appear before you as a Minnesota buttermaker and I
wish to bring a message to you in that capacity here in your
collection at Eau Claire. I hope your convention will be a pro-
fitable one. I did not have the slightest idea I should see so
many buttermakers here today, and I am very glad there is such
a large assemblage of butter and creamery men here. We have
always noticed that Wisconsin had a great many factories—
cheese factories and creameries,—on some occasions we have
been at a loss to find a large turn out of buttermakers, especially

J. J. Farrell

in some sections of the country where we meet. I see the place
to find them is to come right home to Wisconsin where they
are living and doing business. It is very pleasant indeed to see
so many of you out, especially in such nice cold weather as you
have in Wisconsin. We hadn’t found it so cold up in St. Paul,
because we all dress different, wrap ourselves in a blanket and
go out on the streets and pay no attention to the weather. I
should have brought some of them with me, I find.

The subject that I was to speak about this morning is
rather an old one, "Creamery Management," and I don't know but what every manager here really knows more about the question than I do. In some communities they say we are lacking in creamery management, and I wonder sometimes how far that really extends. I wonder sometimes if our creameries would make the rapid progress they have if we were lacking in that manner. I am told that the creameries need attention along these particular lines of creamery management. It is true that there is something lacking in some of the managements and some of the factories. This you can readily see by visiting a great many places and you can also determine this from the fact that there is a very great variance from the price of returns to the different creameries and factories; whether it is all due to the management or not I am not prepared to say, but I think the management really has something to do with it. We find in looking up some of the statistics in Wisconsin that while it has traveled along in the last twenty years at quite a rapid pace in creameries and cheese factories, we find it stands in the front rank in amount of production, and perhaps it stands in the front rank in regard to the management of the factory, it must have a bearing, upon factories that have advanced so rapidly in industries. We know that there is no state in the Union that compares with you in production and management of your cheese factories and we are wondering what you do with the cheese you turn out. If you will look over the records in the last thirty years, you people in Wisconsin exported a large amount of cheese and from that time to the present time, when you are making more at the present time than you ever did before, the export business has decreased gradually until it is entirely closed off, and the results are that we are really importing considerable cheese, the fact is that it is higher than just before the war, I have been wondering why this is. In butter I don't know whether you are getting along quite as well or not. You make a large amount of butter; according to some statistics, and according to the federal statistics; I often question the federal department. As I understand it, they have to depend upon you in Wisconsin for
a great deal of this information. I am told at some places that you are milking about 2,000,000 cows in Wisconsin, others 1,500,000. According to the statistics that I find you should be producing a good deal more butter, because it would bring your per capita rather low when we take the last statistics, and yet Wisconsin is getting the reputation of producing the best cows, with the exception of a few instances up in Minnesota, but you are producing a large number of quality cows, and you are producing a large amount, probably 190,000,000 to 200,000,000 pounds of cheese a year and I should say you are producing,—I consider you are producing probably 140,000,000 pounds of butter. It is an enormous product and we find that if we take some authorities and some that are really no authorities at all, that you are going backwards in the progress of making butter. I hesitate of course to state that; it didn’t come from me, but from sources we find that you are going backwards in the making of butter in some communities. In other communities that you are forging forward. As a whole the rest of the country has given us to understand that you receive the highest price for the product you are turning out. This brings up the necessity of co-operation among the buttermakers of Wisconsin. It has been stated that in the last few years we are catching up to where we were fifteen years ago, when we were producing a better product under the old hand separator system; it has been shown that the fault has not been so much in the lack of management as it had been in the matter of competition. We have the market scared to death; they think we are careless. If you want something sensational, just go to the press and start something. You have had a recent experience here in Wisconsin. They have been informed in the east that you are working under the rules of the dark ages. We have poor management to some extent, both in Wisconsin and in Minnesota. Occasionally a man is selected as manager who is not fitted for the position of manager. In such cases the buttermaker should be the manager. It was stated that when the price of butter is high the quality should be produced, as the belief seems to be growing
that in the manufacture of the substitutes the process of manufacture is cleaner. The argument is that the managers of creameries should arrive at some uniform grade of butter. When the large creameries ship the product they know what they are to get for it, while in the case of the smaller creameries they trust to luck. Occasionally butter is shipped when it is known to be of an inferior grade, but the chance is taken in hopes that the shipment will pass muster and a top notch price be received for it. In selecting a manager from a body of men, he should have a thorough knowledge of the business in all its details. There must be a getting together and knowing butter and how to manage a creamery,—get down to a system. There is no reason in the world why every co-operative creamery should not be on one system. Now, in regard to moisture. While milk is 85 and 86 per cent moisture, there is a howl immediately if butter which contains sixteen per cent moisture and rules are such that punishment is meted out. Now there should be co-operation, a getting together among the buttermakers in order that they may protect themselves. There are cases of where they get from 25 to 35 cents, whether they get it on the test end or on the moisture end. Be sure that the farmer don’t always catch you on the testing end and the government on the moisture end, that is what you must protect yourself in. The farmer has no recourse, he might do a little cussing and swearing and that would be the end of it; when it comes to the government you have something else to consider. It is wrong gentlemen—that is part of the management. We must get together on this proposition of managing our creameries and turn out a uniform quality of butter, we must have a uniform quality as far as possible of the raw material and we must in this process of managing do away with the claims of our rivals, as it were, for the market. Let us get down to business in this matter and pasteurize our cream and use a starter. These are the things you have to contend with on the market. If you have established this system you will have a uniform quality of butter. The co-operative creameries should have a man to get them together
and have a uniform way of making butter. These are things that the co-operative creameries can do and the co-operatives must do in the near future. I presume you know that it is a question always how much you fellows will stand for in the management of your creameries, how much we can draw on you for. It goes all the way along the line in this respect, it all comes from the management. It is high time for the butter-makers to stand together and secure the enactment of a law defining butter. The big fellow is supposed to know what he is doing, even if moisture is sixteen per cent, but the little fellow looks guilty, they tell him and that he knew he was doing contrary to law. I know that the men that handle butter get frightened and get to the point where they really believe it. One wanted me to go down and interview this notoriety seeker and see if he wasn’t sincere in what he said. It behooves us managers of creameries to know all these things and be ready to refute them and show them that our product cannot be improved upon,—that we are making the best the world is producing, and when you have done that they will leave you alone. It would be much better to mankind if the managers of the creameries would get together in the different counties throughout your state and discuss these things. You can’t get them to the annual meetings and it is almost impossible to get them to the large meetings. If you won’t come to us, we will have to go out to where you are and get the creamery product at least uniform and get the creameries better managed and when we have done that we will get him where he will not be afraid of the attacks of the sensational writers.

I will say in closing that I am very glad to be with you on this occasion. I have never attended many of your meetings, but have met you from time to time on occasional gatherings. I am glad to learn that you are making a lot of butter, and I will be almost pleased, although I may not say it very loud, in our next national gathering, if Wisconsin will come to our national meeting and bring home that splendid banner. I thank you. (Great applause).
By the President: Now, we are ready for the discussions, just go on and ask any questions on any subject that you want to.

DISCUSSION.

Mr. Olson: Did I understand that some of the Minnesota creameries were getting from three to six cents above quotations for their butter?

Mr. Farrell: No, but I said from three above to three below.

Mr. Olson: Is it a fact that they are getting three cents above New York quotations?

Mr. Farrell: Some of them are. That isn’t anything to be wondered at. I know of some people getting 52 and 54 cents a pound and better. Some of that comes from Minnesota; that isn’t anything to be wondered at, they built up the trade on that. I know of some places in Minnesota where a creamery is getting three cents above and the packages and wrappers are furnished.

Mr. Carswell: I can add that one Minnesota creamery in particular is selling that butter to Swift & Company, and they are selling it for less money than we are getting for our butter here in Wisconsin.

Mr. Farrell: There are some Minnesota creameries that are not responsible for what Swift does. I think that should be taken into consideration with the management. Of course if they could get more money from Swift I suppose they are privileged to sell to him.

Mr. Carswell: I wouldn’t, I never did.

Mr. Farrell: I don’t know as there is any use of us talking about Swift, because I don’t know of anything in the game that Swift doesn’t undertake to do. Can you state what is the normal amount of moisture in butter, off hand, taken from your own experience as a buttermaker, without intending to put any moisture in there?
Mr. Wallace: Thirteen and fourteen and fourteen and a half.

Mr. Farrell: Did you ever make any butter that had more than that?

Mr. Wallace: No, I don’t know as I did.

Mr. Farrell: Have you ever tried to put it there; how would you get it there?

Mr. Wallace: It must have got there normally.

Mr. Farrell: When you are asked this question as a buttermaker what is the normal amount of moisture, why do you say thirteen or fourteen?

Mr. Wallace: A big share of the butter made has that.

Mr. Farrell: But there is a whole lot that has more than that, isn’t there?

Mr. Wallace: Yes sir.

Mr. Farrell: And without intending to put it in there?

Mr. Wallace: Not every time.

Mr. Wallace: I know I work for more; I think a great many of the buttermakers do too.

C. J. Dodge: You take it in some times of the year and the butter normally has a higher water content than it has at the other time of the year. I believe in the winter usually, without one was very careful, you would find the water content would be lower by perhaps two or three points than in June, or May, or some of those hot months in the summer time.

Mr. Farrell: What would be the normal contents of your butter in the hot days?

Mr. Dodge: I should think sixteen, without trying to put it there.

Mr. Farrell: Do you think it would be a just government that would tax you $12,000 for that?

Mr. Dodge: No, I don’t.

Mr. Farrell: Some buttermakers have testified that when some man got in thirteen or more he did it intentionally, if you took that same buttermaker he would always answer that it was normal.
Mr. Dodge: I want to get at the normal and natural contents of this moisture, but I didn't ask the question what was the standard, the rule is 16 and you said over.

Mr. Farrell: We have a law in Minnesota calling for over 16 per cent, but not 16.

Mr. Guy Speirs: I think that would be the amount of moisture that butter would naturally take up under the best methods of workmanship.

A Member: Is it your idea to change the amount of moisture in butter, isn't sixteen per cent of moisture in butter all right, the way you are looking at it?

Mr. Farrell: My idea is this: That until Congress has defined that particular thing,—I don't mean to say sixteen is not enough, it says "sixteen or over," and in that law it says "abnormal," now, if sixteen is abnormal, let us get a law that will make it fifteen or sixteen, the creamery men are anxious for it, but have to depart from a rule that we as creamery men, men who never aim to give the limit to them, that they would penalize us $600.00 license and then fifty per cent penalties, I claim if we get a law passed defining what natural butter is, over sixteen per cent should be taxed ten cents a pound, that would stop it all. Now the creameries are persecuted, not prosecuted. Ten cents a pound would do away with all this.

Mr. Speirs: We do think there should be some effort made of defining how sampling should be done. Do you not think the defining should be placed by taking their test from the sample?

Mr. Farrell: I think there is only one way to take a sample of tub butter, is a tryer sample. It will injure the butter as little as possible, and have it tested. I know now the government is dumping this butter out, letting it warm up and taking a "V" shape sample out; this method of handling the butter injures it and should not be tolerated. I think the only way is to have the tryer sample, we could go into the cellar or room where there was 20,000 pounds, and take a sample and put in the jar.

C. J. Dodge: I make a motion that the sense of this meet-
ing is that we ask the Congress of the United States to make a law defining butter.

The motion was seconded, and upon being put to a vote, was carried unanimously.

Mr. Farrell: I would like to add there that the amendment to the Pure Food Law sent to Congressman Haugen, of Iowa, should be sent to other congressmen who are butter men. We have drawn up this amendment, if it passes Congress that will define what butter is. When they get it over sixteen per cent they will treat it as any other food article on the market, which is right. Then they can bring it into court and fine us anything from one cent to two hundred dollars. I think that will be a fair way of handling this food product.

A Member: They will not class us as adulterated butter manufacturers.

Yes, if we go over the limit provided by the bill.

Mr. Farrell: I would suggest that you creamery men do not let your congressmen slip down there at all. As many as possible write to your congressman and ask him to please note this amendment of the Pure Food Law in Representative Haugen’s act.

The following letters were then read to the meeting by Secretary Benkendorf:


To the Wisconsin Buttermakers’ Association:

Gentlemen:

In behalf of the citizens of the city of Sparta, I extend to you a very cordial invitation to hold your next annual convention in this city.

We trust you will give this matter your serious consideration, and assure you that we will spare no efforts to make your stop with us a pleasure. Sparta is a good town, and we ask for this opportunity to demonstrate this fact to you to your entire satisfaction.

Yours very truly,

C. E. McMillan, Mayor.

Wisconsin Buttermakers’ Association,
Eau Claire, Wis.

Gentlemen:

This association, with a membership of three hundred, extends to your association an invitation to hold your next Convention in our city.

We have ample hotel facilities, and should you decide to come here, we will do everything in our power to make your visit a pleasant one.

Yours very truly,

ADVANCEMENT ASS’N. OF SPARTA,

Eau Claire, Wis., February 2, 1916.

Mr. Guy Speirs,
Eau Claire, Wisconsin.

Dear Mr. Speirs:

I have been advised by the governor’s office at Madison, Governor Philipp will be unable to come to this city for the purpose of addressing the dairymen at their meeting now in session here. Late yesterday afternoon I talked with the Governor and he stated if it was possible he would be here today. This morning a message comes from his office saying he is fighting off an attack of gripe and it will be impossible for him to travel. He desires me to express his sincere regrets to the association at his inability to be here.

In the cow and her products the Governor is particularly interested. He is a practical dairyman himself and owns one of the finest herds in the state. He is also interested in the dairy industry as one of the greatest commercial assets of Wisconsin.

You may rest assured he would be with you if it were possible for him to do so.

Trusting your meeting in this city will be beneficial and pleasant in every way, I am

Sincerely yours,

MARSHALL COUSINS.