Substitute or so-called "ersatz" fats, even when fortified with vitamins, will not supply the protective food value found in butterfat, E. J. Schantz, C. A. Elvenjem, and E. B. Hart of University of Wisconsin learned by actual experiments. "Within three to four weeks, it became clear that rats getting butterfat were outstripping others who did not," the scientists reported. "They grew better and looked better. Their coats were soft, silky, and glossy, while those of animals getting only coconut oil or corn oil were rough and dull."

Sales Argument No. V -- Consumption of dairy products is essential to national prosperity.

That national prosperity is greatly dependent upon the prosperity of the American farmer is universally admitted.

The milk check is the largest single item in the American farm income. In fact, twenty per cent of the total national farm income is produced by the milk cow. In Wisconsin one-half of the farm income is from the sale of milk.

America produces and consumes the most dairy products of any nation in the world. Annually, we produce and consume in milk and milk products 49 billion quarts or 100 billion pounds. Daily 30 million quarts of milk are placed on the back porches of American homes.

A rise or fall of one cent per hundred pounds in the average price paid American farmers for milk means 10 million dollars in annual income. This gives you in a nutshell the economic importance of milk.

That concludes my sales arguments for dairy products. What an array of sales appeals for one product! The perfect food, beauty, health, national defense, national prosperity. No other product in the world has all these appeals.

Mr. G. Van Buskirk, secretary of Illinois Dairy Products Ass'n.

Mr. President and members of Wisconsin Butter Makers' Association, I am glad for this opportunity of becoming acquainted with many of you whom I have not had the privilege of meeting previously.

Some things we talk about when we are in a little group but we are afraid to bring them out into the open and really discuss them. We have reached a page in the history of the dairy industry when it is time to face all facts.

I should like to remind you that the dairy industry is a commercial industry. It is quite a new industry. We are only about 35 years old. Going back 35 years ago, we have an entirely different thing than we have now. The development of commercial butter industry, development of fluid milk industry, and the ice cream industry, and I mean a nation-wide industry, have bearing on the life of the people and is comparatively new. During the early age of these industries, butter, milk, and etc., we had no difficulties much about competition as there was always room to sell more ice cream, sell more cheese, and sell more milk. We have taken up most
of the territory and there is very little territory left.

Ten or fifteen years ago, I could go out in the United States and set up a milk, butter, ice cream, or cheese factory and be comparatively sure that I could succeed for there was little or no competition. There was no trouble in procuring raw materials and selling of products. We have come into a period in the life of the dairy industry in which we are competing each individual product, each against the other. We have reached a place where we have begun to recognize the security and welfare and prosperity of the other.

I wonder if you will believe me if I tell you that in 1932 and 1933, we had a conference called the Dairy Outlook Conference, and I remember that one of the men made the statement that the sale and the price paid by dealers for fluid milk and fluid milk products ought to be best on butter and cheese. I can now see one of the best friends I had walk out of the room. He was boiling. He said, "That blankety, blank fook to talk about such stuff as that." The managing secretary of the Chicago Milk Association made the statement that the cheese measure which had determined the success of the Federal Milk Market in Chicago was due to the fact that it was based upon the evaporated milk formula, which is based on butter and cheese. You can follow these relationships for yourself.

I listened with great interest to the statement of one of your department men, Ralph Ammons, and I am talking about Quality. I am glad your men are talking about quality because what the women think is at least 50% important. Two things that the dairy industry has to face in the next few years, side by side are cost of production and quality. When the speakers talked about Quality this morning, I know there were some in here this morning that did not pay much attention to what they said. It is a program that you have to work together on, not sit and think about it. Whether or not you like it or whether or not you think it something you ought to do, you are going to have to do it for just one reason. The consumer of dairy products has always sat in the king's seat. The women spend the money which you fellows earn, and what she thinks about your product and what she is willing to do is what you have to take whether you like it or not. And she is becoming interested in quality.

It hit me the other day. The office was about closed and the girls were gone. A man called and asked for some statistics on the Chicago market. Then he wanted to know where he could buy the kind of butter he ate in a hotel in the city. He said, "Do you know I cannot buy it in a single store in Chicago. I had some shipped in but that was not satisfactory." I don't know if the statement was true or not, but I do know that we have to face a quality conscious consumer. Either we do the job or it will be done for us.

And a job someone else does for us always hurts a great deal more than if we did it ourselves. Anytime someone comes in from the outside and regulates things for us, it will cost us a large payment in the form of hard work. Much more than had we done the job ourselves. I wonder if you will see a good trend that is going forward.
We have in the city of Washington, the seat of our government, the U. S. Public Health Service. These people conceive a great idea in regard to type and quality of products consumers of the United States should have. You men know, or ought to know, that dairy products are really perfect foods. The best food which the consumer in the United States has before him to place upon his table. I know, because it took me $10,000 to find out. Tubercular tests. Four years out of the life of a child and nearly the life of his mother. Not one single moment do I question the attitude of the United States Public Health Service. Our program for milk by formulation in Chicago is sooner or later going to get over and rest upon your shoulders to. There is not a man in this room who did dare prophesy European conditions two years ago. All of our cities are demanding that kind of safeguard and I think they should have it.

In the city of Athens, Ohio, the City Board has passed two-thirds rating without any objections, that all cream going into ice cream must be produced upon highly inspected farms and already three counties adjacent to the country are planning the same program. What would happen if tomorrow the Public Health Service were to come into Wisconsin.

A few months ago in Chicago, the Board met one night and were met by a whole flock of women who filled every place in the council chamber. They said the Board were going to pass a ruling for pure products or they were going to put in a new council. What would happen if the United States Public Health Service passed such an ordinance and which will be introduced repeatedly, and which should be practiced in the state of Wisconsin. What are we going to do about this Quality Program, and I am saying it to you and to myself that unless we fix that program and take a firm grip, the job will be done for us.

Have you ever faced the fact that dairy products of quality are the best salesmen for themselves that could possibly be devised. Have you ever picked up a piece of hot, dry toast, spread your butter and found that the butter was not good. I am saying to you butter makers, I don't care how much money you spend for advertising the merchandise you have, you cannot sell your product if it is not good.

I drink a quart of milk a day, but during the strike in Chicago early in May, the folks at home went out and bought a quart of milk. I took one swallow and I did not drink any more milk for two days. I, who am in the industry, like it and know it, but turned away from the product because of the taste and odor it had. Dairy products are great salesmen for themselves, but every time the consumer at a hotel, a restaurant, or any kind of eating place, puts a piece of inferior butter upon his bread or any hot food, all the advertising you can do takes a long time to bring him back to it. So I am saying to you, that these products can be their own best salesman or their own worst enemy. They are either appetizing, delectable food or they are atrocious.
Touching upon another point that follows closely. If we have to go into this Quality Program I know many of you say we have to have more money and you tell us how to get it. I don't believe that the consumer will pay a great deal more for butter than he is paying now. Every man knows that the minute butter goes over 30% there will be trouble. Two years ago, butter went up to 34 and 35%, consumer paid 40 and 42% per lb. for butter, and when this happened it took a year or two to get over it. I am suspicious of the man who comes out with a formula to advertise dairy products to get producer more money.

We hear a good deal about the advertising program for citrus fruits. I was talking to a friend of mine about this program and he thought this program fine, but reason citrus fruit people were able to do the job they do is because they are able to bring the price of fruits down. I remember when I was a kid and lived on a farm in Michigan, the only time we got oranges was at Christmas time when my aunt came from the city. She paid from 60¢ to 80¢ to $1.00 for a dozen of oranges. The producers of citrus fruits had to bring down cost of this product so he could sell it at a price the people could pay. I am not saying we have to reduce the price of dairy products, but they are not going any higher in the relation with other products then they are now. In spite of this fact, our job must be done and it must be done in our plants and it must be done on the farm.

Maybe there are some fluid milk producers here. The fluid milk producer because he has been organized has been able to frequently buy city councils and legislatures, giving him a favorite position to which he is not entitled in the milk industry. Is there any justification for a man on one side of the street to receive $2.40 for his milk that is poured into a bottle, but his neighbor can't get into that market because it is closed and he has to sell his milk to a cheese factory for $1.15 to $1.20 per 100 lbs. In another case, milk is being bought at $2.45 for 100 lbs, and milk which is used for cheese in same locality, produced on same farm, sold in July for $1.05 per 100 lbs. Any time you can show me on behalf of economics where there is anything that could possibly justify a difference of $1.30 for 100 lbs for one used in cheese and one that goes into a bottle, I would like to be let in on that. Many talk politics, many talk organization, and many talk a lot of bunk, but they are not talking economics. Coming back to the statement made at the beginning, the dairy business is one place where all the problems come out of the same milk pail. You say is there any justification which means that you bear the brunt. You men pay the bills. You producers at least pay the bills. Maybe a week from now if you have a little time you will think about it, because they have a direct bearing on when you boys are making butter then years from now. The sooner or later that all of us learn this lesson the better it will be, because it is having a direct bearing upon your product. Every pail of fluid milk that is produced in new territories has a bearing upon your problems and this one.
Most of you know George Mooney. He tried to make a bet that Texas would be pushing the State of Wisconsin a close race in the dairy industry. This is another factor that you men have to face. Just a little "Glimpse into Tomorrow".

In our state we worry about "cecil." She is getting us into all kinds of trouble. We are worried in Illinois because affects two-thirds of our products badly. All these things we have to face every day. These things are so close we have forgotten the wider things. They are here on us right now. They affect the price you are getting for your butter, affect the rates you get, affect your income and it is time we thought about it seriously.

I think that in all these rambling thoughts we have some bitter facts that we better face and face squarely.

Professor Jackson - University of Wisconsin

It takes a lot of determination to do certain things. I would like to talk shop because that is what I am really most interested in. I think I have attended every convention since I have been in this State, and each year I have been asked to appear on a program. I want to talk again about the Quality Program, because I feel as one of the public servants of the state that I ought to give an account of what we are doing in the department and also what help we are getting from a large number of you men and from other departments in the state. I would like to talk about our extension program.

Down in the Dairy School we have three jobs to keep us out of mischief. One is to teach student, the other two are to carry on research work and carry on extension work. I want to tell you some of the things we are trying to do and what various programs we are trying to work out. First, I would like to say that the program we are trying to carry out is not our program but your program. A program of various producers, operators, and interested parties in the state and a program which we hope will make for a better industry within the state.

The first part of the extension program deals with quality, and I think that all of us have a definite idea on quality. Ideas not all the same. I do not think that we put enough time thinking about some of the factors which effect this quality program. Sometimes we are a little amazed when things do not work out just like we think they should work out, and then we discover some obvious reason why they do not "pan" out just right.

Now there are a lot of things that have happened in the last 13 years which have had quite a bearing on the quality program work. It is a thing that is still happening and will continue to occur, and that is the size of our plants. We have now, as many of your men know, just about one-half as many creameries in the state as we had back in 1910, yet we are making nearly twice as much butter and that means just one of two things. Either we have more patrons per creamery or the farms producing cream is much larger. Farms have more cows--plants have more patrons. Now the question of size