Annual Address - President Odin Christensen, Oshkosh, Wis.

This evening we are assembled to open the 40th annual convention of the Wisconsin Butter Makers Association.

We are again happy to welcome all those interested and connected with the creamery and dairy industry.

This convention marks the 40th anniversary of this association. Forty years is a long time for any organization to survive, to continue to function, and adapt itself to the ever changing conditions that beset any industry.

While we will not at this time devote much time reviewing the early history of the Wisconsin Butter Makers Association; as this will be a part of the program to follow, however, we believe it may interest many of you to review the aims and purposes of the association at the time of the organization.

The original Charter reads as follows:

The business, purposes and object of which organization shall be the education of its members for a better practical knowledge of creamery operations; promote progress in the art of butter making; in the care and management of creameries; the sale, transportation and storage of butter, and the weeding out of incompetency in the business of butter making.

The further object of the incorporation is to demand a thorough revision and rigid enforcement of such laws as will protect the manufacture and sale of pure dairy products against fraudulent imitations, and to suggest and encourage the enactment of such laws in the future as experience may from time to time demonstrate to be necessary for the public good of the dairy industry.

At the time this association was organized, there were about 60 million pounds of butter manufactured annually in this state, at that time the industry was relatively in its infancy, much credit should be given the group of men who had the vision and foresight to see the need of an organization, through which they could work and plan with their co-workers for the advancement of creamery butter-making; the Wisconsin Butter Makers Association, always took the lead, and never failed to grasp every opportunity offered for the promotion of the industry, and we find in 1909 Wisconsin was the leading butter producing state, with a total output of about 104 millions pounds of butter.

Through the passing years, the butter industry has undergone many depressing conditions, and those engaged in the industry have met with much discouragement and may have lost their faith in their chosen vocation, however, men in the dairy industry have good reasons to renew their faith in it. The Dairy Industry is still a vital factor in determining the welfare of society, dairy products are health foods and consumption is far below the saturation point.
A world's turmoil may make this hard at times, true, there are new obstacles to face, and there will be others, but ways will be found to make America's business function.

Wrong thinking by consumers is hurting the dairy industry, just as it is hurting all business. Millions of consumers have been convinced, through false propaganda, that they are paying too much for dairy products and service, this wall of resistance must be battered down. The dissemination of the truth about the dairy industry will accomplish it, and it is the only thing that will.

Lend your full efforts to organization of fellow workers, join with others, and work with others in an effort to re-establish faith and confidence.

That your organization may continue to function, and render constructive support to one of the largest industries of Wisconsin, we need the support of every one affiliated with the butter industry. If the people within the industry saw the need of a state butter-makers association 40 years ago, it is apparent the need is even greater today, and when governments turn their attention to war, it is particularly important that business men keep their thoughts on business.

Disruption of world trade in dairy products will have little effect on prices in this country, outside of canned milk, the United States has never ranked as an important exporter of butter.

Foreign powers have a preference for buying scrap iron instead of butter, and we find that beginning this week, the butter ration of the people of England will be reduced to two ounces weekly per person—the previous ration was four ounces weekly.

All indication leads one to believe that the future outlook for the butter industry, is far brighter, then we have known for some time past. With increasing employment, larger pay rolls, and new levels of industrial activity probably never reached before in this country, giving increased purchasing power to our people.

During the past year in our contact with the creamery operators, we have noted an increasing interest shown in the improvement and maintaining the quality of the butter produced. By using approved methods in checking the quality of the milk and cream of each individual producer, and keeping records of results noted, it has enabled the creamery operator in many instances, to find the source of trouble which has after being corrected made a decided improvement in the entire output of the plant.

We believe the consuming public should be informed of the expense and effort constantly being put forth by the industry to safeguard the purity and wholesomeness of Wisconsin butter.

Let us prove that we are engaged in an industry that promotes body health instead of body wreckage. An industry that advances
happiness instead of sorrow. An industry that builds instead of destroys. An industry of no regrets.

Mr. Olson, Olson Publishing Co., Milwaukee, Wis.

Friends, Butter Makers', Ladies and Gentlemen:

I was very much interested in your President talking about 40 years ago. That is a long time to be in the butter making business, publishing business, and a long time to be married. I know all three.

I am much interested in all organizations, but more so in this one. I was a Wisconsin butter maker before this organization was organized. Made butter in one factory and cheese in two. Made butter in Jansen Creamery, Polk County. Had first creamery at Atlas, Wisconsin, about 40 years ago. I can look back 40 years, but some of you fellows weren't born when I was a butter maker. Prior to that, I had a few experiences in butter making. Made butter in Minnesota before I started in Wisconsin. Got my training in Denmark, don't know what it is called now. Proud of the country I was born in, but I am more proud of the United States. Looking back 50 years ago, when I became an American citizen, it was the greatest day of my life.

I don't want to take up all your time, but I do wish you all kinds of success. When you come to Milwaukee come to see us. We are on the coast, hope it will never be the kind of coast they have in Europe.

Wednesday Morning, October 2

Professor L. C. Thomsen, University of Wisconsin

The average health official in the performance of his duties in connection with dairy plants is interested primarily in the sanitary aspect of floors, walls, and ceilings of such plants. He recognizing that there are certain fundamental problems which when properly taken care of will greatly minimize his difficulties. His viewpoint is quite adequately express in Public Health Bulletin No.220, (1939 edition) Milk Ordinance and Code, as recommended by the U.S. Public Health Service, Federal Security Agency, Washington, D. C. On page 55 of said publication, we find that "all rooms shall be well lighted and ventilated." The reason is quite obvious. Ample light promotes cleanliness. Satisfactory compliance with this regulation is assured "if the unobstructed window or skylight space in each room of pasteurization plants is not less than 10% of the floor area" or "if artificial light is provided equivalent to one 50 watt electric light per 100 square feet of floor area, reasonably evenly distributed."