The second speaker introduced by the President was Mr. Ralph E. Ammon, Director, Wisconsin Department of Agriculture, who talked on, "The Dairy Industry Meets the Challenge."

I think that 1941 will go down in history as the year of the great challenge, great crisis, great shocks, as far as the dairy industry is concerned. The United Dairy Committee is made up of dairymen from 22 states, and they are doing all in their power to meet this challenge brought to butter.

1. the committee was authorized to tell the government that the dairy industry would do everything in its power for the defense of the country. 2. the committee was urged to confer with the government in regard to the use of dairy products for American forces and for shipment abroad. 3. a separate committee was formed to deal with the government regarding the question of price-ceiling.

The third and last speaker of the morning session was introduced by the President. He was Mr. C. S. Paton, Chicago, treasurer, National Dairy Union. He talked on the subject, "What's Ahead in Oleo Competition."

Much of the American Dairyman's dilemma over the Paul McFutte ruling concerning oleomargarine, can be laid to the cotton interests in the South. The cotton people have been playing high and loose with butter. There is an answer to that. Some years back the dairy industry, including the National Dairy Union, joined with the producers of cotton and other domestic oils and fats in the quest of an excise tax-on-tariff-on foreign importation of fats and oils. That now appears to have been a mistake. The sponsors of oleomargarine have taken advantage. They now argue that oleomargarine is a domestic product entitled to compete as a substitute for the dairy farmer's butter.

America is not naturally a nation of synthetic foods and doesn't want to become one. What the dairymen must do, is to tear away that propaganda which
represents oleo as a persecuted food. All dairymen ask is that oleo stop
masquerading butter. Oleo likes to represent itself as the victim of dairy in-
dustry pressure. We want legislative safeguards as a matter of public welfare.
We want to free butter from the curse of oleo infringement as a matter of
public policy. We know that congress did not intend the Food and Drug Law to be
interpreted as that oleomargarine would be standardized as a better imitation of
butter.

Toward that education and legislation the dairy union is supporting the
Gillette-Andresen bill which would prohibit the shipment in interstate commerce
of oleomargarine colored yellow in imitation of butter, or containing any milk
or milk product or artificial dairy flavor. Representation of oleo in advertising
as yellow in color would also be banned under the bill.

The Gillette-Andresen bill would give butter a substantial measure of protect-
ion from oleo camouflaged as butter—not all that we believe warranted but some-
thing that will further establish the fact that Congress intends that consumers and
producers of butter be adequately safeguarded.

Dairymen must advertise to compete with the oleo million-dollar campaign which
has been set to show that oleo has the nutritional values of butter.

If the nation's dairymen allow themselves to come around to the acceptance of
oleo, government sanctioned as "make-believe" butter, as an unpleasant but irrevo-
able fact the oleomargarine promoters can be expected to blossom forth with sales
promotional schemes that will be something to reckon with.