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## **Wisconsin Butter Makers' Association : Fond du Lac, Wisconsin, October 4, 1938.**

Wisconsin Buttermakers' Association

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1938

WISCONSIN BUTTER MAKERS' ASSOCIATION

Fond du Lac, Wisconsin

October 4, 1938

The meeting of the Wisconsin Butter Makers' Association was called to order on Tuesday Evening, October 4, 1938, by the President, Mr. J. F. Jesse, Dodgeville, Wisconsin. The Invocation was given by Reverend Charles T. Damp of the First Presbyteriam Church of Fond du Lac.

Mr. Petersen of the Chamber of Commerce of Fond du Lac then gave the following address of Welcome.

"Mr. President,- and Butter Makers' of Wisconsin. Just a few moments ago I came to the rear door there to see how our genial Mayor was making out with the address of welcome that he was going to make. I was very much surprised to find that he was not here. I just came from another meeting upstairs, but nevertheless I am glad to be a pinch-hitter for him and tell you Butter Makers that we are glad to have you back here with us again. We are conscious of the fact that the dairy industry is of primary importance in the State of Wisconsin, and we sincerely hope that the deliberations and discussions of this Association during the next two days will evoke some plan by which the Wisconsin Butter Making industry will further its cause and profit. Anything that we as a city, or as an Association of Commerce can do to help you make this Convention a success you have but to call on us and we will do what we can to help. Two years ago, I believe it was two years ago when you were here, wasn't it?, it was my pleasure to have some part on your program and I hope it will again be my pleasure. There was a special referendum on here today or I know that our Mayor would have been here to welcome you. I think perhaps he has been tied up with that and so instead I'm glad to welcome you all here to our city for him. Thank You."

This was followed by a response from Mr. A. C. Hillstad, of Madison, Wisconsin. He responded as follows:

"Mr. Chairman,- Mr. Petersen,-Members of the Wisconsin Butter Makers Association,- and friends of the Association. It gives me great pleasure to thank Mr. Petersen for the fine welcome he gave us here tonight. It was my pleasure two years ago to be with this convention and I know that I certainly appreciate the efforts that Mr. Petersen put into the convention at that time. I feel that we had one of the finest conventions here. Mr. Wilbern, Manager of the Hotel, extended us every courtesy he possibly could to make it pleasant for us while we were here, and Mr. Petersen did the same. He extended all the courtesies we could expect from any Chamber of Commerce and now it gives me a great deal of pleasure to thank Mr. Petersen for his courteous welcome to us here tonight. Thank you."

The following address was then given by the President, Mr. Jesse:

"Gentlemen: We have just closed another year in the Wisconsin Butter Association and to say it has been a topsy-turvey year would be putting it mildly. Regarding the dairy industry during the last year, we have had some very adverse conditions crop up this year that we have not had for years. Personally, I have never seen it happen like that before. We have had some sort of trouble in every line of the dairy industry. Started with the bottled milk, and going on even to the ice cream and condensed milk and even affecting the cheese. This past year with the large surplus of dairy products in storage it has been hard for the butter maker to make the butter and sell it after he had it made. And the fellow who bought it from him had a hard time selling it. So you can see that to say we have had a very hard year is putting it mildly indeed. It's like the story about the fellow hobbling along in the gutter and he met a constable. The cop looked at him and said "Why, Man, Your're drunk." The fellow turned and looked at the constable and said " Thank God, I thought I was lame." That seems to be pretty much our situation this year. We don't know whether we are lame or not.

We also have had plenty of labor trouble in our association this year. There are problems that will be brought up at the meeting and there are problems that have been brought up at various meetings and discussed and much hard work has been done to get something worked out on this matter. To make things still harder, we have been classed as a Company Union by the Labor Relations Board, or in other words "troublemakers". We have a hard fight on our hands but I do not think we will fail in this. We have been organized since 1900 or in other words for 38 years. I know that if it hadn't been for the Association that we buttermakers would not hold the positions we have today. And I feel that you men will back me 100% on that. It is the purpose of the Association to help the Butter Makers and I think you will all agree that that is just what has been done. And now the State Labor Board classes us as troublemakers. I hardly think this fair as we have always had a fair wage scale, which we would not have had had we not been organized. Of course we all want a high wage scale and we want conditions better as much as possible. We will get this if we stick together in the Association and even if we don't belong to another Union it is not going to help the Butter Maker a great deal. Some of us are plant managers and for that reason we can't be taken into the Union. This present labor racket reminds me of the story of the Preacher who took for his text--The Devil is like a roaring Lion roaming around and seeking whom he may devour.--He then went on and divided his Text in three parts. 1.- Who the devil is? 2.- Where the devil is roaming 3. What the devil is roaring about? Now I think we can divide this situation in about the same manner. 1.- Who are the labors? 2.- What are they headed for? 3.- What the devil are they roaring about?. We all know this is a big problem to work out and I think we all realize how important it is. I think too that we owe Mr. Eckwright a great deal for the time and

effort he has put forth on this matter. I know that last winter he did a lot of driving over those icy roads for this. And he attended that meeting in Iowa and another one in St. Paul, I believe it was, all in a sincere effort to work something out on this situation.

We can't expect to get more out of this than the farmer does, as the prices are set by the supply and demand. We all know that the dairy industry is the biggest source of income for the State of Wisconsin so we do really have to get seriously down to business and figure out the best solution to the labor situation if it is to continue to be that. Again let me mention the work that Mr. Eckwright has put on this and let me say right now that I think we should give Mr. Eckwright a rising vote of thanks for the splendid way he has handled things for us and for the effort he has put forth. I know that sometimes he has worked day and night on this and I think it is no more than right that we show him how we appreciate this, so I'd say that we give him a big hand. Thank You."

This was followed by giving the suggested Rising Vote of Thanks to Mr. Eckwright.

Mr. Petersen, of Madison, representing the Agricultural Authority then read portions of the Act under which that organization is working, which read as follows:

"The Wisconsin Agricultural Authority is a non-stock, non-political, non-profit corporation formed to promote Wisconsin agricultural products. It is not a crop control plan and should not be confused with the Federal triple-letter program.

It is authorized to do the following things:

(1) Promote and encourage, and assist in establishing and maintaining, high grades and standards of quality for agricultural products of the state.

(2) Expand markets for agricultural products and promote and develop new markets.

(3) Improve means of marketing, merchandising, manufacturing, warehousing, storing, advertising, financing, transporting, grading, and standardizing Wisconsin agricultural products.

(4) Investigate and study conditions affecting Wisconsin agriculture.

(5) Cooperate with and assist persons, firms, cooperative associations, corporations and other organizations, and cities, towns, villages, and other governmental units, in agricultural promotion.

Policies for expanding markets were determined at a meeting where attention was given to merchandising, advertising, and selling farm products. A campaign to open new markets for Wisconsin products in the United States, and in Central and South America is planned.

It is the hope of the W. A. A. that we may be of some assistance to the butter industry of Wisconsin.

This was followed by the Report of the Auditor. Mr. Eckwright then read a detailed report of the Financial Statement for the year ending July 1, 1938, which showed the amount of cash on hand in the bank to be \$130.49.

The President then appointed the following committees:

- Resolutions Committee  
 Frank Roach - Joe Haugh - Jim Ashley
- Credentials Committee  
 Ted Owens - Fred Stelloh - Albert Hoeffke
- Scoring Contest  
 Mr. Crosby and Mr. Carlson were in charge.

Telegrams that had been received inviting the Association to different cities for the next convention were then read by the President.

The meeting was then adjourned until the following day.

Wednesday Morning, October 5, 1938

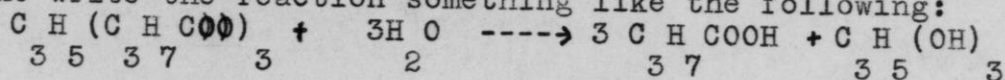
Following the butter judging Wednesday morning, the meeting was called to order by President Jesse in the ballroom of the hotel.

Professor L. C. Thomsen of the Department of Dairy Husbandry of the University of Wisconsin at Madison then gave the following address on The Chemistry of Butter Flavor Defects:

"We often admire a window display even though we may not appreciate what efforts had to be put forth to develop the display. The drabness and humdrum of preparation is an essential part of the glamorous display presented. So it is also with butter flavor defects and their prevention. Though we as buttermakers are concerned primarily in prevention, we are nevertheless also interested in what is involved in the chemistry of butter flavor defects.

There may be present in butter both desirable and undesirable flavors. Either kind is important to the butter industry. The absence of one kind does not imply the presence of the other. Flavors may be the result of bacterial action, chemical action, and of course they may be absorbed. Often the flavor may be the result of a combination of any two or all of the above. It is those flavors which results from chemical action which I will attempt to discuss today.

To begin with it is necessary to discuss briefly the chemistry of butter fat. Butterfat is a mixture of a number of fats, or more strictly speaking of triglycerides of a number of fatty acids. In addition, it is safe to say, that there is present some cholesterol, carotene, and very likely some free fatty acids and probably lecithin and cephalin. The fats which are present in butter may be split into free fatty acids and glycerine. The process is known as hydrolysis. The chemis might write the reaction something like the following:



Butyryn + Water → Butyric Acid + Glycerine

The above reaction, as you noticed, was fat butyrin, which from a chemical standpoint is one of the least stable triglycerides of fatty acids. Actually the process is not quite as simple as indicated, but the idea remains the same. In order that a substance may have an order it must be volatile. Since the triglycerides of the fatty acids in butter are practically non-volatile they have little or no aroma. The fatty acids of some of the triglycerides, however, are volatile and therefore may have a very pronounced and characteristic odor. Butyric acid is one of these, and therefore if butyrin is split ever so slightly a very characteristic aroma results. If I had a few drops of butyric here and if I would uncork it in this room there would be a very strong smell. Now, if there were present a strong alkali when this splitting takes place there will be formed a soap and free glycerine. The glycerine is then ready for commerce and may, of course, be used in the manufacture of explosives. Since soaps formed in this way from the fats in milk do not have a very pronounced aroma, it may be readily seen why the addition of an alkali may actually tend to improve the flavor of butter since the free fatty acids may in this way be converted into soaps. Strong acids, steam under pressure, or enzymes also have the power to split butyrin as well as some of the other triglycerides. The flavors which result will be of a different character. The flavor produced when butyrin is split is known as rancid. Many investigators, but in particular those outside of the dairy industry, have been in the habit of using the term rancid rather loosely to characterize any strong off-flavor of a chemical nature, including the well known tallowy or oxidized flavor. To those of us who are in the dairy industry on a commercial basis the term rancid stands for only one particular defect. When reading scientific reports it is well to bear this possible confusion in mind. It has actually been shown that the enzyme lipase which may be responsible for a rancid flavor is an antioxidant and therefore tends to prevent the development of a tallowy flavor. Those of you who have made raw cream butter, undoubtedly have had practical experience with rancid flavors. Some of you may have had trouble from this source even though the cream was pasteurized. The difficulty is most apt to occur in fall or the early winter months. This happens to coincide with the time when many farmers are drying off their cows. In this case the trouble is likely the result of the action of the enzyme lipase. It does not necessarily mean that cows well along in their lactation period produce milk which is particularly high in lipase. The reason for the increased occurrence of the off-flavor at this time can be traced to the predominance of small fat globules in the milk at this stage of the lactation. The increased surface means a better opportunity for the lipase to act on the fat. On the other hand it appears quite certain that cows which suffer from mastitis do secrete milk with more of the enzyme lipase than do healthy cows. Cream and butter from such milk are very apt to develop rancid flavors. The activity of an enzyme may be inhibited but not necessarily stopped by low temperatures. Thus a bitter like or rancid flavor will frequently develop in cream during the winter months. However, time is a factor and if the cream were delivered as frequently as in summer very little difficulty would be experienced. Prompt and proper pasteurization when

the cream arrives at the creamery is one of the best safeguards. The enzyme lipase is definitely weakened at 151°F., and it is completely inactivated at 176° F. If whole milk is sent to the creamery trouble from a rancid flavor is rare, due to the frequency of delivery. Should trouble be experienced it is often the fault of the creamery operator. In the first place, sanitary piping, fittings, valves, etc., may have some raw milk or cream present because they may be interchanged without proper washing and sterilizing. If the cream stands at a warm temperature for some time before pasteurization, the flavor may develop. Such standing may be the result of waiting with the pasteurization or cooling process until all milk has been skimmed. If the milk is skimmed at a low temperature, and the cream is subsequently warmed slightly, the danger is greater than if skimming is carried out when the fat globules are in a liquid condition. The introduction of steam directly into the milk before separation also has a tendency to promote the development of this flavor. Where cream is pasteurized under pressure there is a possibility that some of the butyric is actually split.

Occasionally patrons who make their own butter experience churning difficulties and the development of a rancid flavor. Advice to them should include skimming the milk while the fat is still in a liquid condition. Prompt pasteurization is also advisable. This can be conveniently carried out in a double boiler by heating the cream to 160° F. and holding at that temperature for 20 to 30 minutes.

There may be actually certain cases where the use of rancid butter is desirable. The manufacture of chocolate fudge or chocolate coating are such cases. Where rancid butter is to be used it is advisable to make butter in which the desired flavor is controlled. When used for this purpose it is very important indeed not to confuse a tallowy or oxidized flavor with a rancid flavor. If we were to engage in fantasies or speculations we might conclude that fat splitting enzymes may have some function in connection with the digestion or assimilation of fat, for it is true that colostrum milk is especially high in lipase.

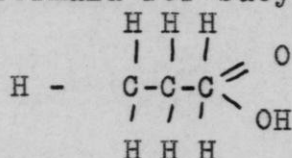
There exist certain bacteria which also have the power to split butyric, but since this talk was to be devoted to chemically developed off-flavors I shall not discuss such organisms.

Oxidized or tallowy flavors are encountered oftener in the fluid milk industry than in the butter industry. The so called "dish rag" or unclean utensil flavor of former years is now generally conceded to be our modern oxidized flavor. The advent of sweet cream butter made us especially conscious of this defect. Formerly the higher salt and acid content of butter gave rise to other defects which tended to mask the oxidized flavor. It was only in its so called advanced stage that any amount of attention was devoted to it. Butter was then said to be tallowy. Tallowy butter can readily be produced by exposing an uncartoned print of butter to daylight for several days or to sunlight for several hours. Often the exposed surface will show a bleached appearance. This indicates a very advanced stage of oxidation, since the natural pigment of butterfat has also then become oxidized. Testing the scrapings from the exposed surface will help identify the flavor.

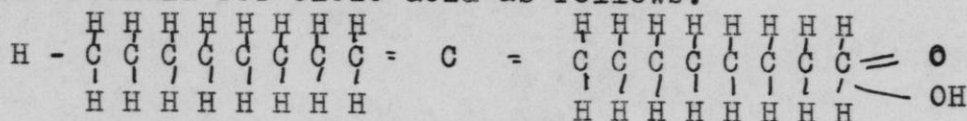
We as buttermakers are inclined to use the term oxidized freely,

and assume that the so called man on the street understand perfectly what it means.

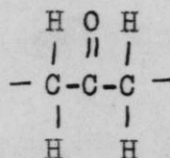
As was pointed out once before, this paper was to deal with the chemistry of flavor defects. The fats (tri-glycerides of fatty acids) in butter may be divided into two groups designated saturated and unsaturated respectively. Of the eleven fats found in butter, butyric, capric, caprylin, caprin, laurin, myristin, palmitin, stearin and arachidin are known as saturated fats, and olein and linolein are known as unsaturated. Most of our edible fats belong to the saturated group while many of our industrial fats such as linseed oil, etc, are unsaturated. The latter will take on oxygen and will dry hard. To further explain the difference I will indulge in a little chemistry. The formula for butyric acid is as follows:



The formula for oleic acid as follows:



The big difference between the two fats is in the carbon atom in the middle of the formula for oleic acid. This carbon atom is called unsatisfied and therefore will readily take on oxygen as indicated:--



When the oxygen is thus taken on, the fat is said to have become oxidized, and it will have a tallowy flavor. Recent investigations seems to indicate that lecithin and cephalin play a part in the development of oxidized flavors in dairy products. It is definitely known that the presence of such metals as copper or iron acting as catalysts hasten the development of an oxidized flavor. A catalyst is a substance which speeds up a chemical reaction without itself being affected or changed.

Unlike the changes that take place in the development of a rancid flavor the prevention of an oxidized flavor does not appear quite so simple. First of all there is always present an oxidizable fat, and oxygen in the form of air finds its way into all cream and butter. Metals, too, may get into the milk or cream long before it comes under the control of the buttermakers. Only an infinitesimal amount need be present. As little as one half to one gram of copper in a 300 gallon vat of cream has been known to materially affect the rate of oxidation.

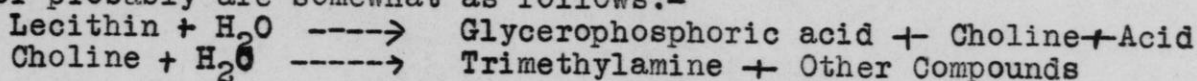


When oxygen is first brought in contact with milk fat there is a period of time known as the induction period when little or no absorption takes place. Low temperatures tend to prolong this period and therefore postpone the development of an oxidized flavor. The use of excessive amount of diacetyl should be avoided. Green light tends to prevent the flavor from developing, while ultra violet and the longer light rays accelerate the flavor development. Antioxidants such as oat flour (Avenex) have been developed to inhibit the oxidation of the fat. Knowing the causes for the development of oxidized flavors as well as a knowledge of the practices which inhibit them should enable a buttermaker to overcome them.

Another flavor defect which once was common but is now rarely encountered is fishiness. The chemistry involved in the formation of this flavor defect is similar in some respects to that which is concerned in the production of a rancid flavor. Both are hydrolytic, that is, they require the presence of water. Certain factors favor the development of a fishy flavor. They are:

1. The presence of lecithin
2. A high acidity in the cream
3. High salt content of the butter
4. The presence of iron and copper salts.

The chemical reactions involved in the development of a fishy flavor probably are somewhat as follows:-



The trimethylamine is responsible for the fishy flavor. Since salt brine is a good solvent for lecithin, and since it tends to lower the freezing point it is natural that it plays an important part in the development of this off flavor. Acid favors the hydrolysis of lecithin and it likewise tends to dissolve any iron or copper in the cream, so that these metals are in a better position to act as catalysts. Avoidance of the above conditions is therefore important. Pasteurization tends to inhibit the development of fishy flavors because as the temperature rises lecithin absorbs more oxygen and becomes less soluble. During the pasteurizing process lecithin is hydrolyzed at a more rapid rate and, therefore, more of it is lost in the buttermilk. Less of it therefore, remains in the butter for hydrolysis later on.

There are, of course, other flavor defects in butter which are the result of chemical reactions and since the chemical reactions included in this discussion are typical, it was my feeling that many buttermakers would like to know something of the work that went on behind the scenes in order to produce the display with which we are so familiar. Thank You."

Professor Thomsen's address was followed by an address by Mr. Gordon Crump, of the Department of Agriculture and Markets, on "The Advertising of Dairy Products," some of the main thoughts of which were as follows:

"Mr. Jesse, and Butter Makers' of Wisconsin.--I would like to say first of all that I agree with Professor Thomsen when he stresses the need for flavor and quality in butter.

I have only been with the Department now for a short time, before that I did advertising for the Wisconsin State Fair. But now, more than ever, I realize the importance of national advertising for our butter. We are finding more and more all the time that the animal butter fat is fast being pushed out of the picture and the vegetable butter fat is taking its place. We find that this is true of the entire country to a certain extent, but moreso in the south. To compete with this we'll have to turn our efforts to producing a higher grade of dairy products, such as butter, beef, bacon, poultry, milk and cheese. We have strong competitors with many cheaper substitutes like oleomargarine to compete with. We realize that we have this competition, but with carefully planned methods I believe we can win over them. We really have the better product, ~~se~~ it is up to us to tell the country at large, and specially the housewife about it. The cheaper butter substitutes advertise their products as the "poor man's spread" and when they do that they immediately lower the value. In bringing ourselves up to date on their advertising we can see what we have to compete with.

We all know the importance of butter as an ideal spread and food. At the present time tremendous amounts of money are being spent to educate the women of the homes of the value of butter. At the same time through the advertisements going into millions of homes throughout the U.S.A. the housewife is told what she can buy at a cheaper price that equals butter in every respect and is superior to it in others. Close examination of these advertisements shows how they are leading their buyers to believe an entirely different product than they are really selling. They picture their products as being yellow, while in reality they are usually white. Now, it's up to us to arrange some sort of program of advertising that we feel will prove useful in selling our butter to the nation. For one thing, our advertisements should be natural and true and not misleading. In our advertising we should try to reach as many women of the nation as possible and try to teach them to use more butter in cooking. At the present time there are some hotels that are using butter almost completely for their cooking and they are having some very fine results. We expect to be able to use the 4 H Club Project to help us educate the women of our country on the importance of good butter and its use. We want the members of these clubs to meet, discuss butter, and show the women the advantages of using more butter in their cooking. This will all be part of the national advertising campaign for butter. At the same time while we are stressing the uses of good butter to the housewife we must not forget that we have got to live up to our advertisements and give them good, quality butter to use. If we fail in giving them quality after we have induced them to use our product, our fight for more sales in our butter industry is lost.

People who want the best in taste and fine flavor for their food are going to start with a good butter. If we are going to advertise butter, and we must advertise butter, then we must have good butter to advertise. I know you realize just what I mean when I say good butter. You are well enough acquainted to know what a high grade of butter should be. If we continue to make a good quality of butter I do not think that we have anything to worry about. We are going to spend money and time to advertise that good quality butter and we should be able to sell it. Thank you."

Following this Professor H. C. Jackson, Professor of Agriculture, University of Wisconsin, at Madison, gave an address, some of the main thoughts of which were as follows:

"Mr. Jesse, Ladies and Gentlemen:-- Regarding the statements made by Mr. Grump concerning the relationship of the quality of butter to the advertising program that is to be undertaken, I think we all realize the truth of the statements.

Think of the work of the department, of what we are trying to do,--it seems to me that that is the thing that motivates us. But, we do feel that as long as a poor pound of butter is made and sold to the customer, who in turn is dissatisfied or does not like the taste or smell of it, work is made more difficult as it will be just that much harder to get the customer to buy the next pound.

We have four different men who spend the greater share of their time out in the state, checking, gathering information and so forth and their efforts are worthwhile. At the same time research work is being done. As needed improvements are made new difficulties arise. In the past a good share of time and effort of the men was spent at special work with the operators, field men, and producers. I think that is as it should be. We are pleased that we do get calls from you men asking us to come out and check or determine the trouble you are having with the milk, cream, or butter in your plant. I think work like this should continue.

I think that perhaps for the past number of years while things have been changing and improvements were being made that we have neglected to change our habits to conform with these changes. When something goes wrong and someone else is asked for advise we don't always make a permanent change because we feel we know better than that some one else does anyhow. Youth does that too. In the program of the future we have got to spend more time with the boys and girls. We should bear a more unselfish viewpoint and realize that that we will not benefit from the good we do for our sons and daughters. The real benefits will be reaped the next few years and we will not be included any more at that time. The boys and girls are more teachable as a group than we are. They have higher ideals, while we are more practical. We know that some things won't work from our experience.

The thing for us to do is to work unselfishly with these younger people. Our schools have material on dairy products sent to them for their use, and they certainly have been using them to every advantage. I do think, however, that when we send out these bulletins to our schools we should be very sure that the information given them to study is authentic material, based on scientific facts. False information or misleading facts would only hinder them and cause trouble. We should not use this means of reaching our schools to spread propaganda, but we should, instead, give them material that can be studied and used to their advantage. It is the boys and girls who are in school now who will be running our creameries in four or five years.

Two of the agencies that can assist us a great deal in this work are the County Agent and the County Clubs. We have such agencies in every county in the state except two. One of the most active groups we have working in this field is our 4 H Clubs. How many of you know what those 4 H's stand for? Well,--here it is,-- Head, Heart, Hands and Health. Their pledge is something like this--"I pledge my Head to clearer thinking, my Heart to greater loyalty, my Hands to a larger service, and my Health to better living for my Club, My Community and my Country." I happen to have the privilege of knowing some of the men that work with these boys and girls personally. They are doing some splendid work, going along hand in hand determining the needs and trying to make necessary improvements. They have demonstrations, contests, and meetings, and they carry them out very well too. In addition to our 4 H groups we have our High School Agricultural Groups. Agriculture is taught in many of our High Schools, by teachers who are willing to discuss the problems with the students and work along with them. We very often have groups of boys and girls come down there over Friday and Saturday. Maybe Saturday afternoon they'll take in a football game, or something similiar, but sometime during their stay down there they spend some time at an agricultural meeting or they come up and talk with us about their various problems. We are very glad when they do this, as it helps us to find out what they are up against and what they want most to find out.

At one time we had a group of boys up there,--there were 28 teams or 84 boys--from all over the state. They judged butter, cheese and milk and it was really surprising what a good job they did. So, our teachers and our County Agents, as well as the 4 H leaders are working hand in hand and side by side with these boys and girls training them for the production of better dairy products. We find now that the ones we have to help are the Seventh and Eighth graders of our country, those around the ages of 13 or 14. That is the time when they are forming new ideas, when they are learning to think for themselves. They are the ones that are leaving home shortly to go out for themselves. Those are the ones we should help.

It is the boy that is brought up on the farm, the boy that milks the cows and cleans the stable that is the real picture of the big dairy industry. And what that boy does is hard work! The kind of job he does, the utensils he uses, the care he gives those utensils, and chiefly the care he gives the milk all play an important part in the industry. Whether he realizes it or not he is a very important link in the procedure. If he would carry that picture in his mind as he milks the cows and goes about his daily tasks he could not help but take a deeper interest in his work.

At the present time we have approximately 24,627 boys and 24,462 girls, or about 50,000 students who are seventh and eighth graders, most of whom are in one room district schools. The majority of the teachers of these schools have been brought up in villages or cities. And now, with the proper training they are teaching these children social subjects--I understand that's what they call them now--as spelling, arithmetic, music, agriculture, etc. We know from experience that many of them welcome any help that they can get from the dairymen, so that they may have a better understanding of the work they are doing. Those young teachers have their hands full in taking care of those one room schools with all the grades and teaching the various subjects. It is quite a long and time-taking job for them to do a lot of research reading and dig up a lot of information on the subjects here pupils seem to find a special interest in. So we do know that they appreciate receiving our printed bulletins. To further aid them traveling exhibits have been arranged to be sent to the different schools for their display and use. (At which point he displayed a sample of a dairy exhibit)

I feel that these things are really worth while and that we are really doing something that counts. We furnish them with charts, and bulletins and put the information in an interesting way for them. Displays and demonstrations, as well as contests, are arranged for the benefit of our boys and girls. There are numerous ways that we can help them make something of themselves and I know that many groups are doing this, but I do think that there are a lot of things that we can still do for them. Thank You."

Mr. E. K. Slater, Editor of the National Butter and Cheese Journal, Milwaukee, Wisconsin, then gave an address, a few of the main thoughts of which were as follows:

"With reference to working with our younger people let me say, that I was particularly pleased with the advice given to the younger fellows to get acquainted with these schools teachers and help them. After you've looked them all over and if you still don't find what you want, then go one step further and look over the 4 H Club girls. It has been my pleasure to help pick the dairy queen and I will say that those girls are not bad to look at.

For many years I have been speaking to practically this same group and most of the time I've spent my time telling you what to do, when to do it, what not to do, and when not to do it, in other words I've been giving you advice. Most of the time you accepted it with good intentions,--and that's all you did about it. So for a few minutes today I'm going to talk about a few things that happened several years ago. I want first of all to tell you that when I talked to you here two years ago I was just ready to get real sick--which I promptly did. Later, when the Doctor was consulted he told me I was a very sick man and he thought I had better have a nurse. Well, I guess I'm still sick, I still have the nurse.

On the Seventh of next month I am going to observe my 40th Anniversary, now please note, I did not say birthday. That will be the day that I went in as a helper in a little creamery in Martin County, Minnesota. I can recall today that the first day I was there I was told to get some oil from a barrel by the boiler, and I went to a barrel by the engine,--that's how much I knew about it. That was in November. In December we had a scoring contest and Mr. Becker came down from the "U" to score butter and so forth. While he was there he talked me into going down there to school. And I went. The following January is when I met H. P. Olson.-- 40 years ago. Well, I was just there a short time, as in February I was called back again to take full charge of a creamery in that section of the county. That's just to show you how scarce butter makers' were at that time. I didn't say good buttermakers, just butter makers'

I think Martin County was typical of the creameries we had then. When I took charge down there there were about 20 towns and about 14 creameries. And let me tell you, that our methods were very different from now. The milk we received then was different from the milk received in some of the creameries today. If there was some thing wrong with it, or if it smelled of the barn all we had to do was put the cover back on and send it back to the farmer who sent it. He in turn feeds it to his hogs. That was the natural thing to do at that time, the farmer accepted the milk and took the whole procedure as part of the game. During the time I was there we got milk from 93 farms and not once did we lose any of them. We added a few more but we never lost one. I can recall that one of the first creameries built had equipment that was quite different than that used today. It had a total value of \$4,000. This included all the equipment and everything. It had a 15 H.P. Boiler and a 12 H.P. Engine. In those days not only our equipment was different, but also our method of making butter and no doubt you would say our finished product differed to a certain extent too. To begin with we usually had fairly good raw materials to start with. We demanded them and we got away with it.

The point I am really trying to bring out is the difference between our methods of making butter 40 years ago and your modern methods. You have more competition and stricter regulations to live up to. I know that some of you older men who made butter during the time that I am telling about can better understand what I am trying to point out.

I want to leave with you the thought that as a whole you are a better class of worker and that you are making a better grade of butter than before. It's possible that some of you are not making as good a pound of butter as the others, but that may be because you do not have as good raw material. But, in general, the making of butter in creameries is being done far better than it was at that time. I am not saying that just to make you feel good, but I am stating it as an actual fact. Anybody can talk all they want to about the "godd old days" I don't want them! I want the butter that is being made in our modern creameries of today. And we are doing fine work and progressing splendidly. It's true, at times we get excited over things such as now we have the labor situation and the surplus of butter to worry about. But I think we are very much like the fellow who was walking down the street very much inebriated. He met a preacher and stopped him and said "Bishop, will you explain to me the difference between liberalism and individualism?" The Bishop looked at him and said "Man, you are intoxicated, but if you come to my place when you are sober and I will be glad to explain it to you." The man looked at him and answered, "That's just the trouble, when I'm sober I don't care what the difference is."

The President then called on Mr. Olson to say a few words to the group. A few of the thoughts Mr. Olson expressed are as follows:

"Mr. Chairman, Buttermakers, and friends, this is a surprise. I must confess that it is just as Mr. Slater said it was 40 years ago when we first met. I am not going to go back over those 40 years. He has told you something about them.

I was born in Denmark and before I came here I learned something about butter making. Then, after I came over here I made good use of what I had learned and my experience as a butter maker proved very helpful. I came to Wisconsin about 29 years ago. I always had a warm spot in my heart for Fond du Lac. It was one of the first places we visited here and it was here that we have a big butter, egg and cheese meeting. I can recall that very well. I remember how impressed I was at the wonderful way everybody worked together and I want to say now that it is very gratifying to see the progress that we butter makers have made in the past few years and I hope we can keep that wonderful progress up. Thank you"

The Wednesday afternoon session was a closed session for the Butter Makers' and helpers and was called to order by the President, Mr. Jesse.

The names of the delegates from the different districts were called and the delegates present responded by answering when their names were read.

There were no amendments to take action on. The election of officers followed. Mr. J. F. Jesse was re-elected for a term of 3 years and Mr. P. I. Mc Henry was also re-elected for a term of three years.

Following the election there was a general discussion of the problems facing the association.

The first question raised was regarding the junior membership. The point was made that it was believed the junior members felt that since they were paying dues and were interested in what was being done that they should have something to say. The point was brought out that the junior members should not be allowed to hold office and that the power to control the state convention should remain in the hands of the senior members. Also, that they should continue as they are at present with the senior members at the head of the Association working together with their helpers and trying to bring up the standards. It was decided that each district was to decide for itself how much power was to be given to the junior members of its group, but that the senior members would continue to head the association.

Another point raised for discussion was the qualifications required by law for a license as a Butter Maker. The belief was expressed that the present requirements were not strict enough and that more experience should be required. The thought was also expressed that the applicants be required to pass an examination before the license be granted to them, instead of just getting recommendation from a friend or employer. It was suggested that the Butter Makers again try to interest the Cheese Makers in this and that by working together they might be able to obtain what they wanted.

During this discussion Mr. Hilstead was called on for a brief discussion in this matter. During his discussion Mr. Hilstead told of his experience in checking up on the various branches of the industry. He stated that more care should be taken in every department and that every man who had anything to do with the testing or the care of the milk should be qualified to do so. He pointed out the fact that some of the men who are now working differ greatly on the judging of the same sample and that some of them are doing it intentionally. He expressed the opinion that the testers be required to have a license too. He pointed out the need for the revision of the



license bill and suggested that when the bill was written up it be arranged to have the buttermakers represented on the examining board, and thus help to build up the standard of the profession. He pointed out how under the present recommendation system the employers were sometimes forced to recommend men whom they knew were not qualified for a butter makers license. Whereas if they were subject to an examination they would be able to determine just how well they measured up to the necessary qualifications.

It was voted to have the Board of Directors check up on this matter and contact the Cheese Makers' and see what could be worked out for the benefit of both organizations.

The next point raised for discussion was the changing of the dates of the State Convention. The members suggested changing the convention dates so they would not conflict with the world series. Mr. Eckwright called attention to the fact that in changing their dates they would have to be careful not to conflict with either Minnesota or Iowa in their dates for the State Convention. The motion was made and seconded to have the Board of Directors get in touch with the Minnesota and Iowa Associations and see what change of dates could be arranged for the Wisconsin State Convention. The motion was carried.

Following this Mr. Whiting President of the Wisconsin Cheese Makers' Association was called on for a brief talk. Mr. Whiting stated that about two years ago the Cheese Makers' had considered raising the fees from \$1.00 for Cheesemaker and \$3.00 for Operator to \$2.00 for Cheesemaker and \$5.00 for operator. However, due to objection to those amounts and the advocacy of a \$5.00 and \$10.00 fee the entire matter was dropped at the time. Mr. Whiting said that he felt now the Cheese Makers' would be willing to discuss a \$3.00 and \$5.00 raise. He pointed out the closeness and harmony with which the Butter Makers' and Cheese Makers' worked together and said that what was good for the Butter Maker and good for the Cheese Makers. He also stressed the point that both industries should produce goods of high quality to sell. He discussed the point that the Cheese Makers were trying to give the Butter Makers' a better quality product in whey cream than they had been getting. Also that he felt that by taking certain steps each year that eventually they will get a standard that will be satisfactory to everyone. He suggested a closer union between the two groups and encouraged the exchange of ideas and the discussion of the problems confronting the members. He closed by extending a cordial invitation to all the Butter Makers' to attend the Cheese Makers next Convention.

Following Mr. Whiting's talk there was a general discussion of the whey cream proposition. During the discussion it was stated that the Cheese Makers were careless in taking care of the whey cream and that that fact gave the Butter Makers poor whey cream to work with, on the other hand it was pointed out that it might easily be the fault of the Butter Makers. One member made a definite comparison showing

the great improvement in quality during the past few years. It was also stated that by taking proper care of the goods from the start, and by the delivery of a high grade of goods to work with, a quality product could be produced that would keep one step ahead of the competition. Mr. Hilstead was again called on for a few words regarding this situation. Mr. Hilstead pointed out the fact that the good dairy products were the pride of the state and then he told of his experiences and the conditions he found when checking the various cheese factories and creameries. He stressed the need for better care of dairy products and the demand for a quality product. He pointed out the keen competition the petroleum made products were giving the dairy industry. He emphasized the need for cleanliness in every branch of the industry to insure a clean quality product. To insure this cleanliness he said more rigid inspection was needed.

President Jesse summed up the whole discussion by listing the desires of the members as: Closer cooperation with the 'Cheese Makers', More rigid inspection, more inspectors, higher qualifications for Butter Makers, and better quality products.

President Jesse then read telegrams inviting the Association to hold its next convention at Chippewa Falls, Eau Claire and Milwaukee. The Motion was made and seconded that the Board of Directors decided where the next convention was to be held. The motion was carried.

The Report of the Resolutions Committee was then read. It was accepted as read.

Mr. Eckwright was called on to report on the work being done by the Advertising Committee. Mr. Eckwright told the members that they had just organized and were just about ready to get down to serious work.

As there was no more unfinished business the meeting was adjourned.

Wednesday evening at 6:30 a Banquet was held in the ball room of the Hotel Retlaw. Following the banquet and entertainment the toastmaster, Dr. T. A. Hardgrove, gave a brief talk on the importance of the dairy industry in Wisconsin and the value of butter as a food product. Dr. Hardgrove then introduced the principle speaker, Senator M. M. Duel. Following a brief introduction Senator Duel expressed the following thoughts:

"We have in this state three major political parties with differences of opinion. It is a fortunate situation for the state that it has three parties with differences of opinion. You do not have our State Republicans, our State Democrats, or our State Progressives making charges toward one another that are made in sister states, charges of graft and corruption. We can safely say that the government of Wisconsin is on a higher plane and conducted with more honesty than any other state. The three political parties of this state have all expressed their approval of the support for the farm cooperative movement. The three parties differ on principles and on how much money is spent, but you see or hear very little about graft or corruption. I think we as a state have a right to be proud of our record in Wisconsin. You will find that the legislature of this state will continue to do everything they can for the development of dairy industry. Further appropriations will be made for the advertising of agricultural products; and work like that done in the last session will be continued in the next session. We may have our differences of opinion and our party disagreements, but they will have no effect on the real relationship to this Association.

Being here with this group of Butter Makers tonight reminds me of the memories of my boyhood when I went to the factory. We had a butter factory about 40 rods from our farm and I spent many hours there. And I must say now that those were the good old days. The standards of today are a lot higher than those of a few years ago. They did not have such a fine Association as you have at the present time and doubtlessly they did some things then that would never be done today. Some of those men would pass idle gossip that would generally harm the innocent man and things would be done that were not always for the best. I know that with an Association like yours and the high ideals you foster things like that are unknown at the present time.

Today we find that the hand of the government is stretching into all professions. You'll find it reaching into anything you want to name, the field of medicine or even into the field of agriculture, and this raises questions for discussion. Stop and consider whether or not the reciprocal trade agreements are a benefit or an injury to the Wisconsin farms? Some of you may have studied this already and decided whether it is a benefit or not. Those of you who have not I beg of you to study it and consider carefully before you decide. It is of vital concern to you and your family.

Is it sound business to spend millions to keep the land out of production and at the same time develop new farms by expensive irrigation products in arid regions? As you state the question that way the answer would seem to be no. It isn't sound economics. Should we seek to raise the price of the farm products by curtailment of production, and by raising the price to the city man? Would it not be better for us to help the farmer by studying consumer trends, by finding new markets and by studying the method of packaging and shipment to other countries? This would not cost as much as the present system of operation. Would it be better or would it not? That is a question for consideration.

I know from my travels around the state that you as a group work long hours and have a great responsibility. During the times of strife and turmoil of the past two years you have caused no trouble. You have not been a party to any strikers.

All the wars of the last ten years have not been in China, Spain or Ethiopia. We have war now. A war of class against class, a war between industry and labor, a war between socialism and capitalism and along with such war there has been a raid on the public treasury by all groups. Politicians promise more useless public buildings, and higher pensions if they are elected. They think the voter will use his vote to pry open the public treasury. What makes the politician do that? I think one of the reasons is the example of the situation that they have in Texas where the candidate who was elected promised his people that everyone over 50 would get \$30 per month, and other such situations, for example the promising of everyone over a certain age \$30 every Thursday.

This is an age when there must be courage on the part of the man called the politician. But still he will not get into office unless there is as much courage on the part of the voters. The people who put the Bill of Rights into the Constitution were liberals who fought for the rights of the individual against the government, but that today we find is the people fighting for more government against the individual who call themselves liberals. Such men are not the liberals. The men who stand for protection of private ownership are the liberals, but they are called re-actionary.

The politicians are not entirely to blame for the present situation, for in almost every county the people are more interested in who will be elected sheriff, an office which has become largely administrative for the serving of papers, than who will be elected governor and who will be elected to fill the other state offices and to the legislature that makes the laws for the county officers to administer.

There are some groups who are looking for more employment on the public payrolls and they do so on the plea that this is a changing world. But let us point out that the world was changing before those

trouble makers tried to make it worse. Current history tells the story. In spite of the loss of liberty in Germany, Italy and Russia we have people who are trying to change our type of government on the argument that it is a changing world.

Do you know that sit-down strikes are nothing new? They had sit-down strikes in ancient Egypt B.C. The laborers would strike and refuse to work. They had all that and collective bargaining too, way back in nebuchadnezzar's time. When you look over the history of the people you sometimes wonder if man makes much progress at all. In every period of history there have been demagogues trying to change the type of government on the theory of changing times. They had the same headaches then that we have now, only they didn't have any aspirin to relieve them.

Our voters must have the courage to support the candidate who stands for sound government. Facts, statistics, and an application of logic and reason are needed in solving our present problems, which are not a matter for emotion.

There is a great growth of bureaucracy. To stop that growth every voter, regardless of what party he belongs to, should cast his vote for the candidate who stands for sane and sound government. If he does not do that the tentacles of bureaucracy are going to drive down the private industries and kill them. Our country has all the vast deposits of natural resources that are needed to make us wealthy. We have iron ore, coal, large forests and all the natural wealth a country could have. We have our freedom and we should keep it.

Peace and plenty abide in the countries having the greatest liberty and there living is on the highest plane."

Following Senator Duel's address Mr. Whiting, President of the Wisconsin Cheese Makers' again extended a cordial invitation to all the Butter Makers' to attend the Cheese Makers' Convention which is to be held at Milwaukee in November.

The convention butter was acutioned off and sold to the Meadow Valley creamery at West Bend at 26 1/8 cents per pound. The prizes for the butter were also distributed during the evening.

Dancing followed the Banquet.

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Thursday Morning, October 6, 1938

The meeting was called to order at 8:30 P.M. by the President. As there was no unfinished business the meeting was adjourned.

A meeting of the directors was called to order at 9:00 A.M. The board went in session and Odin Christenson, Nelsonville, was elected President. Lacey Dickey, Glenwood City, was elected vice-president,

WISCONSIN BUTTER MAKERS' ASSOCIATION  
OCTOBER 6, 1938

FOND DU LAC WISCONSIN

E. R. Eckwright, Spooner, was re-elected secretary and Herbert Lundberg, Grantsburg, was re-elected treasurer. The meeting was adjourned.

This meeting closed the 1938 Convention Session which was held at the Hotel Retlaw at Fond du Lac, Wisconsin.

EXCHANGE BOND



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This meeting of the 1988 Convention which was  
 held at the Hotel Newman in London, Wisconsin.  
 The meeting was re-elected Secretary and Treasurer.  
 The meeting was re-elected Treasurer and Secretary.  
 The meeting was re-elected Secretary and Treasurer.

EXCHANGE FORM