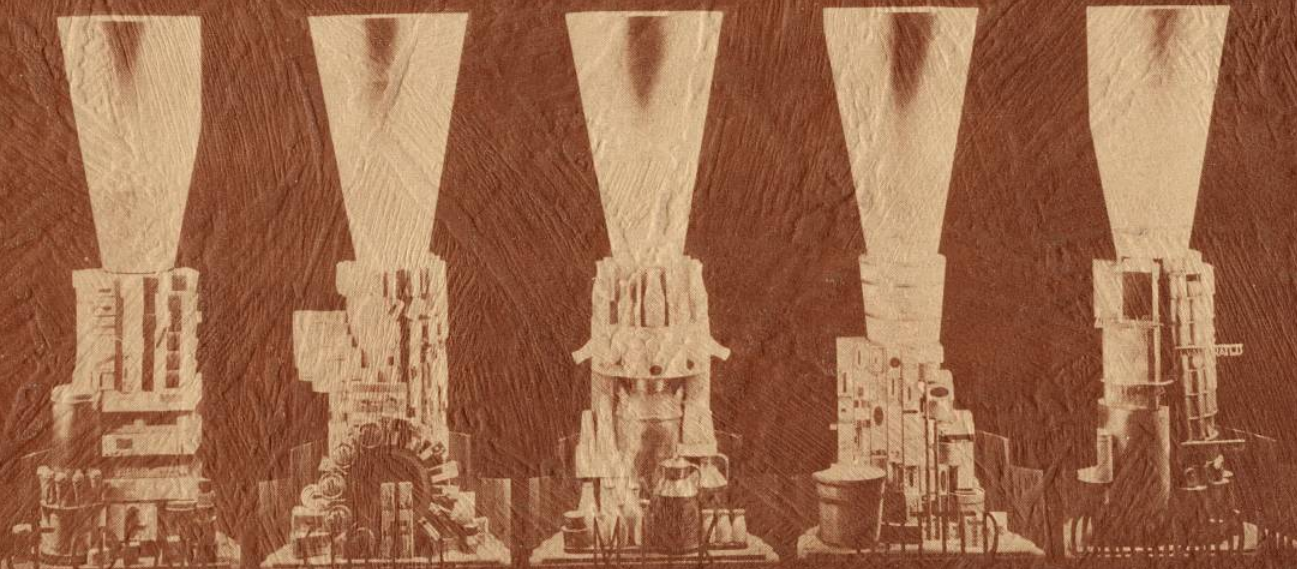




DAIRY PRODUCTS BUILD SUPERIOR PEOPLE



VITAL STORY OF HUMAN PROGRESS

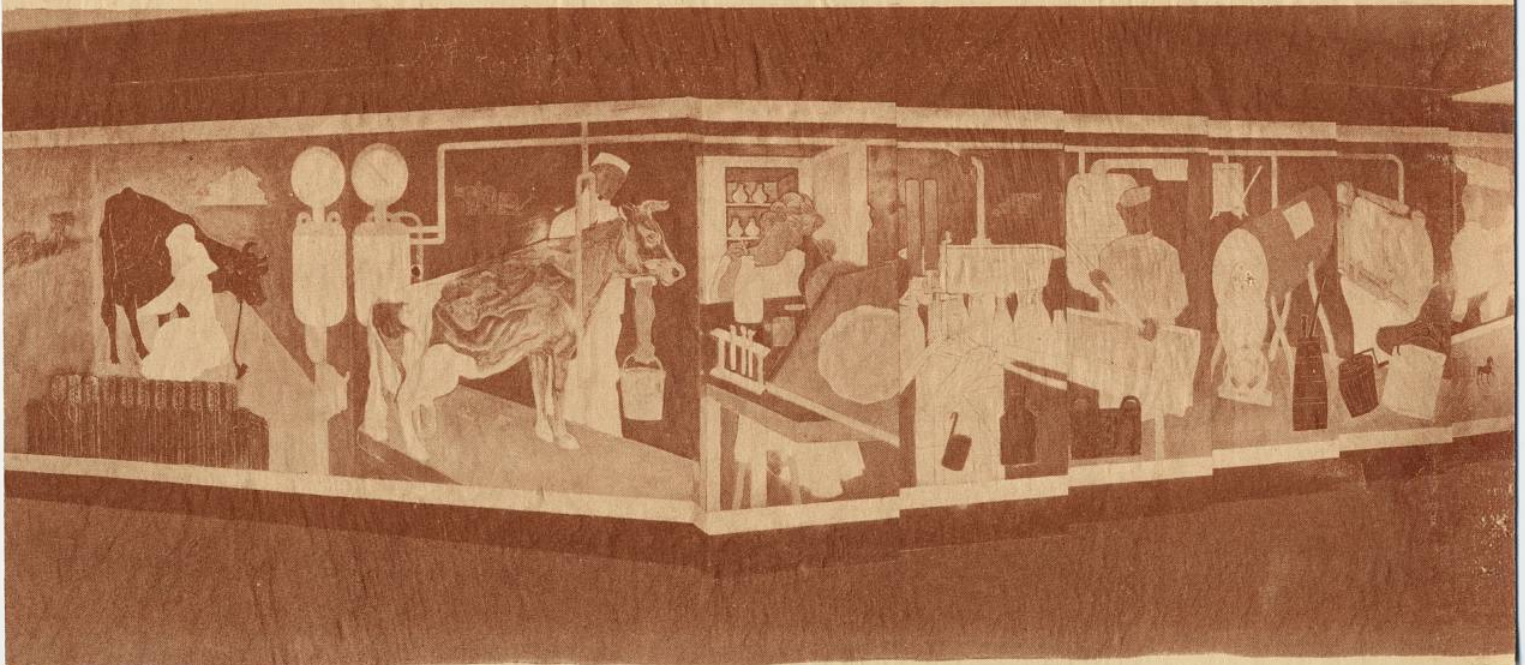


"A MOTHER'S VISION OF THE OPPORTUNITIES FOR HER SONS MADE POSSIBLE BY WISE NUTRITION AND RESULTING GOOD HEALTH."

The farmer typifies energy; the athlete, endurance; the industrial worker, strength; the architect, inspiration; the executive, leadership; the scientist vision.

Contributions of science to an improved dairy industry through breeding, bacteriology, mechanics and invention.

The respective panels present: The introduction of mechanical milking and the improvement in cattle breeding: The introduction of laboratory tests; Modern milk bottling and handling machinery supplant the old can and dipper: Introduction of milk concentration by evaporation and the superseding of farm home cheese making by factory methods: The old home churn of time immemorial replaced by factory power butter making equipment: The hand freezer and natural ice replaced by mechanical refrigeration; and finally, modern methods of dairy products distribution.



DAIRY PRODUCTS BUILD SUPERIOR PEOPLE

FOREWORD

The Dairy Industry has presented at A Century of Progress Exposition the story of how "Dairy Products Build Superior People."

The following pages are actual photographs of the exhibits which tell that story.

The Organization Committee of the Century Dairy Exhibit deemed it advantageous to the Industry to confine the Exhibit to a presentation of the vital importance, to the consumer, of an adequate consumption of milk, butter, cheese and ice cream.

The Industry is indebted to the nearly 1800 firms, Associations and individuals whose interest and support has made the Exhibit possible, and also to the group of individuals whose generous contribution of their thought and time to the management and development of the plans embodied in the completed exhibit. Also, acknowledgment is due the Press for its generous publicizing of the Exhibit.

The Dairy Industry is one of the few industries which buried its competitive jealousies and succeeded in presenting at the Century of Progress Exposition collectively supported industry Exhibit. The only food industry which has a specially designed and exclusive building.

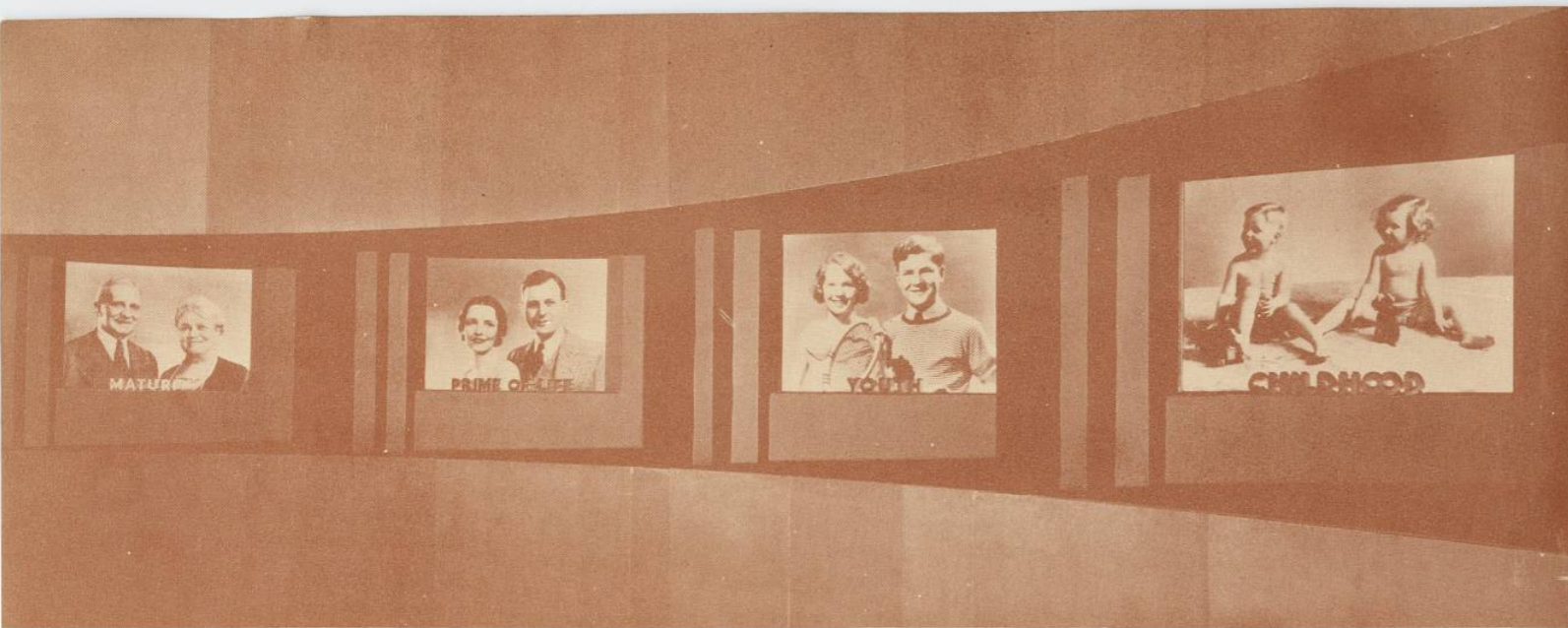
Respectfully submitted on behalf of the Directors, Executive and Plans Committees.

H. E. San Norman
President

A Century of Progress

September 15, 1933

Century Dairy Exhibit, Inc.
111 N. Canal Street
Chicago, Illinois



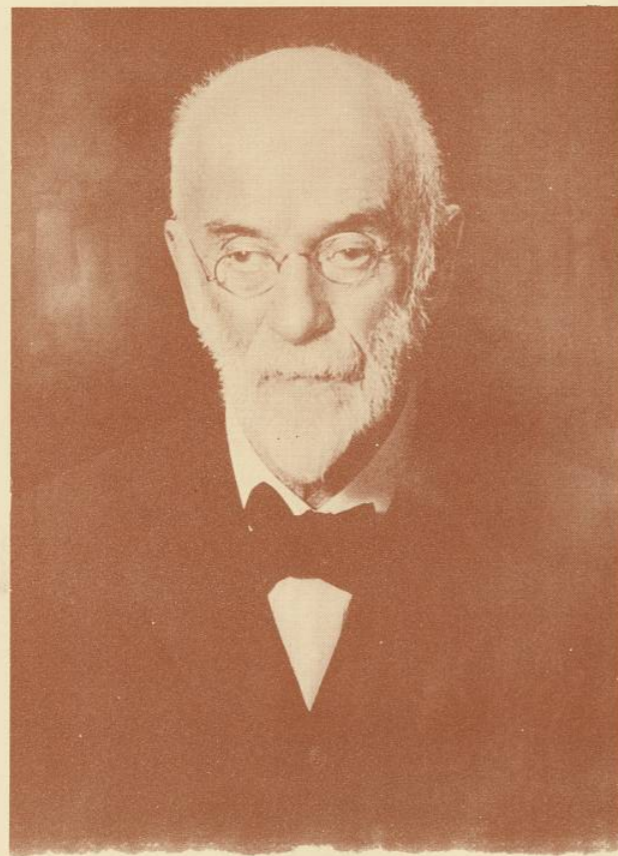
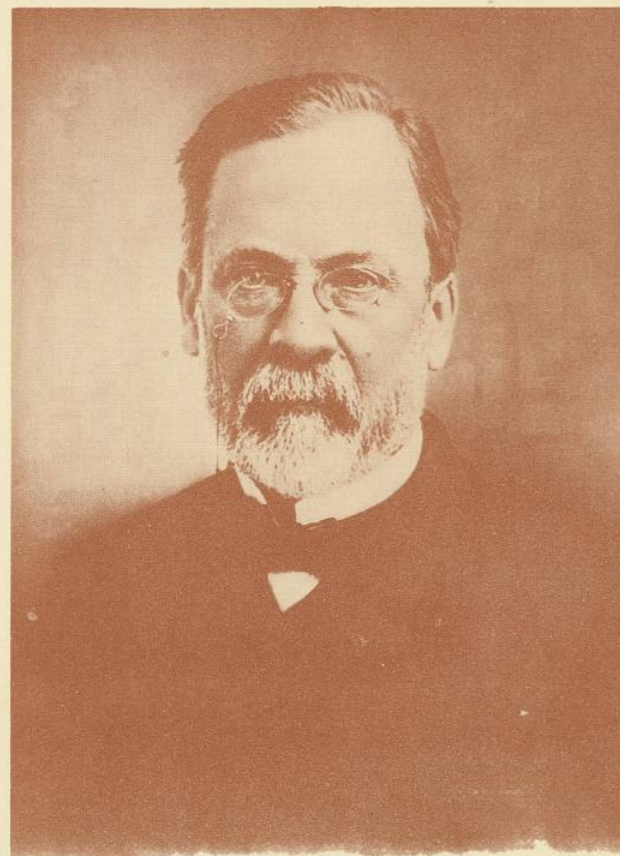
DAIRY PRODUCTS ARE AN ESSENTIAL PART OF AN ADEQUATE DIET FOR ALL AGES

Louis Pasteur
1822-1895

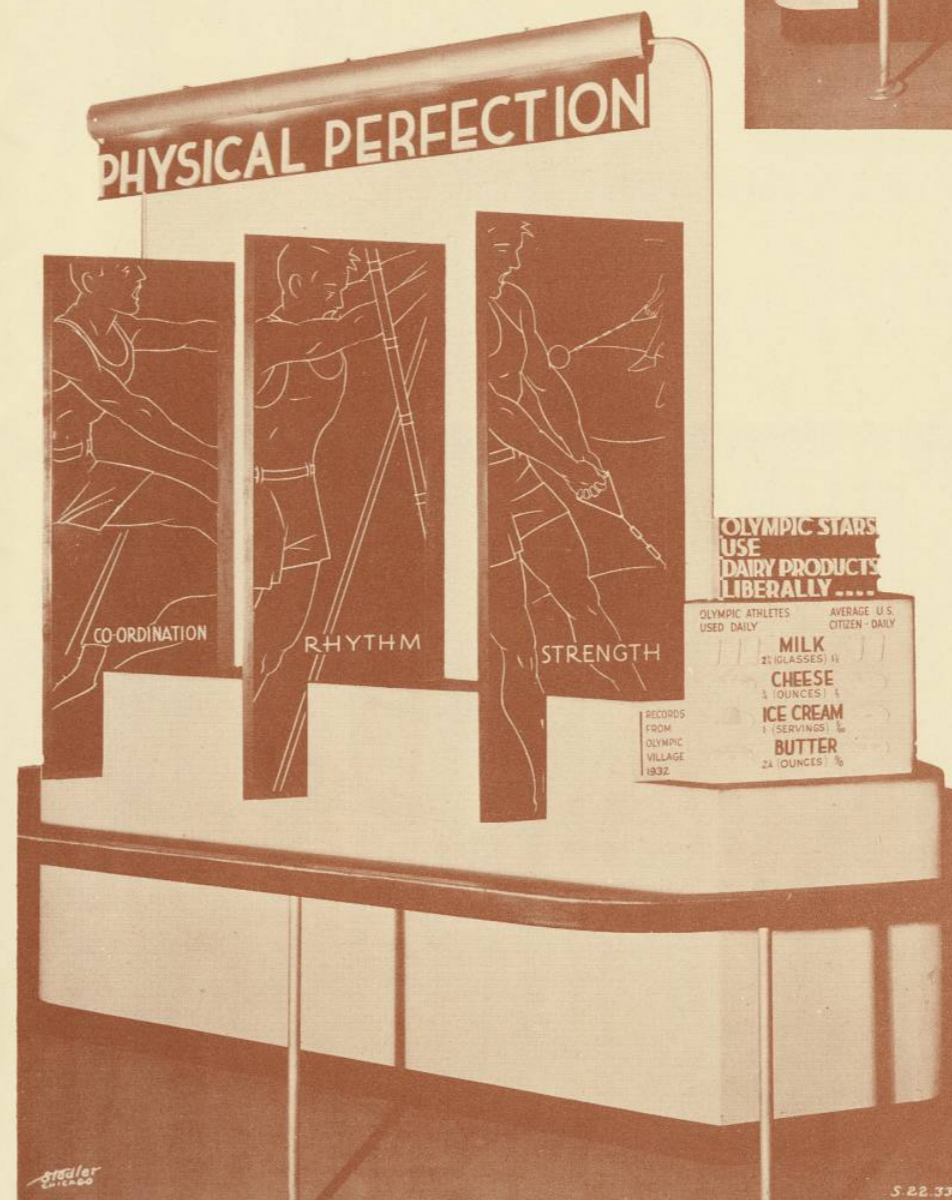
The Dairy Industry acknowledges its debt of gratitude to the French scientist on whose discoveries are based the modern practices of pasteurization.

S. M. Babcock
1843-1931

To this American scientist the Dairy Industry is indebted for the perfection of a simple test for determining the richness of milk



The feminine beauty of liness of body, smoothness of skin, strength and whiteness of teeth, beauty of eyes, keenness of spirit, inevitably reflects a successful choice of foods.



The athlete personifies the physical perfection which can result only from the wise choice of foods. During the International Olympic Games the actual consumption of dairy products was from one and a half to twenty times as much as the average U. S. citizen uses-- a good argument for their generous use.

NUTRITION SECTIONS OF INDUSTRY HALL



MILK - THE BEST GROWTH FOOD

• IT CONTAINS MORE ELEMENTS NECESSARY FOR GROWTH THAN ANY OTHER FOOD



• THE ANIMALS IN EACH PICTURE ARE THE SAME AGE

WHAT MADE THE DIFFERENCE IN THEIR SIZE & GENERAL APPEARANCE?

• THE LARGER ANIMAL IN EACH PAIR HAD MILK. ALL ANIMALS HAD AS MUCH AS THEY WANTED OF ALL FOOD OFFERED THEM.



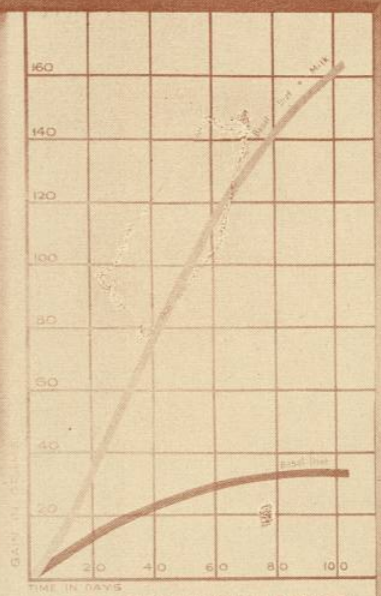
MILK & ITS PRODUCTS

100 LBS. [11 1/2 GAL.] MILK WILL MAKE



100 LBS. CONTAINS
 Butter fat 3.7 lbs.
 Proteins 3.4 ..
 Milk Sugar 4.9 ..
 Minerals .7 ..
 Total Food Solids 12.7 lbs.
 Water 87.3 ..
 Total - 100.0 lbs.
 Contains all Vitamins
 Excellent source of A & G.

46.5 qts.	Bottled Milk	Unchanged Pasteurized or raw
48 tall cans (14 1/2 oz.)	Evaporated Milk	1/2 of water removed
50 cans (14 oz.)	Condensed Milk	85% of water removed 40% sugar added
12 1/2 lbs.	Dried Whole Milk	97% of water removed
8 1/2 lbs.	Dried Skim Milk	97% of fat and water removed
9 1/2 lbs.	American Cheddar Cheese	Solids of milk except milk sugar
14 lbs.	Cottage Cheese	Most non-fat solids of milk except milk sugar (Cream added)
4 1/2 lbs.	Butter	All milk fat, some moisture (salt added)
18 1/2 pts. (light) or 9 1/2 pts. (heavy)	Cream	All milk fat, some of all other milk solids
33 qts.	Ice Cream	Solids of milk plus sugar, fruit or flavor



MILK MADE THE DIFFERENCE



SMALL RAT
 WHOLE WHEAT
 MEAT, DRIED
 SUGAR
 BUTTER
 POTATO
 SALT

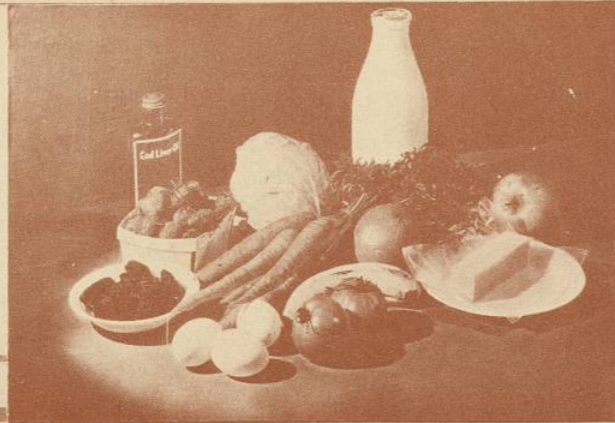
THE
 FOODS
 THEY ATE

LARGE RAT
 WHOLE WHEAT
 MEAT, DRIED
 SUGAR
 BUTTER
 POTATO
 SALT
 MILK

MILK - THE BEST GROWTH FOOD
 IT CONTAINS MORE ELEMENTS NECESSARY FOR GROWTH THAN ANY OTHER FOOD
 THE ANIMALS IN EACH PICTURE ARE THE SAME AGE
 WHAT MADE THE DIFFERENCE IN THEIR SIZE & GENERAL APPEARANCE?
 THE LARGER ANIMAL IN EACH PAIR HAD MILK. ALL ANIMALS HAD AS MUCH AS THEY WANTED OF ALL FOOD OFFERED THEM.

THESE FOODS BUILD SOUND TEETH

EXPERIMENTS SHOW THAT DENTAL DECAY IS PREVENTED OR ARRESTED WHEN THESE FOODS FORM THE FOUNDATION OF THE DAILY DIET.



Quantities of these foods used successfully by Julian D. Boyd, M.D., and Charles L. Drain, D.D.S., University of Iowa

- 1 QT. MILK
- 1 or 2 EGGS
- ½ Oz. BUTTER
- 1 ORANGE or APPLE (OR ITS EQUIVALENT
- or TOMATO
- 2 SERVINGS VEGETABLE
- 2 LARGE SERVINGS FRUIT
- 1 tsp. COD LIVER OIL
- IN VITAMIN D)

FOODS FOR SOUND TEETH ARE ALSO ESSENTIAL TO BONE BUILDING

THE LIBERAL USE OF PROTECTIVE FOODS PRESERVE THE CHARACTERISTICS OF YOUTH

USE DAILY

SAFE

- MILK - OR ITS EQUIVALENT IN OTHER DAIRY PRODUCTS
- 2 VEGETABLES
- 2 FRUITS
- EGGS AT LEAST 3 TIMES A WEEK

CHEESE AND ICE CREAM HAVE THE PROTECTIVE QUALITIES OF MILK. BUTTER IS AN EXCELLENT SOURCE OF VITAMIN A.

Safe weight control; whether for gain, reduction or maintenance of weight is dependent on calorie intake; all diets must provide all of the essential elements which dairy products supply most efficiently and economically.

Science is making it increasingly clear that the maintenance of sound teeth throughout life is vitally influenced by a wise choice of foods, including adequate amounts of dairy products.

BUILDING TEETH A LIFE LONG PROCESS

AT BIRTH
Beginning Calcification of Temporary Teeth

PRE-SCHOOL 2 YRS.
Temporary Teeth Erupted
Permanent Teeth Forming

SCHOOL 6 YRS.
Permanent Incisors and First Molars Erupting

ADOLESCENCE 13 YRS.
All Permanent Teeth Formed Except Third Molars

YOUTH 15 YRS.
All Permanent Teeth Erupted Except Third Molars

MATURITY
Full Dentition

Photographs - Noyes, Lea and Febiger, Philadelphia; Logan and Kronfeld; Orban, Journal American Dental Association

SAFE WEIGHT CONTROL

DAIRY PRODUCTS ESSENTIAL TO EVERY MENU

A Suggested Reducing Diet

BREAKFAST	
Calories	
100	Fresh berries, 1 cup
100	Popovers, 1
25	Butter, ½ tablespoon
50	Bacon, 2 strips
—	Coffee
25	Whole milk for coffee, 3 tablespoons
25	Sugar, 1 teaspoon
135	Milk to drink, 1 glass
LUNCH	
100	Cream cheese, 1 ounce
50	Saltine crackers, 3
—	Iced tea
25	Sugar, 1 teaspoon
DINNER	
25	Tomato juice, 1 glass
100	Chicken, 3 thin slices
100	Baked potato, small
50	Asparagus, 6 stalks
75	Butter for vegetables, ¼ tablespoon
—	Relishes
25	Celery, watercress
175	Ice cream, 1 serving
135	Milk, 1 glass
1320	Total Calories

AT 10:30 P.M.

A Suggested "Building Up" Diet

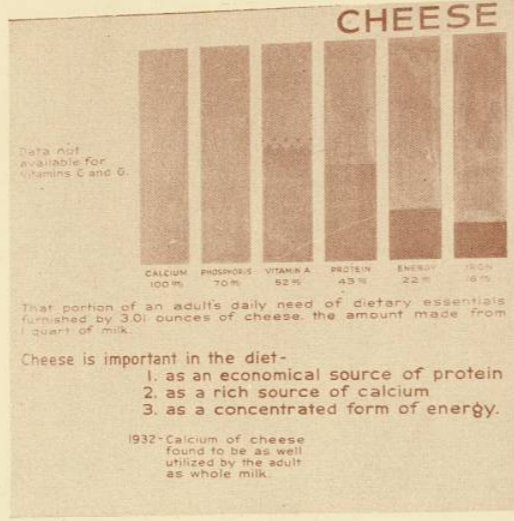
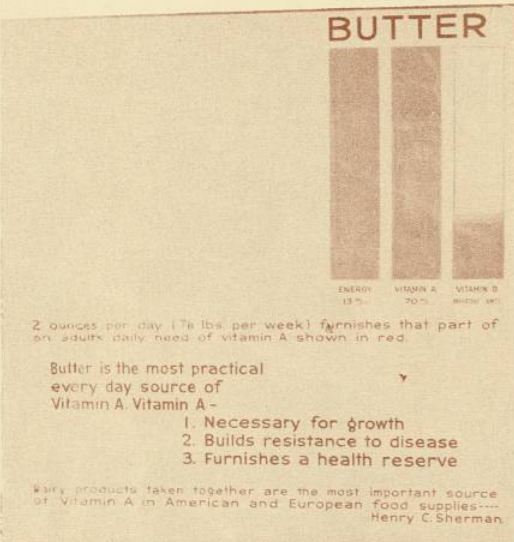
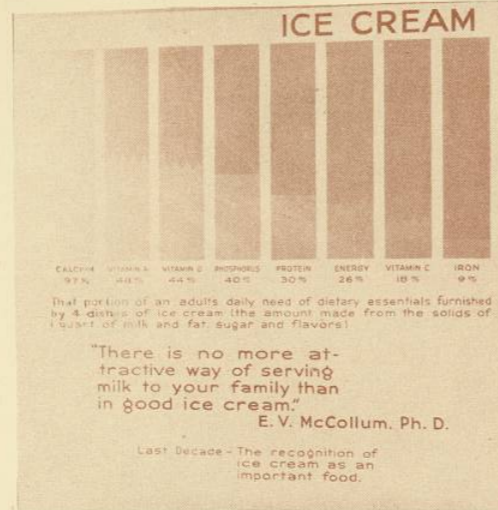
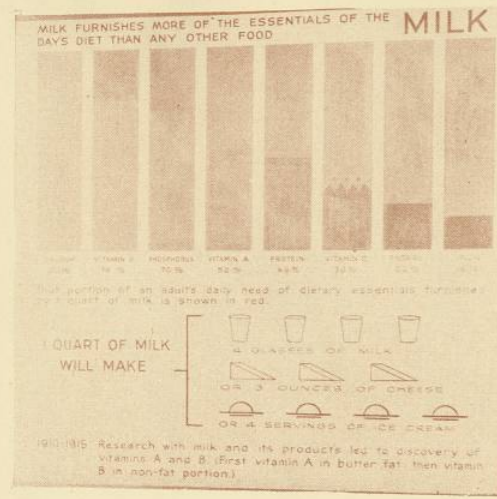
BREAKFAST	
Calories	
100	Egg, 1
100	Popovers, 1
50	Bacon, 2 strips
75	Egg, 1
100	Butter, 1 tablespoon
200	Cream for coffee and berries, ½ cup
100	Sugar for coffee and berries, 4 teaspoons
—	Coffee, 1 cup
MID-AFTERNOON LUNCH	
135	Milk, 1 glass
LUNCH	
500	Fruit salad with cheese
150	French dressing
100	Crackers, 6
100	Butter, 1 tablespoon
50	Food for hot tea
50	Sugar, 2 teaspoons
300	Charlotte Russe, 1 serving
MID-AFTERNOON LUNCH	
130	Egg in orange juice, 1 serving
DINNER	
150	Breast of chicken, 3 slices
150	Scalloped potatoes, 1 cup
50	Asparagus, 6 stalks
250	Hollandaise sauce
75	Vegetable salad, 1 large serving
200	French dressing, 2 tablespoons
100	Bread, 2 slices
100	Butter, 1 tablespoon
175	Ice cream, 1 serving
100	Maceroons, 2
135	Milk, 1 glass
2270	Total Calories

AT 10:30 P.M.

To reduce weight gradually use daily approximately 1000 calories less than your present intake.

To gain weight gradually use daily approximately 1000 more calories than your present intake.

WEIGHT CONTROL IS SELF CONTROL

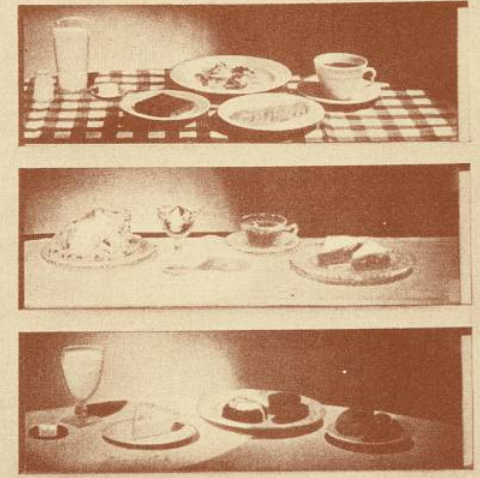


THE ESSENTIALS WHICH EACH SUPPLIES

A series of balanced meals showing the various ways in which adequate dairy products may be included each day in a week's menus.

BUILD DELICIOUS SATISFYING MEALS

USING DAIRY PRODUCTS AS THE FOUNDATION OF THE DIET



BREAKFAST

LUNCHEON

DINNER

EACH DAY'S MEALS USE 1 QUART OF MILK IN MILK, CHEESE AND ICE CREAM, BUTTER AND CREAM FURNISH ADDITIONAL AMOUNTS OF BUTTER FAT FOR ITS DELICIOUS FLAVOR AND VITAMIN A CONTENT.

Number of farms with dairy cows in the U. S. 4,600,000

Total production of milk per year 104,600,000,000 pounds

Used as fluid milk and cream 48,700,000,000 pounds

Of which amount -

The non-farm population uses 32,100,000,000 pounds

Farm uses 14,300,000,000 pounds

Miscellaneous 2,300,000,000 pounds

Used in buttermaking 44,600,000,000 pounds

Yielding:

Factory and farm butter 2,227,000,000 pounds

By-products:

Dried skim milk 262,000,000 pounds

Concentrated milk for bakers, confectioners, stock feed, etc. 143,000,000 pounds

Used in cheese making 5,000,000,000 pounds

Yielding cheese 492,000,000 pounds

Used for ice cream making 2,500,000,000 pounds

Yielding ice cream 208,000,000 gallons

Used for concentrated milks 3,800,000,000 pounds

Yielding concentrated milk 1,714,000,000 pounds

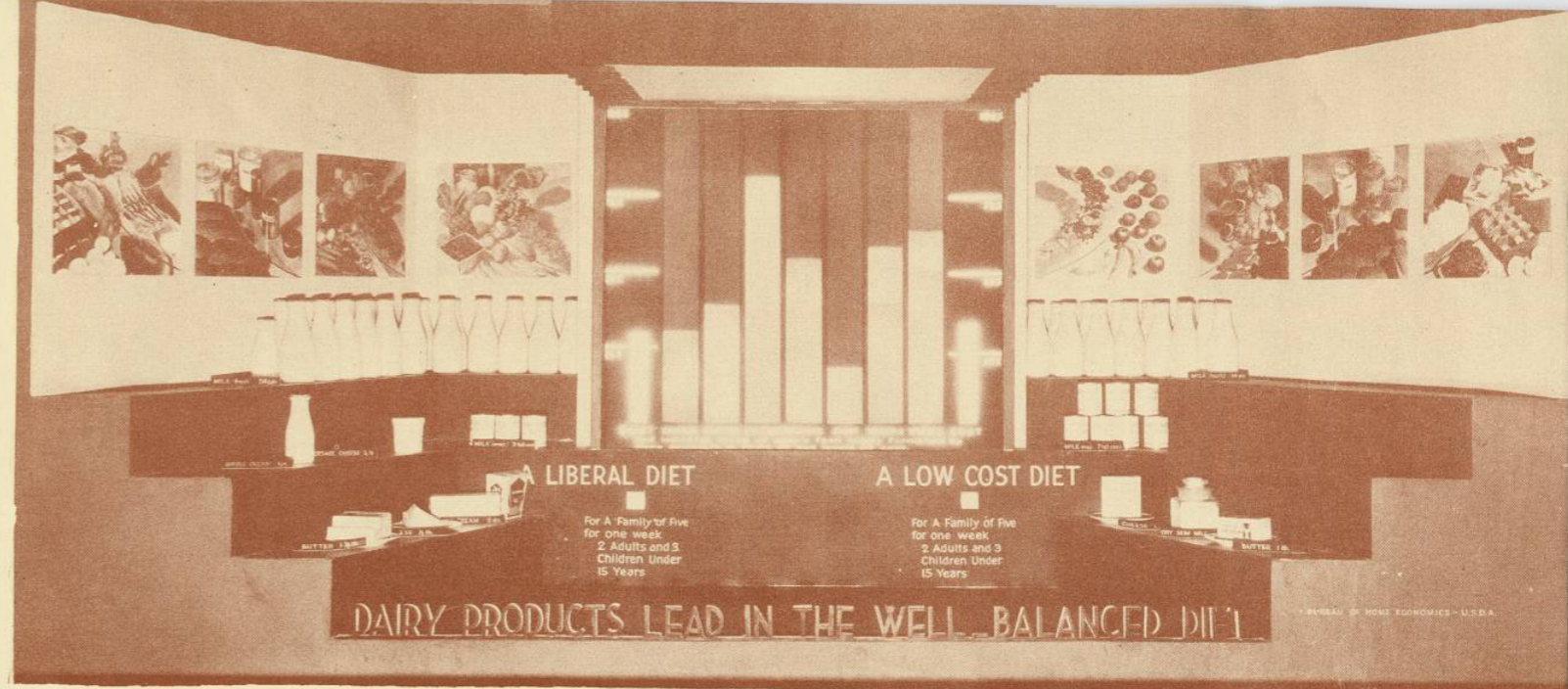
Including

Evaporated milk 1,539,000,000 pounds

Sweetened condensed milk 143,300,000 pounds

Dry milk and cream 13,000,000 pounds

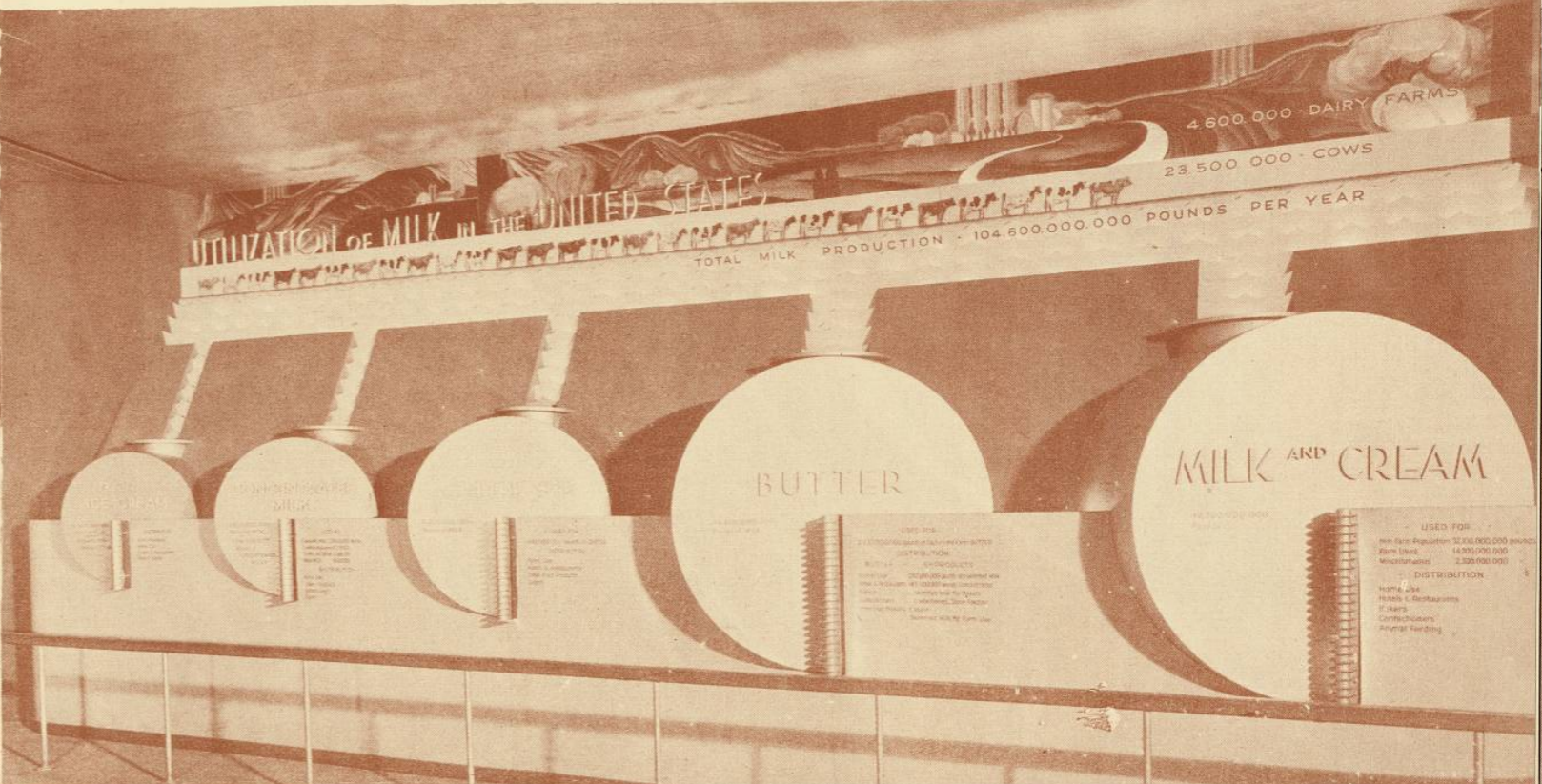
Malted milk 19,000,000 pounds

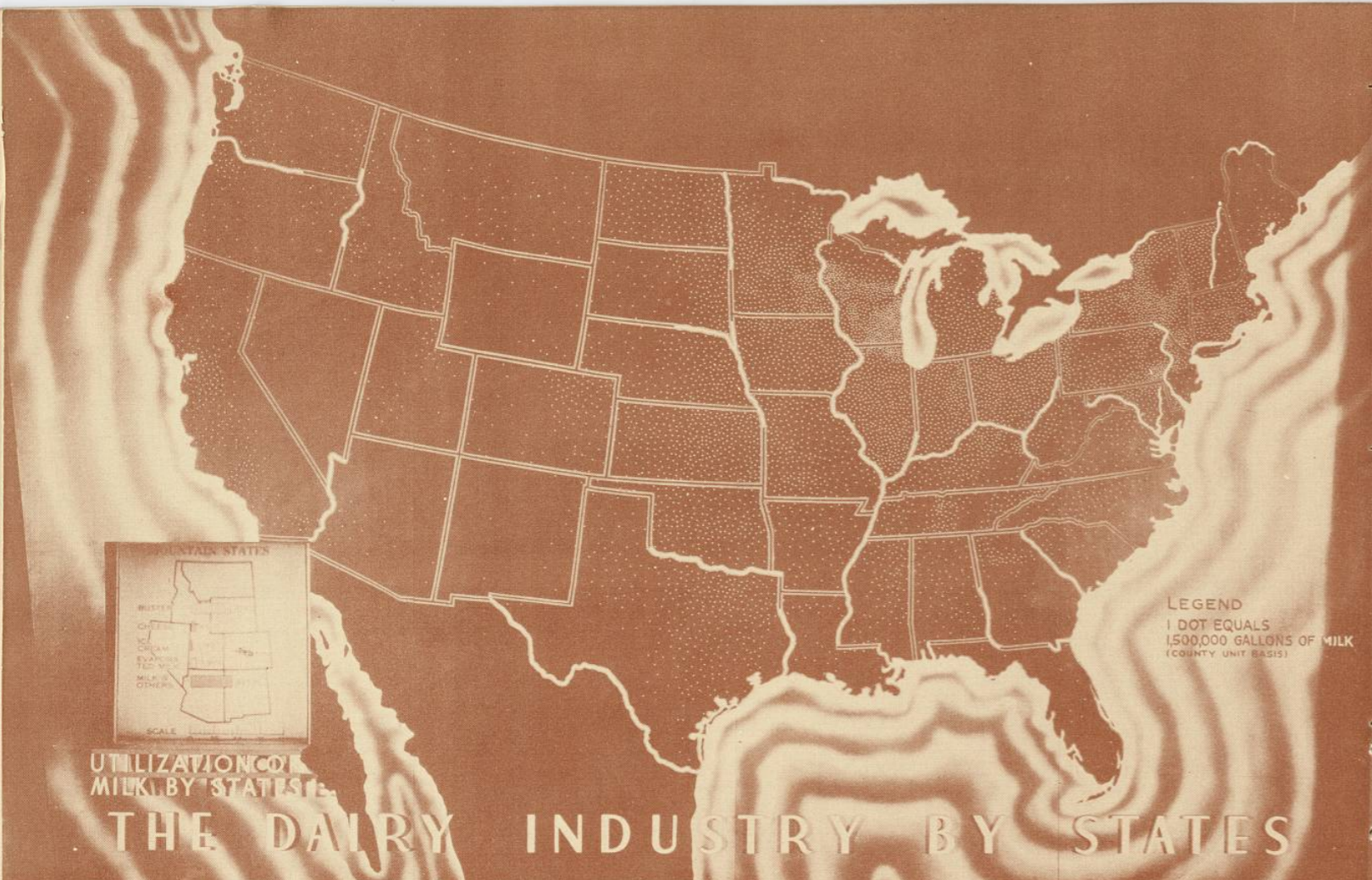


FAMILY OF FIVE FOR ONE WEEK

LIBERAL DIET		LOW COST DIET
24 1/2 qts.	Milk	14 qts.
3 tall cans	Evaporated Milk	7 tall cans
-	Dry Skim Milk	1 lb.
1 pt.	Cream (single)	-
1 3/4 lb.	Butter	1 lb.
1/2 lb.	Cheese	1 lb.
2 qts.	Ice Cream	-

The Low Cost Diet and the Liberal Diet each furnish the essential requirements for a family of five for one week. As the fund available for food is reduced the proportion of that fund spent for dairy products should be increased because they furnish more of the essentials in proportion to cost than other sources of these essentials. Exhibit Contributed by U.S. Department of Agriculture.



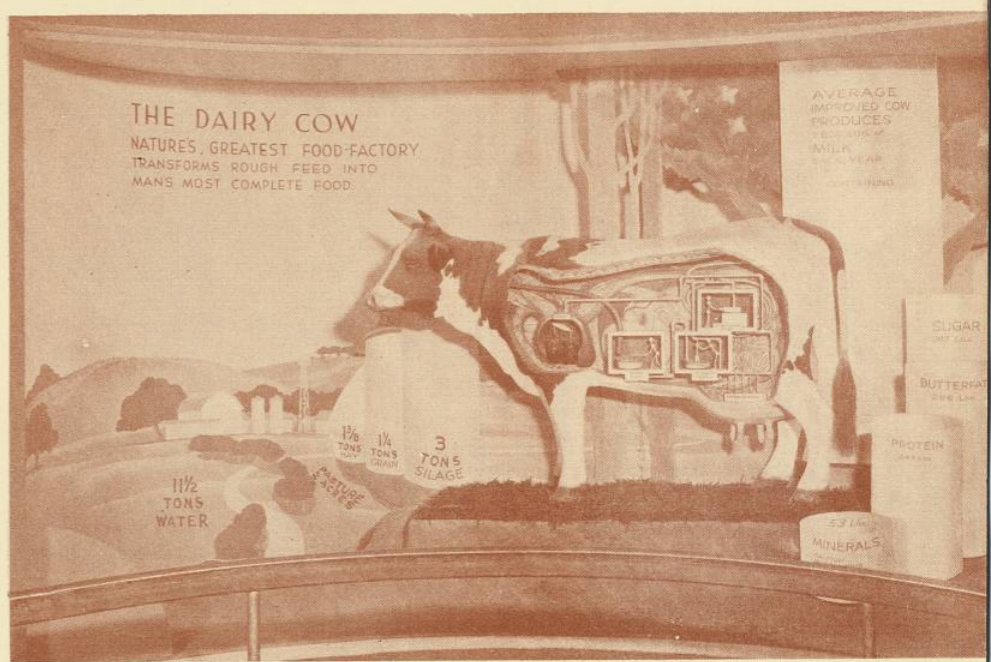


Each dot represents the production of a billion and a half gallons of milk. The lantern slides present each state's utilization for butter, cheese, ice cream, evaporated milk or fluid milk. Courtesy U.S. Department of Agriculture.

The U.S. leads the world in sanitary quality of milk supplied its people. Secured through education, self-inspection by the industry, and supervision by regulatory officials.



By modern breeding, selection and feeding methods the improved dairy cow of today produces enough milk--730 quarts--to feed her own calf six months and also supply 2807 quarts additional, sufficient to feed two families of ten persons for a year. Her early ancestor produced barely enough to feed her own calf. Courtesy U. S. Department of Agriculture.



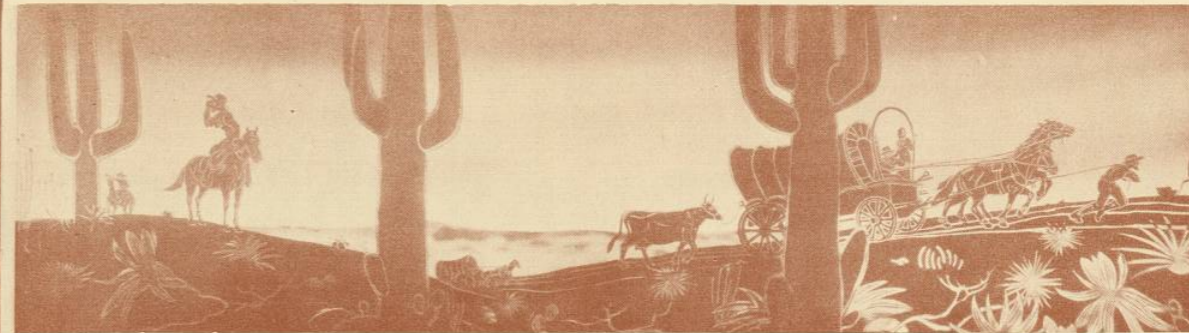
MILK PRODUCTION HIGHEST PEAK IN U.S. AGRICULTURE.

GROSS INCOME FARM PRODUCTION \$				
1260,000,000				
581,000,000				
538,000,000				
502,000,000				
431,000,000				
177,000,000				

THE DAIRY BREEDS OF THE UNITED STATES				
Improved dairy breeds furnish the seed stock by which milk and butter fat yields are being increased and cost per pound reduced.				
AYSHIRE	BROWN-SWISS TYPE	GUERNSEY TYPE	JERSEY TYPE	HOLSTEIN FRIESIAN TYPE
Originated Ayrshire, Scotland	Originated Switzerland	Originated Island of Guernsey	Originated Island of Jersey	Originated Friesland, Holland
Highest Record U.S.A.	Highest Record U.S.A.	Highest Record U.S.A.	Highest Record U.S.A.	Highest Record U.S.A.
Garolaugh May Mischief No. 27944	Swiss Valley Girl, 10th No. 7987	Anesthesia Faith of Hill Stead No. 114354	Abigail of Hillside No. 457941	Daisy Aggle Orasby 3rd No. 571569
25,329 lbs. milk	25,513 lbs. milk	19,741 lbs. milk	23,677 lbs. milk	33,140 lbs. milk
895 lbs. butterfat	1,106 lbs. butterfat	1,118 lbs. butterfat	1,197 lbs. butterfat	1,988 lbs. butterfat

DATA: BUREAU OF AGRICULTURAL ECONOMICS, USDA, 1932

WESTWARD-HO! One Hundred years ago! The History of America is a History of Trail-makers. The pioneer remembers the privations of Plymouth Colony and behind



the Covered Wagon follows the faithful Milch Cow, a source of Life to the Infant - an essential part of the family food supply. Again History repeats! Man and his Cow, in friendly part-

nership, marching step by step as Civilization conquers the wild West. (MUSIC - "Deer Dance" by Skilton).

TO DATE ATTENDANCE HAS VARIED FROM 15,000 AND 20,000 PER DAY TO 50,000 AND 55,000 ON THE FOURTH OF JULY AND LABOR DAY SUNDAYS

CLAVILUX PERFORMANCE

These photos of man's dependence on his cow are taken from the Giant Murals by Thomas Wilfred; presented on the ninety foot Cyclorama by the Clavilux - color organ, with the accompaniment of music and the spoken story. Pictures and words cannot suggest the beauty and impressiveness of the symphony of color in harmony and motion as presented by the Clavilux.

MUSIC - "Mireille" by Gounod.

Five thousand years ago - History begins - Primitive Man worships the Cow as one of his protective Gods. The Night Sky is a pasture Land for Herds of friendly Cows. Across the Sky he sees a great stream of heavenly Milk - and calls it the Milky Way.



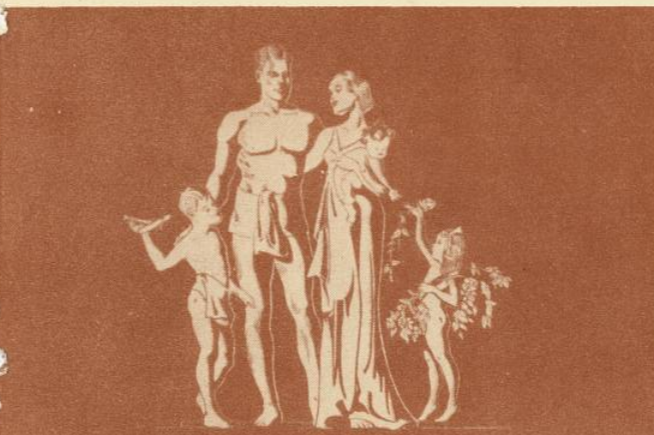
Dawn of Civilization! Caveman becomes a Herdsman! Together Man and the Cow begin their long and friendly voyage up thru the Ages - up thru the Epoc making History of the World.

Centuries roll by! The Cow, once held sacred, now becomes THE FOSTER MOTHER OF MAN. Her Life sustaining Foods - MILK, BUTTER and CHEESE bring HEALTH and THANKSGIVING to PLYMOUTH COLONY. (MUSIC changes to PLYMOUTH HO by Ansell). It is the spring of sixteen-twenty-four!. The good ship CHARITY brings to PLYMOUTH a precious cargo Three Heifers and a Bull, the first Cattle of that kind in the colony. Again Man and the Cow continue their friendly voyage together as a new and powerful Nation takes form.



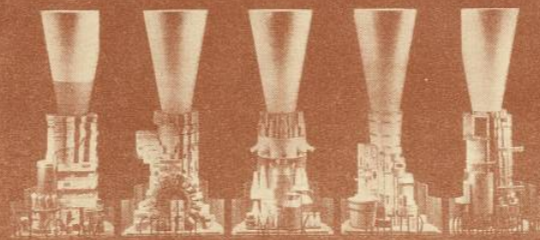
Thruout America today the path of the Cow reaches from the ATLANTIC to the PACIFIC. She is the foundation of a Great Industry, which reaches FROM THE FARM with Healthy, Clean Cows,

Healthy, Clean Workers, Sanitary Utensils and Immediate Refrigeration. - ALL FOR YOUR PROTECTION TO YOUR TABLE! MILK, BUTTER, ICE CREAM, CHEESE - Products of a Giant Industry. - Products for HEALTH - VITALITY - STRENGTH! (The MUSIC has been "Le Retour" by Bizet).



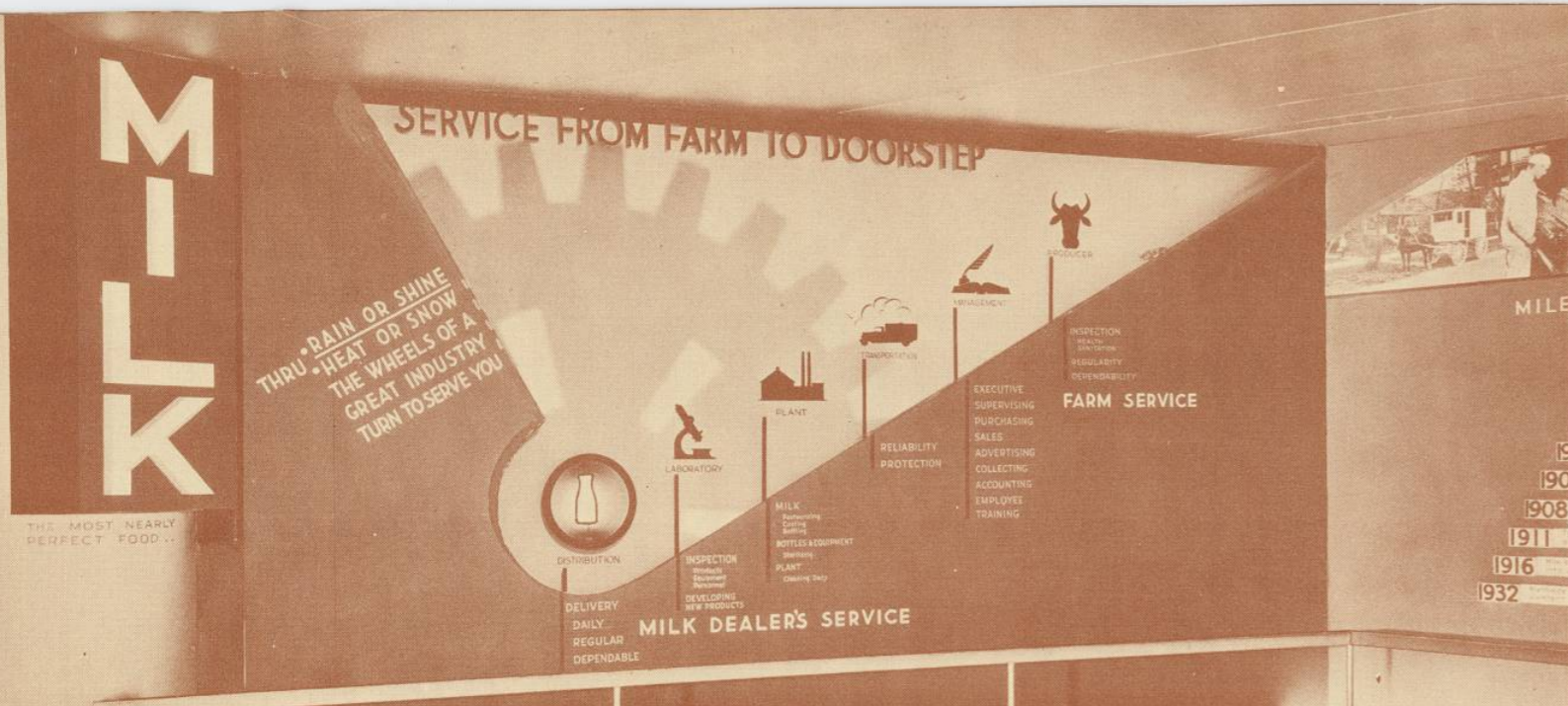
GONG - - - - - A CENTURY OF PROGRESS! (Fanfare)
 GONG - - - - - PROGRESS IN HEALTH! (Fanfare)
 GONG - - - - - PROGRESS TOWARD THE GOAL OF PHYSICAL PERFECTION (MUSIC)

DAIRY PRODUCTS BUILD SUPERIOR PEOPLE



Thru the Wise and Liberal use of MILK, BUTTER, ICE CREAM and CHEESE the Magic FOUNTAIN OF YOUTH BECOMES A REALITY! Children grow straighter and stronger; Men and Women find Joy in Long Life, Beauty and Vigorous Health. With all the marvels of Discovery and Invention, Science proves the Value of the AGE OLD TRUTH - DAIRY PRODUCTS BUILD SUPERIOR PEOPLE! (Music from Fanfare; SIGURD JORSALFAR by Grieg).

DAIRY PRODUCTS BUILD SUPERIOR PEOPLE -- THE HEALTH OF THE FAMILY, YOUNG AND OLD, RESTS ON A FOUNDATION OF THE WISE USE OF DAIRY PRODUCTS.

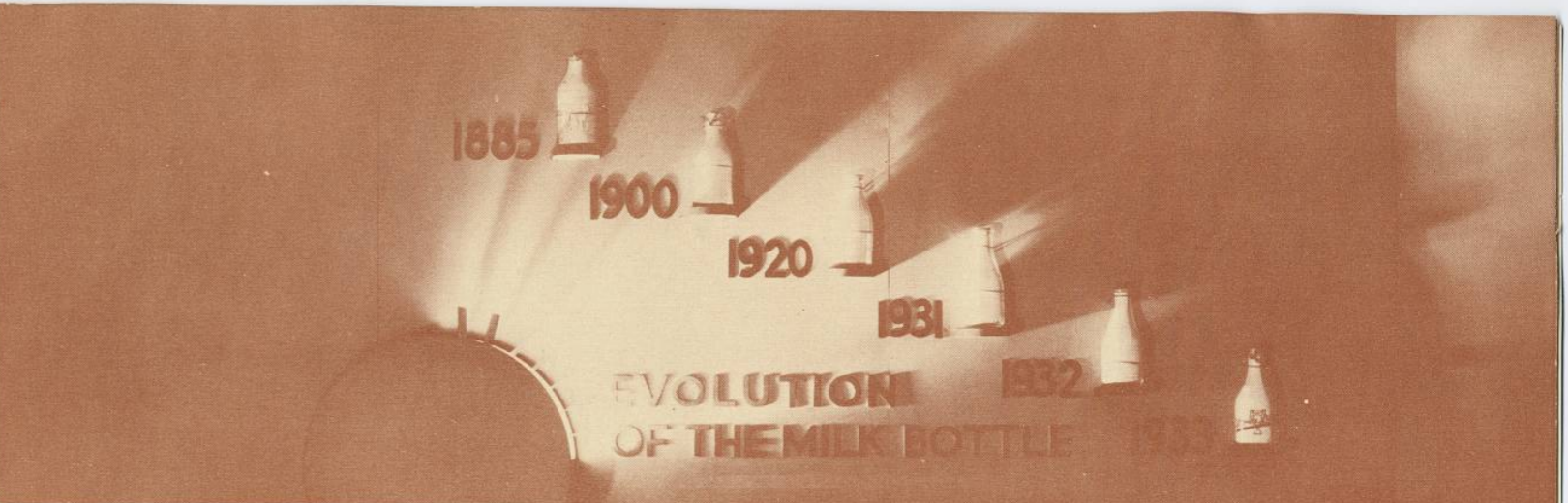
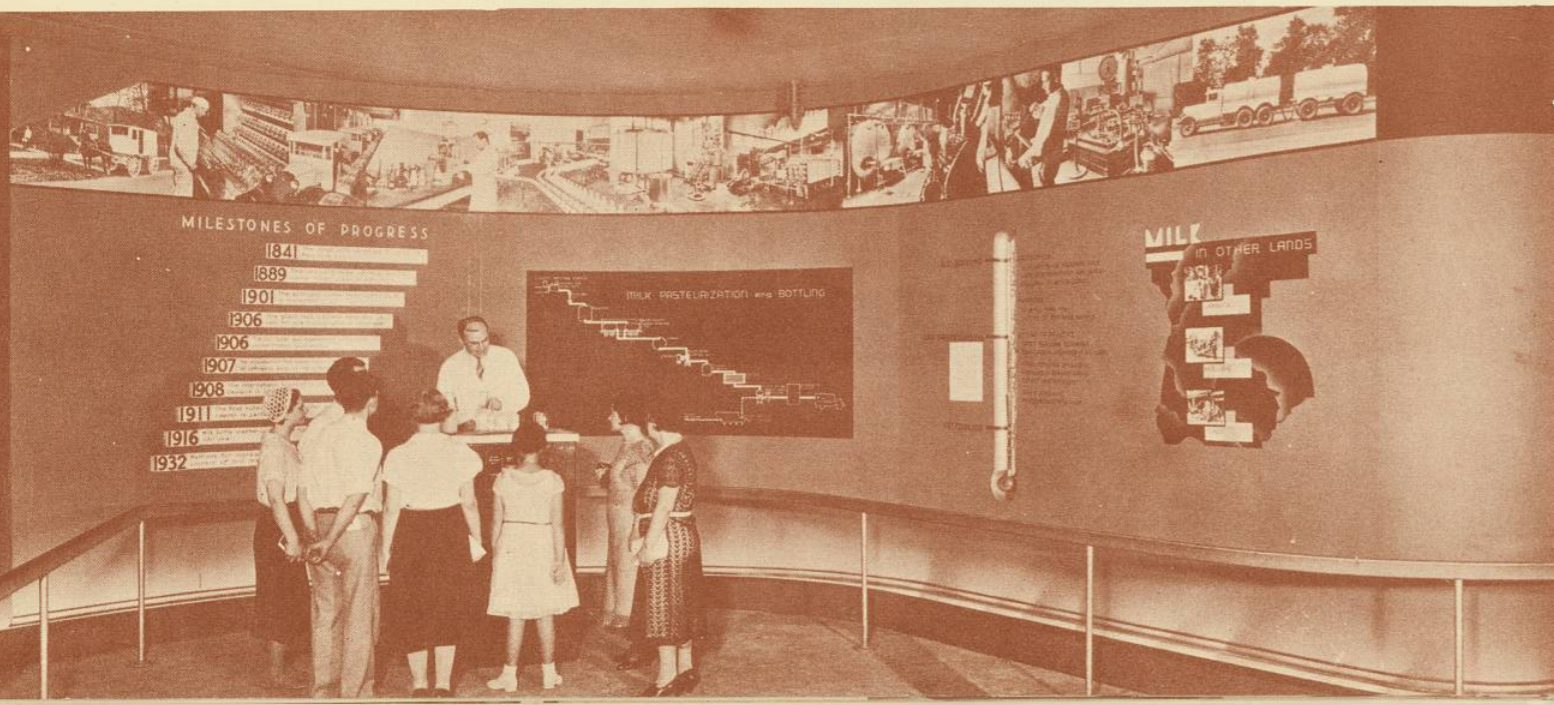


Good market milk involves much human labor, modern machinery and laboratory care in the handling and distribution.

The people who have achieved, who have become large, strong, vigorous people, who have reduced their infant mortality, who have the best trades in the world, who have an appreciation for art, literature, and music, who are progressive in science, and in every activity of the human intellect, Are the people who have used liberal amounts of milk and its products.

DR. E. V. McCOLLUM,
Johns Hopkins University.

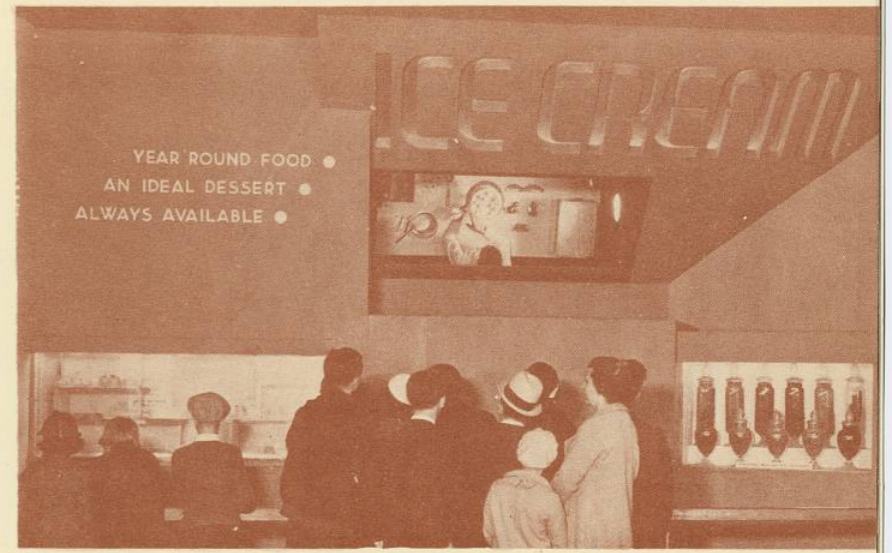
Milk is pasteurized at 143° F. Milk is boiled at 212° F.



EVOLUTION OF MILK BOTTLE

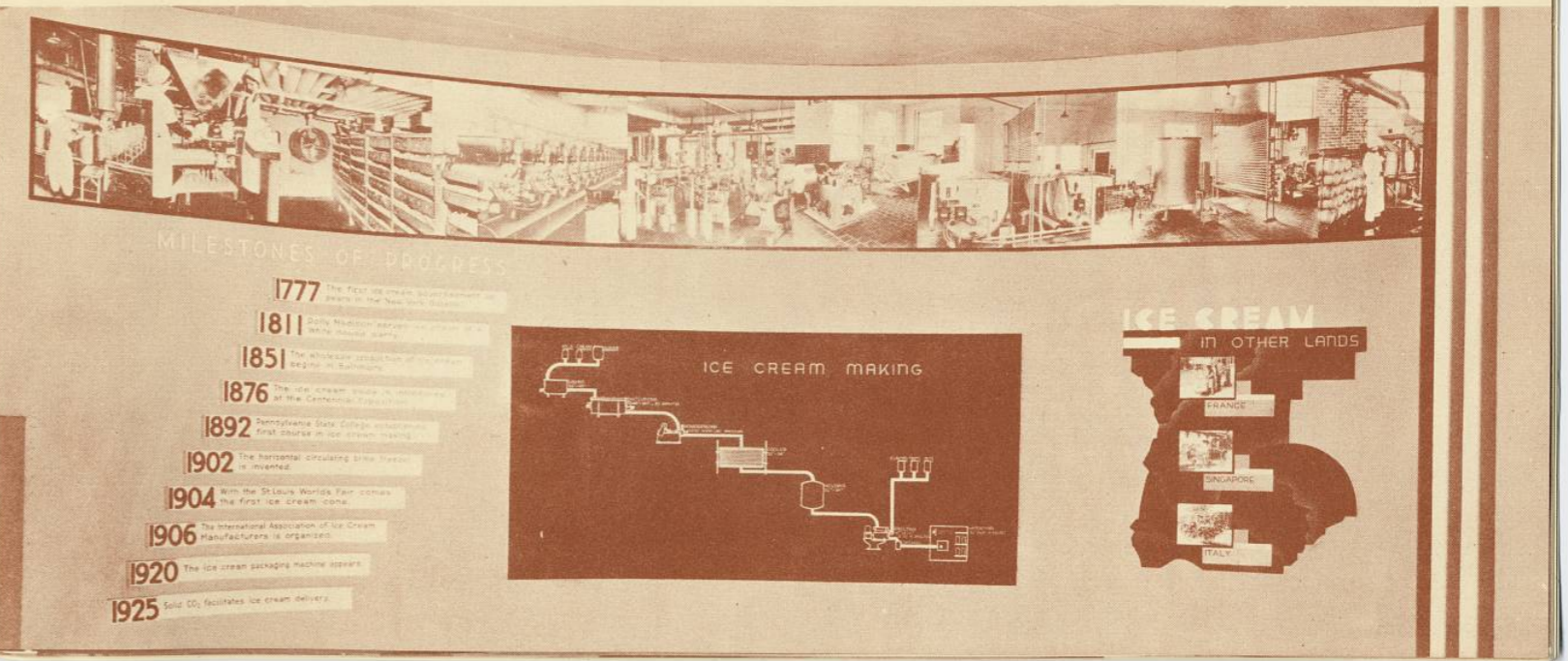
MILESTONES OF PROGRESS

- 1777 - The first ice cream advertisement appears in the New York Gazette.
- 1811 - Dolly Madison serves ice cream at a White House party.
- 1851 - The wholesale production of ice cream begins in Baltimore.
- 1876 - The ice cream soda is introduced at the Centennial Exposition.
- 1892 - Pennsylvania State College establishes first course in ice cream making.
- 1902 - The horizontal circulating brine freezer is invented.
- 1904 - With the St. Louis World's Fair comes the first ice cream cone.
- 1906 - The International Association of Ice Cream Manufacturers is organized.
- 1920 - The ice cream packaging machine appears.
- 1925 - Solid C.O.₂ facilitates ice cream delivery.



"The frozen dish should be regarded chiefly as another means of making milk acceptable in the dietary by a simple change in its form."

DR. MARY S. ROSE, Teachers College, Columbia University, Feeding the Family.



MILESTONES OF PROGRESS

- 1841 - The first cheese factory in America is built.
- 1855 - Limburger and Swiss cheese manufacture starts in the United States.
- 1867 - The cheddar system for making American cheese is introduced.
- 1873 - The manufacture of Camembert begins.
- 1891 - The manufacture of Liederkranz is initiated.
- 1895 - The bacterium lactic culture of cheddar cheese making appears.
- 1903 - The automatic cheese pressure press is invented.
- 1910 - Swiss cheese manufacturers use bulgaricus culture regularly.
- 1916 - The method for pasteurized blended loaf cheese is developed.
- 1923 - Present type of Camembert is introduced.

The commonly available cheese is of more than 300 varieties. Through recent developments most of these varieties are available in small, convenient and sanitary packages.

CHEESE

•ECONOMY •FOOD VALUE
•FLAVOR •A VARIETY FOR EVERY TASTE

RICH IN MILK PROTEIN VITAMINS MINERALS

- ### MILESTONES OF PROGRESS
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 - 1923 - Present type of Camembert is introduced.

Butter adds quality and flavor - supplies Vitamin A as well as needed fat - easily assimilated.

BUTTER

MAKES FOOD TASTE BETTER

the best cooks use BUTTER

•FLAVOR •ECONOMY •FOOD VALUE

- ### MILESTONES OF PROGRESS
- 1856 - The first creamery is established.
 - 1870 - The deep setting system of cream rising appears.
 - 1877 - The first cooperative creamery is launched.
 - 1877 - The hand-driven cream separator for farm use is marketed.
 - 1890 - The pasteurization of cream and the use of pure flavor-producing cultures are developed.
 - 1890 - The combined churn and worker is invented.
 - 1898 - The beginning of cream gathering system of butter making.
 - 1900 - The commercial packaging of butter begins.
 - 1906 - A practical method to determine percentage of moisture in butter is introduced.
 - 1908 - The American Association of Creamery Butter Manufacturers is organized.

DRY MILKS

MILESTONES OF PROGRESS

- 1855 - The first commercial drying process is invented.
- 1883 - The manufacture of malted milk begins.
- 1901 - The dough-drying process appears.
- 1901 - The belt-drying system is created.
- 1902 - Film drying on a hot drum is originated.
- 1903 - Film drying on a hot drum in vacuum is developed.
- 1906 - The spray method of drying milk is introduced.
- 1925 - The American Dry Milk Institute is organized.
- 1929 - Grades for dry skim milk are established.
- 1933 - The method develops for testing percentage of solids used.

Two-thirds of the food solids of milk are in the part below the cream line. By the drying process these solids are conserved and made more widely available for human food.

EVAPORATED MILK

PURE COW'S MILK - CONCENTRATED TO DOUBLE RICHNESS - NOTHING ADDED

Concentration makes convenient and economical conservation and transportation of milk.

MILESTONES OF PROGRESS

- 1856 - The first creamery is established.
- 1870 - The deep setting system of cream rising appears.
- 1877 - The first cooperative creamery is launched.
- 1877 - The hand-driven cream separator for farm use is marketed.
- 1890 - The pasteurization of cream and the use of pure flavor-producing cultures are developed.
- 1890 - The combined churn and worker is invented.
- 1898 - The beginning of cream gathering system of butter making.
- 1900 - The commercial packaging of butter begins.
- 1906 - A practical method to determine percentage of moisture in butter is introduced.
- 1908 - The American Association of Creamery Butter Manufacturers is organized.



HEALTH EDUCATION

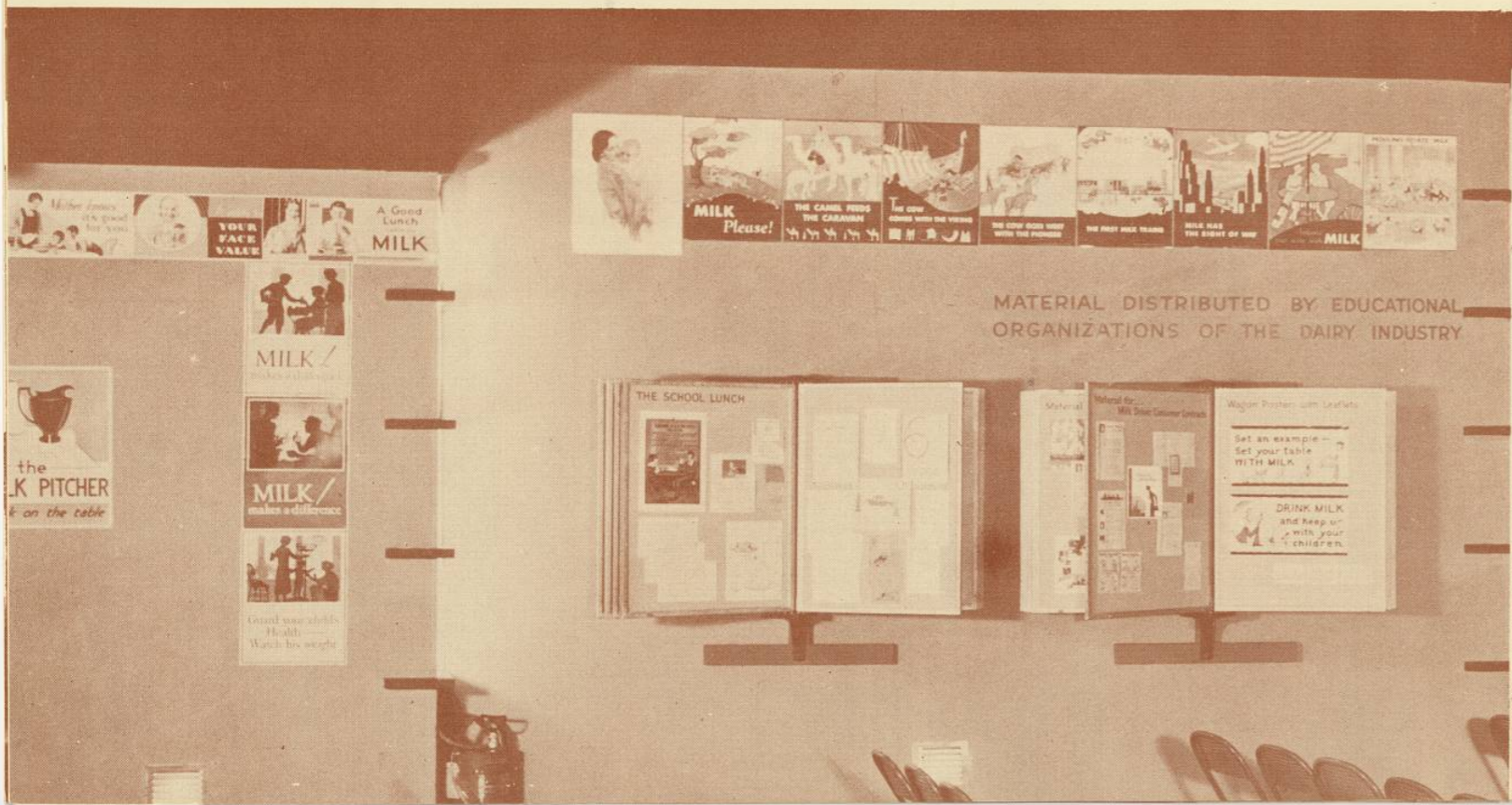
An exhibit of typical material available to the teaching, medical and dental professions, health workers and dairy industry leaders. It presents the rapidly accumulating wealth of scientific facts which show the necessity and importance of an adequate use of dairy products in the family diet.

Up to September 1st, 14,000 teachers and other interested leaders from every state in the union and six foreign countries have seen the exhibit and made written requests for material to use in their work.

Foreign posters indicate organized educational work in England, Austria, Germany, Sweden, Czecho-Slovakia, more or less stimulated by and patterned after American leadership in this work.



1800 COMPANIES, ASSOCIATIONS AND INDIVIDUALS,
HAVE MADE THIS EXHIBIT POSSIBLE



CENTURY DAIRY EXHIBIT, INC.

Collective Dairy Industry Exhibit

ORGANIZATION COMMITTEE AND DIRECTORATE

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F. J. Bridges, Vice-Chairman
D. B. Peck, Vice-Chairman
R. E. Little, Secretary
R. W. Balderston, Treasurer

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C. E. Sommer
Donald S. Nelson
Thomas Wilfred

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Will Foster
Ward E. Guest
C. W. Larson

ADVISORY PLANS COMMITTEES

BUTTER AND CHEESE
CERTIFIED MILK
CONDENSED AND MALTED MILK
DRY SKIM MILK
EVAPORATED MILK

COMMODITY SALES COMMITTEES

BUTTER
CHEESE
MILK

CONTRIBUTORS

ALABAMA
BIRMINGHAM
MOBILE
MONTGOMERY
ARIZONA
PHOENIX
TEMPE
ARKANSAS
CALIFORNIA
ALAMEDA
BERKELEY
BEVERLY HILLS
BURLINGAME
FERNDALE
FRESNO
HANFORD
HUGHSON
LOS ANGELES
MODESTO

CONNECTICUT (cont.)

NEW LONDON
NORWALK
SOUTH MANCHESTER
TORRINGTON
WATERBURY
WILLMANTIC
DELAWARE
MILFORD
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DISTRICT OF COLUMBIA
WASHINGTON, D. C.

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MIAMI
SANFORD
ST. AUGUSTINE
ST. PETERSBURG
WEST PALM BEACH
GEORGIA
ATLANTA
COLUMBUS
DUBLIN
MACON
HARTFORD
ROME
IDAHO
COLDWELL
NAMPA
POCATELLO
TWIN FALLS

ILLINOIS

ALBION
AMBOY
ARGO
AURORA
BATAVIA
BELVIDEER
BERWYN
BLOOMINGTON
BLUE ISLAND
BROOKFIELD
BUSHNELL
CALUMET CITY
CARBON CLIFF
CARPENTERSVILLE
CHAMPAIGN
CHARLESTON
JACKSONVILLE
MIAMI
SANFORD
ST. AUGUSTINE
ST. PETERSBURG
WEST PALM BEACH
GEORGIA
ATLANTA
COLUMBUS
DUBLIN
MACON
HARTFORD
ROME
IDAHO
COLDWELL
NAMPA
POCATELLO
TWIN FALLS

CHICAGO (cont.)

Gallagher Brothers
Green Fields Dairy Company
Hamilton Dairy Company
Hickory Dairy Company
Hudson Dairy Company
Humboldt Dairy Products
International Dairy Company
Jarvis Dairy Corporation
Jefferson Dairy
Jersey Dairy
John J. Jensen
N. P. Johnson
William A. Kalta
Sam Kallia
Charles Klotz
Theodore Koeb
Koska Brothers Dairy
Kraft-Phenix Cheese Corp.
Lacavac Kraml
Krim-Ko Company
John J. Kristin
August Krueger
Christian Kuk
Joseph Kullig
Auel Kunou
Joseph Kurland

CHICAGO (cont.)

Lake Shore Dairy
Lawrence Dairy Company
Lemont Dairy Company
Sam Lerner & Sons, Inc.
Liacakis Dairy Company
Libby, McNeill & Libby
Lincoln Dairy Company
Liquid Carbonic Corp.
Marquette Dairy
August Mathusian
A. G. Mengerson
Mid-City Dairy Company
Midland Dairy
Milk Dealers Bottle Exch.
Milk Plant Monthly
Milwaukee Dairy Company
Model Dairy Company
Modern Dairy Company
Mojanor Bros. Co.
Nels Monsson
Anton Moravec
Morris Paper Mills

ILLINOIS (cont.)

CICERO
CLINTON
DANVILLE
DECATUR
DE KALB
DIXON
DOWNERS GROVE
DUNDEE
EAST MOLINE
EDWARDSVILLE
ELGIN
ELSTON
EVANSTON
FOREST PARK
GALESBURG
GENEVA
GLEN ELLYN
GRANITE CITY
HARVEY
HIGHLAND PARK
HINDSDALE
JACKSONVILLE
JOLIET
KANKAKEE
KEWANEE
LA GRANGE
LIBERTYVILLE

ILLINOIS (cont.)

Louis F. Nafis, Inc.
National Cheese Company
National Tea Co.
J. Nehtsen
Frank Niemann
North American Cold Stor. Co.
Ogden Dairy Company
Ovson Egg Company
Palmer Square Dairy
Otto A. Paul
Peerless Dairy Company
Charles Parksen
Gust J. Pilatas
Polonia Dairy Company
Progress Dairy Company
Joseph Prusa
Pure Farm Products Company
Pure Milk Association
Purity Dairy Company
William Quigley

INDIANA

ANDERSON
CRAWFORDSVILLE
DECATUR
EAST CHICAGO
EVANSVILLE
FORT WAYNE
MADISON
MICHIGAN CITY
MISHAWAKA
MUNCIE
NEW ALBANY
NEWCASTLE
NORTH LIBERTY
PLYMOUTH
PRINCETON
ROCHESTER
SHELBYVILLE
SEYMOUR
TERRE HAUTE
VALPARAISO
WASHINGTON
WHITING

INDIANA (cont.)

Beatrice-Meadow Gold Dairies
Consolidated Products Co.
Sugar Creek Creamery Co.
Beatrice-Meadow Gold Dairies
Phillips Dairy Company
Sanitary Cream Company
Swift & Company
Taylor-Harder Dairy
Beatrice-Meadow Gold Dairies
Solar-Sturges Manuf. Co.
Midlothian
Midwestern Dairy
Baker's Dairy
Cobert's Dairy
Chas. DeWitte Dairy
Valley View Dairy
C. Wambake Dairy
Brown County Dairy Bureau
Mt. Sterling
Mt. Vernon
Naperville
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Otterpool Dairy
Tousley Dairy
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IOWA

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DECATUR
DE KALB
DIXON
DOWNERS GROVE
DUNDEE
EAST MOLINE
EDWARDSVILLE
ELGIN
ELSTON
EVANSTON
FOREST PARK
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GENEVA
GLEN ELLYN
GRANITE CITY
HARVEY
HIGHLAND PARK
HINDSDALE
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JOLIET
KANKAKEE
KEWANEE
LA GRANGE
LIBERTYVILLE

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KANSAS

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LOUISIANA

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MAINE

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MAINE (cont.)

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MARYLAND

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MARYLAND (cont.)

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MISSOURI

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MISSOURI (cont.)

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NEBRASKA

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PENNSYLVANIA (cont.)

CHARLEROI
Rieck-McJunkin Dairy Co.

CHESTER
Chester Dairy Supply Co.
H. H. Ward Company

EASTON
Individual Drinking Cup Co.

ELKLAND
The Borden Company

ERIE
Erie County Milk Ass'n
General Ice Cream Corp.

GENESEE
The Borden Company

GREENCASTLE
Hershey Creamery Company

HARRISBURG
Hershey Creamery Company
J. H. Kramer & Company

INDIANA
Rieck-McJunkin Dairy Co.

JOHNSTOWN
Galliker Ice Cream Company

KENNETT SQUARE
Glacifer Systems, Inc.

LANCASTER
Armstrong Cork & Insul. Co.
Hershey Creamery Company
Rohrer's Med-o-Farms

MEADVILLE
Moore Brothers

MILLERSBURG
Hershey Creamery Company

NEW CASTLE
Rieck-McJunkin Dairy Co.

NEW KENSINGTON
Aluminum Seal Company

NORRISTOWN
Supplee-Wills-Jones Milk Co.

OIL CITY
Moore Brothers

PHILADELPHIA
Abbotts' Dairies
Baldwin Dairies
Breyer Ice Cream Company
Breuninger Dairies
Harbisons' Dairies
Hansell Dairies
The Fairmont Creamery Co.
Huff Dairies
David Michael & Co., Inc.
Philadelphia Milk Exchange
Reeve & Mitchell Company
A. H. Reed Cr. & Dairy Sup.
Schilling Brothers
Scott Powell Dairies
Supplee-Wills-Jones Milk Co.
Walgreen Company
Wawa Dairy Farms
The Weiler Company
Wilbur-Suchard Choc. Co.
The Wolf Company
Interstate Milk Producers Ass'n, Inc.

PITTSBURGH
Beatrice Creamery Company
Wm. Colterayahn & Sons Co.
Cronenweh Dairy
The Fairmont Creamery Co.
Islay Dairy Company
Meadow Gold Dairies, Inc.
The McCormick Company, Inc.
Pittsburgh Ice Cream Co.
Rieck-McJunkin Dairy Co.

READING
Hershey Creamery Company
St. Lawrence Dairy Co.

RED LION
W. B. Wanner & Sons Dairy

SCRANTON
The Fairmont Creamery Co.
Lackawanna Cold Storage Co.
Smith & Clark Company

SHENANDOAH
Malloy's Dairy

TITUSVILLE
Titusville Dairy Products Co.

TROY
The Borden Company

UNION CITY
The Borden Company

WELLSBORO
The Borden Company

WILKES BARRE
Beatrice Creamery Company

PENNSYLVANIA (cont.)

WILLIAMSON
Hershey Creamery Company

YORK
P. M. Bupps' Hi-Grade Dairy
Dallastown Coal & Ice
C. W. Dietz
Eisenhart's Dairy
Green's Dairy
Howe's Dairy
Landis Dairy
The Neuman Ice Cream Co.
Rutter Bros. Dairy
W. B. Wanner & Sons Dairy
York Ice Machinery Corp.
York Sanitary Milk Co.

YORK SPRINGS
Hershey Creamery Company

RHODE ISLAND

NEWPORT
General Ice Cream Corp.

PAWTUCKET
General Ice Cream Corp.

PROVIDENCE
The Fairmont Creamery Co.
General Ice Cream Corp.
B. B. Scott

SOUTH CAROLINA

FLORENCE
Southern Dairies, Inc.

SOUTH DAKOTA

ABERDEEN
Beatrice Creamery Co.

HURON
Bridgeman-Russell Company
Swift & Company

KIMBALL
Jensen's Creamery

MITCHELL
Armour and Company

RAPID CITY
The Fairmont Creamery Co.

SIoux FALLS
Beatrice-Creamery Company
Bridgeman-Russell Company
Crescent Creamery Company

TENNESSEE

CHATTANOOGA
Grant Patten Milk Co.
Lookout Boiler & Mfg. Co.
Southern Dairies, Inc.

FAYETTEVILLE
The Borden Southern Company

KNOXVILLE
Southern Dairies, Inc.

LEBANON
Swift & Company

LEWISBURG
The Borden Southern Company

MEMPHIS
Clover Farm Dairy Co.
Forest Hill Dairy
Fortune's, Inc.

NASHVILLE
Anthony Pure Milk Company
The Borden Southern Company
Nashville Pure Milk Co.
Swift & Company
Union Ice Cream Company

TEXAS

AMARILLO
Borden's Produce Company

CORPUS CHRISTI
Mistletoe Creameries, Inc.

DALLAS
Dallas Milk Company, Inc.
Tennessee Dairies, Inc.

TEXAS (cont.)

EL PASO
Borden's Produce Company, Inc.
Midwest Dairies, Inc.

FALFURRIAS
Falfurrias Creamery Co.

FORT WORTH
Armour and Company
Borden's Produce Company, Inc.
Boswell Dairies
Swift & Company

HOUSTON
Klein Ice Cream Company
Mistletoe Creameries, Inc.
Morning Glory Creameries
The Phenix Dairy
Retlig's
Walgreen Company

LUBBOCK
Borden's Produce Company, Inc.
Swift & Company

MARSHALL
Texas Milk Products Co.

PARIS
Swift & Company

SAN ANTONIO
Mistletoe Creameries, Inc.

SHERMAN
Meadlake Milk Products Co.

TAYLOR
Swift & Company

WACO
The Borden Company of Texas

YOAKUM
Swift & Company

UTAH

LOGAN
The Borden Western Company

OGDEN
Weber Central Dairy Assn.

VERMONT

BURLINGTON
General Ice Cream Corp.
Wells & Richardson Co.

RICHMOND
Borden's Milk Products Co.

RUTLAND
General Ice Cream Corp.
Manning Manufacturing Co.

ST. JOHNSBURG
Manton-Gaulin Mfg. Co.

SPRINGFIELD
C. A. Hastings & Son

WHITE RIVER JUNCTION
General Ice Cream Corp.

VIRGINIA

CAMBRIA
Southern Dairies, Inc.

NEWPORT NEWS
Southern Dairies, Inc.

NORFOLK
Beatrice Creamery Company
Southern Dairies, Inc.

PETERSBURG
Southern Dairies, Inc.

RICHMOND
Beatrice Creamery Company
Southern Dairies, Inc.
Virginia Dairy Company

ROANOKE
Garst Bros. Dairy, Inc.
Southern Dairies, Inc.

VIRGINIA (cont.)

WINCHESTER
Garber Manufacturing Co.

WOODSTOCK
Southern Dairies, Inc.

WASHINGTON

BELLINGHAM
Whatcom County Dairymen's Assn.

BURLINGTON
Skagit Co. Dairymen's Assn.

CHEHALIS
The Borden Western Company
Lewis-Pacific Dairymen's Assn.

EVERETT
Snohomish Co. Dairymen's Assn.

KENNEWICK
Swift & Company

PORT ANGELES
Angeles Co-op. Creamery

SEATTLE
The Fox River Butter Company
Red Rock Dairy

SHELTON
Mason County Creamery Assn.

SPOKANE
Commercial Creamery Company
The Fairmont Creamery Co.

TACOMA
Swift & Company

WEST VIRGINIA

HUNTINGTON
Guyan Creamery Company
The Kennedy Dairy Co.

PARKERSBURG
Universal Glass Products Co.

WISCONSIN

AMHERST
Galloway West Company, Inc.

ASHLAND
Bridgeman-Russell Company

BEAVER DAM
Horn Cheese Company

BELOIT
Wright & Wagner Dairy Co.

BLOOMER
Armour and Company

BROWNTOWN
Borden's Milk Products Co.

BURLINGTON
Kellogg Ice Cream Co.

CAMERON
Abbotts Dairies, Inc.

CHASEBURG
Chaseburg Coop. Cry. Co.

CLEAR LAKE
The Farmers Co-op. Cry. Co.

CLINTONVILLE
Borden's Milk Products Co.

COLUMBUS
The Dry Milk Company, Inc.

CUDAHY
M. Marcinjak

DEERFIELD
Deerfield Creamery Company

DOTYVILLE
Galloway West Company

DOYLESTOWN
Wuetrich Brothers

ELKHORN
Schmid's Ice Cream Factory

WISCONSIN (cont.)

FOND DU LAC
Corlum Farm, Inc.
Dow Cheese Company
Galloway West Company, Inc.
Sheboygan Dairy Products Co.
Clarence E. Sheridan

GENESEE DEPOT
Brook Hill Laboratories

GERMANTOWN
Badger Milk Products Company

GREEN BAY
Adrians Dairy
Bay Ride Dairy
Jim Bins
Birdseye Dairy
P. Borremans
Henry Collins
Cottonwood Dairy
Crescent Slope
Crystal Brook Dairy
Crystal Lake Dairy
Danis Dairy
Danish Dairy
J. Daoust
Delwiche Farm Dairy
Dietrich Dairy Company
Elm Lawn Dairy
Elm Tree Dairy
The Fairmont Creamery Co.
Green Bay Bottle Exchange
G. B. View Dairy Farm
Hickory Ridge Dairy
Lancelane Dairy
Al Lindsley
Maple Lawn Dairy
Morning Glory Dairy
Reliance Sanitary Dairy
Riverside Dairy
Sanitary Dairy
Sheboygan Dairy Products Co.
Sohrs Farm Dairy
State Line Dairy
C. A. Straubel Company
Geo. Tuys
Twin Hill
Chas. Ullmer
Vandenbrook Dairy
F. Vanderleest
Al. Van Roy
Verifine Dairy
Walls Dairy
Willow Creek Dairy
Wisconsin Dairy Laboratory

MONROE
Badger-Brodhead Cheese Co.

NEW LONDON
Borden's Milk Products Co.

PLYMOUTH
Dairystate Cold Storage Co.
Davis Cheese Company
Lakeshire Cheese Company
Sheboygan Cheese Company

RACINE
Racine Pure Milk Company

SAND CREEK
Sand Creek Creamery Company

SHEBOYGAN
Sheboygan Dairy Products Co.

SPRING VALLEY
Spring Valley Creamery Co.

STOUGHTON
Armour and Company

SUPERIOR
Twin Ports Co-op. Dairy Assn.

TOMAH
Farmers' Butter Association

VIROQUA
Viroqua Co-op. Creamery Co.

WAUSAU
Kleinheinz Dairy Co.
Kraft-Phenix Dairies, Inc.
Steuber Dairy Co.

WAUKESHA
Borden's Milk Products Co.
Fox Guernsey Dairy
Wern Farms
Michael Yundt Company

WEYAUWEGA
Weyauwega Dairy Products Co.

WHITWATER
Wisconsin Dairy Supply Co.

WISCONSIN RAPIDS
Sheboygan Dairy Creamery Co.
Wisconsin Valley Creamery Co.

WRIGHTSTOWN
Grandvu Dairy

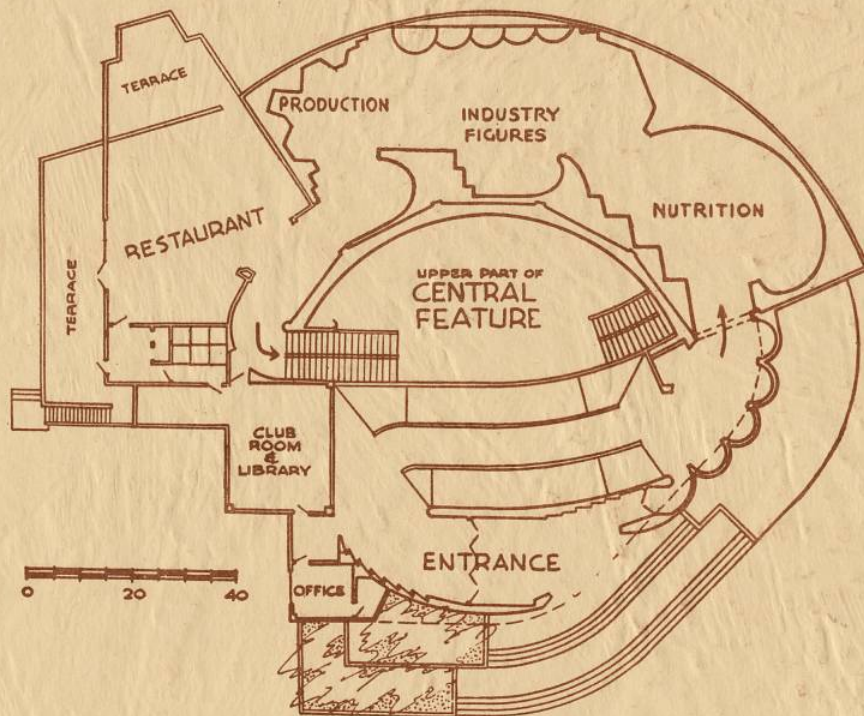
WISCONSIN (cont.)

MILWAUKEE
Baumann Dairy Company
Blochowiak Dairy Co.
Carnation Company
Country Creamery Crafts, Inc.
Cream Line Dairy
Dairy Distributors, Inc.
Emmer Bros. Dairy
Golden Guernsey Dairy Co-op.
Gridley Dairy Company, Inc.
Chr. Hansen's Laboratory, Inc.
The Hell Company
The Ice Cream Review
Arthur Jahnke
Lambrecht Creamery Company
Layton Park Dairy Company
Luick Dairy Company
Luick Ice Cream Company
George J. Meyer Mfg. Co.
Milwaukee Milk Bottle Exch.
Pabst Corporation
Quality Dairy Company
Seibold Bros. Dairy
Standard Dairy
Sunshine Dairy Company
Verifine Dairy Prod. Corp.
Walgreen Company
Wilke Dairy Company
Wisconsin Creameries, Inc.

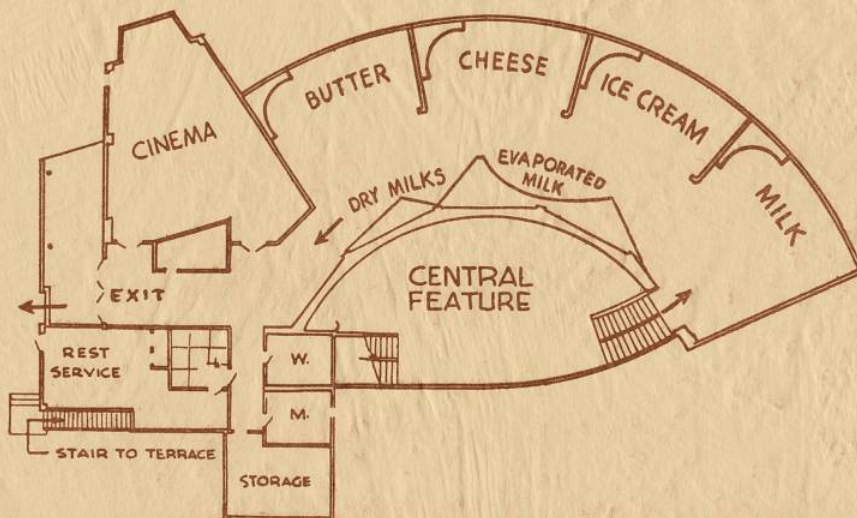
BASIN
Big Horn Creamery Company

DOUGLAS
Judevine Creamery Co.

SHERIDAN
Sheridan Creamery Co.



Entrance Level—Dairy Industries Building



Lagoon Level—Dairy Industries Building

