DAIRY PRODUCTS BUILD SUPERIOR PEOPLE
"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.

N. Elkan Norman
President

A Century of Progress
September 15, 1933

Century Dairy Exhibit, Inc.
111 N. Canal Street
Chicago, Illinois
The feminine beauty of liveness 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.
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. (1½ GAL.) MILK WILL MAKE

- Buttermilk
- Enriched Milk
- Condensed Milk
- Skim Milk
- Cream
- Cheese
- Butter
- Ice Cream

SCIENCE REVEALS THE REASONS FOR MAN'S DEPENDENCE ON DAIRY PRODUCTS

MILK MADE THE DIFFERENCE
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.
A series of balanced meals showing the various ways in which adequate dairy products may be included each day in a week's menu.
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—720 quarts—to feed her own calf six months and also supply 887 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.
WESTWARD HOI 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 partnership, 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 Right 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 Epoch 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 GRAVITY TO PLYMOUTH COLONY. (MUSIC changes to PLYMOUTH RC by Ansell). It is the spring of sixteen-twenty-four! The good ship CHARITY brings to PLYMOUTH a precious cargo Three Half-Years 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.

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)

Thru the Wise and Liberal use of MILK, BUTTER, ICE CREAM and CHEESE the Magic FOUNTAIN of YOUTH BROMES 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 JONSAFARI 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 145°F. Milk is boiled at 212°F.

MILESTONES OF PROGRESS
1926 - The first ice cream advertisement appears in the New York Times.
1881 - I. B. Beal invents the ice cream maker.
1884 - The metal can is introduced. The first ice cream can is produced.
1904 - The first ice cream factory is established.
1920 - The first ice cream company is founded.
1930 - The first ice cream packaging machine is introduced.

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

Dr. May S. Rose, Teachers College, Columbia University, Feeding the Family.

EVOLUTION OF MILK BOTTLE
The commonly available cheese is of more than 300 varieties. Through recent developments, most of these varieties are available in small, convenient and sanitary packings.

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

**CHEESE**

**MILESTONES OF PROGRESS**

1842 - The first cheese factory in America is built.
1886 - Lister and others cheese manufacturers first began to sell butter boxes.
1887 - The first cheese factory for the manufacture of American cheese is introduced.
1903 - The method of Matthes is introduced.
1903 - The use ofisation of lactic cultures for the manufacture of American cheese is developed.
1905 - The process of creamed cheese is introduced.
1906 - The use of lactic cultures for the manufacture of American cheese is developed.
1907 - The process of creamed cheese is introduced.
1908 - The use of lactic cultures for the manufacture of American cheese is developed.

**DRIED MILKS**

**MILESTONES OF PROGRESS**

1855 - The first dairy cheese factory in America is built.
1903 - The first dairy cheese factory in America is built.
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1906 - The first dairy cheese factory in America is built.
1907 - The first dairy cheese factory in America is built.
1908 - The first dairy cheese factory in America is built.

**CONCENTRATED MILK**

**MILESTONES OF PROGRESS**

1853 - The first dairy cheese factory in America is built.
1903 - The first dairy cheese factory in America is built.
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**EVAPORATED MILK**

**MILESTONES OF PROGRESS**

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**CONCENTRATION MAKES CONVENIENT AND ECONOMICAL CONSERVATION AND TRANSPORTATION OF MILK.**

Two-thirds of the food solids of milk are in the part below the cream line. By the drying process these solids are preserved and made more widely available for human food.
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.
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<tr>
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**Note:** Mullin Company is a well-known laundry equipment manufacturer and service provider.