CALIFORNIA DAIRY COUNCIL

AFFILIATED WITH THE NATIONAL DAIRY COUNCIL

MILK IS INDISPENSABLE TO GOOD HEALTH

268 MARKET STREET
(Room 242)
SAN FRANCISCO
AN ORGANIZATION FOR THE BENEFIT OF ALL THE UNITS COMPOSING THE DAIRY INDUSTRY
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Written by
SAMUEL P. JOHNSTON

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Value of Co-operation.

Consumers want to buy milk for less but producers claim it is hardly possible to maintain the present price level because conditions do not warrant production at the returns obtained.

In other words, two opposing factors cannot agree and it is the purpose of this organization to attempt to solve an important problem to the mutual advantage of both sides.

Co-operation has been found to be a panacea for many business ills and is recognized as a means to accomplish good results where divided interests fail.

Hence it is proposed to bring into one fold as many as possible of the contributing interests of dairying and by amalgamation weld a strong organization which can achieve results of great advantage to the dairying business and the State of California.
Need of Sufficient Profit.

It is recognized in the beginning that the objective is so important it must have the loyal support of all interests producers manufacturers distributors bankers land owners lease-holders manufacturers of and dealers in machinery contributing to the dairying interests and all others financially interested in the welfare of the industry

Its purpose is to promote and develop the dairy industry of the State of California—to encourage production by introducing better methods more effective systems a higher degree of sanitation cows which produce more milk and a sounder foundation for the business

Given improved systems and methods it is believed the dairy industry will promptly respond with the result that all connected with it will find a more profitable field than that they now occupy

Any business conducted without sufficient profit cannot exist
Human Labor Scarcer.

Another object of this organization is to inform the public of the food value of milk and dairy products to the end that the market may be widened.

Consumption of milk and cheese in California is at a standstill while the consumption of butter has materially decreased.

These facts warrant organized efforts wholehearted co-operation of all allied interests and prompt concerted action.

Probably the underlying cause of the unsatisfactory condition in which the industry finds itself is most largely due to the low average production of the individual cow.

Forty-five hundred pounds of milk or 170 pounds of butter fat is considered a fair average for the State.

Human labor constantly grows scarcer and correspondingly more expensive therefore increasing the production to offset the greater cost is so important that all agree to its absolute necessity.
Milk is Indispensable.

It is necessary to convince the owner of poor producing cows that they can be changed into high producing animals in a reasonable time at little cost with great profit to himself.

At the same time it is necessary to educate the consumer to be tolerant of present prices on account of the increased cost of production also to understand the comparative food values of milk and milk products.

At present prices milk products are the least expensive foods in terms of money superior to many which cost more and what is most important milk is indispensable to the diet.

Manufacturers of oleomargarines and other so-called butter substitutes mix a proportion of milk or butter fat with their product in order to make it approach the palatable for human consumption.
Legislative Activity.

Their plausible advertising is making large inroads upon the dairy industry. The sale of oleomargarine is now 1,000,000 pounds a month in California and constantly increasing which shows the power of forceful advertising.

These manufacturers do not neglect any means to promote their interests.

Only recently a powerful concern which manufactures a so-called butter substitute spent money to defeat a bill in the California legislature introduced to protect the people against the stuff.

It is pertinent here to state that the California Dairy Council though scarcely organized assumed the responsibility of supporting the measure and succeeded in defending it.

This activity is an index to one of the purposes of the organization—to have in its care every measure for and against the dairy industry.
Opportunity an Obligation.

Organized effort has been found advantageous by groups of persons in other lines of endeavor. There are retail dealer organizations, wholesale dealer organizations, producers organizations, manufacturers organizations, scientific organizations, educational organizations, bankers organizations, etc. etc. etc. There's hardly a line of business that hasn't a central organization to look after its interests.

The dairy industry second only in the State of California to the fruit industry is as yet not organized. It has no body through which it can express its views upon any question present a united front against attack cultivate goodwill promote welfare and increase appreciation of dairy products.

The time is ripe the opportunity an obligation
Key to the Situation.

During each term of the legislature there are bills introduced inimical to dairying interests. The necessity for organized protection as well as the advocacy of good laws is apparent.

A few years ago dairying was on the increase in California. Everyone was happy. The industry seemed to have a brilliant future. Now the volume is declining. Bickering and dissatisfaction have replaced confidence.

It is unfair to invested capital and to those whose livelihood depends upon the prosperity of the dairying industry to stand idly by and permit the present course to continue.

Organizing all the allied interests into a strong body for mutual protection, promotion and progress is imperative.

The California Dairy Council holds the key to a most important situation.
Agricultural Prosperity.

The dairy cow is the foundation of agricultural prosperity—the dairy industry furnishes a broad field for manufacturers and dealers in required commodities when it is in a healthy and prosperous condition.

But the profits and volume of the business of the machinery and equipment manufacturers transportation companies bankers and all others dealing with the various branches of dairying are affected favorably or adversely as the case may be by the prosperity or lack of it in the dairying industry.

The cause is a big one worthy of big men worthy of united effort worthy of untiring effort worthy of investing money in the interest of consumers in the interest of producers in the interest of distributors in the interest of manufacturers in the interest of the State of California.
Sign Subscription Blank.

California Dairy Council
has been incorporated
with officers and directors
and a managing director
A definite plan has been
outlined for the work
it must have money with which
to prosecute a plan
in the interest of
all concerned
Sign the enclosed subscription blank
to do your share
of real business building
for dairying in California
Help the men who are
devoting time and energy
to make a success
in your own interest
A minimum of $50,000 a year
is necessary
$100,000 would give wider
and quicker results

Wisconsin has signed for $250,000
a year
Iowa for $175,000
Almost every dairying State
has its council
California is one of the last
to organize
though it is seventh in
quantity of production
Your Pro Rata.

If you belong to one of the following classes calculate your own subscription on the basis set down.

If you belong to some division not enumerated write the Secretary for further information and he will tell you what others in your line are subscribing.

a) Producers
   20¢ for each cow owned or controlled that is more than twenty-four months old.

b) Milk Distributors
   25¢ for each 1000 gallons or fraction thereof purchased annually.

c) Butter Manufacturers
   25¢ for each 1000 pounds or fraction thereof manufactured annually.

d) Cheese Manufacturers
   10¢ for each 1000 pounds or fraction thereof manufactured annually.

e) Ice Cream Manufacturers
   15¢ for each 1000 gallons or fraction thereof manufactured annually.
Welfare of California.

f) Condensed Milk Manufacturers
   1/3¢ a case of 48 cans
   manufactured annually

g) Associate member
   $1 a year

Associate members should include
   the faculty of the
   College of Agriculture
   county and city school superintendents
   county and city health officers
   officers of women's clubs
   officers of civic clubs
   officers of retail organizations
   officers of labor organizations
   etc etc etc

By talking things over together
   by keeping faith together
   by the spirit of co-operation
   much good can be achieved

The welfare of our State
   lays upon us the obligation
   to encourage the raising
   and keeping of better cows
   not merely more cows

To show the farmer that it pays
   to safeguard him in his investment
   to create favorable conditions
   to stabilize the industry
   by extending the market
   by increasing consumption
   by setting up a higher standard.
A Startling Statement.

Here follows a startling statement
the decrease in butter fat production
in California in 1918
as compared with 1916
amounted to nearly 5,000,000 pounds

For a number of years past
dairying has been the second best
industry in the State

For the twelve months ending
September 30, 1918
the value of all dairy products
produced in California
was in round figures
$54,500,000
not including ice cream

Surely those who are engaged in
any branch of the industry
or with any allied line
must feel the necessity for
putting forth an effort to
encourage the development and prosperity
of so important a unit
in the sum total of our resources

In this connection take
the banker
the credit of a prosperous industry
is safer
than one of the down grade

Credit is sensitive
like the human eye
we should guard it carefully
A Constructive Force.

The vital need for the industry is the welding together of all those whose welfare is tied up in any way with growth and development.

Impersonal and unselfish education first of those engaged in it and then of the public is of paramount importance.

Education of the consumer as to the relative food value of milk and milk products can only be done by continuous use of advertising.

Advertising changed us from a nation of 350,000 bond owners to a nation of 22,000,000 bond owners.

Advertising raised millions of dollars for war activities millions of members for Red Cross and other war service organizations.

Advertising welded us into the greatest fighting machine the world has ever known and unified all the people as nothing else could possibly do.

Advertising is a constructive force ready to our hand to accomplish for the dairy industry a service it needs and must have if it is to live and prosper.
Branch of the Sesame.

Large sums of money are being invested in advertising so called butter substitutes to popularize and encourage their increased sales.

To counteract this force the dairy industry has at its disposal the same means for educating the people to the advantage of using milk and milk products.

The mass of uncontroversible facts in relation to those products would make advertising copy which could scarcely be equalled.

Advertising is the voice of business it is the light which illuminates the path from producer and manufacturer to the consumer.

Advertising is a branch of the Sesame which opens the door to secure the confidence the good will the active support of the consumer.

Advertising is the grain which when properly planted and cultivated grows into profit.
Work Fairly Begun.

Individual effort by a butter manufacturer for instance accomplishes good of course and the more of them the better for the cause

But the greatest good and the most permanent results will be realized from a campaign of advertising by a non-profit organization backed by every person firm corporation all branches and phases of the industry

California Dairy Council has been conceived and organized to supply this need and to co-ordinate the efforts of all concerned into a vital virile unit in the interest of all

Through the Council money will be accumulated and invested in placing before the public the truth about milk and milk products

The individual contributions need be small when all co-operate

A willingness to contribute has been evinced by those so far approached and the work is already fairly begun

[ 15 ]
Sales Increased 23%.

The producer is the foundation of the entire structure he will receive the greatest benefit resulting from this work. He will benefit by the judicious use of the money contributed by all the other fellows as well as his own. His direct benefit will be increased demand. Producers of other food products that compete with milk and milk products are continuously and persistently advertising. The sales of oleomargarine increased 23% in 1918 over the previous year. The milk producer has the unquestioned advantage of greater food value and without telling the consumer about it he allows his competitors to increase their volume at his expense. He had the business first it is his by right but to hold and increase it he must advertise.
Milk Distributors.

Milk distributors are the men in between.
You see no increase in sales and a constantly growing danger of decrease in production while you experience a steady increase in overhead expense.
To remain in business it is imperative that you develop your market upon one hand and do everything possible to encourage economic production to insure a permanent and adequate supply.

Butter manufacturers are experiencing the pressure of competition from all sides.
The increasing consumption of ice cream the remarkable development of the condensed milk industry the enlarged channels for the sale of by-products all combine to make it possible for competition in these lines to pay prices for raw material which you find it difficult to meet.
You are also confronted with the danger of decreased supply due to the shifting of the owners of unprofitable cows to other lines of farming.
The production of butter in 1918 was nearly 9,000,000 pounds less than in any previous year.
This small production naturally enhances demand today but your greatest interest lies in aiding the speeding up of production of raw material to enable you to meet competition on an even footing.
The manufacturers of oleomargarine and other butter substitutes are taking advantage of your predicament and spending money freely to attract a permanent following by persistent advertising at your expense.
The field is a fair field open to all comers you were the first to enter your future is in your own keeping.
The way to hold your own is to advertise.
Cheese Manufacturers.

Cheese manufacturers occupy a similar position to the manufacturers of butter and milk distributors. Americans consume an astonishingly small quantity of American cheese; the field can be broadened and a demand increased that will afford a permanent and profitable business for cheese manufacturers. There is a great opportunity awaiting you of such importance as to warrant your strongest co-operation in this movement.

To encourage the increased use of cheese in the diet will require convincing advertising but the means are at hand through the united effort of the allied interests of the dairy industry. You will grasp this opportunity and lend the added strength of your contribution to the general cause and the upbuilding of your volume of sales at increased profit thus insuring your investment.
Condensed Milk.

Condensed milk manufacturers have adopted advertising as a means to educate the people and have succeeded in a very large measure.

But your success is drawing imitation as all successes do.

You are threatened by the competition of inferior goods made with skim milk and vegetable oils.

Your field is unlimited the backing of this non-profit organization will aid you in further increasing the volume of your sales.

The advertising you do will be strengthened and made more convincing by the force generated by the statements made by the California Dairy Council.

The orange growers are advertising producers of raisins peaches walnuts prunes beans redwood are all advertising for the benefit of their several interests.
Ice Cream.

Ice cream manufacturers are beginning to see the light and are adopting the modern methods found so efficacious by the makers of other foods. Ice cream has commonly been considered a luxury, a topping off of a big meal, a popular Sunday dessert, but never served on wash day. The real truth that ice cream is a wholesome beneficial food though served in an attractive dainty form is the thing that should be advertised persistently. The public should be taught to appreciate ice cream at its true worth that it should be eaten in cold weather as well as in hot that it has nutritive value in a high degree. Educational advertising of a quality to gain the respect and confidence of all the people should be done in the interest of ice cream. Probably no other unit of the milk industry can profit more than the ice cream manufacturers.
Feed Manufacturers.

Feed manufacturers are an allied interest but a most important cog in the dairy industry wheel. There are 500,000 dairy cows in California; probably as many as 85% of them do not return to their owners any more than the cost of roughage, and possibly half of these are not able to do even that. Not more than 15% or 75,000 cows can be considered as legitimate consumers of mill feeds. If you sell feed to owners of the 85% you take chances with your money and injure your customer instead of helping him. If by contributing to this movement you aid in increasing the number of profitable cows to 200,000 in three years a possible thing to do you will have developed a market to keep your mills running full time. It is a worthy cause and entirely in your interest.
Feed Dealers.

Feed dealers are another cog in the wheel looking to protect their interests and equally concerned with the progress and development of the dairy industry.

Your own credit is in the balance as long as you supply owners of unprofitable cows.

You cannot expect to sell and enjoy a lucrative business as long as your customers do not prosper.

Your interests and theirs are bound together you travel the same road when they slow up your progress is retarded.

Therefore in self protection you must join with this organization in its efforts to build up and make more secure the position of every cow owner.

By organized effort only can results be obtained by teamwork by co-operation.

The goal is better credits and larger volume of sales with more certain profits.
Dairy Produce Dealers.

Dairy produce dealers know that when prices are high, the market contracts—your selling costs increase at an alarming rate. When the supply is light, you have increased competition resulting in premium-paying and other injurious devices which increase the cost without corresponding compensation. You "get it" coming and going—your overhead steadily increases and without increased supply or in case of actual decrease you will be forced out by reason of keen competition. The producer and manufacturer need you to distribute their goods but they will not require as much if the supply is less. Increase of production means an expanding market, lower cost of doing business and a steady profit. Individually you can accomplish little or nothing by combining your strength with the allied interests your contribution will bring results.
Machinery Manufacturers.

Manufacturers of machinery equipment and dairy supplies should be interested in and willing to support this movement. When the dairy industry prospers and grows, the demand for your goods grows. If the industry shrinks, the demand for your goods will be less; a few will control it, and your loss will be doubled. The opportunity for free competition will be less.

The tendency always is to demand newer and better equipment when business is prosperous. With prosperity all around, your business investment is insured, your future outlook better. You have utilized advertising as a means to popularize your output; you know its power. You should be the first to join this organization and contribute to the work.
The Banker.

The banker feels the pulse of all industries. He keeps tab on the ups and downs and quickly recognizes indications of progress or lack of it.

Credits are the fundamental basis for the banker's business. And productive milk cows are good collateral.

The higher the degree of production, the better the basis for credit. While a loan upon a herd of poor producing cows is hazardous for you, it is harmful to the borrower.

The more carefully you look into this matter, the more certain are you to willingly co-operate for the good of the industry.

Dairymen as a class need education concerning the difference in earning power between a good and a poor cow.

You can aid in increasing deposits from the same number of your clients and in bringing new clients into your community.
$54,500,000 Annually.

Probably it would be impossible
to enumerate all the
contributing interests
But the arguments set forth
specifically to those named
apply with equal force
to all others having anything
to sell to producer manufacturer
distributor or any who perform
a service for them
The total value of the
milk production in California
is $54,500,000 annually
If each of the five hundred
thousand cows were profitable
the production would
be doubled
This is the goal in sight
it can be reached only
by co-operative effort
by teamwork
by amalgamating all interests
into one strong virile organization
and supporting it with
sufficient money
to make its work
yield dividends to all concerned
and to the
State of California
Subscribe cheerfully and liberally
both of money
and goodwill
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