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Proceedings of the forty-ninth annual convention of the Wisconsin Cheese Makers' Association assembled in the Vande Vaart Theatre Building in the city of Sheboygan, Wisconsin, November 13 and 14, 1940...

Wisconsin Cheese Makers' Association
Gresham, WI: Cantwell Print. Co., 1940

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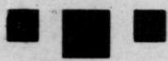
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PROCEEDINGS
OF THE
Forty-Ninth Annual Convention
OF THE
WISCONSIN
CHEESE MAKERS'
ASSOCIATION



**Assembled in the Vande Vaart Theatre Building in the City of
Sheboygan, Wisconsin, November 13 and 14, 1940**

C. J. EBERT, Secretary

Gresham, Wis.

1940

A copy of the proceedings is mailed to each member of the Wisconsin Cheese Makers' Association, and to libraries requesting a copy while supply lasts.





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**FORTY-NINTH ANNUAL CONVENTION OF THE
WISCONSIN CHEESE MAKERS' ASSOCIATION**

Vande Vaart Theatre Building, Sheboygan, Wis.

November 13 and 14, 1940

OFFICERS and DIRECTORS

L. E. KOPITZKE, President.....	Marion
E. E. PETERS, Vice-President.....	Plymouth
A. H. GRAF, Secretary.....	Zachow
GEORGE HERNKE, Treasurer.....	Hilbert
E. F. HORN, Director.....	50, 51, 52 Beaver Dam
JOHN H. PETERS, Director.....	49, 50, 51 Plymouth
E. W. MARTEN, Director.....	49, 50, 51 Spencer
A. M. JOHNSON, Director.....	48, 49, 50 Blanchardville
STEVE SIUDZINSKI, Director.....	48, 49, 50 Denmark
H. P. MULLOY, Engaged as Asst. Sec'y.....	Sheboygan, Wis.

LIFE MEMBERS

E. L. Aderhold, Neenah	W. F. Hubert, Sheboygan
P. H. Kasper, Bear Creek	Math. Michels, Fond du Lac
J. D. Cannon, Neenah	J. L. Sammis, Madison
J. W. Cross, Milwaukee	O. A. Damrow, Sheboygan Falls
Al. Winkler, Cumberland	A. T. Bruhn, Madison
Fred Marty, Monroe	H. P. Dillon, Oshkosh
Samuel D. Cannon, Neenah	

JUDGES OF THE 1940 CONVENTION CHEESE

American Cheese

J. D. CANNON.....	Neenah
A. T. BRUHN.....	Madison

Foreign Type Cheese

WALTER V. PRICE.....	Madison
JOHN FREY.....	Monroe

SUPERINTENDENT OF EXHIBIT

ALEX E. KORTH.....	Menasha
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OFFICIAL ORGANS

Cheese Reporter, Sheboygan Falls

National Butter and Cheese Journal, Milwaukee

OFFICIAL REPORTER

ALEX J. KAEMPFER.....Madison, Wis.

1940 OFFICIAL COLD STORAGE

DeLand Cheese Company, Plymouth

LETTER OF TRANSMITTAL

Office of the Secretary,
Wisconsin Cheese Makers' Association
Gresham, Wis., Dec. 1, 1940

To His Excellency Julius P. Heil,
Governor of the State of Wisconsin.

Honorable Sir:

I have the honor to submit the report of the forty-ninth annual meeting of the Wisconsin Cheese Makers' Association, showing the receipts and disbursements of the Association, also containing papers, addresses and discussions had at the last annual convention held at Sheboygan, Wisconsin, November 13 and 14, 1940.

Respectfully submitted,

C. J. EBERT, Secretary.

ARTICLES OF INCORPORATION OF THE WISCONSIN CHEESE MAKERS' ASSOCIATION

Incorporated February 2, 1899

Article I

The undersigned have associated and do hereby associate themselves together for the purpose of forming a corporation under Chapter 86 of the Wisconsin Statutes of 1898 and the acts amendatory thereof and supplementary thereto, the business, purpose and object of which corporation shall be the education of its members for better work in the art of making cheese, the care and management of factories, the sale of their products, and the weeding out of incompetency in the business of cheese making; the further object of the corporation is to demand a thorough revision and rigid enforcement of such laws as will protect the manufacture of honest dairy products against undue competition from deceitful and dangerous imitations; and to unite the rank and file of its members in instituting a regular crusade against the unjust practice of pooling milk at cheese factories by weight, without regard to the butter fat which it contains.

A further aim is to unite the 2,000 or more cheese makers, and all associations of cheese makers in Wisconsin under a state-wide plan for united action, on all state-wide problems affecting cheese makers. (Adopted 1931.)

Article II

This corporation shall be known as the "Wisconsin Cheese Makers' Association," and its principal office and location at Madison, Wisconsin.

Article III

The association shall be a corporation without capital stock.

Active Membership. Any cheese maker, past or present, in Wisconsin, but not a helper, may become an active member in this association, with the right to vote and speak in all association

meetings, and to receive legislative bills, annual reports, etc., by paying the annual membership fee of \$2.00 in advance to the secretary of the association, for the current calendar year. (Adopted 1931.)

Associate Membership

Any other person, not eligible to become an active member, may become an associate member of this association, with the right to receive legislative bills, annual reports, etc., and to attend all meetings of the association, but not to vote or speak, by paying in advance the annual membership fee of \$2.00 to the association secretary for the current calendar year. (Adopted 1931.)

Subscribing Membership

Any other person, such as a farmer or butter maker, but not a cheese maker, may become a subscribing member to receive legislative cheese bills, etc., but not to attend state association meetings, by payment of \$1.00 for the current calendar year in advance to the association secretary. (Adopted 1931.)

Article IV

As amended on page 167 of minutes.

Section 1. The general officers of said association shall consist of a president, vice-president, secretary, and treasurer, and the board of directors shall consist of three members of the association.

Section 2. The term of the officers of the association shall be one year, or until their successors are elected at the next annual meeting following their election, and until such successors qualify. At the first meeting of the members of the association there shall be elected a director for the term of one year, a director for the term of two years, and a director for the term of three years, and thereafter there shall be elected at each annual meeting a director for the term of three years, and each director shall hold his office until his successor is elected and qualifies. The election of officers and directors shall be by ballot, except in case of a single nominee, when election by acclamation may be substituted. A majority of all the votes shall decide an election.

Article V

Section 1. The principal duties of the president shall be to preside at all meetings of the Board of Directors and of the members of the association during his term of office. He shall appoint special committees and sign all orders drawn on the treasurer. He shall appoint a committee on resolutions, and a program committee. He shall also provide for suitable medals at the expense of the association.

Section 2. The vice-president shall assume the duties of the president in the latter's absence.

Section 3. The principal duties of the secretary of this association shall be to keep a complete and accurate record of the proceedings of the Board of Directors and of the association and to attend all meetings, keep a correct account of the finances received, pay all moneys into the hands of the treasurer and receive his receipt therefor, and to countersign all orders for moneys drawn upon the treasurer. He shall keep a record book and suitable blanks for his office. He shall make a full and complete report at each annual meeting of the correct state of the finances and standing of the association. He shall also procure certificates of membership, and every person joining the association shall receive one signed by the president and countersigned by the secretary.

Section 4. The principal duties of the treasurer shall be faithfully to care for all moneys entrusted to his keeping, paying out the same only on receipt of an order signed by the president and countersigned by the secretary. He shall file with the secretary of the association all bonds required by the articles of incorporation or the by-laws. He shall make at the annual meeting a detailed statement of the finances of the corporation. He must keep a regular book account, and his books shall be open to inspection at any time by any member of the association.

Section 5. The Board of Directors shall be the executive committee and shall audit the accounts of the secretary and treasurer, and present a report of the same at the annual meeting; executive committee shall procure a place to hold the meeting and make arrangements for reception committees, hotel rates, halls, and all necessary preliminary arrangements for each and every meeting.

Section 6. The committee on program shall make all arrangements for the proper working of the conventions, assigning all subjects, arranging for speakers, and make the division of time allowed to the discussion of each topic, to determine upon the time for the election of officers, conducting business meetings, and any other matters that may properly come under this division.

Section 7. The committee on resolutions shall draw up such resolutions as the exigencies of the time may require and which shall express the sense of the association.

Section 8. The said officers shall perform such additional or different duties as shall from time to time be imposed or required by the members of the corporation in annual meeting, or by the Board of Directors or as may be prescribed from time to time by the by-laws, and any of the duties and powers of the officers may be performed or exercised by such other officer or officers, or such other person or committee as the corporation or Board of Directors may authorize.

Article VI

The treasurer of the corporation shall give a bond in the sum of one thousand dollars with two sureties, for the faithful performance of his duties.

Article VII

These articles may be altered or amended at any regular session of an annual meeting of the members, provided the proposed alterations or amendments shall have been read before the association at least twenty-four hours previously, and provided also that such alterations or amendments shall receive a two-thirds vote of the members present.

Article VIII

The first meeting of this association for the election of officers and directors shall be held on the 3rd day of February, 1901, and such corporation shall hold a meeting of its members annually during each calendar year at such time as may be determined by the Board of Directors.

Article IX

(Adopted 1931)

Section 1. To promote united action by all cheese makers and associations within the state, any organized association may become a branch of this Wisconsin Cheese Makers' Association, by a two-thirds vote of its paid up membership at any of its regular meetings, and report the vote to the state association secretary. Each such branch shall aid in the state-wide work of this association as required by these articles and by-laws, but each branch shall be independent and self-governing in all its own local affairs and business.

Section 2. It shall be the duty of the state association, through its officers and members, to promote and aid in the organization of new branches, local and district, in all parts of the state where none exist.

Amendments Adopted

(See Annual Reports)

(1) The secretary shall qualify for office by filing with the president a satisfactory bond in the sum of \$4,000, at the expense of the association. (See 1929 Annual Report, page 90.)

(2) The Board of Directors shall consist of five members instead of three. (1925, page 61.)

(3) Persons who in the future are found guilty of repeatedly violating our state laws shall be barred from membership in this Association. (1920, page 98.)

(4) Rule on the financing of new projects. Appropriations of association funds shall not be made by the convention, unless means for raising the necessary funds are also provided at the same time, but new projects requiring expenditures shall be referred to the Board of Directors in the form of recommendations. (1921, page 71.)

(5) New score card to be used. (1921, page 136.)

(6) License numbers of the maker and the factory shall appear upon all entry blanks of exhibits for prizes. (1911, page 104.)

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(7) Prizes for cheese exhibits shall be awarded to the makers of the cheese only, and the maker's name must appear on each entry blank. (1907, page 148; 1908, page 232.)

(8) Pro-rata premium fund established. (1907, page 149; 1908, page 231.)

(9) Hereafter, Class 1 of the prize exhibits shall be American cheese made before September 1. Class 2 shall consist of all styles American cheese made during September and October. Class 3 shall consist of all styles American cheese made during November and December of the same year. Class 4 shall consist of Colby type cheese. (1922, page 17; 1923, page 78.)

Further slight changes in the exhibit rules have been made from year to year, as conditions required, at the direction and with the approval of the Board of Directors. (See entry blank used in 1929.)

(10) A half day's session of the convention shall be set apart for discussions by licensed cheese makers only. (1926, page 58.)

(11) By vote, the convention recommended to the Board of Directors that the dates of the convention be changed to early in December providing halls can be secured. (1924, Jan., page 60.)

(12) **Resolved:** That this Association in order to do greater honor to our best prize winning cheese makers, adopts the following rules:

1. A special class of honor cheese makers shall be created from our membership during the past twelve years.

2. Every cheese maker who, by the records in the secretary's office, is shown to have received either three first sweep-stake prizes on American cheese, or three first prizes on Swiss cheese, or three first prizes on Brick cheese, or three first prizes on Limburger cheese shall be placed in this honor class.

3. Members of this class shall hereafter compete only for such prizes as may be offered for this honor class. (1928, Nov., page 73.)

(13) By vote of the convention in 1933, the annual dues for members were raised to \$2.00 per year, and exhibit fees were raised to \$2.00 per exhibit. Subscribing members are entitled, by payment of \$1.00 per year, to receive News Letters and legislative bills, but not to attend the convention sessions.

The directors, by vote in April, 1934, instructed the secretary to collect \$1.00 membership fee and \$1.00 exhibit fee at the 1934 convention.

(14) By vote of the convention in 1934, it was ordered that at all future conventions the official score of all cheese exhibits be announced and distributed at the opening session of the second day of the convention so as to enable members to contact and converse with the high score cheese makers.

(15) By vote of the convention in November, 1936, Section one of Article IV was amended to read: The Board of Directors shall consist of five members and the General Officers.

AMENDMENTS TO THE ARTICLES OF INCORPORATION

The 1938 convention voted to change age of cheese in Classes 1, 2 and 3 to the following order:

Cheese in Class 1 is to be made in the year prior to the year of convention.

Cheese in Class 2 is to be made prior to August 1st in year of convention.

Cheese in Class 3 is to be made on or after August 1st in year of convention.

**FORTY-NINTH ANNUAL CONVENTION OF THE
WISCONSIN CHEESE MAKERS' ASSOCIATION**

Vande Vaart Theatre Building, Sheboygan, Wis.

November 13 and 14, 1940

PRESIDENT WHITING: Well, gentlemen, we will call the meeting to order. We are rather late in getting started this morning, but I hope we will be able to start on time this afternoon, and have the room filled up with cheesemakers at that time.

At this time I will ask Rev. Jones to lead us in the invocation.

INVOCATION

By the Rev. T. P. Jones

All Mighty God, our Father, we thank Thee for Thy presence in all things that interest mankind and Thou, to Whom all hearts are open, and from Whom no secrets are held. Cleanse the thoughts of our hearts by the inspiration of Thy Holy Spirit that we may perfectly love Thee through the same Jesus Christ, our Lord; and grant Thee, bless these men and women who have come from their work and from their homes in a common interest and in a common bond, and may they realize there are no separate people. That there are no ordained people; that all of us are ordained to our task and to do that task well.

We pray that Thou will give to them wise counsel in all their deliberations; that they may remember that we are brethren together; that what they do for the benefit of the world and for the on-going of life may be done well. Protect them in all their ways; watch over them while they are here and surround them with kindness. And when they depart may they go to their homes in safety and come again, remembering that the spirit of fellowship abides in Thee and in that fellowship we come to know not only each other but we come to know Thee. Amen.

PRESIDENT WHITING: At this time, ladies and gentlemen, it is my pleasure to introduce to you the mayor of this city. I take pleasure in introducing to you Mr. H. C. Runge, Mayor.

ADDRESS OF WELCOME

Mayor H. C. Runge

President Whiting and ladies and gentlemen: One of the pleasant tasks of being a mayor is to welcome those who come within our gates and come here as our guests. So this morning I take a great deal of pleasure in welcoming all of you to our city.

There are a few things, perhaps, that I might admit now that I should make good on. On October 21st I believe it was, I wrote an open letter to the cheesemakers of this state. In this letter I wrote as follows: Your organization has chosen wisely in selecting Sheboygan for its convention city for 1940. Now that this selection has been made three important matters must be taken care of. First and most important, every member of the Wisconsin Cheesemakers Association should make arrangements now to be at Sheboygan on November 13th and 14th to attend this year's convention.

Apparently quite a few of them are still making preparation to get over here or are on their way or in the city and haven't quite gotten here, but I am sure as this convention progresses the members of the Wisconsin Cheesemakers Association are going to make good on this first part that I referred to as the first and most important.

The second—the officers and committees in charge should arrange an interesting and instructive and amusing program for the members and the guests of your organization. That has been done.

In looking over this program here I find that before each one of your regular programs there is a little singing and a little entertainment. So with your business is interspersed some entertainment and some amusement as you go along.

And then third and last but not least, the official family of this city and people generally of Sheboygan should be prepared to assist in making this year's convention of the Wisconsin Cheesemakers the biggest and best and the one that you will never forget.

We are prepared. And so, although on Armistice Day when we had our flags waving and our street decorations up, very likely you too were met with this terrific tornado. Some of our decorations have been torn asunder, but before you leave here we will not only have the street decorations up but every one back in good order, and do whatever they can to make this convention of yours an outstanding success.

As Rev. Jones has just told you, and from referring to your program, I realize that you men and women who represent the cheese industry of this state are here for a dual purpose. You are here to learn; you are here to acquire education and knowledge, so that your industry may move forward and serve this state and this country of ours even greater and better than it has in the past.

At the same time you are here to be entertained, but in order to be entertained you too must entertain, and I know that as soon as you get adjusted here and get set, why all of you will get into the real spirit of this convention and when you leave here you will be better members of your association. You will be a greater asset to your industry.

And so, with the greetings from the people of this city I say good morning, and I say we want you to have a good time. Thank you.

President Whiting: Our next speaker on the program who will give the response, needs no introduction I guess. You gentlemen all know Mr. Slater. I am somewhat handicapped when I look at you folks down there, I can't see. The lights are not right and if I make a lot of mistakes, please forgive me. It really is a pleasure to introduce to you folks Mr. Slater.

RESPONSE

By E. K. Slater

Mr. President, ladies and gentlemen: In our individual lives we aim to repeat only those experiences that are profitable and satisfactory. We don't aim to burn our fingers twice in the same place, if we can prevent it. In our group affairs the same rule holds good, because activities by groups are guided by the combined judgment of individuals. This is but another way of assuring Mayor Runge that we appreciate the welcome that you have

extended and that Badger cheesemakers came back to Sheboygan because they wanted to. Had they not wanted to, they wouldn't have done so, regardless of how the good people of Sheboygan might feel about it. People you know, are frank, even brutal about such matters.

There are reasons why we want to come back to Sheboygan; they are hard to explain. Many have told me there is something about Sheboygan hospitality that they particularly liked, but they don't know just how to explain it.

It reminds me of the story of the tired businessman who came home in the evening, got out his bath robe and slippers, got hold of the evening paper, settled down and relaxed. His wife, of course, missed him all day. She wanted to talk. Finally she said, John, do you still love me; and he said, yes. And he went on with his reading. That didn't keep her still for long. Finally she says, John, are you sure that you love me? Becoming a little irritated he says, why sure, I am sure.

He went on with his reading. Pretty soon she said, John, how do you know you love me? By that time he was quite agitated, threw down his paper and said, I can't explain it. It is something inside of me that keeps me from slapping hell out of you when you talk like you do when I feel like I do.

Speaking of guests, Mrs. Slater and I entertained three friends from California last May. We didn't know how long they would stay but to be on the safe side I hung up in their bed rooms a little placard which read, "Guests, like fish, after three days begin to smell." They stayed five days.

After they were gone my wife found fifteen dollars in a dresser drawer that they left with the joke about the signs that were on the wall. I don't know whether it always worked that well or not, but I am just giving it to you for what it is worth.

I assure you, Mayor, I speak for not only the cheesemakers who are here but all members of the Wisconsin Cheesemakers Association, when I tell you we appreciate your splendid welcome.

Now I want to add just a little, which is entirely aside from an address of welcome. This month means my 42nd year in the dairy business—42 years on the 7th of this month that I went into my first factory to work. My mother said I had been in the

dairy business long before that, but we pass up those years. I am not going to propose any controversial questions. I will leave that to others who will appear on the program at times when discussions will be in order. I won't even discuss cheese grades, but I was reminded of the fact last week when I read the morning newspaper, a million more or less schoolmams were in our city and a picture of a group of them appeared in the paper. Under the picture were their names and home addresses and this description: "These are all second grade teachers." I warn the newspaper men of Sheboygan who may attend this convention not to do that with any of our cheesemakers. Some of them don't like the term.

And when I speak of the Sheboygan Press, I never saw a better cover of a convention before it started than we have had evidence of here this morning. I want to compliment the Sheboygan Press for the wonderful job it has done.

I wish I might say something that would start a determined movement by the leaders of this industry to encourage constructive practices in dealing with the men who produce the milk; the consumers who eat our cheese, and the competitors. If in doing so I seem to be sermonizing, it is because I want to see every man in the business do better for himself and those dear to him. I want to see him make more money and at the same time help to build this cheese industry on a more sound business basis. It is a big order, I know, but a start can be made right here in this convention if this determination is strong enough.

You know and I know that there are some things going on in some of our plants that do not make for building up, because they would tear down any industry. Questionable practices do not establish confidence, and without confidence no business can prosper. A desire for profit is behind these practices, of course, but how many are profiting. The weight of bad profits is the opposite way and the sooner a few of the men of this industry realize this the better it will be for all concerned. You can't legislate right business practices into any industry.

It is my honest conviction that the men in this industry have depended too much upon legislation to settle their competitive problems. Business problems can't be settled that way. They can be regulated to a certain extent but the man who starts out to be tricky can always find a way to do it for a time at least.

We need a different type of thinking in this business. We need quality thinking along with our efforts to improve the quality of the product. We need more thinking in terms of industry instead of so much selfish thinking. I know my words are not reaching the ears of the men who need them, those who are not sufficiently co-operative minded to attend conventions. You men who go to conventions and you men who are really leaders in industry, do, however, carry real responsibility in this matter. Most improvement in practices must come through you and through you leaders who can take united and determined action and discourage the things to which I have referred. You can put up a harder fight to popularize hard business practices; you can do this by working together as a group instead of each man doing it alone. You can start a program of education to show the fellows not here that each of them can make more money in the long run by playing absolutely square with the consumers, producers and competitors.

Call this sermonizing if you must, but it will do me good to get it out of my system. I have been associated with the dairy business longer than most men now in it. I have kept my ears open; I have watched the parade go by, and I have known many men in the various branches and many passed on. The ones who succeed best built their business and careers on the solid rock of honesty and square dealing. I have seen men try the other way, and they are long since forgotten. Competition does not excuse shoddy products. Some seem to think it does, but on the contrary it makes sound business practices necessary if the individual business and the industry of which it is a part is to prosper.

I feel it a privilege and an honor to be permitted to take part in your proceedings. For twenty years now I have been a citizen—yes, an editor in Wisconsin. I am interested in the very same things in which you are interested. We want to see our industry prosper. I am proud of our cheese industry and the Wisconsin Cheesemakers Association. I can't know each of you personally, but I am proud of you, each and every one of you. Keep up the good work.

I am going to close with another little story that I think we can all take to heart for our encouragement. Many of us are inclined at times to worry. One time on the way back from Minneapolis on the Hiawatha I got to visiting with the conductor and he told me this story. He said, after all, of course, there are two things to worry about. Shall we be well or not. Now, if we keep well there is nothing to worry about, and if we get

sick—well, there are still just two things to worry about. We are either going to get well or we won't. If we get well there is nothing to worry. If we don't, there are just still two things to worry about. We are either going to heaven or the other place. If we go to heaven there is certainly nothing to worry about; and if we go to the other place we will be so busy shaking hands with our old friends we won't have time to worry.

PRESIDENT WHITING: I think Mr. Slater gave us some very constructive thoughts and a lot of them should be carried out.

I have just received a telegram which I will read to you now:
"We wish to extend to the members of your organization our good wishes for an educational and constructive convention. Also that your visit in our city will be a pleasant and enjoyable one.

Sheboygan Grocers Assn. Jos. Finst, Pres."

At this time, ladies and gentlemen, we will have the report of our secretary, Mr. Ebert.

FINANCIAL REPORT

By Secretary C. J. Ebert

We carried over November 1st, 1939, a balance on hand of \$2481.71. Total revenue during the year was \$6428.94. With the balance brought forward and the revenues during the year, the total revenues are \$8910.65. Total disbursements during the year were \$4893.76. Balance on hand November 1st, 1940, \$4016.89. The bank balance shows \$4019.73. There are still outstanding checks—there are only two of them in the amount of \$2.84, so minus the \$2.84 from the \$4019.73 is \$4016.89, the same as our books show.

You might be interested to know how many licensed makers we have. For the year it was 407 of the five dollar memberships and the associate members were 296. Now, here is the report of the auditing committee.

"We the undersigned have this 12th day of November, 1940, examined and audited the books and all accounts and have found them correct in all respects."

PRESIDENT WHITING: Well, gentlemen, you have heard the report from the secretary. What are your pleasures?

(Motion to adopt the report as read was seconded and carried).

I don't know how you fellows feel about it, but I think I feel very happy and proud to know that the State Cheesemakers have a treasury with the balance as they have. I think it is something we can all feel proud of and something worthy of a lot of consideration.

MR. HORN: Mr. Chairman, as one of the auditors, I want to compliment the secretary and treasurer on the good work done and the clean-cut figures. Every item is set up so that it doesn't take a professional or a mathematician to go through those books to find them as we found them, correct in every way, shape and manner, and again I want to call the members' attention to the fact that those books are open to all members, not only officers but all members at any reasonable time that they can go and check them over if they wish.

PRESIDENT WHITING: Thank you, Mr. Horn. At this time I will read the names of the members of the Resolutions Committee and also the Nominating Committee. The chairman of the Resolutions Committee is Mr. A. H. Graf of Zachow, Mr. M. H. Parson, Dorchester; C. A. Clarson, Boscobel; E. A. Indermuehle, Woodland, and E. E. Peters, Plymouth.

Gentlemen, if you have any resolutions to hand in to this committee, you are welcome to do so and they will be glad to get them. I will make an announcement after dinner where the Resolutions Committee will meet, and in the meantime if you want to hand in any resolution, if you will give them to the secretary at the secretary's office, he will see that Mr. Graf gets the resolution. We welcome all resolutions.

I now will give you the members of the nominating committee. Peter H. Eiler, De Pere, chairman of the committee; E. H. Schroeder, Glenbeulah, Ludwig Johnson, Granton, Ernest W. Jung, Juneau and John Fischer of Boaz.

Again I want to say, anyone having any nominations to hand in, you can hand them to Mr. Eiler, who is chairman of the nominating committee. Is Mr. Eiler in the room? Where would you want to meet?

MR. EILER: I think over at the hotel after the meeting this afternoon.

PRESIDENT WHITING: The same will be true, any one you want to nominate, you can hand the nomination in at the secretary's office at the hotel and he will see that Mr. Eiler gets the nominations.

Are there any amendments to be handed in—amendments to the constitution for our association? Has any one any amendments? If so, I would like to have you hand them in now. They must be read so they can be acted upon tomorrow.

We would like to have the reports from the branch associations at this time. I haven't a list of the members or the officers of the branch associations. Have you the list, Mr. Ebert? Any one from these associations may make the report, if they will. The first we have on the list is the Northeastern Wisconsin Buttermakers and Cheesemakers of Wisconsin. We have Mr. Graf listed to make the report.

MR. GRAF: Mr. Chairman, seeing as how I am not secretary any more, I would rather have Mr. Raasch, the president, or Mr. Steinhardt, my successor, say a few words at this time.

PRESIDENT WHITING: Mr. Steinhardt, will you give us a few words?

MR. STEINHARDT: I haven't got anything to say because I don't know anything, so I am just getting broken in. I will have to wait until the president comes.

PRESIDENT WHITING: Is the president here?

MR. STEINHARDT: Not here; he was here but he stepped out a few minutes ago.

PRESIDENT WHITING: Next I will call on the secretary from the Southeastern Wisconsin Cheesemakers Association, Mr. Indermuehle. Is he here? I wonder if the president from the Southeastern would give us a little report, Mr. Horn?

MR. HORN: Mr. Chairman, I don't know as there is a great deal to report at all, outside of we had a very nice convention and we added to our membership and so on and so forth. It isn't the report so much I think the boys would be interested in, nor myself, but I would like to have every man present here this morning kind of rake their brains to devise a way to at least get every cheesemaker that is in town into the convention hall when the sessions are called. That is our trouble and I think that is the trouble pretty near at every convention. You are talking to empty seats, and it is mighty hard to talk to those seats. You have got to have the fellows in them.

Our association, of course, is a branch of the state association, and we are keeping it that way more and more because we look to the state organization for the activities throughout the state. After all, north, south, east and west, the problems are the same. They may look a little bit different from a distance but when you come to examine them, they are the same thing, and we also feel that we should support not only by members, by numbers, but financially the things that the state association wants to put on and that they hardly have funds to do with. We are giving them that support and let's hope others will do the same thing because there are a lot of things that can be done, and should be done to make all the branches and the state association a better state association.

PRESIDENT WHITING: Thank you, Mr. Horn. I next call upon the secretary from the Central Wisconsin Cheesemakers and Buttermakers Advancement Association. Is Mr. Parsons in the room? Is Mr. Martin in the room? Is there any one here from Marshfield that can give the report?

I will next call upon John Erb from Rice Lake, representing the Northern Wisconsin Foreign Type Cheesemakers Association. Is Mr. Erb in the room? Is there any one from Rice Lake who represents that association that can give a report?

I will call upon Paul Viktora from East Dubuque, who represents the Platteville Association. Is Mr. Viktora in the room?

MR. VIKTORA: Mr. Chairman, there isn't much to say. We haven't had a meeting for a couple years. It seems as though the boys lost interest in the association. We were to have our annual meeting a year ago and that sort of flunked out, they didn't show up and we haven't been able to get together since.

We have tried to re-organize but we have never met with any success. I don't know what the trouble is. It seems a lot of the boys don't own their own factories there and they were merely interested in the job as a cheesemaker but not enough to attend the meeting or keep the association going. So I haven't much more to say about it.

PRESIDENT WHITING: Well, thank you. I don't like to hear a report of that kind, not blaming any one, but perhaps you will be able to revive your meeting, I am sure. If you want some help at some time, if you give some of the officers notice, of the state association, they will make a visit and try and get the boys interested. If we can give you any help we will be glad to do so.

I will next call on Leo Doperalski from Kewaunee, representing the Kewaunee Cheesemakers Association. Is he in the room? Is there any one that represents the Kewaunee County Cheesemakers Association? If not, I will call on C. A. Carlson of Boscobel, representing the Southwestern Cheesemakers Association. Is Mr. Carlson in the room? Is Mr. Fischer in the room?

MR. FISCHER: We organized our association sometime in August. At that time we had 45 members. Since then we have increased our membership to 80. We had a small convention in the city of Boscobel on the 24th of October and it was pretty well attended for our small group. We embrace seven counties in the southwestern part of the State of Wisconsin.

PRESIDENT WHITING: Thank you, Mr. Fischer. I can say that they did have a fine meeting because I attended it. I think they have a nice association and they are very active there and I wish you all the good luck to keep up the good work.

I will next call upon W. F. Winger from Lublin. Is there any one from the Thorp Cheese Makers Association that can represent that association?

MR. CHRISTMAN: I was to the meeting about a week ago, it was a very rainy night. Out of the 48 members there were 40 present. The Thorp association is making arrangements to have a meeting with Governor Heil within the next four or five weeks. I think you will find them working hard up there and they are actually going to work with the state association and try and do something on this program. The fellows from up that way were supposed to be here and we had quite a storm up there and a lot of them didn't leave home until quite late but I think you will find quite a number representing the Thorp association.

PRESIDENT WHITING: I will call on Glenn C. Weiss of Eden, representing the Fond du Lac County Cheesemakers Association. Is Mr. Weiss in the room? Is anybody here who can represent Fond du Lac County Cheesemakers Association? I would like to call upon L. A. Dederich, representing the Spring Green Cheesemakers Association. Is Mr. Dederich in the room? Is there anyone here that can represent the Spring Green Cheesemakers Association?

I will call upon Edgar Peters representing the Sheboygan County Cheesemakers Association.

MR. PETERS: Mr. President, I don't know as there is much to report. We meet once a month in the city of Plymouth. We take up legislative bills when the legislature is in session, trying to voice our opinions and at least to pass these on to the rest of the associations in the state. And outside of that there isn't much that I can report. The rest of the year when the legislature isn't in session we have more or less social activities, but it does bring the cheesemakers out. We have an average attendance there I would say of 24 every time we meet. We meet the last Friday every month. Since we had our last convention, the cheesemakers do come out and feel better toward each other than they did before. At least they feel that their neighbor is as human as they are and we enjoy our meetings and try to contribute whatever we can.

PRESIDENT WHITING: Thank you, Mr. Peters. I would like to call upon Gus. E. Plate from Brillion, representing the Calumet County Cheesemakers Association. Is there any one here who can represent Calumet County Cheesemakers Association?

MR. ALTMAN: We have some 48 members and out of the 48 we have some 36 that joined the state association for this year that paid the five dollars and we have a very active association. We have our picnic every year and always have a large crowd there and take an interest in what the state association is doing. Outside of that I have nothing to report on. I suppose you will hear later on from our president. I think he will be here this afternoon.

PRESIDENT WHITING: Thank you, very much. Is Mr. O. R. Schwantes from Clintonville here, representing the Clintonville Cheesemakers Association? Is there anybody here that can represent the Clintonville Cheesemakers Association?

Is Mr. Champeau in the room representing the Marinette County Local Cheesemakers Association? Is there any one here who can represent the Marinette County Local? Is Milton Sax in the room representing the Outagamie County Cheesemakers Association? Is there any one here who can represent the Outagamie County Cheesemakers Association?

Is Mr. Rindt here, representing the Lincoln County Cheesemakers association? Is there any one here who can represent the Lincoln County Cheesemakers Association?

I want to next call on Rudolph Jaehnig from Two Rivers, representing Manitowoc County Cheesemakers Association. I guess some of these boys haven't gotten over the storm yet and the cold weather we had yesterday. Is there any one here can represent the Manitowoc County Cheesemakers Association? Is there any one here representing the Oconto County Cheesemakers Association? Anybody from Oconto County representing that association?

Robert Flynn representing the Dodgeville Cheesemakers Association? Is Mr. Telsman from Phillips here, representing the Price County Cheesemakers Association? Is there anybody here who can represent the Price County Cheesemakers Association?

MR. MARVIN GUTH: Mr. Chairman, I am secretary of the Price County Association. We have a membership up there which is not very many but about 14 and about 12 always are at the meeting. So I think we are very active. We are also affiliated with the Marshfield Branch and also with the Thorp Branch and also with the state branch, so I think we do more than our share. The weather has been quite severe up there yesterday and today and so I don't know whether any of the boys will come down. We have all our resolutions handed in to the resolutions committee and we will voice all our sentiments through that body. Speaking for the boys from the north, I think we have a wonderful bunch of fellows up there and they are very very active.

PRESIDENT WHITING: Thank you. Is there any one here can represent the Richland County Cheesemakers Association? Is there anybody here can represent the Highland Cheesemakers Association? Is there a representative from the Fremont Cheesemakers Association? Is there a representative from the Marshfield Cheesemakers Association? Is there a representative from the Brown County Cheesemakers?

MR. EILER: Mr. President, I am secretary of the Brown County Cheesemakers Association. We have about 30 paid up members in our county and we have I believe quite an active association down there. A lot of the members turn out and about once a month or every six weeks we have a meeting. We have taken an active part in the quality program that the state is putting on and we feel it has done our county a lot of good, and we also take a great interest in a lot of the resolutions that the state is putting on and I think our association will be well represented here at this convention as there will be a lot of the boys down from Brown County to attend the meetings here this afternoon and tomorrow. I guess that is about all I have.

PRESIDENT WHITING: Thank you, Mr. Eiler. Is there any one here can represent the Osceola Cheesemakers Association? Is there any one here could represent the Sturgeon Bay Cheesemakers Association? Is there any one here can represent Soldiers Grove Cheesemakers Association? Is there anybody here can represent the Friesland Cheesemakers Association? We have one more, the Abbotsford Cheesemakers Association. Is there any one here can represent the Abbotsford?

Ladies and gentlemen, those are the associations we have listed in our book. Are there any that I missed? Shawano County Cheesemakers Association.

MR. GRAF: I think it is one of the most active branches in the state, and I would like to take this opportunity to commend President Raasch and Secretary Louis Ringel for conducting a good association in that part of the state. We have got meetings in Shawano County every second Wednesday in the month and the membership totals about 40 members and we also have a nice turn out at those meetings. I think the boys have accomplished a lot at those meetings and they always have worked with the state association and try to do anything that is for the interest of the industry. So I didn't like to pass up this opportunity to say a few words in their behalf.

PRESIDENT WHITING: That is my mistake. Shawano County is listed here but again I say, with these lights it is very hard to see here. Are there any other associations I haven't called upon? Are there any other representatives?

Is there any other business you would like to bring up that isn't listed here?

MR. GRAF: Mr. Chairman, I am sorry I was out of the room when you called upon me as chairman of the Resolutions Committee. We plan on meeting tonight after the banquet at the Foeste Hotel in room 332. If any of the members have resolutions they would like to hand in, we would be glad to entertain them, and as I said yesterday, I hope we have not quite as many resolutions as we have had in other years, but we would like to have real good resolutions that really mean something. I also feel that way about the state legislation. I hope the state legislature will not pass so many laws but real laws that we can live up to and do something with. I feel the same way with the resolutions. We will meet tonight at room 332 at the Foeste Hotel.

PRESIDENT WHITING: Is there any other business to come before the convention at this time? If not, we will stand adjourned until 1:30 p. m.

WEDNESDAY AFTERNOON

2:00 P. M.

PRESIDENT WHITING: Ladies and gentlemen, we will call this meeting to order. I have a few announcements to make. The banquet will be at 6:30 this evening at the Hotel Foeste here in Sheboygan. You can get your tickets over at the hotel.

I would like to say to those who have cars in town that we have some courtesy cards from the police force. Anybody who wants some of these courtesy cards, we would be glad to give them to you. There are some out at the registration desk, and anybody who wants a courtesy card just call for one, for parking your car.

I have a note here—to the officers and members of the Wisconsin Cheesemakers Association: "My best wishes to you, that your 49th convention will be very worth while and exceedingly enjoyable. C. E. Broughton."

Mr. Broughton presented us with this bouquet of flowers. I think we should give him a good hand.

SECRETARY EBERT: The Kohler Company is inviting the ladies on a sight-seeing tour through Kohler and they would like to have you over there at ten o'clock tomorrow morning if you want to go through the factory. If you don't care to go through the factory, they would like to have you arrive at 11:45 and you

can be their guest for luncheon at 12:45. In order to accommodate these ladies we should like to know how many can furnish cars. The Association of Commerce will furnish some but they don't know how many we will need, so if some of the ladies here would volunteer to furnish cars it would help us out in dealing with the Association of Commerce.

If you can't get hotel accommodations we have rooms in private homes. I have a number of names of private homes that will take in guests. If you can't get accommodations, call at Parlor A and we will take care of you.

PRESIDENT WHITING: I will announce again that the Resolutions Committee will meet in room 332 this evening after the banquet. And the Nominating Committee will meet in room 259 right after this session at the hotel.

Our first speaker on the program this afternoon is Mr. Wilson.

INFECTED MILK AND ITS RELATION TO THE CHEESE INDUSTRY

By C. H. Wilson

Ladies and gentlemen: I must ask your indulgence because of the hoarseness of my voice. I wish I could say that this hoarseness comes from campaigning for Secretary Ebert. I can't claim that but as an out-of-stater and one who is vitally interested in the dairy industry of this my native state of Wisconsin, I am glad that Secretary Ebert has been elected to the State Assembly. His will be a strong voice in Madison to protect and foster the interest of you Wisconsin Cheesemakers, and I am sure you will be glad that he has been elected to the Assembly.

In talking to you on this subject of infected milk and its relation to the dairy industry, I am not talking to you as an expert. I have never made a pound of cheese in my life. Nor, have I ever run a laboratory or microscopic test on a single sample of infected milk.

But—I have milked a few cows in my day. I've had the experience of milking cows with diseased and infected udders—and I know that the milk that comes from such udders "isn't so good."

This simple knowledge, plus what I've gathered from reading everything I could lay my hands on relating to the subject, plus what I've learned from talks with dairymen, cheesemakers, veterinarians, college professors and others, is the background for what I have to say.

"Infected milk" is just a polite way of saying "gargety milk". Whether a cow's udder is infected with germs, having tongue twisting names such as coli, brucella streptococcus, or staphylococcus doesn't matter—the udder disease that any of those germs causes goes by the name "mammitis" and the product of the udder is "gargety milk".

Authorities are pretty generally agreed that 90% or more of all mammitis cases are due to the one particular disease germ that goes by the name of streptococcus agalactiae. Let me repeat it—streptococcus agalactiae. It's an ornery sounding name—and the bug is just as ornery as its name.

These streptococci agalactiae bugs, like the others that I mentioned, sneak into the cow's udder through the opening at the end of the teat. That is the only way they can get into the udder to do damage. A cow can eat them, breathe them—or they can be deliberately injected into the blood stream, with no results in the form of udder disease. The only way they can get into the udder to start doing their dirty work is by entering through the teat opening.

How do they get there?

Well, the fellow doing the milking may have just the right kind of cold and sore throat, get germs from his throat onto his hands, and transmit them to the cow's teats. They may be on the barn floor, they may be floating around in the air. They may be in the cups of a dirty and unsterilized milking machine. They may get there from the hands of a person who has just milked a diseased cow.

Alright—regardless of how the bug got there, it's there—so let's follow this unwelcome visitor in its travels and check up on its activities.

Mr. Streptococcus Agalactiae squirms and wiggles his way through the teat opening and finds himself inside the teat. "Gee," he says, "this is swell. This is the Promised Land. It's warm and dark and moist here—just what I like. Plenty to eat here, too. Here's where I settle down and raise myself a big family."

So he digs in, attaching himself to tissue of the teat wall or to tissue of the udder—grows—divides—and in all too short a time he's a multitude of bugs, feeding on and destroying the udder tissue.

Now, while all this is going on, Old Mother Nature doesn't stand by and do nothing. No—at the first indication of infection, the cow's body responds. Inflammation—engorgement of the blood vessels with blood—is set up. The lymph glands secrete and send plasma or white cells through the blood stream to the infected area. It's the job of these white cells to tackle and overpower the enemy intruders.

Well, I could go on and describe the stages of a typical case of mammitis, as it runs its course. Flaky milk, clotty milk, soreness of the udder due to the inflammation—caking or hardening of the udder due to the outpouring of lymph that fills the udder as tight as a drum—then sluffing of diseased tissue—bloody milk—putrid brownish colored milk. Finally, a lost quarter of the udder.

That's a typical case that runs its course without being halted. However, Mother Nature's efforts through her battlers—the white lymph cells—coupled with help in the form of cold packs, cutting down on feeding, injections of sulfanilamide or other ways of remedying, may head off and stop the inroads of the disease—cause the germs to become inactive—or, wall them up in scar tissue. But once a cow's udder has been infected, it is infected for the lifetime of the cow. No way, no remedy has as yet been found to cleanse an infected udder completely of the germs. Some of them are in there waiting their chance—a chance that presents itself when the udder is weakened through the strain of over-feeding—bruises—chills, etc. That's the disheartening thing about mammitis—once it gets into a herd, even though it is halted—it's liable to break out again at any time.

Now, in telling you the foregoing, much or all of which is already well known to you, I haven't forgotten my subject, "Infected Milk and Its Relation to the Cheese Industry." I've been leading up to that. I've described what Mother Nature does in the cow's udder to battle off the disease germs—blood, loaded down with white lymph cells, rushing in to cause inflammation and swelling. Every tiny blood vessel in the stricken portion of the udder burstingly tight with blood. And it so happens that the milk making substances that pass from the blood vessels into

the milk cells vary in some respects from what the blood gives up when the udder is normal and healthy. Also, the milk making cells vary somewhat in their functioning, too.

At any rate, the milk that is produced in an infected udder is alkaline instead of acid. It has more sodium chloride or (salt) and less lactose or (milk sugar) in it. So the milk has a slightly salty taste instead of a sweet taste. The fat content of the milk is usually less. The casein content of the milk drops down considerably. The milk, also, will contain a lot of the white blood cells, and it will be more gassy.

Now, with these facts in mind—what effect does gargety milk have on cheese that is made from it?

Well—you cheesemakers know that it is casein that makes the curd—and it is the curd that traps and holds the fats from going into the whey. So—less casein means less curd,—and less curd means more fat loss into the whey. Also less casein and less curd means less yield from a batch of infected milk than can be gotten from a similar amount of normal milk from a healthy udder. Gargety milk in cheese making causes a heavy reduction of solids, and a full 5% reduction in yield.

But that isn't all.

Gargety milk impairs texture and flavour. It throws the cheese-making routine out of kilter. It lengthens out the normal time it takes for the milk to curdle—"throws a monkey wrench" into the machinery, so to speak. Or put it another way, it "bawls up the works."

So you, as cheesemaker, have very definite reasons for wishing that mastitis be controlled, and that none, or as little as possible, of gargety milk be delivered to your factory. You don't want to suffer a 5% reduction in yield and you don't want texture and flavour of the cheese impaired. You don't want the orderly routine of the cheesemaking processes disturbed.

Nor does the farmer want to produce gargety milk. He knows that cows with mammitis drop off in production—and that hurts his pocketbook. He doesn't want the yield to be reduced—because that hurts his pocketbook, too.

What can be done about it?

Well, the dairy world can go along, as it is now doing, taking pot shots at the disease—trying this remedy, that remedy—this idea and that idea—and getting nowhere in particular.

Or, the dairy world can come to the realization that the problem is too great a one to be solved by the efforts of individuals. Perhaps the time is approaching when some concerted program of control can and will be put into effect—some such program as has worked out so successfully for the control of Bang's disease and tuberculosis.

Meanwhile, I want to suggest this.

(a) Recommend to your patrons that they test each cow in their herd occasionally for gargety milk, using the Geneva Blotter. It's easily and simply done. Just squirt a bit of the fore milk from each quarter onto the spots on the blotter. If the milk is gargety, it will be alkaline and it will cause the color of the spot to change to green. If the milk is healthy and normal, it will be acidy and the color of the spot will change to lemon. By checking the cows in this way, the infection can be caught in its early stages and steps be taken to head it off.

And, to those of your patrons who want to set themselves seriously to the task of controlling mammitis in their herds, you can recommend a program worked out by Prof. Bryan of Michigan State College at East Lansing, Michigan. This program has proven successful where it has been followed persistently and painstakingly. Here is Prof. Bryan's program:-

1. Consult a local veterinarian.
2. Test the herd by physical examination and microscopic test to locate the infected cows.
3. Dispose, for slaughter, of all badly infected cows.
4. Segregate infected and suspected cows by placing them at one end of the milking line or in another stable.
5. Upon removal of an infected cow, clean and sterilize the stall.
6. Very important—test all replacement cows before purchase or buy them subject to such test.

7. Prevent heifer calves from udder injury and from sucking that breaks the seal on the teats.
8. Stable cows in comfortable stanchions with plenty of clean bedding.
9. Employ the following sanitary measures in the barn at all times:-
 - a. Before milking, wipe the udder of each cow with a clean cloth moistened with chlorine solution.
 - b. Discard the fore milk into a strip cup.
 - c. In hand milking, wash hands before milking each cow.
 - d. Exclude people with "running sores" on their hands or "strep" throats from the milking of cows.
 - e. In machine milking, dip the teat cups into chlorine solution before milking each cow. 200 parts per million.
 - f. Do not permit a calf to nurse in the milking line.
 - g. Use superphosphate or lime on the pavements and platforms.
 - h. Permit plenty of sunshine to enter the barn.
 - i. Milk infected cows last and properly dispose of their milk.

Now, this isn't an easy program to follow—it's a hard, tough, almost discouraging one.

But mammitis is the biggest curse of the dairy industry to-day—a most damnable curse—and NOW is none too soon to start doing something about it.

PRESIDENT WHITING: Thank you, Mr. Wilson.

Ladies and gentlemen, our next speaker on the program I think you are all well acquainted with; and I know that we are always glad to have him at our conventions and speak to us. He has chosen for his subject "The Missing Link in the Cheese Industry".

THE MISSING LINK IN THE CHEESE INDUSTRY

Ralph E. Ammon,

Director of the State Dept. of Agriculture.

Mr. Chairman, ladies and gentlemen: I consider it a pleasure and also an opportunity at any time to meet with and talk to or with the cheesemakers and the farmers of Wisconsin. I have been very happy in the past three years during the time I have been the director of your department that you have repeatedly extended to me the courtesy to talk to you and with you. While it is true that you do not always agree with what I say, perhaps often you disagree, nevertheless you have been fair with me and have always given me the opportunity to say these things, even though some of you knew in advance you might disagree.

Now, I appreciate that and I appreciate the fact we live in a country where you can and do invite people to speak, whether or not you are going to agree with everything they say. I know I have never made a speech before any group of cheesemen in which all agreed with what I said. Frankly, I never expect to. Whenever I reach that millenium I will be too angelic to stay on this earth, and I know that you don't expect me to say something that all agree with. But despite that fact, for three years you have repeatedly invited me to appear before your group and I appreciate that.

Ninety per cent of the difficulties and criticisms of the Department of Agriculture have their origin in the grades and grading of cheese.

Knowing this fact, it is natural that I, as Director of the Department, seek to understand the conditions which lead to such a conclusion, and correct them if possible.

That it is not personal animosity on the part of cheese makers, I am convinced, for I have had no personal argument with anyone of the 1900 cheese makers, and in fact, have at all times found personal friendship when meeting cheese makers or renewing old acquaintances.

Additional proof that it is not personal, lies in the fact that during the twenty years which I have known the situation, no less than fourteen men have served as head of one of the three

Departments now included in Agriculture, and each and every one of them faced the same difficulties and the same criticisms in connection with the grading of cheese.

From this I conclude that the difficulties and criticisms are not personal, but that they are deep-seated within the industry.

Now let us dig out these problems and criticisms, look at them without heat or prejudice, and see if we can find some constructive solutions.

I believe that every cheese maker present will grant that I have been willing at all times to meet with you and discuss any problem frankly. I shall be very frank today. Please do not misconstrue my frankness as criticism. I hope you will accept it rather as an endeavor to get at the facts, and an effort to improve the situation.

Now, what are the difficulties between some of the cheese makers and the Department? Let me cite them as I have heard or read them as stated by various cheese makers or groups of cheese makers. They say:

1. That the Department is dictatorial.
2. That the Department is grading too tightly.
3. That the Department is putting too much stress on quality.
4. That the Department is more interested in the cooperative than the independent factories.
5. That the Department is more interested in the farmer than the cheese maker.
6. That the Department is prejudiced against calling "No. 2" cheese "Standard" or some other less revealing name than "No. 2."
7. That the Department has usurped the power of the legislature.
8. That the Department doesn't trust either the cheese maker or buyer to grade their own cheese without supervisory check tests.

Now, let us examine some of the suggestions made by some cheese makers or groups of makers for remedying these difficulties. Here are some as they have come to me:

1. Abolish cheese grading by the state.
2. Create a new dairy department separate from agriculture and controlled by a majority of cheese makers on the board.
3. Permit the cheese maker to do his own grading.
4. Have the legislature name the grades and specify the requirements for each grade.
5. Change the name "No. 2" back to "Standard."
6. Hold a conference with the present Director of the Department when only the Director, the cheese makers, and the mice are present, and persuade the Director to be a little easier on the grading.

Now, let us discuss the first three of these as a group, because they all lead to the same end. These three you will recall are:

1. Abolish cheese grading by the state.
2. Create a new dairy department separate from agriculture and controlled by a board of cheese makers.
3. Permit cheese makers to grade their own cheese.

In my opinion all three of these lead to the same end, which is abolition of supervision of grading by the state. Of the three, I think the first is the most direct, the most effective, and the most economical.

If it be the desire of a majority of the cheese makers, and a majority of the farmers hauling milk to cheese factories that grading by the state be abolished, I know it would save the state a lot of money, and certainly would save me, as Director of the Department, ninety per cent of the grief now attached to the job.

But in reaching a decision to make such a recommendation to the legislature, the chief concern of the farmer and cheese maker should be the effect of such a move on the industry of Wisconsin.

If supervision of grading by the state is to be abolished, the quality program, and the advertising program should also be stopped. Because the quality program can not go forward without correct grades to reward those who participate. Without quality goods, correctly identified, any advertising program for Wisconsin cheese would be wasted effort.

Abolition of the state's participation in grading, quality and advertising of cheese would save the tax payers of Wisconsin \$150,000 annually.

But is it a saving which the farmer and the cheese maker can afford to suggest?

Can the industry afford to follow this road backwards?

In food merchandising, this is an era of ultra sanitation, an era of the cellophane wrapper, an era of government inspection and certification, an era of handy package, an era of identification for the consumer. Can the cheese industry alone ignore this trend?

Those are questions which the farmers and the cheese makers of Wisconsin must answer.

The Department of Agriculture has graded no food product until authorized by the legislature and requested by the industry. That has been true, is now true, and will continue to be true.

Now, let us consider Number 4 of these suggestions:

Have the legislature prescribe the grades and regulations. We are heartily in accord with that suggestion. If the legislature will name the grades and the specifications, that task will be lifted from the Department's shoulders.

There are some advantages and some disadvantages to this procedure.

The advantages, as I see them ,are:

1. It takes some grief off the Department of Agriculture.

2. Once the grades and specifications are fixed by the legislature, they can not be changed until the next legislative session.
3. The grade names and specifications will be more permanent.
4. Responsibility for any deceptive name will fall on the legislature.

Disadvantages, as I see them, are:

1. If an error is made, or conditions change, the correction can not be made until the legislature meets again.
2. Partisan politics could determine the specifications.

Let us consider No. 5 of the suggestions for improvement of the situation, namely, change the grade "No. 2" back to "Standard." To this we say emphatically, no. "Standard" is a deceptive name and was coined for the purpose of deception. We will be no party to such deception.

Less than fifteen per cent of our cheese falls into this grade. Why should we jeopardize the price of the eighty-five per cent that falls in "State Brand" by using a name for the second grade that is confusing to the consumer.

True, that the margin in price has increased since "Standard" was changed to "No. 2." There is more proof, however, that the margin is wider, because "State Brand" has gone up, than there is that "No. 2" has gone down.

Wisconsin State Brand Cheese at fifteen cents is relatively good in comparison to butter at thirty cents. Even "No. 2" at one-half to three-fourths cents less than "State Brand" still compares favorably with the price of ninety-two score butter.

That takes us to No. 6 of the suggestions, namely, hold a conference with the Director when only the mice are present, and see if he can't be persuaded to be a little easier.

I shall be pleased to meet at any time with any group of cheese makers, either with or without the mice present. I shall be glad to discuss the many problems of your industry. There are some changes which changing conditions make necessary. I would welcome your constructive advice on these changes.

In regard to being easy, I would like to be, just to be a good fellow. But if I were not firm in the enforcement of the laws and regulations, I would be doing you a disservice rather than a service.

Some of you will recall that when I first came to the Department directorship, I announced a policy of believing that trust in the cheese maker would result in greater compliance with the law. That prosecution should be the last resort. That if the Department adopted an attitude of fellowship toward the cheese maker, violations would decrease instead of increase. Some of you here in this room came to Madison to tell me that I was wrong. That competition between factories made close state supervision necessary. Results were confirming your claim. I admitted my error and tightened the inspection and grading. We have made a lot of progress since that time.

We have outlined a four point program for the industry.

1. Quality milk on the farm.
2. Quality products in the factory.
3. Stringent grading with correct identification.
4. Advertising and merchandising of quality cheese.

Wisconsin enjoys an enviable reputation for quality cheese. The Wisconsin Department of Agriculture has done more than any other institution, group, or individual to build and maintain that reputation. Furthermore, that reputation has been advanced more within the past two years than any similar length of time in history.

If you will accept this forward program and wholeheartedly cooperate with it, if you will continue to push forward without faltering, if you will accept us as your really true friend, and this program as your real goal, there are great opportunities ahead for your industry, and we shall be glad to serve that industry, firmly, faithfully, honestly, and enthusiastically.

There is only one road forward for the Wisconsin Cheese Industry. That is the road through quality, the road paved with firm grading, the road marked with accurate labelling, the road that leads to permanent glory for your industry. On that road we will be proud to travel with you; on any other road we can not go along. I beseech you, I implore you to take that road.

PRESIDENT WHITING: The next on our program we have a discussion on the present holding order. Is everybody satisfied with the present holding order? Let's have some discussion on it.

Ladies and gentlemen, many times I have heard, and the other officers and directors have heard that we do not have enough discussion on our program, and I wish that you all had a chance to be up here when we do call for discussion. It has happened year after year that we ask for discussion on certain subjects and we can't get a word out of any one. So it is really useless to put that subject on our program for discussion. Everyone must be satisfied with the present holding order. If you are not, we would like to hear from someone.

MR. MARTIN: Mr. President, the holding order was changed this summer. However, it didn't meet with approval in the start, but we had the department meet us half way, and I think we should leave that alone now. I don't think we should make any changes in the holding order at this time.

PRESIDENT WHITING: Has anyone else any suggestions? I guess that is all right.

I am going to change our program just a little. At this time I am going to have the pleasure of introducing to you the State Dairy Queen. We are certainly glad to have the State Dairy Queen with us and I know she wants to get back to Madison. I will call on our State Dairy Queen, Miss Dorothy Harrison. Ladies and gentlemen, I am sure it is an honor and a pleasure to have the State Dairy Queen with us at our State Cheesemakers Convention.

THE STATE DAIRY QUEEN—Miss Dorothy Harrison.

Thank you, Mr. Chairman, and hello friends. It certainly is a pleasure to be here this afternoon. I have never been to a cheesemakers convention nor ever seen as many cheesemakers. I want you to know what a pleasure it is and how interesting it is to represent your industry, and I want you to know how much fun I have had introducing Wisconsin's natural cheese from coast to coast.

While I was in Hollywood at the Republic Studios, right in the set of the movie "Barn Yard Frolics," I gave a cheese party with the help of Mrs. Ammon. She arranged some cheese on

trays and the still man took shots of our cheese on the trays and all the people on the set just adored our cheese.

One of the girls said she didn't like cheese. I said, you try our cheese, it is the finest cheese in Wisconsin, and I know you will like it, and they did like it, too. And I hope that it makes you feel better to know that we have made some more friends of Wisconsin cheese.

When I was in New York we had "Goliath," our mammoth cheese, there and a lot of people were very much interested in him. He drew a lot of attention and there were a lot of pictures taken with him and Mr. Tinkham King of Cookery. In the Field Test Building there were pictures taken demonstrating their kitchen and demonstrating food products, mainly dairy products that day.

Again I want to say that it is indeed a pleasure and an honor to represent your industry and I will do my best for you throughout the coming year.

PRESIDENT WHITING: Ladies and gentlemen: Our next speaker on the program I am sure you are all acquainted with, and he is one we are always glad to have speak at our convention. It is a pleasure to introduce to you at this time Mr. Hicks, who will talk on Insurance.

INSURANCE

John Hicks

Mr. President, members of the Wisconsin Cheesemakers Association, Supply Men and Ladies and Gentlemen: I am not going to talk on insurance as is listed in the program book. I always feel that I am somewhat on the spot when I am put up here on the program to talk to you. I do not know enough about your technical problems and things of that kind to help you in that way. That has to be left to the professors from the Wisconsin university and the people from the Department of Agriculture. So it really is always a problem to me to get some sequence of ideas that may be of value to you, and that is my sincere purpose when I am up here because it is a privilege to be on this program and to talk to you.

You have just heard a splendid talk by Mr. Ammon and there was a very spirited discussion among you and him. I don't think that anybody will disagree with the fact that the Department of Agriculture is most sincere, in wanting to enforce a regulation which will benefit the largest number of cheesemakers and you do have to have some sort of regulation from Madison in order to go through your industry and bring about the proper sanitation and proper handling of cheese. And also to drive out dishonesty and the chislers but you will agree that anything to be regulated and the manner of its regulation must both be determined beforehand before that regulation can be enforced. You must know what you want before you can ask the department to get it for you. This is still a country of free speech—perhaps the last country in the world where there is free speech, but they have it here.

Some of you have openly criticized Mr. Ammon and the Department of Agriculture and any cheesemaker in the state has a right to do so. But if your criticism is not sound, if it is not intelligent, if it does not represent a majority, you have accomplished nothing. And you weaken your position.

Since you have a right which is prevalent throughout all America, you have a right to criticize any public official, and you also have a right and you have a duty to criticize yourself and that criticism should take place first in order to bring about unison of thought among yourselves. If you will wash your dirty linen behind closed doors and thrash out your personal grievances behind closed doors and settle your differences of opinion behind closed doors, then when you come to a majority opinion that you all support, let that majority opinion go out to the state department or the public or wherever it is going to go.

I think that those boys meeting in Fond du Lac acted properly when they asked a news reporter to leave. Those things are personal methods, the same as family quarrels; keep them to yourselves but after you have agreed and you have swung the minority, let that majority opinion go out to wherever it is going with the full strength of your industry behind it, and that opinion, that desire, that criticism, that request, whatever it may be, will be acknowledged and recognized.

Now, some men casually have said to me, why should I belong to the state association? What do I get out of it? You can't argue with a man like that. He is unthinkable; he doesn't think. Men have associated themselves together for their com-

mon good since the beginning of time. Association of things of like kind and like quality is found throughout the universe. If you have ever driven through the Western country you found the Rocky Mountains in ranges, so that every one is protected on two sides from the storms and tempests. A lone tree out in the field is easily up-rooted by a tornado. A single stick lighted will go out. Wolves travel in packs; birds fly in flocks; the stars are in clusters, and men are in associations.

Six years ago and before you people could not buy fire insurance without paying prohibitive prices and rates and even then your business was taken as an accommodation, but the big insurance companies—they didn't want you. What did you do? You applied this universal plan of organization—association, and you formed the Cheesemakers Mutual Fire Insurance Company.

On hundred sixty-four years ago the thirteen original colonies used that same principal. They organized; they became associated together for their mutual benefit in order to throw off the abuse of the King of England.

The membership of this association so far is one hundred per cent spontaneous. You have come here because you wanted to. You have come here in years past, and you have come here because you wanted to. You have come of your own accord; there has been no pressure put upon you, and at this convention there will be somewhere around six or seven, perhaps eight hundred cheesemakers.

If that many cheesemakers come of their own accord because they want to, because they are following this universal urge of association, think what you could do if you put a little pressure on that. It wouldn't take much effort to get out a thousand or a majority of the cheesemakers in the state. It wouldn't take much effort to do so, but if you did do so, think what a bright situation that would be to your state officials or any representative that they send, say to Madison, to a hearing, when they are asked at that hearing, how many cheesemakers do you represent? and they could reply, we represent the majority of the cheesemakers and the opinion we express here is the opinion of the majority of the Wisconsin Cheesemakers. Then you have something.

You all received a program book, and on the front of it there was a clever cartoon, a businessman tied up with the old

hussey, long skirts and long hair whom he was trying to get rid of, and at the same time flirting with this nice young thing, "modern business methods". This is an age of changing things. No man is alone any more. No matter if your factory is in the most remote part of the state, you are still subject to those same complex conditions and problems that can be solved only through your association.

Did you ever stop to think that if there were only ten miles between each cheese factory, it would take one man twenty thousand miles of driving to call on the two thousand cheese factories in the state?

Now, that is a problem which you cannot expect your state association to take care of. You are not going to pay a man to go out and drive twenty thousand miles and see every cheesemaker in the state. So why not follow the same principal as the national government?

Our national government is in Washington, made up of senators and representatives from 48 different states. That plan was started. That plan was started some years ago, and you have some very active county associations, and you have four regional associations. One of your county associations is the Calumet County Cheesemakers Association, which has 100 per cent membership and is 100 per cent active. Tell me, where will you find men with more action and more thought than Louis Wrensch, Henry Liebrecht, George and Armin Hernke, and others?

Up in the Northwestern part of the state there is another 100 per cent local association, and Rice Lake, around Barron County, made up of high-standing Swiss cheesemakers. They are off by themselves and are not heard of so much but they are good. You will have to go a long ways before you find men with more progressive thought and action than Robert Herman, John Erb, Albert Kaufner and Isidore Kuschak. There are others all over the state. You should encourage and maintain those active local branches, maintain your Northeastern regional association at Shawano; maintain the Central Association at Marshfield; maintain the Southeastern Association at Beaver Dam; maintain the Southern Association at Boscobel, which has just recently been organized. I say maintain those four regional associations and your active county associations and in return let them maintain by their concerted action the Wisconsin Cheesemakers Association, and you have a most powerful industry and organization that will accomplish for you everything that is good.

Now, I do not mean just because you become strongly organized that every member is going to become rich. Organization work is general work dealing with problems of a general nature. No association is going to tell its individuals how to run their business. You might say the association prepares the ground and the individual plants the seed. But after the association has done its work, after the association has made the soil fertile and sweet, then the individual is on his own responsibility.

I was talking along this line sometime ago with a very successful cheesemaker. He has made money; he knows the game, he thinks straight and he talks straight. He said to me, John, what do you care about these things; you are a damn good insurance man and you could easily connect with some other place if the cheese industry went bad. What the hell do you care about us?

Now, that was a question. I could answer it from my heart; I couldn't find the words at the time. I hope that man is in the audience here because before I am through speaking I am going to give him an answer.

Ladies and gentlemen, have you recently read the Declaration of Independence? Signed by John Hancock and representatives from the thirteen colonies on July 4th, 1776.

The second paragraph of the Declaration, gentlemen, says that all men are created equal, and that they are entitled to certain inalienable rights, and among those rights is life, liberty and the pursuit of happiness. Every man who signed that Declaration of Independence was signing his death warrant, if he were apprehended by the soldiers of the King of England.

The Revolutionary War was fought and won; George Washington was elected president, and the United States was established as a national entity. There is its flag, guaranteeing the right to every citizen of life, liberty and the pursuit of happiness.

That was 164 years ago. Since that time there has been personal and national wealth developed in this country beyond the dreams of the most avaricious man. Sixty per cent of the business of the world is done in this country. We have more than fifty per cent of the world's gold supply; forty per cent of the coal; sixty per cent of the oil; fifty per cent of the telephones; seventy-five per cent of the automobiles, and we have one hun-

dred per cent of the civil and religious liberty of the world, and the highest standard of living known in history.

Now, you cheesemakers, you individuals in the cheese industry, you think you have some problems and a lot of grief. Maybe you have, but you have something else. You have one hundred per cent of the oil, the coal, electric power, telephones, automobiles, modern conveniences; you have one hundred per cent of those that you need. You have everything you need. You have everything you want,—except a little more money for making cheese.

Since you have all of those things, doesn't it seem a little bit out of line to make such a serious problem and such a serious matter of these different problems? Why not take them in good spirit; why not laugh? It will do you a lot more good. But you have those things and nobody can deny that. You have everything that you need and you are the most wholesome, the most fundamental, and the most powerful American group of people that I know of, and I like you, and that is the answer to my friend's question.

Now, if these mad dogs in Europe ever succeed in unleashing themselves upon this country, I think you would be the last to yield. You are American people. We hear President Roosevelt promising us to keep us out of war. We heard Mr. Willkie promise to keep us out of war. Perhaps it would have been a good thing if Mr. Willkie had a few million more votes—nobody knows, but I don't think any man can keep us out of war if Hitler defeats England. Then it is a matter of our either going to Europe to fight or sitting here and waiting until Hitler gets enough strength to come and attack us. In any case it is war, and as General Sherman said, War is hell.

So we here have this great nation of America of which you people, this cheese industry, is a fundamental and vital part. If you destroy the vital parts as they are over in the other countries, you destroy your foundation of America. We have this great nation dedicated to preserving the right of its citizens, to have life, liberty, and the pursuit of happiness.

Across the ocean there is a man whose sole ambition is world dominion by grinding under his heel the lives of the peoples of the countries that he conquers and with his eyes looking longingly at America as his final prize. He will not attain his

ambition, but his effort to do so has already disrupted our lives to a certain extent. We have peace time conscription. We are spending billions of dollars each year for armament and defense. What will be gained by defeating this mad man of Europe? Nothing, except we will lose the lives of our sons and brothers. We will gain nothing except the mental and physical anguish and torture of our finest manhood on the alter of this European mad man.

You have all read in the papers as I have how children in the countries defeated by Germany and under that hideous control are taught nothing but Nazi thinking—and they know no other. You have read as I have how the men of those nations are forced into military service with no consideration of their faith. You have read how the women of those countries are forced into maternity without fatherhood or benefit of clergy in order to produce more cannon fodder for the furtherance of this mad man's idea. You also have read how Hitler has caused the British opposing airmen to be shot down in France so hot that they burn like crisp bacon before they get to the ground; and how the German submarine is out under the ocean like an evil octopus with its torpedo to bring down beneath the waves the merchant marine vessel with certain and horrible death to all women and children aboard.

You have read all those things. It is a hideous picture but it is true. Throughout the world, outside of this country, there are millions of people who don't have enough fuel to keep warm the places they live in. They don't have enough food for a complete meal and their sons and fathers may come dragging home to die a torturous death because there is no aid. But enough of that.

It does us good sometimes to look at something ugly because we then appreciate beauty all the more. After looking at this ugly picture that is around the world outside of this country, let us return to the beauties of America where every citizen is guaranteed the right of life, liberty, and the pursuit of happiness. Let us look at a typical Wisconsin landscape where the cows are belly-deep in luscious grass, and the cheese factory is over the hill. Let us remember this is the only country that has a Thanksgiving Day, and Thanksgiving comes this month. We are guaranteed our Thanksgiving Day. We have here the guarantee to every citizen of life, liberty, and the pursuit of happiness.

PRESIDENT WHITING: Next on our program we have a discussion on the collection of state membership dues by the regional associations. Do you think the regional associations should collect dues for the state association?

MR. KOPITZKE: Mr. Chairman, I certainly think it was a nice piece of work done by the Calumet group and some of the others, and as one of the speakers said, it is hard to get out and contact those and I think it would be nice for the regional associations to urge their members to join the state association. The Southeastern has done something along that line last year.

PRESIDENT WHITING: Mr. Horn, have you anything?

MR. E. F. HORN: Mr. Chairman, I don't know just how you would proceed to collect the membership fee at the regional convention. Usually at that time we are interested in the regional affairs, and they all do pay a membership to belong to the regional, and as a rule many of those won't join the state organization. We did come through and made every man a member or cheesemaker that was a member of the Southeastern a year ago. It was quite a drain on our treasury and we didn't feel we wanted to do it this year, but we stressed very much upon the members to become members of the state organization by their own free will. There has been such work done; may be there could be more work done and some way devised whereby the greater membership in the regional would become members of the state organization. Yet it is still a problem and I wouldn't know how to approach it.

SECRETARY EBERT: Mr. President, it was suggested by one of the regional associations that the regionals or locals collect a five dollar membership at their conventions and retain one dollar of that five dollars and pay the balance over to the state association. We thought that would be probably an easier way of collecting rather than collect at the various conventions, and I thought it was a pretty good suggestion and I put it on the program—or at least I told them I thought it was a good suggestion and probably merited discussion at the convention, and that is why it is on the program. It came from the Central. I wonder if Mr. Parsons is in the room.

MR. PARSONS: Mr. President, I made that suggestion because I believe that is the only way you can work together with the association. I thought it would be a good thing to discuss here.

MR. THOMPSON: Mr. Chairman, I believe when a cheesemaker joins any regional association he believes he is joining that to obtain some benefit from it and without one head in the state we cannot expect to gain a great benefit from a regional association. I don't belong to any regional association for the fact that they are not affiliated strong enough with the state association. We don't mind paying five dollars or even ten dollars to belong to the state association if we can get something out of it, but to belong to anything that is only temporary and covers only a small community, a county or two, I don't believe there is anything in that, but if the regional were chartered under the state association and the dues of five dollars collected from each member and sent to the state association, the state association could do something for us. It looks to me like the state association can't do anything without co-operation with the local regional associations.

PRESIDENT WHITING: Do I hear any other suggestions?

MR. KOPITZKE: Mr. Chairman, I would like to ask the gentleman over there—he did say he don't belong to any association, and still he claims to know that the state is not getting any co-operation from the regional association. If he doesn't belong to any organization, where did he get the information from?

MR. THOMPSON: I would like to answer that gentleman. I paid my five dollars each year since the state association boosted it to five dollars and my one dollar a year, and I don't see where there are any big reports coming in except the Southeastern and the Central.

MR. KOPITZKE: Mr. Chairman, I would like to disagree with this gentleman over here. I think the regional associations have done an awful lot for this association, and if you will look over this group here you will find your leaders of the Southeastern and Northeastern and Central are right in this convention. They are the fellows that support this convention. I know in the Shawano County they had a local meeting and they did a lot of urging to come to the state convention, and I think there are fellows here who will bear me out on that. I think they should do all in their power to try to collect that five dollars and retain one dollar, but I don't think you can force them to charge five dollars for each member that comes to the regional. But I think it would do a lot of good to have a bigger and better convention and more people.

A MEMBER: I think your suggestions really come from your regionals, and that is why I think the regionals are a wonderful thing in the state. All these holding orders and different things, that have come up, are things that come from your own regional association.

MR. HORN: Mr. President, there seems to be some doubt as to whether or not the regional has done any good. I say that the regionals are the backbone of the state organization and I don't think there is any man can dispute that. There was for a number of years that this organization here was a lame duck with reference to finances as well as activities. These regionals began to spring up. We have been organized now for eleven years and during that time I could recount to you many activities that we have taken part in and one in particular that we paid for ourselves. Never asked the state to help us in any way, shape, or manner, and it didn't effect the American makers so much as it did the Swiss, and that was the Federal food and drug act which was going to compel us to mark each individual package with its net weight. I went down to Washington and the association paid for it, and we accomplished that much that none of you fellows are going to mark your packages with the net weight of those packages.

There are a lot of other activities that these organizations have accomplished that helped the state association. Now we are just trying to find ways and means of getting more of the regional members into the state organization. A few of these organizations have paid their memberships for the members into the state organization but that isn't possible for all these regionals. It costs money to do that. Some of these organizations have a way of making money. We have built up one of the biggest picnics that is held in the state of Wisconsin. In fact, the little city we hold it in is overflowing and the cops block off the roads and let no more in.

We have passed a resolution in our association that we bear our expenses to gether with other regionals, and I think that is doing a lot for the regionals.

MR. PETERS: Mr. President, I don't think there is any doubt in anybody's mind that the regional and local associations are contributing a lot of good to the state association. If they do nothing else, they formulate ideas which are eventually acted upon at the state meeting. However, I have heard this criticism and I think there is some truth in it—they are wondering if the

members that belong to these regional associations don't figure that is sufficient and therefore refrain from joining the state association. I don't know how true that is but I have heard that from a great many of the cheesemakers and we all know we used to have a larger attendance years ago in the city of Milwaukee. Our records bear that out. We used to have a larger registration. What the reason is I am not qualified to say but I know for a fact that many cheesemakers lay it to the fact perhaps because of these regional conventions and associations, the members feel that is sufficient. If they belong to the Northeastern or Southeastern, they think what is the use of going to the state too, which I think is altogether wrong. If there is any way that the regionals can help in promoting the membership of this association, they should do all in their power to help because after all if we are going to get anywheres as a united organization, it must be through the Wisconsin State Cheesemakers Association, not through the Northeastern or Southeastern, all the more power to those fellows in formulating opinions and ideas and all that. They are doing a good job, but we still must remember, we must have one state organization to really bear weight. I hope you can find some way to bring all these fellows in.

PRESIDENT WHITING: I hope we can find some way to bring them out. Next we have a discussion on the recognition of the value of the butterfat content of cheese. Is there any discussion on that?

MR. HORN: Mr. Chairman, before you go on that subject, an idea just struck me, how you might accomplish this bringing everybody in. You know just lately under the wage and hour law, any man working in a shop or factory, after he has worked 42 hours, and just recently it has gone down to 40 hours—why not ask President Roosevelt to declare a national holiday one day in the year for the cheesemakers so they can all attend the convention and not make any cheese at all—no cheese whatever.

MR. DAVIS: Butterfat in cheese—what encouragement is there to a farmer today to keep his herd well fed, in good condition, except the additional flow of milk—nothing for the additional butterfat. The national government says that the butterfat of cheese shall contain 50 per cent. The farmer that is bringing in the milk from well fed cows don't get any more money for the additional butterfat that he provides in a 4% butter or milk than the farmer who brings in a 3 or 3.2. It is true you cheese-

makers get a better yield but as the butterfat increases in the fall you know you don't get the increased taste in proportion to the increased butterfat.

Now, the state of Wisconsin has what is called full cream cheese. That is a misnomer. It is not full cream cheese; it is whole milk cheese. And our competition in every state around us is that it is being standardized. The farmer with a lot of butterfat standardizes but a cheesemaker cannot incorporate that whole butterfat in his cheese and his whey shows more butterfat. And I think that serious consideration should be given to the question of standardization.

MR. KOPITZKE: I agree with Mr. Davis, that the fellow who has the high testing milk is not getting as much as the one with the low testing milk, but I think the best solution is to buy on the basis of butterfat. I think we should encourage getting more butterfat in cheese and I think the fellows with high testing milk have more competition than fellows with low testing milk. I think it should be bought on the basis of butterfat content.

MR. DAVIS: Mr. Kopitzke, in order to start something you have to introduce it. Try and start something here.

MR. KOPITZKE: Mr. Davis, I won't even argue with you.

MR. DAVIS: Mr. Chairman, I am operating several factories and last spring one of my competitors paid 37c for butterfat at his factory. I could only pay 36. My patrons quickly brought that to my attention. I found that he had about a 3.1 test and we had about a 3.4 test, that I was paying about 20c a hundred more for milk than he was but he could pay more for butterfat than I could.

PRESIDENT WHITING: Are there any other discussions? Does anyone have any suggestion?

MR. CHRISTMAN: Mr. Chairman, I would like to suggest that we be permitted to standardize. If standardization was legal we could do it in a more scientific manner, we wouldn't make the low fat cheese, even though we did make a low fat cheese, the buyer could pay us for value received and we wouldn't have to be considered as criminals as they are trying to make out. We have a high testing milk up in our country, up as high as 5 and

5.2 and we can't just compete with the low testing milk. If the cheese was bought on a fat basis we could compete with them, or if they standardized we could compete with them. If it was permitted we could do it and just as well have legal cheese as the fellows with low testing milk.

PRESIDENT WHITING: Does anyone else have any suggestion to offer?

Ladies and gentlemen, our conventions are for the purpose of giving those in attendance a better and up-to-date picture of the industry which requires us to select speakers especially qualified to discuss their particular subjects. The next speaker will discuss "Personal Observations of a Cheese Dealer". We believe he is well qualified. He was born and raised in Plymouth, succeeding his father in the cheese industry, and later organizing and heading the Lakeshire Cheese Company, but selling his interest several years ago and moving to Chicago. After the death of Mr. Schujahn in Fond du Lac, he took over and became head of the Winnebago Cheese Company of that city. A year ago he organized and became head of the Wheeler Corporation, a cheese company at Green Bay. He knows the language of the farmer, the cheesemaker, and the cheese dealer. They all understand him; they all respect him, and I am pleased to present and introduce Mr. J. H. Wheeler.

PERSONAL OBSERVATIONS OF A CHEESE DEALER

By J. H. Wheeler

I greatly appreciate the honor of appearing on your program this afternoon, and in talking with you today I feel as if I were returning to old friends. All of us in the cheese industry are grateful to those men who organized the Wisconsin Cheesemakers Association nearly fifty years ago, and to those men of the present day whose unceasing work has maintained the organization throughout the intervening years.

As one who has attended these conventions frequently in the past, I am glad to be with you again today, for what I hope will be a frank and constructive discussion of Wisconsin's place in the cheese industry.

At the outset, I want to say that I am speaking solely as the President of the Wheeler Corporation, and not as the representative of any other organization.

In making my personal observation I hope to be able, with you, to come to an appreciation of the basic facts on which Wisconsin's place in the cheese industry has been attained.

In any discussion of the place of Wisconsin in the cheese industry, we are faced with the fact that there has been a shift in cheese production away from the State of Wisconsin during the past twenty years. During that period, a vigorous nationwide advertising campaign has been waged to broaden the market for cheese, both natural and process.

A total of close to forty million dollars has been spent in advertising by cheese dealers and producer organizations, to whet the American appetite for cheese, with the result that the per capita consumption of cheese has been raised from 3.5 pounds in 1921 to over 5.05 pounds in 1938, as shown by the statistics of the United States Department of Agriculture.

It was not possible for Wisconsin's production of cheese to keep pace with this tremendous increase in consumption of cheese. Even though Wisconsin's production has increased from 320 million pounds in 1925 to 365 million pounds in 1938, production in other States has progressed more rapidly.

Attracted by the growing demand for cheese, Southern farmers have imported good Wisconsin cows and laid the foundation for herds supplying milk for cheese production. The Southern farmer, with his cotton production curtailed, has found that dairying is a fruitful field. That dairying has grown in the South is evidenced from the fact that while Wisconsin cow population has only increased 8% from 1929, the cow population of Texas has increased 35%; Mississippi has increased 36%; Tennessee has increased 25%; and Louisiana has increased 42% since 1929.

With this steady increase in cows in other states, there was bound to be an increase in cheese production in those states.

In 1925 Wisconsin made approximately 72% of the nation's cheese, and in 1935, ten years later, Wisconsin's percentage of cheese production had declined to 57%, and in 1938 it had dropped to 50.4%.

On the other hand, production of Illinois cheese has grown from 6 million 700 thousand pounds in 1925 to 42 million pounds

in 1938; Indiana, from 255 thousand pounds in 1925, to 27 million pounds in 1938; Missouri, from 257 thousand pounds in 1925, to 11 million 480 thousand pounds in 1938; Ohio, from 2 million 700 thousand pounds in 1925, to 18 million 700 thousand pounds in 1938; Tennessee, from 321 thousand pounds in 1925, to 14 million pounds in 1938; Texas, from 9 thousand pounds in 1925 to nearly 23 million pounds in 1938; Mississippi from nothing in 1925 to 11 million pounds in 1928.

In 1925, the total cheese production in the United States was 443 million pounds, and this has grown to 725 million pounds in 1938; and the State of Wisconsin accounts for only 45 million pounds of this 281 million pound increase.

These figures compel you to recognize, as Wisconsin distributors of cheese have been compelled to recognize, that the prosperity of the farmers and dealers of Wisconsin is controlled and governed by the economic influences which affect the markets of the nation, and not solely by conditions within Wisconsin.

It is no longer possible, as it used to be, to pay the market price for cheese in Wisconsin and add the freight charges of over one cent per pound and ship that cheese to Texas markets, because you cannot now sell it in competition with cheese produced by Texas farmers within easy reach of the market.

It is, however, possible to sell a Wisconsin cheese of superior quality in the Texas market or in any other market of the country, but in order to do this we all of us must preserve Wisconsin's reputation as the source of superior quality cheese.

Why has Wisconsin's cheese attained its high place in the cheese industry? A number of elements combine to give us our answer. First: Wisconsin's soil, with its wonderful pastures, produces feed that imparts a distinctive flavor to cheese that other states cannot imitate. Second: Clean milk from high grade healthy cows, well housed and properly fed. Third: Cheesemakers who have devoted a lifetime to the art of making cheese. Fourth: A state department of agriculture that has for generations sought to improve the quality of Wisconsin dairy products; and Fifth: Dealers and distributors who for years have been engaged in building more and bigger markets for Wisconsin cheese.

Wisconsin's soil and climatic conditions combine to make pastures that produce milk, which when made into cheese, is ideally adapted for curing and aging, and it is this cheese that will insure Wisconsin's reputation as a source of superior quality cheese.

In spite of increased cheese production in other states, Wisconsin still retains almost a monopoly in aged or cured cheese, and the demand for cured cheese is increasing annually.

In my opinion, Wisconsin's superiority in the aged cheese market is due in a large degree to the fact that most all of Wisconsin's cheese is made from unpasteurized milk.

In the process of making cheese from unpasteurized milk, all of the delicate enzymes that permit aging are retained.

I am aware that recently considerable cheese has been made in Wisconsin from pasteurized milk, and I am free to confess that I do not now know how this cheese will cure or age.

I believe, that is one of the industry's problems, and before we get too deep in the process of making cheese from pasteurized milk, I would like to know the facts in connection with its aging qualities.

To that end, I would like to recommend to your organization that a fact finding committee be formed with representatives of makers, dealers and the Department of Agriculture, to study cheese made from pasteurized milk and report to you and to the cheese industry their conclusions as to the curing and aging of that type of cheese.

To that end I would be very glad to cooperate with the industry and buy and assemble for the committee a quantity of cheese made from pasteurized milk and to assemble and store this cheese in our warehouse at Fond du Lac, where it would be available for the inspection and study of the committee for such period of time as they might deem necessary.

I believe that the committee should consist of five cheesemakers, five dealers and five other members to be selected by the department of agriculture, and I would like to see this convention go on record as favoring the appointment of such committee.

We cheese dealers are vitally interested in the welfare of the farmers and cheesemakers of Wisconsin, who provide us with the cheese to sell throughout the nation. We are your salesmen, and for years we have been doing our part to promote the sale of Wisconsin's cheese, both bulk and process.

It is estimated that more than 50% of Wisconsin's cheese production goes into process cheese and the consumption of this type of cheese is increasing despite constant criticism and sniping by some Wisconsin politicians.

More than 90% of all the cheese made in Wisconsin is consumed outside of Wisconsin, and process cheese is responsible for a large part of that consumption.

This is due to the fact that the consumer likes process cheese with its uniform quality and taste and its attractive and economical package. Even here in Wisconsin the consumers prefer process cheese.

In a survey conducted at the University of Wisconsin in 1935, mild and aged American and process American cheese, without any identifying marks, were served to three groups at the University of Wisconsin over a period of 15 weeks, and here is what Wisconsin's Research Bulletin No. 128 says:

"During the entire experiment, each diner was permitted to take as much cheese as he desired from any lot. From the third day, the 110 Short Course Students showed a preference for processed cheese. For the first 3 or 4 weeks, mild American was a close second, but for the remainder of the period more of the processed than of the other two kinds combined, were eaten."

In another group, 40 doctors at the Wisconsin General Hospital at Madison, were served for 15 weeks at noon, and the Bulletin says:

"At the end of the first week, natural mild took the lead and held it rather consistently for the next six weeks. At the end of this period, processed cheese came to the front. For about two weeks natural mild and processed ran an even race, but during the last month of the test, processed was ahead by a wide margin."

The Bulletin says also:

"Natural aged American and processed American were teamed together in seven stores in five cities. The results were somewhat in line with those of the tests of natural mild American and processed American. A majority (61%) of

the customers of all stores indicated a preference for the processed cheese. In this instance, the men were evenly divided, but the women were strongly in favor of the processed."

"In five stores in three cities, natural Brick and processed Brick were passed out together. Two-thirds of the samplers chose processed."

Of natural Swiss and processed Swiss, the Bulletin says:

"This test was conducted in four stores in two cities. In each store the processed cheese was the more favorably received."

The Bulletin also discloses:

"Natural mild American and processed American were paired against each other in eleven stores in six cities. The differences in preference were unmistakable. A majority of the customers of every store chose the processed article. The majority ranged from a high of 83% in Charlotte to a low of 51% in the three stores catering to Negro trade in Atlanta. Of the total, 66% liked the processed cheese better." And here is one for the Wisconsin politicians to ponder over.

I quote from the same Bulletin:

"Natural mild American cheese was compared with processed American at Three Wisconsin farmer picnics: (1) Station Day, College of Agriculture, Madison; (2) Creamery picnic, York; and (3) County Co-operative Day, St. Croix Falls. Processed cheese was preferred by all three of these groups. The men elected it by a 2 to 1 vote and the women were 3 to 1 in its favor. Another significant point is that the majority of the tasters were members of dairy farm families."

Out of a total of 671 farm people at these three meetings, 208 preferred natural American cheese, and 463 preferred process American.

And so I say to you that whether you or I like it or not, process cheese is on the market and a large majority of consumers even in Wisconsin, like it and prefer it to natural cheese,

and it should make no difference to the farmer, producers or cheesemakers in what form cheese is finally sold, as long as it is sold and the consumer gets what he wants.

We should follow the example of California, and boost all Wisconsin products. The processors of California orange juice, grape juice, and prune juice are not now constantly attacked by California politicians, because even the politicians there have come to realize that you need consumer acceptance to sell your product, and that knocking does not build consumer acceptance.

And so we in Wisconsin, let's all of us, farmer, cheesemaker, dealer and even the politician, boost all Wisconsin cheese, whether it is mild or aged, American, Brick, Swiss, Italian or Limburger, whether it is natural or processed or any new cheese product or package that may be perfected or produced in this, the greatest of all cheese states.

Let us encourage the crossroad cheese factory and the cheesemakers who have done so much to build up this great industry and help Wisconsin retain its place as the leader of the cheese industry.

Let us unite our efforts and let each one of us without reservation or without limit, put in all he has of intelligence, energy and enthusiasm because that—and no less—is what Wisconsin needs and must have to hold its position.

Let us think together, plan together, work together in complete harmony and with warmest mutual understanding and respect, to preserve the national markets for Wisconsin's quality cheese.

To this end I pledge you my whole-hearted cooperation and support.

PRESIDENT WHITING: Are there any other discussions you would like to bring up at this time?

MR. GRAF: Mr. Chairman, it just occurred to me, of course, we know this is the 49th convention of the Wisconsin Cheesemakers Association, and we have with us today one member that has attended every convention. He has attended the 49 conventions consecutively, and we would like to hear from him. We would like to have a few words from him. It is Mr. Aderholt.

MR. ADERHOLT: When we had our first convention, I hadn't made up my mind to attend 49 in succession. That came some twenty odd years later. The 25th annual convention I was telling a cheesemaker I hadn't missed one and he thought that was wonderful, but he isn't here today. Today I would like to tell him it is the 49th. I haven't missed one yet. I would like to attend one more. Thank you.

MR. DAVIS: I would like to ask Mr. Aderholt or the other expert cheesemakers here, can they make cheese out of pasteurized milk? Is the substance they get cheese in the term that we understand it?

PRESIDENT WHITING: Will somebody answer Mr. Davis on that? Is there anybody here that makes cheese from pasteurized milk?

A MEMBER: Well, I have made pasteurized cheese for the past seven months now, but I have had a federal man with me for about six months and he has had cheese there that was aged, I would say about a year and a half and I would think would compete with any natural cheese that isn't pasteurized.

MR. DAVIS: Well, I would challenge the statement that a cooked milk, where the solids are cooked prior to the addition of rennet produces cheese. It produces a substance; it produces the solids of milk. That depends largely on the amount of heat used in pasteurizing that milk and in texture is more like the feeling of a soapstone. It don't take the flavor and I would infer that the government man with you couldn't have given it full pasteurization to have gotten the results you say you obtained.

A MEMBER: Well, according to that we have pasteurized our milk up to 160 degrees and I will venture to say that there is no soapy feeling or anything of that sort in the cheese, and wherever that comes in I am just thinking you are working your cheese too fast or using too much starter. We are using about a quarter per cent of starter; for about 10 to 11 thousand pounds of milk we are using about 30 pounds of starter, and I think if you are using too much starter that is where your soapy feeling or whatever you call it will come in. One of our state inspectors, Mr. Sorren, even had some of our cheese and if I understood our government man right, he thought it was pretty uniform cheese.

MR. ZIETLOW: Mr. Chairman, I have pasteurized mine for the past five years and I must say I have made about 99% state brand cheese. Either the buyer wasn't any good or else the cheese must have been right or they wouldn't have given me state brand. I entered the cheese contest and I scored with the rest of them. So I think pasteurized cheese is all right.

A MEMBER: Mr. Chairman, we have been pasteurizing for eight years and we are still selling our cheese. Take down in these southern states, as the gentleman read off the reports, in those states they are selling all that cheese and the cheese we have been making out of pasteurized milk, we have kept some for our own retail use and find nothing wrong. The consumer response has been satisfactory. I think a lot of the trouble in pasteurizing cheese is the way it is made, that is the way I think. Same way with the natural cheese.

A MEMBER: Mr. Chairman, we are making cheese for the A & P, and they prefer that cheese over your natural cheese for aging. They age that cheese before they put it on the market, for about eight months, the way I understand, and I think there is a fellow right in here who they called on, making pasteurized cheese. Mr. Hoppe, too.

MR. DAVIS: Mr. Chairman, I can understand why people who put cheese up in cans might want to pasteurize, but I would like to ask these gentlemen who have been manufacturing their cheese by pasteurizing the milk, does that kill the very germ that cures that cheese? Do they develop that full flavor on that product if held? Does it develop that bechnut flavor, that fine rich flavor of a cured piece of regular made cheese? I have never seen it myself.

Now, I manufactured and sold process cheese. I had manufactured the pasteurized cheese. I had Glenn Weiss out here pasteurize some milk and make it into daisies and I took those daisies and set them on our floor, didn't put them in the cold storage. I found that the butterfat on that cheese or on that product has been—commenced to separate along about 78 while on American cheese the butterfat in temperature commenced to separate at about 72 to 73 to 74. I held that there on that floor in the summer and it commenced to oil without taking that curing such as natural cheese will take. It afterwards got a flavor but not the flavor of our regular made cheese.

MR. THOMPSON: Mr. Chairman, I have been pasteurizing milk for five years. I have made cheese in the same place now for ten years—made the first five years without pasteurizing and the second five years with pasteurized and since I have had that pasteurizer I have not had one-third the off flavor on the cheese nor have I had the loss in yield. I can't see where there is any difference in heating. I think a pasteurized cheese is more mellow and smoother to eat at a younger age than the raw milk cheese. I don't know anything about the curing qualities, anywhere from four to six months, although the dealer I sold cheese to paid me a premium.

MR. DAVIS: Mr. Chairman, I have now arrived at what I wanted to find out in the start—that there is among our membership those that are manufacturing a pasteurized cheese and seemingly some of the buyers who I presume knew of the quality are buying that and according to the information, taking it satisfactorily.

Mr. Wheeler in his paper there offered a sort of a challenge to this association to appoint a committee to find out if the pasteurizing of milk would produce cheese they could use in their process. I would think that the officers and directors of this organization could well study this question pretty thoroughly because if we can take your flavored milk and your other kinds of milk that come in under the adverse conditions of the summer and simply by pasteurization produce this fine quality of Wisconsin product and sell it as cheese, it is a great saving for us makers.

PRESIDENT WHITING: Is there any other discussion?

MR. WHEELER: I just want to clarify my position to this extent, that I am not opposed to pasteurization, just as I said in my little talk. I think everybody in the industry and particularly the cheesemakers would like to know. Many of them have started, and I have seen some cheese made of pasteurized milk that was very fine. I don't know how they will cure. I think that is the attitude of most of us. I think the cheesemakers before they spend money on a lot of equipment would like to know also, and such committee can be formed and make a study of this by next March or April, and we will have a report to come back to the cheesemakers and the industry that will be very valuable.

MR. KOPITZKE: I want to say in my opinion there is some room for pasteurized cheese. I believe there is also room for good natural cheese, and if Mr. Clarson has any kick back on his natural cheese there, there was something radically wrong before he made it into cheese and it should have been turned back. I think we need both. I think there is a little difference in flavor. Some might like a milder flavor but some like that good old kick. The way it sounded here, there may be a law to pasteurize but I think that is just plain foolishness. I don't believe in embalming anything and I hope they don't pass a law forcing me to pasteurize it.

MR. HOPPE: We don't pasteurize to make our milk good. We pasteurize to make our good milk better. We have been pasteurizing for two years and as far as getting aged cheese you would just as well get good aged cheese out of pasteurized milk as you would out of raw milk. I think the trouble with too many of us is, we are too old fashioned or we can't stay in business. I asked the girl the other morning, it was pretty cold—I said, where are your socks? She said, oh, you are too old fashioned. That is the trouble in the cheese industry.

PRESIDENT WHITING: Ladies and gentlemen, I will again announce that the resolutions committee will meet in room 332 in the Foeste Hotel after the banquet. The nominating committee will meet in room 259 after this session and our banquet will be at 6:30 at the hotel. You can buy your banquet tickets at the hotel.

We have some very nice prizes to offer, door prizes, at this time, and I also want to make the announcement that we are having a dance at the hotel. We want you all to attend the dance. I hope you don't stay too late so that you won't be able to be here tomorrow morning. We will now award the door prizes.

THURSDAY MORNING

November 14th, 1940

PRESIDENT WHITING: Ladies and gentlemen, we will call our meeting to order. We are supposed to start at ten o'clock. I think everyone who attended that dance last night probably realizes that 11 o'clock is early enough to start. I would like at this time to ask Father Durnin to lead us in invocation.

INVOCATION

By Rev. John D. Durnin

In the name of the Father, Holy Ghost, and King of Men, Amen. We pray Thee, O Almighty and Eternal God! Who through Jesus Christ hast revealed Thy glory to all nations, to preserve the works of Thy mercy, that Thy Church, being spread through the whole world, may continue with unchanging faith in the confession of Thy name.

We pray Thee, Who alone are good and holy, to endow with heavenly knowledge, sincere zeal, and sanctity of life, our chief bishop, Pius XII, the vicar of Our Lord Jesus Christ, in the government of His Church; our own archbishop, Samuel Alphonsus; all other bishops, prelates, and pastors of the Church; and especially those who are appointed to exercise amongst us the functions of the holy ministry, and conduct Thy people into the ways of salvation.

We pray Thee, O God of might, wisdom, and justice! through Whom authority is rightly administered, laws are enacted, and judgment decreed, assist with Thy holy spirit of counsel and fortitude the President of the United States, that his administration may be conducted in righteousness, and be eminently useful to Thy people over whom he presides; by encouraging due respect for virtue and religion; by a faithful execution of the laws in justice and mercy; and by restraining vice and immorality. Let the light of Thy divine wisdom direct the deliberations of Congress, and shine forth in all the proceedings and laws framed for our rule and government, so that they may tend to the preservation of peace, the promotion of national happiness, the increase of industry, sobriety, and useful knowledge; and may perpetuate to us the blessing of equal liberty.

We pray for his excellency, the Governor of this State, for the members of the Assembly, for all judges, magistrates, and other officers who are appointed to guard our political welfare, that they may be enabled by Thy powerful protection, to discharge the duties of their respective stations with honesty and ability.

We recommend likewise, to Thy unbounded mercy, all our brethren and fellow-citizens throughout the United States, that they may be blessed in the knowledge and sanctified in the observance of Thy most holy law; that they may be preserved in

union, and in that peace which the world can not give and after enjoying the blessings of this life, be admitted to those which are eternal.

Finally, we pray to Thee, O Lord of mercy, to remember the souls of Thy servants departed who are gone before us with the sign of faith, and repose in the sleep of peace; the souls of our parents, relatives, and friends; of those who, when living, were members of this archdiocese, and particularly of such as are lately deceased. To these, O Lord, and to all that rest in Christ, grant, we beseech Thee, a place of refreshment, light, and everlasting peace, through the same Jesus Christ, our Lord and Savior. Amen.

PRESIDENT WHITING: Gentlemen, for our first speaker this morning I am sure that each and every one of us know him, we are always glad to hear from Mr. Davis. He has chosen for his subject "Cheese Grading by the State"? Mr. H. G. Davis. I know this is a very worthy subject.

MR. CHAIRMAN:

The subject given me — "Cheese Graded by the State" — caused me to go back some years as a comparison of present conditions. Starting as a cheese buyer in 1883, I found the greatest make of cheese in northern Illinois and southern Wisconsin which greatly changed as years passed. Cheese factories were built farther north. Cheese makers were much sought after by the farmers to go to their communities and build factories and often built for them, with a self-heater vat, which caused to maker to bend over the sides to work the curd—this was called the granular system, and six to seven thousand pounds was about the limit one maker could handle. The maker tested the whey for acid by tasting, and this was followed by the hot iron where some curd squeezed in the hand put on the iron gradually done showed stringing. Then the Poll Mill was introduced and later the Harris Mill which sliced the curd into cubes and by their use the matted curd could be handled, and the body and texture of cheese was changed to a close boring cheese. Early many factories had upright presses followed later by the gang press and Frazier hoop which was patented, and many makers had to pay royalty for their use. Some young Americas and mostly cheddars were made, later dealers got the flats, horns, daisies, squares, juniors, midgets and were mostly patented brands, and were the size and shape wanted for certain trade in different sections of the country.

The cheese buyer, by team inspected at the factory the cheese bought on the board, settling there with the maker all questions of quality and price, and the patron hauled the cheese in turn to the depot or the warehouse. This all took place without the present man-made grades of quality as now set up by the Department of Agriculture. A few years ago, we had three grades for cheese—Wisconsin, Standards and Undergrades. Then there was the Colby, a hand stirred curd and open, softer, made a great deal of the character of standard, and a stumbling block to the Department, so they don't say much about it. There was a market demand for the standard from certain sections for an open cheese, and under the standard brand was just what that trade wanted—a trade that did not want and will not take the solid firm cheese of the State Brand. Then came the Department insisting that the Standard brand was deceiving. Deceiving the trade and consumer as to quality and the name should be changed.

We all remember how that was done. Hearings all over the state with their men in charge showing maps and charts and strongly advocating the change, and they persuaded the farmer to vote in their way. They counted the votes and declared it carried to do away with the Standard brand, and subsequently No. 2. So was killed a well known brand of Wisconsin cheese, having a quality that was promptly supplied by other states, and by the Colby brand of quality. As the trade who had been buying the Standards refused to take No. 2, though the food value is the same under No. 2 as it was under the Standard.

Now what are the Standards the State has set up to describe the quality of cheese. They say cheese showing 50% butter fat in the dry free substance, and not over 39% moisture. The cheese, however giving a different standard on brick, Swiss and minister, so all others are so described are to be considered cheese, and take one of the three grades as established, but now comes another kind called Italian cheese who are allowed to skim and make their different kinds of any moisture or butter fat. This is not now an infant industry and grades should be established on each kind by State and nation so that the consuming public can't be fooled as to the amount of moisture and butter fat in the cheese, whether it is imported made in South America, or United States. The United States has set up a standard of 50% butter fat in the dry free substance as the whole milk or full cream cheese, and in other states in the fall the richer milk is standardized which pays the farmer more money as an inducement to feed his cows and keep them in the best condition for a large flow of milk and butter fat content.

How much have the farmers of Wisconsin lost for their higher butter fat content of their cheese for which they get no more money than the cheese of lower butter fat. The condenseries and Italian cheese makers are allowed to standardize. The state graders are good men with various degrees of knowledge of quality based on their experience on the points described as quality of grade furnished by the department, but every day have cheese to grade in which they are in doubt and where such doubt should not grade until further time was given for curing and a better judgment could be formed.

All dealers make these tests and the inspector can ask for them. I am strong for our dairy department in the good they have done and in their effort for improving dairying in Wisconsin, but mistakes have been made, one being the withdrawal of the standard brand. They have done great good and I want to help them all I can now and in the future. I strongly recommend the reinstatement of the standard brand, the greater consideration of butter fat content for the benefit of those farmers that keep up their cattle by feeding to produce the richer milk as well as the volume of flow.

Gentlemen, I had the pleasure yesterday of listening to Mr. Ammon, a gentleman whom I admire very much for his executive organization ability; a keen brain, energetic man. Those that were here will remember that he said he was an umpire. Well, an umpire, I gathered he must have been thinking of an umpire in a ball game.

An umpire in a ball game is a different definition than the word "empire". In a ball game the umpires are men experienced in years of playing ball, knowing the rules and capable of making judgment from the knowledge they have.

Is Mr. Ammon a cheesemaker or an ex-cheesemaker? Does he know the rules of conducting a factory, of your dairy contact with the farmers, the selling and distributing? I think not. Not having that knowledge, he had to depend on seeking it from others that he thought had it. And I believe he got some bum steers in his effort to learn about the cheese business.

Now, Mr. Ammon in his speech yesterday gave seven points—abolish cheese grading by the state is the first he raised. I would be utterly opposed to the grading by the state because I believe they have done a great deal of good and closer inspection

is also a better one. They have to get the kind of men to do that inspecting that they can get and they don't always get even a cheesemaker that knows his own make and often frequently at fault when he tries to inspect the cheese made in a neighboring or some other factory.

I believe the state could probably get the best cheese inspectors from cheese warehouses where there are men that daily do that inspecting.

The second—creating a new dairy department and separating it from the agriculture and controlled by a majority of the cheesemakers. Well, that is debatable. I believe that the people that know something about cheese would be more qualified to formulate rules of grade than people that don't know anything about it or have to seek their information from those that do.

Permit the cheesemaker to do his own grading! No. You are human and you don't like to take a loss and you usually have the better grade and therefore you would believe that it is a better grade. And I question whether cheesemakers as a rule are qualified to inspect their own goods and take a loss.

Fourth, have the legislatures name the grades and specify the requirements for each grade. For goodness sakes, no. Two years ago your association was sending a committee down to Madison every few days during the session to protest against some of the outlandish queer proposed laws and when they got down there and tried to talk cheese to those men, they found men who didn't know anything about cheese. They are drawn from all over the state, from all sections and are good may be in their line, but they don't have that knowledge of quality of cheese. So I would be absolutely against that phase of it.

Number five—change the name number two grade back to standards. Yes. Are you aware that the "twin" was first introduced here in Wisconsin and a name was given it by a firm; that the long-horn was gotten up by a Wisconsin dealer and his trade name was given to it—long-horn. That the "square print" was gotten up by another concern and the name given it. That these favorites "junior twins" are trade names and in some cases copyrighted.

What does standard mean? Webster says, standard—a flag or ensign, established rule or motto. Simply a name that don't

mean anything about quality of cheese, and it was adopted over in Ohio many years ago when they made what they call "Night skim". And that was called standards and strange to say the government of the United States has really gone so far as to call one of their grades of butter standard, deceiving all the buyers that buy it.

Mr. Ammon says that under no consideration will he consider the reinstatement of the name "standard". Well, how about the word "staple". Staple says more. May be he would like the word "staple" instead of standard, but our standard as we had it was a quality and a brand in the state of Wisconsin known and called by sections of the country that wanted an open, little softer cheese than the firm Wisconsin. That standard was used largely in Ohio and especially what was known as the Western Reserve.

Cleveland, Pittsburgh and throughout that section of the country wanted the standard and strange to say, when you took that word "standard" out of it and called it Number 2, they wouldn't buy it. They can buy the standards of Ohio, and standards of other sections of the country, and when we withdraw the word "standard" as one of the brands of wholesome cheese it was supplied by other sections.

Six—holding a conference with the principal director of the department, when only the director and cheesemakers and the mice are present. What did he mean by the word "mice" there? He told you the story about some potatoes where they wanted him to false brand so they could get more money. I don't believe that any cheesemakers of Wisconsin or any group of cheesemakers of Wisconsin have gone to the department and asked them for false branding. I consider that we are just as honorable in our business and representing the product of one of the biggest industries in the state of Wisconsin, and I didn't find the inference of "mice" in this connection.

I believe that Mr. Ammon is sincere in his thoughts but ignorant of the subject and I believe that if a committee could meet with that department and Mr. Ammon and try and educate them more on this one great industry, that we would all receive benefit.

So he said to you that times were changing. They are. I believe it is time that the state of Wisconsin set up standards

for the making of Italian cheese in the state of Wisconsin. I suggest that after hearing here yesterday about pasteurization, that a new standard be set up for that product, and labelled on the side "made from pasteurized milk". We may concede that some of them would call it cheese—I can't.

I believe that the time is coming that we ought to have some consideration given to the amount of butter fat in the cheese we produce. On butter we have different scores. It may be that we should have different scores to describe cheese that has got 52, 53, 54, 55, and 56 per cent butter fat, to find out whether there is a demand for that richer, finer product that holds that high butter fat. We are here representing a lot of local cheesemakers associations that get together once a month and discuss their local problems. They pass that on to the general for their discussion, and I believe that the local is a needed and good institution but why they should collect money for this association, I don't know. Thank you.

PRESIDENT WHITING: Ladies and gentlemen, at this time I will introduce to you Mr. Valleskey, who will give us a short address.

ADDRESS

By J. Valleskey

Mr. Chairman and cheesemakers, and persons who are interested in the cheese making industry of the state of Wisconsin: As was stated by our previous speaker, the cheese making industry is the only industry that we can call typical of the state of Wisconsin. We have got about two hundred thousand farmers who are dependent upon the cheese making industry in our state, and it is our problem to see whether we are able to help the cheese industry. After all, every one is interested in raising the price of cheese.

For the past two years the department of agriculture has put on a publicity program centered around the sale of Christmas package cheese, to the people of the state of Wisconsin and to the people all over the United States. They have done a great job as far as this program is concerned.

As you know, the Wisconsin Junior Chamber of Commerce consists of young men between the ages of 21 and 35 years of

age. Every one of us young fellows are dependent directly or indirectly upon the agricultural industry of the State of Wisconsin, and we as a group of young fellows throughout the state of Wisconsin know and realize that every cent that we have in our pockets is either directly or indirectly dependent upon the cheese industry in the state of Wisconsin, and we wanted to see whether we couldn't do something to help you fellows along.

At the present time I will state, I don't know anything about the cheese industry itself, so anything that I might say could not be held against me later on. But about two months ago the Junior Chamber of Commerce at Oshkosh, Wisconsin, consisting of all these young fellows made a resolution stating that they wanted to see whether they couldn't do something to help this Christmas package cheese sale along between that time and Christmas time.

We have an organization consisting of Junior Chambers of Commerce in 37 cities in the state of Wisconsin, and here is what we want to do to see whether we can do something. Most of us don't know anything about the industry, about the workings and so forth, and we will need the cooperation of the cheese makers and the cheese organizations throughout the state of Wisconsin for their advice and counsel on this program. And most of us know the state has put out a package consisting of 2½ pounds of cheese which is used for the purpose of giving Christmas packages to friends not only in our immediate vicinity but throughout the United States. So here is what we have done, and we are intending to do within the present time and Christmas time, and we want to see whether we can get your cooperation.

In the first place, there are about two hundred Junior Chamber of Commerce organizations throughout the United States, in Canada and in Alaska and Hawaii. We are sending a card to each Junior Chamber of Commerce member throughout the United States, and there are 55 thousand members. Every one will receive a card and on this card this man can write on and say we want 50 packages of Christmas gift package cheese. The purpose of this program is to send these cards out throughout the different cities of the United States to get these boys interested in knowing that Wisconsin has good natural quality cheese that you cannot secure in any other state in the United States. We want to show these fellows that we have got something here that we are proud of. We are going to be just as proud as the boys in California who send out fruit and apples and as proud as some of the other states that have their own products, like Florida.

We have many manufacturers in the state of Wisconsin, who instead of sending out cheese to their friends, they send something else, but they fail to realize we have something in the state of Wisconsin where we make 50 per cent of all the cheese made in the United States, and we send out something else which has nothing to do with our particular industry here in Wisconsin.

Now, when these boys all over the United States get this, they know that we as citizens of the state of Wisconsin are interested in this industry and we will do something for it.

Now, in the state of Wisconsin we have another program that we are putting up and we have approximately 25 cities in the state of Wisconsin at the present time consisting of young fellows who are interested in this, who are interested in our industry and are interested in seeing that the people outside of Wisconsin recognize that we are back of this program, and that we are interested in the welfare of our state. We have got the cities of Menasha, Neenah, Appleton, Fond du Lac, Manitowoc, Two Rivers, Milwaukee, Cudahy. Here is what we are doing—we are contacting the retailers to see that between now and Christmas time they have these Christmas packages in their stores. We are contacting the wholesalers to see that they have the packages there, so that when the people come in the stores they can buy the stuff. It isn't for the purpose of buying this particular cheese, but to send the stuff out to their friends, not only in the state of Wisconsin but all over the United States, to see that these people get these packages. We have a quality product that no one can duplicate for the price of 79 cents, where they can get at least a 2½ pound package of cheese and have it sent out to all of their friends and relatives.

Now, we have also a distribution committee and in Manitowoc county where we have our headquarters for this program, we are going to put on a radio program between now and Christmas time. We are going to have talks on the radio advertising cheese, telling the people to go into the stores around the 10th of December. We will have a big mass meeting and the county board of Manitowoc is back of it, and we are going to put an hour on the air over WOMET, advertising our state product, and then we are going to have the station give spot announcements over the radio from that time until Christmas time.

They are doing this same thing over in Antigo, Oshkosh, Appleton, Menasha, Madison, all the cities in the state of Wisconsin, and all these fellows are interested in it. We were over

in Appleton the other night and one of the fellows said, I wish we could get in right now and get working on it. One fellow said he is in the insurance business and the customers I call on are dependent on that industry and they in turn give me business, so it isn't the farmer and cheese maker that depends on this industry—it is also the people who live in the city and they should be interested.

That is why you fellows know you are peculiarly situated here in the state of Wisconsin. We can make quality cheese and we know it. We can make something that the other states of the country can't make because our climate and our men and your departments are interested in producing a quality cheese that other states can't do; and that is why we as an organization want to help this thing along if we can possibly do it.

We aren't the smartest fellows in the world, but we are young and ambitious and got a lot of pep. If there is anything we can do, if there is anything to help get this thing going, even if it takes us 100 miles, we will have accomplished our purpose. We are getting wonderful results throughout the cities, and if any of you fellows are near to any of these cities where they are putting on this program, I wish you would give those young fellows a great big hand and help them out and help them perhaps even financially.

They are going to run that essay contest, why people should eat good Wisconsin cheese and why they should buy package cheese. We are interested in selling cheese because every time we can sell a pound of cheese, every time a customer goes in a retail store and says, I want Wisconsin cheese, every time he says I want some of this natural cheese that perhaps he received at Christmas time—if this customer is in New York or in Chicago or if he is way down in Hawaii and he comes in to the retailer and says, I want some of this Wisconsin cheese, that the wholesaler is going back to the people in Wisconsin and say, I want some of that stuff, and then we will have accomplished our purpose, because we have got something, a quality product. We have got something nobody else has got, and we ought to be proud of it, and until everyone in the state of Wisconsin gets behind something like this, we can accomplish it. And I think we can show you fellows we can do something if you will give us a little help on this, and we will go to town on it between now and Christmas time and accomplish something I don't believe any other organization in the state has done. And also that the

Department of Agriculture have men up at Manitowoc. This is the Wisconsin Junior Chamber of Commerce. This isn't the Manitowoc Chamber of Commerce.

We are getting out mimeographed stuff and sending out radio speakers to the Lions Clubs, Kiwanis Clubs and everyone of them are interested in this thing and getting to realize there is something there that we have got and no one else has got, and if you fellows back us up on this thing and back up the Department of Agriculture, we can accomplish something for the benefit of the cheese industry and the agricultural industry in the state of Wisconsin. I thank you.

PRESIDENT WHITING: Thank you, Mr. Valleskey. I am sure that the Junior Chamber of Commerce can be assured of our help in doing anything we can.

It is with regret that I report the illness of Mr. Whedon of the Lord and Thomas Advertising Agency, who were to tell us of the advertising program of the American Dairy Association. It was very kind of him, however, to arrange to have someone to take his place qualified to discuss this same subject. We will be privileged to hear the advertising manager of the American Dairy Association. This association is handling the national advertising program for the several states now contributing to a single fund. The speaker is a man with a long history of experience and advertising and qualified to discuss that subject in general, and also tell us all about the American Dairy Association and the Wisconsin Dairy Industry Association. His last work was with the National Dairy Counsel which well fitted him for work in dairy advertising which we feel is distinctly different from that of any other commodities.

I am therefore pleased to introduce to you Mr. Owen Richards of Chicago.

THE NATIONAL ADVERTISING PROGRAM OF THE AMERICAN DAIRY ASSOCIATION

By Owen Richards

Mr. President and members of America's largest industry, the Dairy Industry: We often think of a railroad as a very vital and very important and very big industry. We think of a steel industry, we think of the mining industry, we think of the auto-

mobile industry as big industries, but there is no industry as big and as important and as vital to the wealth and health of this nation than the Dairy Industry. And whether you are a cheesemaker or a distributor of milk or milker of cows or ice cream manufacturer or butter producer or retailer of dairy products, you can feel proud of being a member of an industry that is of vital importance to the welfare of this country that we are all so glad to live in.

This matter of the dairy industry is one that has been very close to me. Your president mentioned that I had been with the Dairy Counsel and that is where I gained my dairy experience. Well, I was brought up in the range in Colorado where we had on our combined ranches something like 25 thousand head of range cows and as a kid I didn't know the purpose of a cow. We got our milk in cans that came from Wisconsin. We never milked those range cows; we lived on canned milk. So Wisconsin was famous for something other than just cheese.

I later was in the work with the Farina Mills, which is another industry or another organization that is close to the dairy industry, that of making feed for better feeding of cows and greater production of milk, and I did work with Pet Milk. So I have somewhat brought myself up in a business way in the dairy industry and I hope to live in it the rest of my life. I am proud of being in the dairy industry with this group. I somewhat feel like you probably feel—this is toward the end of the game and Layton down there with his Notre Dame team has run a substitute in. That is just about the dish you are getting now with Mr. Whedon absent from the platform here today. However, being as close to the program as I am through the American Dairy Association, and having spent my days in helping to organize it in the various states, I will endeavor to give you a comprehensive picture of the purpose of the American Dairy Association, its program in the merchandising and promoting greater consumption of dairy products.

The American Dairy Association is a representative of all branches of the dairy industry. Everybody is interested in it. However, it is financed by the farmers,—the farmers in the leading dairy producing states. Minnesota, Wisconsin, Iowa, North Dakota, Montana and Washington are the original states. Other states in the process of organizing and joining the movement are Illinois, Indiana, Ohio, Michigan, South Dakota, Oregon, California, Utah, Nebraska, Kansas and Missouri. With those states

now organizing it is hoped that within the next year the ranks of the American Dairy Association will be swollen from six states to about twenty.

It is hoped that by the end of another year we will have the foundation sufficient to carry on the right kind of advertising and merchandising program that will get a nationwide job done in getting more of the dairy products on the 130 million American tables. We started off small. We are starting out in a new type of merchandising. We have no brand names. We have four or five major types of products. We have problems such as no manufacturer has faced. They are different because a manufacturer has a trade marked brand and he can advertise and merchandise the trade name if nothing else, and he can apply that trade name to all his various products, but we have no trade name and we have these five products, butter, cheese, ice cream, evaporated milk and milk. We want to sell them and the problem is finding the people to buy them, and just because we want to sell them is no reason for the people to buy them.

A housewife buys cheese for some purpose in her household, for the setting of her table. The housewife buys milk for some definite purpose, and so with butter, ice cream and evaporated milk.

In looking over the problems that we had to meet we realized the necessity of a selling and advertising agency that knew something about the buying habits, the food buying habits of the American housewife. We also wanted an advertising agency that understood the merchandising and selling of farm products, and after interviewing some 58 agencies, the American Dairy Association selected an agency that knows its business. I say an agency that knows its business because it has done the job for years and years and years. That agency is Lord and Thomas Advertising Agency with headquarters in Chicago, and branches in California and New York.

Back in 1907 that agency started with a client quite similar to the dairy industry, the dairy group. It happened to be the Orange Growers. It had \$7000 to spend in an advertising campaign. Today that organization, which is the California Fruit Growers with the Sunkist brand, are spending three million dollars advertising oranges. And if you think of the orange juice and the oranges that are consumed at the breakfast table, you will realize that the agency knew how to do the job of putting that product for the growers of oranges on the breakfast table.

That agency has also marketed California figs, prunes, peaches, American walnuts, Sunmaid raisins. The agency has placed more agriculture advertising of food products than all other advertising agencies combined. I give you that picture of the agency because I want you to know that the American Dairy Association is in good hands, experienced hands—hands and minds that know how to take our products, dairy products, and put them on the table in greater quantities for the good of the industry and the good of the nation.

I often like to refer to a remark that I heard about Kraft cheese. Someone said, how is it that Kraft is so successful with a cheese product, and someone answered, well, they got out of the cheese industry and went into the pea business. That mystified me and I had to inquire just what was meant by getting out of the cheese industry because I know Kraft makes and sells some cheese. And this gentleman answered me by explaining that they pasteurized—they went into the pasteurizing; they went into packaging; and they went into promotion—the Three P's.

The dairy industry as a whole has somewhat lagged behind the merchandising activities of other food manufacturers and we took so many things for granted that they would buy, we didn't have to tell them to buy, they would buy; we didn't have to sell them, they would buy them, but all that time Jello, Spry and our fruits and vegetables kept urging the housewife to buy their products and over a period of time they had made a sale and we have reached the point where we are not getting the share of the food dollar that the dairy industry is entitled to, and there is only one way we are going to get it and that is to ask for it, and that is to do things and show things and pack things and sell things and merchandise things of the dairy industry to the satisfaction of the housewife. We are going to have to change a lot of our ways, and I am here to tell you there is only one way I know anything about. I don't know anything about the cheese business as a cheesemaker; I don't know the butter business as a buttermaker. My life has been spent in moving what the other fellow made to the markets, to the tables—that is making the sale. That is the job of the American Dairy Association, making the sale.

This week after many talks, after many dreams, and many discussions and many meetings, the American Dairy Association is putting dairy products in print. They are putting them in print; they are sending out the word over the air and they are

working in making the sale at the retail outlets. I might mention here that we are following the Sunkist plan of growing by stages, starting small but making advertising dollars make sales, making our advertising investment produce results—results that we can check, results we can look at and know. We are going into twelve markets to begin with. You are not going to hear this program from coast to coast like you hear a Jack Benny program because we do not have any three hundred thousand dollars to pay Jack Benny's salary. We do not have any five hundred thousand dollars to pay them from coast to coast. We have but \$25,000 and we have cut our pattern to fit that figure. And we want it to be sound and productive.

So we are going into twelve key food markets, starting with Seattle, Bismarck, Great Falls, Minneapolis, St. Paul, Milwaukee, Des Moines, Chicago, Detroit, Philadelphia and Boston. In those markets we have a merchandising man to take care of that particular trade area.

Now, by a merchandising man I mean a man who will go into the stores and get dealers to do things, who will contact the chain groups and independent groups to get them to put on displays and get them to advertise butter, cheese and milk, evaporated milk if they have it, and if some of them have ice cream, to advertise it in their weekly bulletins, in their magazines, in their programs they have on the air, in their newspaper ads.

He will also be responsible to getting displays up in the stores, in the windows, to merchandise cheese with crackers, to merchandise cheese with pies and to get that tie-up to put cheese and butter and those products on display, parade them before the buyers' eyes, suggest them to the buyers, and when I say buyers I mean food buyers, the housewife.

He will also have the responsibility of getting the radio people to mention in their programs something about cheese, something about butter in their home economics programs they give out to the housewife in the day.

Another one will be the responsibility of working with the newspaper when they print a recipe that they don't overlook cheese for a main dish or sauce, to give recipes that call for a pound or half pound of cheese or butter or the use of milk. He will also have the responsibility of getting other advertisers like your National Biscuit Company and your bakers to tie in their items and when they show bread, show butter with it; when they show crackers, show cheese with it.

Supporting the merchandising man in each market area will be a newspaper campaign and radio campaign sponsored by the American Dairy Association. Supporting that man will be quite a sale of material to be used in the stores, and the job I have been doing for the last three or four weeks I am going through that part of the program with you. I think it will mean more to you and I know it will be better than anything I can say in the way of a talk.

(The balance of Mr. Richards' talk was illustrated by paste-board advertising cards).

As I come near the closing point on this particular part of it, I want to say that butter baked turkey recipe is here and if you want to enjoy Thanksgiving or both Thanksgiving days, get one of these recipes. Practice or at least try out what we are telling the buying public to do, to use our own products.

At this particular point I guess I have made you hungry by showing you the turkey, and it is getting late and I am going to come to a close by saying that the Wisconsin Dairy Industry Association is a very vital part of the American Dairy Association. The American Dairy Association is very important in the dairy industry and it is important that we support their work and together work this thing out. The problem is coming; the problem is serious and what others have done certainly the dairy industry, the biggest industry in America, can do itself. I thank you.

PRESIDENT WHITING: Ladies and gentlemen, I have just received a telegram which I would like to read to you now, from H. C. Larson:

"Dear Mister Whiting and Fellow Cheese Makers: Very sorry not to be with you at the annual meeting. The discussion of subjects as set forth in your convention program should and I am sure will result in better things for all concerned. This is our day and may every member of the association determine to apply every proven method of manufacture towards building a stronger and more effective organization and profitable dairy industry."

THURSDAY AFTERNOON

November 14th, 1940

PRESIDENT WHITING: Ladies and gentlemen, I will now call the meeting to order. I want to read a letter to you.

WISCONSIN OIL REFINING COMPANY, INC.

Refiners and Marketers of Petroleum Products

Sheboygan, Wisconsin

Nov. 14, 1940

To the WISCONSIN CHEESE MAKERS we extend Cordial Greetings.

Cheese making is an old industry in Wisconsin. Our business, that of oil refining, is entirely new to Wisconsin.

Our company is proud to be the first to build a modern oil refinery in Wisconsin. Wisconsin citizens are entirely responsible for this new industry and among them are prominent representatives of your profession.

The Wisconsin Oil Refining Company will produce and market to the Wisconsin trade, a complete line of high grade petroleum products.

Our products and service will be available at all times to meet your requirements, and we shall welcome the opportunity of being of service to your members.

Respectfully,

D. E. FOSTER, President

Wisconsin Oil Refining Company, Inc.

DEF/fh

PRESIDENT WHITING: Ladies and gentlemen: We have members from the Missouri Association here and we want them to know we have really appreciated their efforts to get up here to attend our convention. I would like to ask those men to stand if they are in the room here. Eldon Scott, W. A. Galyen and Howard Campbell. If those men are here, if they will rise—let's give them a hand.

Thank you. Gentlemen, I hope your visit here will be a pleasant one.

Ladies and gentlemen, it is not necessary to introduce our honored guest, but it is a compliment to our association to have with us and I am pleased to present to you Wisconsin's U. S. Senator, Alexander Wiley.

ADDRESS

By U. S. Senator Alexander Wiley

Mr. President and ladies and gentlemen: As I face you this afternoon I am reminded of a story that was told of a famous physician. He said that we attend conventions, we doctors, and we hear a lot of discussion about our profession. He said, the thing we really need is to have something outside of our profession. He said, if the medical profession, for instance, would have talks on subjects that would cause them to think along different lines, it would make them more competent physicians.

Someone said that everyone of us, no matter whether we are lawyers, doctors, cheesemakers or what not, if we could get away from the subject of our daily routine, it would equip us mentally to see and foresee things that would make us more competent to look after our particular business.

I am reminded of a situation that occurred in Washington, and you will pardon me if I am a little personal in that respect. I have just been sitting with a delightful friend of mine—I hope he doesn't feel I am taking too much authority, Charles E. Broughton. He is a good old Democrat and I am a good old genuine Republican. But when I first got to Washington, they wanted to see what a Republican from Wisconsin looked like. I was called to speak before a group of newspapermen. In Washington the newspapermen are made up of the folks that get the news out all over the world, the great columnists, the great editorial writers, the men who write the stuff that comes out of Washington. As a result we could call them, between you and I, hard-boiled.

Well, they asked me to speak to them because I really believe they wanted to see what a Republican looked like. I happened to be privileged to hear, as I came into the hall, another chap who had spoken, and he made the serious mistake of speaking about politics.

Well now, I say this to all of you—while I haven't learned a great deal on life's highway, there are two people you shouldn't try to convert, and that is a newspaperman and a preacher. So I wouldn't talk politics, and what I said to them is this and it is along the line what I said heretofore, to get off your subject. I said, gentlemen of the press, I have only been in Washington 90 days and I found in Washington the same rules for living apply

that apply back in my own little town of Chippewa Falls, a city of ten thousand. The same rules make life worth while, make it rich and adventuresome, and make it a thing of joy and beauty. And I could see one fellow down there, and frankly, he had a little bit too much to drink. When I talked that way, I just read his mind. I said, no sir, I am not a preacher; I am just a hard-boiled country lawyer with a lot of background of experience in many fields.

Now, what are those rules? and I give them to you gentlemen. First, develop a sense of humor, as you travel along life's highway. It is a great bulwark. We have got to have it, you know, as we sit in the senate of the United States, and you see the senators going out into the cloak room. Some folks say, now they are going out to consider some great national problem. No, most of them go out there to get surcease from the care and wear of legislative duties, and so a story is told, a humorous incident is told and the result is we get pepped up.

Why, when Lincoln was in Washington, you remember in the midst of the great civil war he had a cabinet made up of stern folks who never smiled, who didn't realize that life was worth living, and when he came in to get direction and guidance from them, he couldn't get it. So what did Lincoln do—he told a humorous story and it woke his crowd up. What did it do? It operated to release the taut nerves. No man can reason and think clearly who is mentally constipated. It can't be done. So Lincoln realizing that, told a story.

Chauncey Depew, the great humorist of the last century, lived to be 90 odd years of age. He said his father and grandfather died in early life, and he said he started thinking why they died, and he found they had no humor in them, and so he took up humor and lived to be 90 years of age.

So, the first rule, I said to the gentlemen in Washington, is to develop a sense of humor. Oh, how true that is, ladies and gentlemen, in the stringent times up ahead. How a little humor will go a far ways. We have got to have it because we are facing critical times. The way to do that is to keep our minds thinking clearly.

The second rule is, don't take yourself too seriously. Someone said, you won't get through this life alive anyway.

Now listen. The Book of Books says, the battle is not yours; it is the Lord's.

Now, the man and woman who begins to think that they are indispensable—I am not talking politics now—who begins to think that the universe circulates around him or her, gets the wrong notion of the power of Almighty God. God uses individuals as channels, when they begin to realize that they are tools and not omniscient themselves. So don't take yourself too seriously, but if you have a job to do, do it with a song in your heart.

By this time the fellow looked up and said—he didn't say it loud—for heaven's sake, what is your third point. I said, brother, you are awful dry and if I don't get this third point across, I will buy. That is what I said to him, and I didn't buy. He got the point.

First, develop a sense of humor, and second, don't take yourself too seriously. Third, get perspective. Get perspective. Oh, how the world needs perspective. We get so close to our business—we cheesemakers, we farmers, we lawyers, and all we think about it that business and this government of ours. We see it in officialdom and in private life. People get to the point where they see just this little thing.

I told them this story, gentlemen. In 1933 a broker in Boston who lost all his means, was going across Boston Commons headed for the river to take the suicide trail out. As he went across that Commons, that historic Commons, he met another chap and in the light of that chap there was a light never seen on land or sea, because it was the light of a conqueror. He took him up to Boston Observatory and said, I will arrange for you to get what I have got, and standing by the side of that great telescope was a young man from my home town, an assistant to the great international astronomer Beebe. Looking through this instrument he said, What do you see, and this suicide-minded man said, I see a star. Yes, you see Arcturus. No, you don't see Arcturus, you see the light that came from Arcturus 25 light years ago, and it has been travelling 186 thousand miles since and the suicide-minded man said, You mean to say I don't see the star, I just see the light that has been travelling 186 thousand light miles a second? That is right. Then he switched the telescope around and showed in the vision two points of light. How far apart do you think they are, and the young man said, why, I think they look to me as though they might be three or

four hundred yards apart. Yes, he said, the light from one star to another would take 180 light years traveling 186 thousand light miles a second, and thus for an hour this young astronomer took this suicide-minded man up and down the valleys of the lights of heaven and showed him what is yours and mine every day, and he didn't appreciate it.

All at once after an hour, the suicide-minded man turned to this man and said, I haven't lost anything; I haven't lost anything, have I? Why, I have got my health, I have got my wife, I have got my children, and over in the library there are six thousand years of accumulated wisdom of the ages in art, in literature, in science. It is all mine. It is mine? He wanted to be reassured. The same man. An hour before the man was ready to take the suicide trail out, thinking it would cure his loss. He didn't know he had a wife; he didn't know he had children; he didn't know he had health; he didn't know all the accumulated wisdom of ages man had accumulated for him. What happened? The impact of an idea, an experience showing him the vastness and the beauty of heaven.

So something had occurred to him. What had he gotten? He had gotten perspective. So ladies and gentlemen, in this great industry in Wisconsin, as you go on your daily way,—and that isn't the speech I delivered, I have got it here—you don't have to worry, it isn't so very long. Let's go on our way, grateful that America is ours, the America as it is. America is ours, let's keep her American, and the best way to do that is equip ourselves individually so that we become virtually leaders, and the man is a leader who can put a smile on his face and see things. It is the man who can even in the most critical circumstances look for a guiding voice to give him direction and guidance, a sense of humor, coupled with a sense of strength that comes from a feeling that you are not the whole show yourself, and a sense of perspective will give you something that America needs. You are not merely manufacturers of cheese; you are the sustainers of a nation; you are the builders of the future generation that is to come, and they will say of you and me that we were quitters or cowards or we were great characters that protected our own, and I pray God they will say of you and me that we handed down to them intact this great certificate of citizenship which contains freedom of speech, of the press, of the right of trial by jury, the right to own property, the right to sell our own services, collect our own wages—a certificate that you and I never did anything for; that was handed to you and me on a platter when we were born. But now we are called upon

to do something for ourselves, to maintain as trustees and to transmit to future generations, our children and grandchildren.

I am extremely happy to be here in Sheboygan today so that I may have the opportunity of renewing a great many old friendships and making new ones.

I am also honored to be here because on this occasion it is possible for me to address a representative body of leaders in a great Wisconsin industry—the cheese industry, which in turn plays a vital role in our dairy industry.

You know in Washington we get to meet a great many “big cheeses”, but most of them aren’t digestible. And so it is a privilege today to talk to you men who make cheese that not only is digestible—but is one of the finest foods in the world.

I use the term “world” advisely, because I sincerely believe that today—if Wisconsin does not already produce the finest cheese in the world—it has a priceless opportunity to do so. The old world cheese and dairy product centers have in some instances been reduced to a shambles by war, and in others they have been barricaded by war blockades, so that today Wisconsin can capture every portion of this hemisphere’s cheese market which was once claimed by European dairy centers.

Mr. Chairman, there is little need for me to discuss the history of cheesemaking to this group of cheesemakers, and yet I believe some purpose is served by a brief consideration of that history. We all know the history of that shepherd who generations ago walked along a hillside in Palestine while he tended his flock. We know the story how he carried a day’s ration of milk in a skin pouch slung over his shoulder on a leather thong. We know that toward the end of that hot afternoon he sought a shady spot and sat down to refresh himself—to drink his day’s ration of milk. And all the world knows that when he opened the pouch he found that a coagulating enzyme was still active in the pouch (which had been made of a calf’s stomach) and had curdled the milk so that mankind had its first cheese.

There is a lesson to be learned here—a lesson concerned with scientific exploration—and in a moment or two I will discuss that lesson at greater length.

I know that a great many men here today are direct descendants from the American pioneers who pushed westward

driving cattle from the northeast to the middle west. I know that a great many men here today are direct descendants of the sturdy, industrious and frugal Scandinavian, German, Swiss, Dutch, English, Irish, and other old world immigrants who came to this land as pioneers and who dug out of the forests enough land for the 180,000 dairy farms in Wisconsin, and whose descendants today in this group run the 2,000 cheese factories and the other dairy plants which make up our colossal present day dairy industry in Wisconsin.

In April of 1939, we celebrated the 75th anniversary of the founding of the cheese industry in Wisconsin. At that time we honored Mr. Chester Hazen, who built Wisconsin's first cheese factory at Ladoga, near Ripon, Wisconsin.

We know that before his day—before 1872—cheese had been made only on the pioneer farms. We know that the cheesemaker then was not a trained specialist at his work. We know that the ordinary pioneer farm woman and her husband made the cheese. We know that the cow was the ordinary native cow, and we know that the dairy barn was the straw stack and that the feed was straw and marsh hay in winter and wild grasses in the summer, while the factory itself was in the pioneer farm kitchen or the farm cellar. I am interested in that pioneer cheese production because here again I believe we can learn a lesson.

We know that the cheese market in those early days was the grocery store, and we know that even in those days that small market was sometimes glutted. That, my friends, is basically the problem which confronts the cheese industry today.

Your early pioneer ancestors selected Wisconsin because of its many natural advantages, its temperate climate, its fertile grass producing soil and its cool, crystal-clear spring water, and its favorable weather. Those are the factors which make for good cheese production. They still exist in Wisconsin, and they are aided today by scientific manufacture and constantly improving equipment which has brought our Wisconsin cheese production to a high level where our 2,000 cheese factories supply half of the nation's cheese.

Of course, in pioneer days the transportation of cheese was by foot or by ox team. That transportation has been speeded up but the cost of transportation has been proportionately increased so that this itself has become an important factor in the problem of marketing cheese.

Now then, in our discussion today it is my purpose to comment specifically on a number of points which I believe we must consider in connection with the dairy industry.

I do not believe that the answer to the dairy problem and to the problems of the cheesemaker can be completely written in Washington. Part of that answer must be supplied through state activity and through the individual activity of the folks back home.

I want you to know, however, at the very outset of our discussion that I stand ready at all times to do anything and everything that I can to assist the dairy farmers and the cheese producers of Wisconsin. That has consistently been one of my major objectives in Congress, and my legislative record on the Senate floor and my activities in the Senate Agriculture Committee will bear me out on this point. I might add, incidentally, that each and every man here today is cordially invited to write me at any time concerning dairy or cheese legislation.

And now let us consider the problem which confronts cheese manufacturers today. That problem is essentially a simple one. We have the raw materials and we have the cheese production. We need only be concerned with expanding our present market and with seeing to it that a legitimate percentage of the cost of cheese on the retail market comes back to the producer and the manufacturer.

There are a great many factors involved in expanding the market, just as there are a great many factors involved in the price of cheese on the retail market.

In connection with expanding the market, I believe that:

1. We must raise the present per capita consumption of cheese and other dairy products by an intensive educational campaign.

Now, we know that Europeans have always consumed three or four times the amount of cheese eaten by Americans. As an American of Norwegian descent, I know my Norwegian ancestors ate cheese regularly—even for breakfast. If we consumed as much cheese per capita as the people of Holland do, the dairy problem of this country would be solved, and that is the reason why there must be an intensive, educational campaign.

That educational campaign can stress the food value of cheese. It can tell the world that a pound of Wisconsin whole-milk cheese represents four quarts of milk. We can tell the world that Wisconsin cheese provides high food value at low cost, that it supplies proteins, fats, phosphorus, iron and calcium and vitamin A, so that it is a concentrated body building and growth stimulating food of high value. We can tell the world that Wisconsin cheese is digestible. It is from 90 to 99% digestible and that it is endorsed by the American Medical Society. Those are the things we must stress in an educational crusade.

If we can succeed in selling the American people on the idea of cheese in each day's menu, we will not only have widened our industry's market, but we will have raised our national health standards. I believe that government should assist in such an educational campaign, and I stand ready at all times to urge assistance by government in this direction.

I might add that I believe so strongly in the food value of cheese that there is now pending before the War Department, at my request, an investigation as to the possibility of incorporating cheese in the training camp menus. I have made the strongest possible representations to the War Department in this connection because I feel it is absolutely imperative that the men in our training camps be given this health-giving food, and I believe that no segment of American economy is more worthy of this consideration than the hard-pressed dairy farmers of Wisconsin. I brought this matter to the attention of the War Department because I believe in it and I will continue to fight for it.

2. I believe that the marketing of cheese will be materially bettered by a careful study of the packaging problem. We must make cheese easy to handle and easy to sell in attractive containers.

3. In this connection I might add that it is vital for us to lower our transportation costs. I believe that too large a percentage of cost of cheese to the ultimate consumer is created by excessive transportation costs. At the present time the United States Post Office Department is considering my proposal to lower the parcel post rates for cheese. I believe that as necessary a food as cheese should be given a special rate concession, and I have requested the United States Post Office Department to make such a concession.

I believe also that transportation costs all down the line should be reduced so that cheese can be brought to the ultimate consumer at a lower price. I am ready at any time to make that statement to the Federal Interstate Commerce Commission when transportation rates are considered.

4. I believe that part of the answer to the problem of the dairy industry and of the cheesemaker will be found in scientific exploration—in research. Our modern Wisconsin cheese factory is a far cry from the pioneer farm kitchen cheese factory, but we must continue our march of progress so that our product becomes even finer and its use even more widespread. With the closing of the European sources of production, there is a new challenge to us, a challenge to make a product which will answer every requirement of those consumers who formerly purchased European cheeses.

It is entirely conceivable also that we may develop new and allied cheese products, new types, and new varieties which may open up new markets. I have a similar hope for the dairy industry in general because I know that when casein is utilized in industry more extensively and when the other by-products of the dairy industry are properly used, we will be well on our way to solving the dairy problem. I look forward to the day when the by-products of casein will supplant bone and bakelite in many commercial uses today.

Yes, I believe it is possible for the laboratory to make a great contribution to the solution of our dairy problem.

5. While we are making all these educational crusades, to create an expanded market, it is absolutely vital that we create more sales outlets. It serves no purpose to create a greater potential sales market for cheese throughout America if we do not at the same time supply outlets where the cheese can be purchased.

I have personally presented every Senator of the United States with Wisconsin cheese, and too often I have those same senators return to me with the story that they want to secure more of that cheese but are unable to purchase it in retail stores throughout the east. Part of our problem must be to create a great many more sales outlets. That is the simple economic philosophy which is one cornerstone in almost all sales programs today.

In connection with creating more sales outlets, I might mention that a great many states under the so-called "police powers" granted to them under the Constitution have set up trade barriers which would eliminate Wisconsin dairy products from entering their state. The reasons which are given for these regulations are absurd. There can be no valid reason for keeping Wisconsin milk out of any state.

It can be shipped on fast trains in glass-lined refrigerator cars so that it will arrive at its market in perfect condition. The only possible reason for barring it from any state is merely to create an economic blockade. I am opposed to this economic border warfare between states. I want to see that every state in the Union has the privilege of drinking Wisconsin milk if it so desires.

I introduced legislation to eliminate this guerrilla warfare and I shall continue to fight against this unwarranted discrimination against Wisconsin products. If we are to have national unity in the larger sense, it is essential that we have it also in an economic sense.

In general, my friends, I repeat that I do not believe legislation alone will ever write the answer to our dairy problem, nor will it write the answer to the problems of the cheese industry. I believe the answer to these problems will in a large measure have to be written by the people back home with the assistance of government.

I cannot believe that our American economy will ever be completely sound if we cannot integrate the economy of the farmer with the economy of the city laborer. Farm economy, dairy economy, must be brought into balance with the economy of the city if we are to have a healthy and sound national economy.

I believe that there has been not enough attention devoted to the problems of the dairy farmer, and one of my big objectives in Washington is to see that this problem gets consideration.

I introduced S. 2835, a bill providing for the promotion of sound dairy practices and for an adequate and balanced flow of milk and its products in interstate and foreign commerce on July 19, 1939, in an effort to see that this dairy problem was at least considered and studied by the Senate Committee on Agriculture, of which I am a member.

It is not enough for us to study the problems of the cotton farmer, the problems of the wheat grower, or the problems of the corn belt. We must study every segment of agriculture, and that certainly includes the dairy industry—if we are ever to write intelligent agricultural legislation.

I believe that the farmers of the middle west are the backbone of the nation, and I demand that they be given consideration by Congress.

There are trying days up ahead. Our internal economy is likely to be torn wide apart by the tremendous outlays of government. If we had been more economical in our ordinary peacetime expenditures of government, these defense appropriations wouldn't have constituted such a great burden. If our government had lived within its means in the preceding years, we would have had a reserve and out of that reserve we could have met some of the defense expenditures. As it is, however, these tremendous defense outlays will be a tremendous burden on our general economy.

I cannot foretell what is up ahead, but I do know that the American farmer has done his part. I know that the Wisconsin dairy farmer has done his part. One of the great first lines of defense is found in the American farm. That line of defense, thank God, is well-equipped and it is almost the only line of defense which is well-equipped. It is well equipped not because government has made it so, but because the farmers themselves have made it so.

If we are to have national unity now, we must see to it that the farmer who has done such an excellent job on his defense front is given a more just share of the rewards of labor.

Whatever crisis this nation may have to meet, and I pray to God that it will be nothing more than a peacetime crisis, I know that the farmers of Wisconsin and the men like yourselves, who market their products, will meet the challenge. There may be dark days up ahead, but there should never be starvation in America as there is likely to be in Europe. Ours is a land of God-given plenty, and ours must be an economic philosophy of abundance.

We must scrap our doctrine of scarcity. We must readjust our economy so that a surplus of butter or cheese is a blessing

as God meant it to be, and not a curse as our economic planners make it.

That is the problem, gentlemen, and you and I must write the answer.

PRESIDENT WHITING: Every group or association with progress as its objective must enjoy the advice and counsel of those willing to assist and it must also receive the protection of those willing to defend. It pleases me to present one who has been that kind of champion for the cheesemakers of Wisconsin and has written valuable assistance to our state association.

This year's convention in Sheboygan is a mark of respect on the part of Wisconsin cheesemakers for the assistance that man has given us. The best evidence of his interest in our progress and prominence is the special attention of the Sheboygan Press, copies of which have been placed on every chair in the convention hall and which our association has requested mailed to every cheesemaker in Wisconsin in all of his work as a national committeeman from Wisconsin. He has never lost interest in our association. I am pleased to present your friend and mine, Charles E. Broughton, editor of the Sheboygan Press.

Members of the Wisconsin Cheese Makers' Association.

It is getting late, and you want to get home, and I would be the last to infringe on your time, much as we would like to have you remain with us.

You have honored us on three occasions with your presence in the last seven years, that is a compliment that cannot be overlooked.

When you come again we will have a large municipal auditorium, ample in size to house your meetings and your exhibit. Plans are under way for building an armory and large auditorium, the Common Council and WPA having taken the preparatory steps.

SURPLUS MARKETING DIVISION

We must think ahead what will best aid the market in the sale of cheese, and then take advantage of every opportunity in that direction.

The Surplus Marketing Administration is an avenue through which we can get rid of our surpluses, or a portion of them. Recently the Food Stamp Plan has been adopted by several counties in this state, and before the year is ended it will have a place in nearly every Wisconsin county. It consists of blue, white and orange stamps redeemable in grocery stores, neighborhood stores. Each month the Department of Agriculture, through which it operates, gets out a revised list of surplus commodities. The law on that subject reads:

"The Corporation shall from time to time prepare bulletins in which there shall be designated the agricultural commodities and products thereof found by the Secretary of Agriculture to be surplus food. Such bulletins shall be furnished to food retailers and wholesalers through their local organizations and trade publications and local newspapers and interested persons upon request."

This means, my friends, that our efforts here in Wisconsin should be directed toward getting cheese and butter and milk included as surpluses.

Only last week two representatives of the federal government were at Plymouth attending the meeting of the Wisconsin Exchange with a view of getting information as to how they could buy on that board. This is a most hopeful sign.

Again, there is another avenue. In this preparedness program calling for 5,000,000 men to train in the next five years, these camps should provide dairy products including cheese. I have a letter back from one of the boys now in training inquiring why the menu does not include cheese.

Here is where the Department of Agriculture can do a job for the cheese industry. The National Guard is already in service, and through contact with Adjutant General Immell there is no reason why Wisconsin cheese should not be made available before some other state takes the cue and lands the contract.

OUR DAIRY BOARDS

Do you know that we are facing one of the most prosperous eras in all history? From every nook and corner of this land this program of training our boys and building up a program of preparedness, is bound to aid an already favorable market.

Where only a limited number of boxes of cheese was sold a few years ago on the Wisconsin Cheese Exchange, 224 car loads of Wisconsin cheese have already been sold.

True, competition is keen with other states, and that means we should be up on our toes, taking advantage of every opportunity to sell more Wisconsin cheese. Use every newspaper, and bear in mind that the weeklies and trade papers are your best medium. You may be a bit surprised that I place these ahead of dailies, but there is a reason. Daily publications with the war news from abroad, unless they are cheese-minded, fail to sense the importance of a commodity that helps build Wisconsin.

Whenever you have a county or a district meeting, see that the home newspapers get the story. Patrons of factories want to know what the cheesemaker is thinking about and your avenue is through trade publications and the county press.

PRESIDENT WHITING: At this time your program book says we will have a few words from your president and I will make them as few words as possible.

ADDRESS OF EARL B. WHITING

Retiring President Wisconsin Cheesemakers' Association

The official program for this convention, which was published several weeks ago, carried announcement of my intention to retire as your President and, therefore, before closing your deliberations today, you will select my successor.

The honor you have conferred upon me to serve in this capacity for the past seven years, is not only appreciated, but I have accepted the duties of the office with a conscientious conception of the responsibilities that go with them.

During each of the past seven years there has been a steady and gradual increase in the demands upon the president's time because of the growing interest of cheesemakers in the work of the Association and the increasing problems seeking the advice, counsel and assistance of the cheesemakers. On the other hand, my own business has also enjoyed a satisfactory growth, and it now demands practically all of my time. These are the principal reasons which prompted my decision, and I feel you are entitled to the information.

Last year at your convention, I gave you a detailed report of the Association activities and the services it was rendering to the members as well as the resulting benefits enjoyed by non-members; it will not be necessary this year for me to present a detailed report because I have asked your Secretary to include in his report such information covering the past 12 months.

During the past few years we have had many meetings and conferences which gave opportunity for the discussion of every question or problem of interest to cheesemakers and the cheese industry. It is unfortunate that many of these involved fundamentals but on which there was serious difference of opinion. In some cases this difference existed between individuals and in others between groups of cheesemakers. As President, I went as far as possible in lending my personal assistance to the solution of these problems and the settling of these differences, but at no time did I try to force my personal views upon any cheesemaker.

It was also my aim to bring all questions and problems before our meeting and, to that end, inaugurated a council meeting of licensed cheesemakers before the last several conventions for the purpose of fully informing them of the questions and resolutions that might be brought to the floor of the convention, with the hope of securing full and open discussion for the benefit of all. I can not say I have completely succeeded, at least to my satisfaction; too many of our thinking cheesemakers failed or refused to take part in these open discussions and many times information which would be valuable to the group or a convention remains a secret in their minds to be carried home, leaving the industry handicapped in its efforts to promote the best interest of all.

I have tried to have it understood that resolutions brought before your state convention are for your consideration and action, and not for the purpose of having them hastily read and adopted without careful thought, study and discussion. It is my desire to have every member of this Association thoroughly understand a resolution and its consequences before asking him to vote upon its adoption or rejection.

As your retiring President, I believe my seven years in office permits me to say with a degree of authority that not always have the resolutions or the recommendations made been for the best interest of the industry, and I should also add that partial responsibility for this vote lies with the inarticulate minority.

Speaking independently, and not as your President, I might say at this time that I do not agree with many of the resolutions adopted at sectional conventions asking for and recommending radical legislative changes to be made in some of the official and departmental set-ups at Madison.

This method of procedure is one of our outstanding weaknesses and further proves the charge that we look to the Legislature for help that it can not give, instead of carefully studying the situation ourselves and, as a group of cheesemakers, presenting an intelligent program to the proper officials, which I know would receive the proper consideration. When I say properly presented, I mean such as received the support of cheesemakers as a group and not supported by one section and opposed by another.

In closing, may I say that my work has not only been a pleasure, but the experience has been a schooling and education for me. My best wishes to you and each of you, and may you seriously consider the resolutions before this convention before voting upon them and in selecting your officers for the coming year. May you be guided by sound, sensible and economic objectives, which include your livelihood, your investment, the protection and elevation of your profession as cheesemakers, and last and foremost, the future of the cheese industry of Wisconsin. To that end I pledge my continued support.

I want to thank each and every one and all the officers and all those who took booth space at the convention, and everyone who made it possible for us to have our convention. I want to thank all those who helped us here in Sheboygan for the fine reception they have given us. I thank you.

We will now have the report of the Resolutions Committee. Is the chairman in the room—Mr. Graf?

Ladies and gentlemen, through some error or mistake we forgot to put a man on our program who has always helped at our convention, who has always been willing to give advice in any capacity he can for the cheesemakers of Wisconsin, and the dairy industry. We wrote and asked Mr. Mooney if he would talk at our convention and he said he would. I had visited his office one day and we were talking about his part on the program where he was, and I looked at the program book and saw that he wasn't on the program after he had accepted to talk

here and it was an error, but at this time I would like to have George Mooney say a few words, if he will.

ADDRESS

By George Mooney

Mr. President, you have heard a lot lately about the forgotten man. Now he calls upon me and reminds me of the indispensable man. I don't think Senator Wiley would have made the remark he did on point No. 1, "You should develop a sense of humor", had he been at the Foeste Hotel last night.

You know this year it was kind of tough in politics for the cheesemaker of Wisconsin. They had the Democrats asking them to vote for Roosevelt and they had the Republicans asking them to vote for Willkie on the ground they should oppose a third term, and they had been electing Earl for seven consecutive terms. They haven't told us yet why Willkie carried Wisconsin but you can think that over because two years ago they said the cheesemakers swung the state. So I think when you are writing political history of Wisconsin, you will see the hand the cheesemaker has been helping write history in this state.

I will say the time is growing short and somewhat like Robert Emmett's candle, when he was writing the story before his execution, and the lights will soon go out, but when they go out you should go back to your homes carrying with you the advice you received at this convention. I will say though, many times in the past you had men before you taking up your time after travelling many miles, and this time they all prepared papers which showed that they thought it out and studied the problems assigned to them to talk about and you received the benefit during the last two days of a practical short course in cheesemaking, in economics, the place Wisconsin has in the cheese picture and the dairy picture, and I will say, you received a schooling.

When you go back home acquaint yourself further with the American Dairy Association, the Wisconsin Dairy Industries Association, the Wisconsin Cheese Association. Every man here ought to be in that picture, and when you are talking about that, think of this so you know the importance of the subject—it is just 50% of the Wisconsin farm income. When you do that, try and think in terms of impartiality and in terms of fairness and how to treat others who are doing the work, the man on the farm, the man in the cheese factory, the cheese houses, the cheese dealers, and don't let them be the forgotten man, because, ladies

and gentlemen, you should remember that a Christmas program is a wonderful thing. It carries its benefits through the rest of the year, but there are forces working through salesmen 365 days in the year that are moving an amount of cheese the equivalent of a car a day to every state in the Union, every day of the year. As I mentioned at Fond du Lac last year, there is a force of salesmen that have been doing a good job. Give them your support; start to understand their problems and the things they are doing. Things they are doing which you don't understand or don't like, ferret out and get the facts, and I hope to see this convention go on record, as Mr. Wheeler recommended yesterday, to appoint a fact finding committee. Take up these important problems—and that is one, this fact finding committee that was suggested. That should receive your serious consideration.

There was one other thought I had in mind, it slipped for a moment, but those are some of the serious things you are to consider and work upon, and when you go back to your home in your county or section, your regional group, don't let those questions die. Keep them alive and keep the thought working and next year you will have gained another step forward in the march of progress.

You have noticed the Wisconsin Dairy Industries had in the papers "The Dairy Industry is on the March", and as you heard from Mr. Owen Richards this morning, the program has started. It started today in the papers. Listen to the radio programs. The Wisconsin Dairy Industry is on the march and friends, let's keep Wisconsin heading that parade. Thank you.

PRESIDENT WHITING: I will now call on Mr. Raihle. I think you gentlemen are all acquainted with Mr. Raihle; he has done some work at the convention. It is a pleasure for me to introduce to you Mr. Raihle.

THE DAIRY PLANT BONDING LAW

By Atty. Paul Raihle.

I am not the forgotten man; I am the resurrected man. I was told I was going to speak, and then I was told due to the fact that the program had gone a little longer than intended, I was not going to speak; and just a moment ago I was resurrected and I dug my notes up I had pretty wrinkled in my pocket, and I was supposed to give a talk I was told I wasn't supposed to give.

I have a very unique distinction at this convention, something that has given me a great deal of pleasure. I anticipate becoming a father—the name wholesome brand is my child. It is true that Leonard Kopitzke is the mother, and he brought it into the world, and if the child thrives, I hope it won't be considered illegitimate.

I have been asked to discuss the dairy bonding law, known as section 100.06. This law provides as a condition precedent to obtaining a license to operate a receiving plant or cheese factory or any kind of a plant buying milk, the owner of that plant must have a bond given to the Department of Agriculture and Markets in an amount equal to the greatest amount of money he will ever owe producers, assuring the payment to the producers of the money they have coming. This law goes into effect by graduated steps. One-fourth went into effect January, 1940, one-half went in October, 1940, three-fourths in July, 1941, and it will be completely in effect unless repealed or otherwise changed, by July, 1942.

At the present time every operator will be bonded for the full amount that he may owe producers at any time, with the exception that there are several alternatives that are offered. One alternative is that the operator of that plant may give to a trustee appointed by the Department of Agriculture and Markets a lien on all the products he has to assure the payment to the producers. Another alternative is that a contract may be made whereby the payments are made direct from the ultimate purchaser to the consumer; and another alternative is that in place of a bond a statement from a certified public accountant which must be approved by the department, may be accepted in lieu of the bond.

Then there is another section of the law which provides for a preferment in bankruptcy. If any cheese factory, for instance, should go into bankruptcy, the producers would have a preferment somewhat similar to the present bankruptcy law providing for labor claims. I think there is no controversy on the last feature of that law.

This law was discussed for many years. It was introduced by Assemblyman Engebretson of Rock County. The act originally provided that the cheesemaker should satisfy the department of agriculture as to his financial ability to pay, and being unable to satisfy them, then in that event a bond would be required.

After that had been introduced a substitute fully drafted was offered in place. The legislative reference library has written me and said that that substitute was offered fully prepared by the Department of Agriculture and Markets.

There are three other states that have laws somewhat similar—Pennsylvania, New York, Minnesota and our state. I was unable to get copies of the acts of Pennsylvania and New York and I know nothing regarding them. The Minnesota act is different. It covers every purchaser of any kind or type of farm products—the man who buys cattle, the man who buys hogs directly or indirectly. It deals with numerous dealings with the farmers, but the act there provides that a bond must be furnished in an amount satisfactory to the department and says nothing that that bond must be equal in amount to the largest amount that will ever be owing.

Mr. Engebretson, I said, was the author of the bill. It may be of interest to know who appeared for the bill and who appeared against the bill.

For: Milo K. Swanton, Madison, Secretary of the Council of Agriculture; H. W. Miller, Janesville, Pure Milk Association; Mr. Mason, President, Pure Milk Association; Arnold Severson, Rock and Dane County Milk Haulers; A. J. Green, Insurance Co-operative Agency; Herbert Hinz, Sheboygan, Sheboygan Dairy Co-operative Association; R. P. Ames, Oshkosh, representing himself; W. L. Witty, Madison, State Department of Agriculture and Markets; Mr. Shultis, Madison, representing himself; M. P. Verhulst, representing the Wisconsin Cannery Association.

Against: E. J. Horn, Beaver Dam, representing the South-eastern Wisconsin Cheesemakers; Earl P. Whiting, representing the Wisconsin Cheesemakers Association, and Henry Liebrecht, representing the Cheesemakers Association.

There has been a great deal of opposition to this act. The opposition varies. Some people object to it on one feature some object to it on another. I think the objection that is offered the most is the inherent danger of the act itself, what it might lead to, what it might lead to under certain circumstances if we had another depression.

The bond is subject to the approval of the Department of Agriculture and Markets. In the event that a bond is not used,

a certified public accountant's statement is subject to the approval of the Department of Agriculture and Markets. In the event that bond is disapproved, the trustee to be appointed to take charge of the financial affairs and pay the producers, appointed by the Department of Agriculture and Markets.

Some people believe that the department is getting too much of a strangle-hold over the cheese industry, in having the right to deprive a man of a license because he cannot meet the requirements that the department might arbitrarily set up. That is a danger, perhaps not real, but there is something about the act that surely is unfair,—the part pertaining to discrimination.

I can't see why the cheesemakers should be selected, the dairy people, and required to give a sort of peace bond to assure their good behaviour—why they should be the ones that should be required to guarantee the payments to the farmer, and the man who buys the honey or the man who buys the hogs or the man who buys the wood and other agricultural products is not required to do likewise. It strikes me, what is fair for the goose is fair for the gander. If the farmer must be protected, he should be protected from everyone with whom he does business, not just the dairy plant operators.

Then another objection is the red tape and the difficulties that are now obtaining. Bonding companies have fixed a rate in Wisconsin higher than in any other state for this type of bond. I am informed the reason for that is they do not get the entire group. A man can qualify under the certified public accountant's statement. Some have got a waiver arrangement worked out whereby they are having the patrons appoint the cheesemaker as a trustee to pay them. The bonding companies are afraid they are going to get, not necessarily the poorest risk but not the best risk, and as time goes on the amount becomes larger and there is going to be a great deal of difficulty in obtaining bonds, and there may be a greater difficulty in obtaining a statement from a certified public accountant which would leave no alternative except to have the financial affairs of the cheesemakers operated by the Department of Agriculture and Markets.

There is another point that I think is fair to discuss. Certainly no one is opposed to co-operatives but the co-operatives, provided all of their patrons are members of the association, does not come under the act. It is just another exception, and I am just wondering if there aren't too many groups and too many branches and too much help and favoritism given to one type of industry.

There have been several alternatives suggested. Of course, the first alternative would be repeal of the act. That might be difficult. It is one of those semi-trickpieces of legislation that on the face of it appears to be very helpful to the farmer. You can see from the list of the people there are many farmers who were back of the act.

I think an attempted outright repeal would meet with outright opposition, unless and until the cheesemakers converted their farmers and showed them after all they were paying 1½% of the present writing for this insurance that they were getting, and in the end the farmer would always pay it.

Possibly, the thing you might want the most would be the most difficult. Several amendments have been suggested. I understand your Resolutions Committee has a resolution recommending some of these changes. One of them would be to require all dealers not to pick out just the operator of dairy plants but to require all dealers dealing with the farmers to come under the same rule that the dairy plants come under. Another suggestion is made, to have the operator have his patrons sign waiver agreements. Where a man has been in business for many years, he has the confidence of his patrons, and there would be no difficulty or trouble getting them to enter into an agreement whereby they would be without the law, and certainly the state would not or should not enter if the patrons themselves do not desire this protection.

Then another suggestion has been offered, that instead of this expensive bond or this very troublesome and also expensive certified public accountant's statement, that there be accepted in lieu of that a sworn financial statement that every operator would file with the department in place of being required to spend a substantial amount of money. That might be worthy of consideration. Then if the sworn financial statement was not acceptable, then you could go to the question of a bond, if necessary.

Someone suggested that your Cheesemakers Mutual Fire Insurance Company should handle this. The trouble there would be under the law they would have to have a reserve of \$375,000, and of course, that would be impossible. It has been suggested that the state might establish a bonding department somewhat similar to the federal deposit insurance law whereby they would do the insuring. But I wonder if you wouldn't be getting into a

lot of more government regulation there, more than you would want.

There is one thing that is worth considering, however; the bonding law has not been in the supreme court and the question of its constitutional merits has not been decided. Two different circuit courts in the state have ruled on it; one circuit court decision held the law constitutional and the other held it unconstitutional. Undoubtedly within the next few months the question of the constitutionality of the bonding law will go to the supreme court for determination. I think it might be well for your association to interest yourselves in that appeal and see that your body is represented. Courts throughout the country have held that legislation similar to this is unconstitutional.

A liquor bonding law in Minnesota setting up an alternative of \$250 cash bond or \$1000 surety bond, was ruled unconstitutional on the grounds that it was discriminatory. It is leaving various alternatives here, where they are all in the same boat and it certainly is a very serious constitutional question that I certainly don't feel qualified to answer, but it might be worth considering. Possibly you won't have a bonding problem; by the time the legislature meets it might be held unconstitutional.

I think Mr. Ammon in his talk at Marshfield gave the real answer when he said, if you had 1500 cheesemakers in one association who knew what they wanted, anyone would have a hell of a time not to give it to them; and I think there is your answer. Think this over and decide what you want and decide if you want any change in the bonding law. If you want any change, decide what change you want and then get the organization 100% back of that down before the legislature and I am sure that you can get what you want. Thank you.

PRESIDENT WHITING: For the past few years Wisconsin has watched with interest the development of the cheese industry in other states and has wondered who was the guide and advisor to the industry. Missouri is one of those states, and we are very fortunate to have with us the man who is so successfully guiding Missouri's cheese industry. He is a professor at the Missouri State University, Secretary of the State Cheesemakers Association, and wherever you will find activity in that state in connection with the industry, you will find him.

I had the pleasure of attending their convention two years ago, and I can only say that I hope he will enjoy attendance at

our convention as much as I did attending theirs. I am pleased to present Professor W. H. E. Reid, of the College of Agriculture, University of Missouri.

THE CHEESE INDUSTRY IN MISSOURI

By W. H. E. Reid, Professor of Dairy Manufactures,
Dairy Department, University of Missouri
Columbia, Missouri

Mr. President, members of the Wisconsin Cheesemakers Association, and friends—it is indeed a privilege and an honor to speak at the annual convention of your Association, and I wish you to know that I am most grateful for your kind invitation. I am also indeed very happy to again have the opportunity of meeting with the cheesemakers of Wisconsin, among whom I have many friends. It was my good fortune to have lived in La Crosse, Wisconsin, for about 14 years, which afforded me the opportunity of acquiring an appreciation of Wisconsin and its great Dairy Industry. I learned to make cheese as a Short Course Dairy student in 1912-13 when Mr. Bruhn and Mr. Marty were instructors at the Dairy Department in Madison. I later returned to Madison and completed the four year course, specializing in the manufacture of dairy products. Although I have resided in Missouri during the past 20 years, I have always returned to Wisconsin at least once each year, either on business trips or to do a little fishing. Last August I spent several days visiting Wisconsin cheese factories, creameries, ice cream and dry milk plants.

I am very pleased to bring to you the very best wishes and greetings from the members of the Missouri Association of Cheese Manufacturers. There has always existed the most friendly relations between the Wisconsin and the Missouri cheesemakers. Each year we have endeavored to send a small delegation of Missouri cheesemakers to attend your annual convention. These men return to us filled with enthusiasm and even a greater admiration for the Industry of which you men are a part. We are all vitally interested in the same great Industry and it is only natural that there should be a close spirit of cooperation among the manufacturers of cheese in Wisconsin and Missouri. Missouri has also been fortunate in having and honored by the presence of your very capable president and several other leading cheesemakers of Wisconsin at the Educational Conferences and Conventions sponsored by the cheesemakers in Missouri. We consider it a real privilege to have representatives of your Association and the Industry come to our state and to participate in our conference and convention programs.

You have asked me to speak upon the subject, "The Cheese Industry in Missouri." It is true that the Cheese Industry of Missouri has made progress during the past 15 years, however, it cannot compare, of course, in size or volume with the Cheese Industry of Wisconsin. I shall therefore simply endeavor to present a few of the pertinent facts relating to the Cheese Industry of Missouri in order that you may become familiar with the Industry in our state.

The personnel or human element in any industry is its greatest asset or liability. We believe that we have some very outstanding cheesemakers in our state and you will be interested in knowing that more than one-third of the managers of our cheese factories served their apprenticeship and learned the art of cheesemaking in the state of Wisconsin. We are indebted to Wisconsin for having furnished us with many men who now occupy important positions in the Cheese Industry of Missouri. We believe that most of our cheesemakers are aggressive and are putting forth every possible effort to manufacture a higher quality of cheese as a means of increasing the consumption of this very important dairy product. Our men are vitally interested in the technical as well as the practical aspects of the Cheese Industry, which in itself is today of vital importance if the Cheese Industry is to continue to occupy its important position in the Dairy Industry of this country.

I was pleased to observe that the people of Wisconsin paid tribute to Chester Hazen, father of the Cheese Industry in Wisconsin, who 75 years ago last April established the first cheese factory in your state. The Cheese Industry of Missouri dates back to the early 80's and we are at this time compiling information which will furnish us with the accurate, historical aspects of the Industry in our state. At the present time, Missouri has 42 cheese factories located in practically every section of the state, although a majority of our factories may be found in the heaviest milk producing area, which is the southwestern part of our state. The volume of milk received daily at our factories ranges from 5000 pounds in some of our smaller plants to more than 100,000 pounds in some of our larger plants.

Our newest factory, which received its first milk on April 17, had a volume of 48,000 pounds of milk daily at the end of three months. However, it must be said that such rapid growth is unusual.

The volume of cheese manufactured in Missouri in 1925 totaled only 240,000 pounds, or approximately 10 carloads; however, in 1939 the Bureau of Agricultural Economics reports that the Cheese Industry of our state manufactured 11,661,000 pounds, or approximately 486 carloads of cheese. American cheddar cheese is the principal variety made in our factories although there is a small quantity of brick, Swiss, and an Italian variety manufactured.

The cheese manufactured in Missouri is marketed principally in our southern and southeastern markets although a considerable volume is marketed in the central part of the United States.

I should like to direct your attention to several of the activities of the Cheese Industry of Missouri:

1. **The Missouri Association of Cheese Manufacturers** was organized six years ago and today its membership represents approximately 97 per cent of the cheese made in Missouri. The Association is very active in federal and state legislative matters and has undertaken several important projects which have for their objectives the manufacture of a higher quality of cheese, the more efficient operation of our existing cheese factories, and assisting in increasing the consumption of cheese. All important matters relating to the Cheese Industry function through the State Association.

2. **The Educational Conference of the Cheese Industry of Missouri.** An Educational Conference is held annually and is made possible by the cooperation of the Missouri Association of Cheese Manufacturers, the State Department of Agriculture, the Dairy Department, and the Dairy Extension Division of the Missouri College of Agriculture, and in recent years we have had the cooperation of the National Cheese Institute. The sixth annual Educational Conference of the Cheese Industry of Missouri is scheduled for January 8 and 9, 1941, at Springfield, Missouri. The program of the conference, which continues for two days, will include papers and talks by leaders in the Industry on subjects of vital concern to the Cheese Industry of Missouri. This Educational Conference is sponsored in the interest of our cheese factory executives, state officials, plant managers and superintendents, plant technicians, procurement superintendents, plant men, state inspectors, and others who are directly interested in the progress of the Cheese Industry of Missouri. The theme of each conference has been for the past several years. "The Cheese Industry of Missouri is Striving to Receive a Higher Quality of

Milk, Manufacture a Higher Quality of Cheese, and Furnish the Consuming Public with a Cheese of a Superior Quality". Several of the subjects which have been included in the program of our Educational Conference are "Federal and State Legislation—Its Relation to the Cheese Industry", "Moisture Control—Curing and Ripening Problems—Their Solution", "The Value of the Educational Cheese Scoring Conference", "Greater Efficiency in Cheese Factory Operation", "Making the Dairy Farmer More Cheese Conscious", "The Application of the New Missouri Dairy Law to the Cheese Industry of Missouri", "Factors Affecting the Quality of Missouri Cheese", and numerous other similar subjects. In addition to this speaking program, another important phase of our program is our "Educational Cheese Scoring Conference". The manufacturers of cheese in Missouri are invited to furnish both young and aged cheeses to be officially scored by a competent cheese official. Beautiful plaques are awarded by the Missouri Association of Cheese Manufacturers to the cheese factories making the highest scoring cheese in each of the aged and new cheese classes. You may be interested in knowing that the cheese winning the plaque in the aged class in 1939 scored 96.5, and that winning first place in the new cheese class scored 96. The cheese winning second place in the new cheese class received a score of 95.5.

As a means of acquainting our cheesemakers with the good points and defects of their cheese, we conduct, in conjunction with our Educational Conference, a proficiency judging contest. All men attending the Conference participate in this contest and score ten cheese in both the aged and the new cheese classes. Cheesemakers are rated according to their proficiency or ability to check with the official scores and to give their reasons for their placings. As a means of exciting greater interest in this Educational program, the Missouri Association of Cheese Manufacturers awards two more plaques to the high man in each of the aged cheese and new cheese classes. The Educational Conference has become of such vital importance to the Cheese Industry of Missouri that we had representatives from nine different states at our conference held last March.

3. The Missouri Sixteen-Point Cheese Quality Improvement Program. Four years ago the Missouri Association of Cheese Manufacturers made a very careful survey of conditions existing in Missouri that related to the future of the Cheese Industry of our state. As a result of this survey the Association adopted a "Sixteen-point Cheese Quality Improvement Program". Time will not permit me to refer to each particular point; however, as a

means of emphasizing its importance to our Industry in Missouri, I should like to cite some of the major points included in the program: 1. The adoption of a uniform sediment testing program for all cheese factories in Missouri. This point requires that all cheese factories participate in the program and make a sediment test of each patron's milk with definite frequency. Milk failing to comply with specified requirements must be returned to the producers. 2. Protection of milk from the farm to the cheese factory. Detailed instructions are cited which insure adequate protection of the milk in the hot and cold seasons of the year. I can assure you that this point has paid dividends to the Missouri cheesemakers. 3. The adoption and use of a uniform milk strainer is recommended by the cheesemaker to the producers bringing milk to his plant. 4. A thorough washing, cleansing, and sterilizing of milk cans at the cheese factory prior to their return to the producer. The external condition of the milk can is also stressed.

Other points in this program include the importance of efficient washing, cleansing and thorough sterilization of all equipment used in the cheese factory; the importance of a thorough cleansing of the whey tank with definite frequency; the use of salt that is free from extraneous matter; complete elimination of flies and other insects from the plant at all times; and the use of accurate moisture and fat test scales and acid testing apparatus.

4. Official Cheese Factory Inspection Report. The Missouri Association of Cheese Manufacturers cooperating with Dairy Department of the University of Missouri, and our State Department of Agriculture, draft the first official cheese factory inspection report. This report has been officially adopted by our State Department of Agriculture and is now used by the inspectors visiting our cheese factories. This score card or inspection has paid dividends to our cheesemakers. We believe that this inspection report has contributed in a large measure to the physical improvement of our cheese factories, the sanitation of plants, and more efficient use of all equipment used in our cheese factories. The report is divided into two divisions—equipment and methods. Should the state inspector desire to score a cheese factory upon a numerical basis, 40 points are allocated to equipment and 60 points to methods, giving a total of 100 points. Provision is also made for the inspection of a cheese factory on a "yes" and "no" basis. We are certain that the score card has been instrumental in improving the quality of our cheese and has resulted in closer cooperation between the cheese Industry of our state and the State Department of Agriculture.

5. **The Missouri Cheese Factory Beauty Contest.** The members of your Association are familiar with the value of a cheese factory beauty contest as you have been conducting such a contest in Wisconsin for many years. The contest in Missouri has been active for a period of four years and some progress has been made in improving the external conditions of some of our individual plants. Many of our cheese factories have made considerable investment in landscaping with particular reference to lawns, shrubs, trees, and trellises. I had occasion to visit the plant formerly owned by Otto Gordi of Hortonville while travelling through Wisconsin last August and was greatly impressed by the landscaping and the external appearance of the surroundings of his cheese factory and home adjacent to the plant. We who are in the Industry must realize that approximately 96 per cent of the American public is on wheels today and for that reason we must expect increased numbers of visitors to our plants each year. First impressions, to the average consumer, are gained from the outside appearance of our plant. Irrespective of how clean and sanitary the cheese factory may be inside, the visitor will not fully appreciate this if the plant is unsightly and in bad condition on the outside. It has been said that a coat of paint will cover a world of evils and we believe that an occasional coat of paint is a very effective means of improving the appearance of our Missouri cheese factories. Many of our factories, however, are constructed of glazed tile which does not require painting. However, there are other details which must be considered. We are pleased to give Wisconsin credit for many original ideas, some of which we have adopted because they are constructive and worthwhile. We have been favorably impressed with your highway signs and those appearing upon your cheese factories. We are adopting a similar program in Missouri and encourage the painting of large signs on the front of our cheese factories which might read "Eat More Cheese—It is Healthful and Nutritious". In locating these signs, we have cautioned our men to be sure that the surroundings of these signs are clean and wholesome. Recently I saw one of these signs inviting the consuming public to eat more cheese, and near the sign was a large pile of manure and some other rubbish. We are making a product of which we have reason to be proud and should therefore properly publicize the same.

6. **Cooperative Research Project.** The Cheese Industry of Missouri is cooperating with the Dairy Department of the University of Missouri in the conduct of a research project entitled, "A Study of the Composition and Feeding Value of Whey from Missouri Cheese Factories". The object of this investigation is

to secure both technical and practical information showing the effect of numerous factors upon the composition of whey. This practical information may be used by Missouri cheesemakers to more accurately evaluate to the farmer the importance of feeding value of whey used under conditions that prevail in Missouri. The technical information may be used for investigational purposes and for quality improvement studies of Missouri cheese. Samples of whey are to be furnished monthly by 15 cheese factories located in different sections of the state. Each sample of whey will be analyzed for total solids, ash, lactose, fat, protein, and water. This information should aid the cheesemaker in determining the efficiency of plant methods. The acidity, pH, viscosity, surface tension, and vitamin content of each sample of whey will also be determined. A calorimeter will be used in determining the energy value. We have a 10½ months pasturing season in Missouri and a bountiful supply of cold spring water. During the past several years a splendid pasture program has been developed in the interest of our dairymen, all of which has a direct influence upon the quality and nutritional value of our whole milk and whey. This investigation, we believe, will be of value to the cheese industry of our state.

7. Education of the Consuming Public will Help to Increase the Consumption of Different Kinds of Cheeses. We believe that one of the weaknesses of the Cheese Industry is that we have failed to carry our story to the consuming public in a well organized manner. Very few of our consumers have had the opportunity of actually seeing cheese made in the factory. During the past several years I have attended your State Fair in Milwaukee and have always spent several hours in the Dairy Building where I had the opportunity of observing your cheese and butter exhibit. I wish to commend Wisconsin for sponsoring this excellent display of cheese and butter because in my opinion it is the best exhibit of its kind available to the public. I have observed the hundreds of people passing through the Dairy Building looking over the tubs of butter and cheese covered with ribbons of different colors which indicates the consumer interest in your product. However, I believe the most important part of your exhibit was the actual manufacturing of cheese which could be seen by all the Fair visitors. The eagerness of those people to see the various steps in the manufacture of cheese was apparent. The entire demonstration was conducted in an efficient manner. The use of a public address system by representatives of your state Dairy Department in explaining how a high quality of milk was actually made into cheese was very effective. The common expression of the people observing this exhibition was, "I didn't

know they made cheese that way". Now what happened? Thousands of people who passed before the glass-lined partitions and actually saw cheese made for the first time were not satisfied to simply see how cheese was manufactured but they had to have some cheese in order to be satisfied. The persons in charge of the exhibit apparently anticipated such a reaction and set up a sales counter where cheese could be purchased. Hundreds of people who heretofore had shown no interest in the consumption of cheese took away with them several pounds of your products. Eighty-five per cent of the information which you and I acquire is acquired through the eye. This demonstration of the actual methods practiced in the manufacture of cheese showed thousands of Wisconsin people how cheese is made. I am sure that exhibit created a tremendous amount of conversation among those folks after they returned to their homes from the Fair and that in their opinion one of the best exhibits at the Wisconsin State Fair was that demonstration of the manufacture of cheddar cheese. Now, how does that tie into the Missouri program? You will be interested in knowing that several of our directors are now giving consideration to sponsoring similar exhibits not only at our State Fair but also at several of our larger county fairs. We know that such a demonstration may have its weaknesses but we firmly believe that it will very definitely make a larger number of persons "cheese-conscious." Wisconsin is entitled to the credit for originating this constructive exhibition.

The New Missouri Dairy Laws. Missouri has endeavored to keep abreast of the times not only in the Cheese Industry but in all phases of the Dairy Industry. The Missouri Association of Cheese Manufacturers, cooperating with our State Department of Agriculture and other associations representing other phases of the Dairy Industry, completely overhauled all of our dairy laws in 1938 except that of ice cream. We made a very careful study of the laws and regulations of other states relating to the Cheese Industry and before preparing a final draft of our dairy law we had some correspondence with your State Department of Agriculture and the National Cheese Institute. It was our desire to draft a law in the interest of the entire Cheese Industry because we all have a common interest. At this time I wish to express our most sincere appreciation for the cooperation tendered us by the several departments and associations of Wisconsin. The Missouri Dairy Law, which we believe is modern and up-to-date, became effective

on November 1, 1939. We are opposed to several of the same measures which have been opposed by your Association and we believe we can place our cheese industry on safe ground by the en-

actment of certain laws and regulations. The large number of meetings necessary for the preparation and drafting of the Missouri Dairy Law convinced us of at least one thing, namely, that we must have the undivided cooperation of our several departments and associations if the Industry is to move forward. I am convinced that Missouri has that kind of a set-up and we have every reason to believe that it will continue. Missouri is relatively young in the Cheese Industry. However, we believe that progress has been made in our endeavor to improve the quality of our cheese.

In closing I wish to take this opportunity of expressing my most sincere appreciation to the officers and members of your Association for the very cordial hospitality they have extended to me and the other members of our association present at your convention. The relations of the cheesemakers of Wisconsin and Missouri have always been most cordial and congenial and we want that feeling of friendship to continue. It was for that express reason that I accepted your invitation to appear on your convention program. We recognize Wisconsin, "America's Dairyland," as the leading dairy state, particularly in the manufacture of cheese, and take this opportunity of expressing to you our appreciation for the cooperation and assistance that the men in your association have extended to us for many years. We extend a most cordial invitation to all cheesemakers in Wisconsin to come and visit us in Missouri. We shall endeavor to extend to you that most cordial hospitality which is so typical of the entire South. In addition to showing you our state, we shall be very pleased to take you on some real, honest-to-goodness fishing trips where you can catch some fish. I thank you.

PRESIDENT WHITING: We will now hear from the chairman of our Resolutions Committee.

MR. GRAF: Mr. Chairman, ladies and gentlemen, members of the Wisconsin Cheesemakers Association: I would like to say that these resolutions are the result of very serious deliberations; that we considered all resolutions submitted by the branch associations. We appreciate the advice of the council meeting as well as the suggestions made by individual members and the assistance of our attorney, Paul Raihle, was very helpful in framing these resolutions.

The resolution pertaining to the butter fat content is submitted without recommendations of the Resolutions Committee.

I want to say we worked way into the night last night. We started about 9:30 and it was way past midnight, in fact it was I believe between one and two o'clock when we finished, so you can make up your mind we spent some time on it.

RESOLUTION NO. 1:

RESOLVED, That the Association in convention assembled, extend their sincere appreciation to its officers for their untiring efforts throughout the past year, also to the exhibitors of cheese, the various supply men, for the wonderful exhibition of supplies and equipment, to the speakers who appeared on the program, to the City of Sheboygan for its hospitality, and to all others who assisted in making this a successful convention.

MR. GRAF: I move for the adoption of Resolution No. 1.

(Motion was duly seconded and carried).

RESOLUTION NO. 2:

RESOLVED, That we indorse the Wisconsin Dairy Industries Association, and commend the dairy plant owners and farmers who are already contributing members of the W. D. I. Association, and recommend that all plant owners and farmers now not members join this worthy organization.

SECRETARY EBERT: I move its adoption.

(Motion duly seconded and carried).

RESOLUTION NO. 3:

RESOLVED, That we extend greetings to P. H. Kasper and best wishes for a speedy recovery.

(Adoption moved, seconded and carried).

RESOLUTION NO. 4:

RESOLVED, That we request the Department of Agriculture and Markets in the future avoid giving unfavorable and prejudicial publicity to the cheese industry.

(Adoption moved, seconded and carried).

RESOLUTION NO. 5:

RESOLVED, Whereas the industry has been classified with the grade name No. 2, be it resolved that we appreciate the statement of the Director of the Department of Agriculture and Markets that he will co-operate in changing the name "Wisconsin Wholesome Brand" and,

Be it Further Resolved, that we favor changing the name of "Wisconsin No. 2" to "Wisconsin Wholesome Brand".

(Adoption moved, seconded and carried).

RESOLUTION NO. 6:

RESOLVED, That we favor the establishment of a Dairy Department separate from the Department of Agriculture and Markets, to have exclusive jurisdiction of the dairy industry. We favor appointments to positions in said department of men experienced and trained in the dairy, cheese or other dairy products industry.

(Adoption moved, seconded and carried).

RESOLUTION NO. 7:

Be It Resolved, that the Wisconsin Cheese Makers Association retain an attorney to represent them on problems of the industry and that said attorney have constitution and by-laws brought up to date and adopted.

(Adoption moved, seconded and carried).

RESOLUTION NO. 8:

RESOLVED, as a means of assuring a fair distribution of the convention program book, we recommend that a copy be sent to all associate members as well as all cheese factories listed in the state directory.

(Adoption moved, seconded and carried).

RESOLUTION NO. 9:

RESOLVED, as a means of assuring proper representation of the dairy and cheese industry at Madison, regarding proposed legislation affecting the dairy and cheese industry,

BE IT RESOLVED, that the Board of Directors be authorized to select a legislative committee from the membership of the association, and that said committee be representative of the whole state.

(Adoption moved, second and carried).

RESOLUTION NO. 10:

RESOLVED, That we favor repeal of the law requiring cheese to be made from whole milk in Wisconsin, unless a system is worked out whereby cheese will be paid for on a butter fat basis.

MR. GRAF: Now, this resolution is the one that is offered without recommendation by your resolutions committee.

PRESIDENT WHITING: Gentlemen, you have heard the reading of resolution No. 10. What are your pleasures?

MR. MARTIN: Mr. President, I believe the resolution is fair. We had that under discussion yesterday. I think the cheese should be bought on a butter fat basis.

PRESIDENT WHITING: Do I hear from someone else?

MR. RAASCH: Mr. Chairman, I would like to say that what that means, we are allowed to standardize because when you remove the word "old" that means you can take out or add to. At the present you can't add to or take from. At present I am in favor of that, to a certain extent, but if you allow to take one step, can you take two or three more?

MR. MARTIN: Mr. Chairman, the way I understand that resolution, you are buying cheese on the butter fat basis.

MR. KOPITZKE: I believe you will run into a lot of difficulty if you go into standardization.

MR. GRAF: Well, you know, there are certain factories in certain communities in the state that told us they have a butter fat content at this time of the year of an average test at the factory of 5.1 and 5.2, and they claim it is hard to compete with the men who have an average test of 3, 3.2, and 3.4, so that is what causes them to bring up this resolution.

SECRETARY EBERT: Mr. President, I think it would be better to recommend to the legislature a proposition under which we would ask for cheese being graded on butter fat content as well as moisture content. I don't think the resolution is properly worded. As it is worded you are covering too much territory. You are running into the question of skimming and standardization. We don't want standardization in Wisconsin; at least most of the people are opposed to it. We should ask for grading cheese on butter fat content and moisture content. I know we have that stand in past conventions but it never has been carried out far enough.

MR. PARSONS: Mr. President, I can't understand why we should run into any trouble with standardizing. As soon as we make standardized and skimmed milk, cheese is mentioned. I don't think we will have any trouble with the law. Mr. Ammon stressed the fact we would not be a party to deception and this law I believe is the greatest deception to the farmers. We are taking the money out of their pocket and I can't understand why we should run into standardization. It is not skimmed milk cheese. It is one product that is not standardized and that applies to food. I think we are off the track. Name me one product that isn't standardized, and here we are in the biggest industry running with 1800 men.

MR. GRAF: Mr. Chairman, I would like to say this on this standardizing of milk and cheese making. Mr. Peters of Plymouth and myself are members of this committee, and we were opposed to the resolution to a certain extent, and that is why we brought this to you without the committee's recommendation. So I would like to tell you at this time, Mr. Peters and I felt we did not want to be a party to standardizing in the state. We felt that cheese should be made out of whole milk and we want you to know that.

MR. MARTIN: Mr. Chairman, I move that the resolution be tabled and that the committee—I think you have a resolution following, whereby a committee be appointed to act on this resolution and also on the pasteurizing of cheese as Mr. Wheeler explained yesterday.

PRESIDENT WHITING: That is included in the motion.

(Motion duly seconded and carried).

RESOLUTION NO. 11:

RESOLVED, Recognizing the demand on the part of various regional meetings and conventions for the abolishment of state grading, we nevertheless recommend the postponement of this question, believing the creation of wholesome brand, and the promise of better co-operation from the Director of the Department of Agriculture may correct most of the evils complained of.

(Adoption moved and duly seconded, carried).

RESOLUTION NO. 12:

RESOLVED, That we favor a modification of the state bonding law as follows: First, that all purchases of farm products come under the law. Second, that the Department accept a sworn financial statement instead of a certified public accountant's statement. Third, that operators be allowed to enter into a waiver agreement with their patrons exempting them from the need of a bond.

(Adoption moved, duly seconded, and carried).

RESOLUTION NO. 13:

RESOLVED, That we believe the production of foreign type cheese and process cheese by the independent cheese maker should be encouraged by state aid and experimentation, and by the reduction of the process license fee to small producers.

(Adoption moved, duly seconded and carried).

RESOLUTION NO. 14:

RESOLVED, That we urge the Department to use every effort in promoting the use of Wisconsin Cheese in the army, navy, and marine corps.

(Adoption moved, duly seconded, and carried).

MR. EILER: Mr. President, fellow cheese makers: After some discussion with our committee, we decided that we are very sorry to say we had to appoint another man in Mr. Whiting's place as president of this association. So we have nominated Edgar Peters of Plymouth for President of the association and Leonard Kopitzke.

PRESIDENT WHITING: Ladies and gentlemen: You have heard the nominations for president for next year, Edgar Peters and Leonard Kopitzke. Are there any other nominations? If you have any nominations from the floor, we will not close them until you have had a chance.

(Motion to close the nominations, seconded).

PRESIDENT WHITING: Hearing none from the floor, and it has been moved and seconded that the nominations be closed, you will now vote for your candidates for next year.

The ballots were prepared and the convention proceeded to vote for president for the ensuing year, with the following result:

Kopitzke	Peters	Horn	Whiting	Suidzinski	Blank
60	29	1	1	1	1

MR. KOPITZKE: Fellow cheese makers: I thank those who voted for me and those who have not, I want to ask your co-operation. I feel that the cheese makers are entitled to certain rights, and if something should come up at Madison where they will try to take something away from us, you will find Leonard Kopitzke standing on both feet fighting like hell.

MR. PETERS: Mr. President, I would like to make a motion that the vote for Mr. Kopitzke be made unanimous.

MR. GRAF: I make a motion that the informal ballot be declared formal and that Mr. Kopitzke be declared elected president for next year.

(Motion seconded and carried).

MR. KOPITZKE: I want to say this, you have had good presidents before me and it is going to be pretty hard to fill their position, and I always co-operated with them and I hope we get their co-operation in the future.

PRESIDENT: We will now hear from the nominating committee for vice president.

MR. EILER: For vice president we have chosen A. H. Graf of Zachow as candidate.

PRESIDENT WHITING: Are there any other nominations from the floor?

The ballots were prepared and the convention proceeded to vote for vice president for the ensuing year, with the following result:

Graf, 39

Peters, 53

Tracey, 6

MR. GRAF: I move that the informal ballot be made formal and that Mr. Peters be declared elected unanimously as vice president for the ensuing year.

(Motion seconded and carried).

MR. PETERS: Mr. President, fellow cheese makers, and friends: I am going to try to do my little part in helping this association grow. This will be my first year in a capacity of that kind. I know that I am going to learn a lot and I promise you I will give you everything I have got. Thank you.

MR. EILER: Mr. President, we have nominated C. J. Ebert for secretary.

SECRETARY EBERT: Mr. President, fellow cheese makers: You have honored me six times by electing me to the office of secretary. I feel it is a great honor because the office is of state-wide scope and I feel you have honored me sufficiently. I am very grateful to you. And as you know, I have become a member of the legislature for the ensuing session. The other duties that I have besides the legislative job will make it prohibitive for me to handle the secretary's job in connection with it. I would like to serve you again, if I saw that I had the time to do it, but the missus gave me orders when I left not to bring the job back again this time because she knows how much of a burden it is. No matter who you will elect, I will always try to co-operate with the new man if he asks for my help and will do all I can for the association. If there is anything I can do for the association while down there at Madison, I certainly will gladly do it.

I appreciated the work with the board of directors. We had a very nice board of directors to work with, and in certain respects it is with regret that I cannot serve with them again. I want to thank you again for the honors you have bestowed upon me heretofore.

MR. KOPITZKE: If we all wanted to take orders from the women, we wouldn't get very far. I disagree with Mr. Ebert there. I think if he would serve in the capacity of secretary this year, it would be easier and better than ever before. He will be in Madison, and he will have time to work and he will be able to keep in close contact, and so I think it will be fine to keep Mr. Ebert in there.

PRESIDENT WHITING: I will ask for nominations from the floor. Are there any other nominations?

(Whereupon Mr. Graf was nominated for secretary).

MR. MARTEN: I move that the nominations be closed.

(Motion seconded and duly carried).

MR. MARTEN: I move that the secretary cast the unanimous ballot of this association for Albert Graf for secretary for the coming year.

(Motion duly seconded and carried).

MR. GRAF: Mr. Chairman, ladies and gentlemen: Mr. Ebert said that he wouldn't dare to come home with that job. I am wondering what is going to happen to me when I come home because Mrs. Graf definitely asked me and instructed me if Mr. Ebert refused to take the job, that I should refuse likewise. I will try to do the best I can for the organization and I will give you everything I have got, at least during my spare time. You understand I have to take care of my own business too, and I will do the best I can and hope I will be able to do as well as Mr. Ebert in the past.

MR. EILER: Mr. President, the nominating committee has chosen Mr. Walter Schmidt for treasurer.

(Motion made to close the nominations).

MR. SCHMIDT: Mr. President, and fellow cheese makers: I have been the treasurer for the last nine years, and I can't tell you what orders I got from my wife. But I am not a candidate for re-election and I ask that my name be withdrawn as a candidate.

(Thereupon George Hernke was nominated for treasurer for the coming year).

(Motion made to close the nomination, duly seconded and carried).

MR. EILER: I move you, Mr. President, that the rules be suspended and the secretary cast the unanimous ballot of the association for George Hernke as treasurer for the coming year.

(Motion duly seconded and carried).

MR. HERNKE: I want to thank you all. It is really the first job I had with the Wisconsin Cheese Makers and I will try to do my best. That is all I can say now.

PRESIDENT WHITING: We have to elect a director.

MR. EILER: We have one director's term which expires this year. We have nominated E. F. Horn to succeed himself as director.

PRESIDENT WHITING: Are there any other nominations?

MR. HORN: I move to nominate E. W. Jung of Juneau.

PRESIDENT WHITING: Are there any other nominations?

(Thereupon Ed. Witt was nominated).

(It was then moved and seconded that nominations be closed, which motion was duly carried).

MR. HORN: Mr. Chairman, may I have permission now to introduce to you my nominee. He is a young man who comes from the section we are in. He is a man who owns his factory, operates it, and has been very active. He has been here every year as long as I can remember, at every convention. He is very capable and I know he can fill the office and please vote for Mr. Jung.

MR. JUNG: Just in defense of myself. Thank you, Mr. Horn, for the wonderful speech you gave, but if you want to do the members of the Southeastern Wisconsin association a favor, put Mr. Horn back in.

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(The convention thereupon proceeded to vote for director with the following results:)

Horn	Jung	Witt
67	20	10

MR. GRAF: I move the informal ballot be declared formal and Mr. Horn elected unanimously for the coming year as a director.

(Motion carried).

(Moved and seconded that the rules be suspended and that the secretary cast the unanimous ballot for E. F. Horn as director, carried).

MR. HORN: You don't deserve a speech at all. I tried to lead you in the right direction. Now you have elected me again. What assurance have I got you are going to follow my advice as a director then. That is all you are going to get.

PRESIDENT WHITING: That concludes the election of officers. We have still some nice door prizes to award.

MR. MARTEN: Mr. President, may I have the floor just a second. I believe it is only proper and fitting to extend a rising vote of thanks to our retiring president and secretary and treasurer, who have so faithfully responded to their duties. We should all rise.

(Thereupon a rising vote was extended to the retiring officers, and with the awarding of the door prizes, the convention adjourned sine die).

A. J. KAEMPFER, Convention Reporter,
2644 Chamberlain Avenue,
Madison, Wisconsin.

CHARLES J. EBERT, Secretary,
Gresham, Wisconsin.

LIST OF ASSOCIATION MEMBERS OF 1940-1941

Peters, E. H., Sugar Bush
Schreiber, E. E., Cecil
Sonnenburg, E. K., Cato
Stange, C. W., Elkhart Lake
Schmidt, W. R., Sheboygan Falls
Salathe, Fred, Darlington
Seeholzer, Albian, Argyle
Peters, E. H., Sugar Bush
Huegli, Walter, Juneau
Huser, Fred, Rice Lake
Escher Bros., Monticello
Wuethrich, Fred, Rice Lake
Thuli, Arnold, Darlington
Jegerlehner, Walter, Darlington
Gurtner, Fred Jr., Beaver Dam
Drachenberg, C. G., Hartford
Drachenberg, Gust, Watertown
Zurbuchen, Gottfried, Fox Lake
Anderson, Peter, Denmark
Attman, Milford, Brillion
Bleick, W. C., Bonduel
Brick, C. C., Brillion
Baker, F. B., St. Cloud
Babler, John, Campbellsport
Buss, F. R., Caroline
Behrens, H. W., Plymouth
Brazeau, Guiles, Lena
Brandt, August, Kewaunee
Benecke, Harry, Denmark
Bluer, Fred, Cambria
Blank, Wm., Forest Jct.
Bennin, Chas., Hilbert
Clarkson, Art, De Pere
Christman, William, Phillips
Conger, E. J., Plymouth
Chapman, Fred J., Sheboygan Falls
Christensen, Norman, Denmark
Deicher, Erwin, Adell
Day, Stanley, West De Pere
Dickrell, Dan, Mason
Dickrell, Theodore, Junction City
Ditter, Ed., Random Lake
Dedow, August, Casco

Daun, Richard, Kewaunee
Davis, H. G., Plymouth
Englebert, Gilbert, Russel
Eiler, Peter H., De Pere
Ebert, Frank L., Oconto
Ebert, C. J., Gresham
Fischer, John, Boaz
Fish, Con, Viroqua
Friday, G. G., Viola
Fuhrman, H. W., Hilbert
Friedli, Wallace, Neosho
Fischer, E. H., Cedar Grove
Freund, Roland, Hilbert
Fiedler, N. C., Brillion
Griesbach, C. W., Black Creek
Gruendeman, C. F., Kewaskum
Graf, A. H., Zachow
Greiner, Carl, Appleton
Gertsch, Emil, Juneau
Grunwald, Ewald, Sheboygan Falls
Hoffman, Simon, Chilton
Heberer, Adolph, Kewaskum
Hanson, Emil, Cadott
Hrabik, Roy, Luxemburg
Harwood, Noel, Blue River
Herrmann, Victor F., Whitelaw
Hinz, John, Cleveland
Horn, Ed., Beaver Dam
Hermann, Robert, Dallas
Herald, Joe, Maribel
Hoppe, Emil, Abrams
Hernke, Geo., Chilton
Hernke, Armin, Hilbert
Indermuehle, E. A., Woodland
Johnson, A. M., Blanchardville
Jung, Ernest, Juneau
Kohlman, Val, Malone
Klahn, Theo. J., Bear Creek
Kriewaldt, John, Shawano
Kielsmeier, Hugo C., Kingston
Kanzenbach, Alvin, Sobieski
Kempf, Erwin, Random Lake
Kraus, Wm. J., Fond du Lac
Krause, Oscar, Birnamwood
Kust, Edward J., Oconto Falls
Kouten, Stanley, Sheboygan

Kohlman, L. B., St. Cloud
Kadlec, Frank, Arpin
Klienmans, John J., Campbellsport
Kaukl, William, Yuba
Kopitzke, L. E., Marion
Klug, Ed., Greenleaf
Kautz, August, Clintonville
Koenigs, Steve, Fond du Lac
Kuschel, H. J., Pound
Koenig, Geo., Luxemburg
Kusta, Wm. J., Bonduel
Kalk, Joe, Cleveland
Kolpack, Dennis, Chilton
Linder, Walter, Beechwood
Lensmire, Mat, Cascade
Lensmire, Edwin, Cascade
Levash, John, Coleman
Lindow, Reinhold, Marion
Lepley, Lee, Viroqua
Lensmire, Richard, Whitelaw
Leuthy, Fred A., Fond du Lac
Lau, Gerhard, Brillion
Lensmire, John, Marathon
Lecher, Charles, Belgium
Lensmire, Joe A., Manitowoc
Loehr, Henry J., Calvary
Laack, Leon, Hilbert
Lauer, Mike, Dundas
Liebetau, Walter, Chilton
Lamm, Leo, Hilbert
Lubziet, H., Hilbert
Meisnest, Walter, Port Washington
Manske, Leo, New London
Mellom, J. W., Richland Center
Malueg, Victor, Shawano
Martin, E. W., Spencer
Mullins, M., Edgar
Meyer, Wm. F., Oostburg
Mause, Ben Vander, Sturgeon Bay
Manthei, W. Rudolph, Suring
Marcusen, Tony, Denmark
Mueller, Herbert, Shawano
Muetzenberg, Jake, Atwater
Mehlberg, L. H., Bonduel
Michels, Ed., Brillion
Neuser, Oscar H., Brillion

Neuman, Emil, Beaver Dam
Neumann, A. B., Brillion
Nusbaumer, Wm., Sheboygan
Neumann, Anton, Brillion
Olm, A. G., Waldo
Peters, John, Plymouth
Perronne, Louis, Plymouth
Peters, Anton, De Pere
Paulsen, L. M., Seymour
Parsons, M. H., Dorchester
Peters, Milfred, Plymouth
Peters, E. E., Plymouth
Pfund, Wm., Sherwood
Peot, Joseph, Hilbert
Plate, Gust, Brillion
Raasch, Obert, Shawano
Roesler, O. W., Shiocton
Roegner, H. J., Poy Sippi
Roesler, A. A., Wisconsin Dells
Risse, Charles, Random Lake
Reif, J. L., Saukville
Rechsteiner, John, Blue Mounds
Schmidt, Walter R., Sheboygan Falls
Siudzinski, Steve, Denmark
Schmidt, A. J., Sheboygan Falls
Schreiber, Elmer, Kiel
Stiener, John, Seymour
Scray, Ed., De Pere
Steinhardt, G. J., Shawano
Schmelzer, Roy, Sturgeon Bay
Scannell, George, Eden
Schaefer, John, Sheboygan
Stewart, Arthur, Withee
Schreiber, Earl H., Seymour
Schroeder, E. H., Glenbeulah
Siudzinski, Harold, Denmark
Schneider, Earl, Denmark
Schroeder, W. B., Pulaski
Schwantes, O. R., Clintonville
Specht, Geo., Sheboygan
Slecher, Gerhard, Hilbert
Stoltzman, Otto, Hilbert
Schroeder, E. H., Glenbeulah
Tracy, E. A., Plymouth
Thompson, O. R., Rib Lake
Thielman, Edgar, Chilton

Thielman, Jake, Chilton
Truttschell, Arthur, Sheboygan Falls
Thiel, Al, Menasha
Thielman, Edgar, Chilton
Thielman, Jake, Chilton
Viktora, Paul, East Dubuque, Ill.
Valleskey, W. R., Kiel
Wifler, Ray, Glenbeulah
Winter, Ed., Cecil
Witt, A. R., Gilman
Woldt, Art, Reedsville
Witt, E. J., Thorp
Wry, John, Stanley
Walter, Clarence, Mayville
Whiting, Earl B., Gillett
Wrench, L. A., Menasha
Wunrow, Wm., Chilton
Wolfmeyer, Alvin, Brillion
Zimmerman, Ervin, Plymouth
Zelm, E. R., Withee
Zietlow, W. A., Marion
Zillmer, E. J., Shawano
Zeben, A. F., Plymouth

LIST OF ASSOCIATE MEMBERS OF 1940

Ames, R. P., West De pere
Austin, W. A., Green Bay
Adams, C. M., Chicago, Ill.
Adamski, Joe, Seymour
Barry, A. K., Milwaukee
Barnard, Frank, Sheboygan
Broughton, C. E., Sheboygan
Bohman, O. M., Green Bay
Bush, M. G., Green Bay
Brandt, Erhart, Kewaunee
Burkhardt, Walter, Monroe
Becker, O. W., Appleton
Bibby, H. F., Beaver Dam
Bartz, John, Bonduel
Bennett, E. W., Chicago, Ill.
Brieman, Carl, Juneau
Brieman, Carl, Mrs., Juneau

Baugrud, Oscar, Neenah
Brown, R. J., Fond du Lac
Buss, F. J., Clintonville
Brick, Adolph, Manitowoc
Brien, J. P., Milwaukee
Cannon, C. J., Neenah
Coss, J. F., Green Bay
Caterina, J., Chicago, Ill.
Campbell, Howard, Cassville, Mo.
Callaghan, J. J., Plymouth
Dedow, A. E., Waupaca
Dillon, H. P., Oshkosh
Dins, Harold, Sheboygan Falls
Deicher, J. H., Beaver Dam
Damrow, E. C., Fond du Lac
Donovan, Paul J., Chicago, Ill.
Debauché, Louis, New Franklin
Eisenmann, F., Green Bay
Enz, Alvin, Denmark
Everson, Harry, Shawano
Enz, George, Denmark
Eifler, Victor A., Plymouth
Erbstoesz, A. C., Plymouth
Fitch, H. O., Wisconsin Rapids
Francke, Walter, Kaukauna
Farrall, J. H., Madison
Gabrielse, Wm., Oostburg
Green, W. S., Kiel
Guth, Marvin C., Phillips
Galyen, Leonard, Anderson, Mo.
Graham, Arthur J., Oconto Falls
Galyen, W. A., Cassville, Mo.
Gerken, Kurt, Merrill
Haltaufderheid, Elmer, Denmark
Hintz, Edwin, Adell
Heberlein, E. G., Milwaukee
Hall, Frederick C., Neenah
Hanke, Norman, Marathon
Henschel, Ray, Sturgeon Bay
Hitzke, Elmer, Hanburg
Hales, Mike, Milwaukee
Hicks, John, Madison
Jesky, R. C., Dodgeville
Jorgensen, R. C., Denmark
Jung, E., Fond du Lac
Keenan, J. A. Jr., Madison

Kaempfer, A. J., Madison
Knudson, O., Cobb
Kupsh, William, Hilbert
Koss, Don, Green Bay
Kaufmann, H. C., Plymouth
Kidwell, Gene, Cassville, Mo.
Kuenzli, Quentin, Appleton
Krueger, B. V., Watertown
Kalisch, A. H., Decatur, Ill.
Krause, Ed., Green Bay
Lutze, Edward, Cleveland
Lemberg, C. P., Neenah
Linzmeyer, J. B., Green Bay
Larson, E. J., Plymouth
Leuthy, H. B., Byron
La Combe, F. E., Wauwatosa
Lorfeld, G. T., Plymouth
Lammers, A. J., Sheboygan
Linzmeyer, S. J., Green Bay
Lepinsky, Arthur, Engadine
Luebke, Harold, Neenah
Linzmeyer, C. L., Green Bay
Linde, Herbert B., East Troy
Manser, C. F., Appleton
McCormick, Scott, Princeton
Mitchell, L. C., Marinette
Madding, C. W., Richland Center
Marschall, A. J., Madison
Mellor, Frank, Viola
Magedanz, A. C., Greatfield
Meinhardt, Arthur, Sheboygan
Mickle, P. H., Madison
Major, Louis J., Little Suamico
Meek, A. R., Madison
Mulloy, H. P., Sheboygan
McWilliams, B. E., Green Bay
Marten, F. C., Fremont
Mertz, LaVerne, Milwaukee
Morrison, W. W., Green Bay
Mooney, George, Plymouth
Meyer, Henry, Plymouth
Mandt, Paul, Milwaukee
Marten, H. A., Milwaukee
Oosterhous, J. J., Waldo
Olsen, Lauitz, West De Pere
Pauly, Felix, Manitowoc

Pauly, William, Manitowoc
Peterson, B. E., Wausau
Priebe, H. W., Kewaunee
Pevonka, James J., Wausau
Plansky, William, Escanaba
Pahow, Herbert, Neenah
Pauly, Emil, Manitowoc
Payne, Ernest, Plymouth
Rehm, Louis, Kiel
Reisner, C. F., Shawano
Radloff, Max P. E., Hustisford
Radloff, Roland, Hustisford
Rader, Harvey, Sheboygan
Reid, W. H. E., University of Missouri
Risdon, R. H., Green Bay
Rowe, Rex, Fond du Lac
Running, Charles J., Waukesha
Radke, W. E., Watertown
Radke, R. L., Appleton
Risse, Norton, Random Lake
Raihle, Paul, Chippewa Falls
Springer, Arno, Sheboygan
Schwind, George, Kewaskum
Seefeldt, A. W., Manistique, Mich.
Steinfeldt, R. G., Green Bay
Seefeldt, John, Seymour
Solvrud, N. L., Green Bay
Slaght, Robert, Cassville
Schmitz, Lee B., St. Cloud
Selk, Herbert, St. Cloud
Soden, Mark, Milwaukee
Slater, E. K., Milwaukee
Schwerin, Abe, Neenah
Spicer, Glen, Beaver Dam
Sleger, Ed., Waukesha
Scott, B. E., Eldon, Mo.
Suehs, Joe, Luxemburg
Trier, Edward H., Sheboygan
Totman, Ward M., Oconomowoc
Thew, H. E., Madison
Tibbetts, H. L., Milwaukee
Trier, Paul, Sheboygan
Valleskey, Adolph, Manitowoc
Voechting, Oscar, Sheboygan
Van Deurzen, John, De Pere
Voechting, Victor, Sheboygan

Voechting, Walter, Mrs., Sheboygan
 Van Remortel, Victor, Green Bay
 Vanistine, L. N., West De Pere
 Wohlt, E. E., Fremont
 Wilbert, Herbert, Sheboygan
 Wetak, J. J., De Pere
 Wuethrich, John, Greenwood
 Witzling, Frank, Madison
 Wheeler, J. H., Chicago, Ill.
 Wendtland, F. A., Fremont
 Wagner, Theodore, Plymouth
 Weber, Earl T., Beaver Dam
 Wright, Fred, Gillett
 Yorkson, Lee, Madison
 Zehren, Frank, Fayette, Mich.
 Zimmerman, F. W., Sheboygan Falls
 Zorn, E. A., Plymouth

**FINANCIAL STATEMENT FROM NOVEMBER 1, 1939,
 TO NOVEMBER 1, 1940**

REVENUES

Balance Brought Forward	\$2,481.71
1939	
Nov. 1 A. A. Dieck—Membership	5.00
Nov. 6 Winnebago Cheese Co.—Ad	9.00
Nov. 6 Armour Creameries—Ad	9.00
Nov. 6 Wis. Dairy Supply Co.—Ad	20.00
Nov. 6 Cheese Reporter—Ad	17.50
Nov. 6 C. A. Straubel Co.—Ad	17.50
Nov. 6 The Dairy Supply Co.—Ad	9.00
Nov. 6 Pauly & Pauly Cheese Co.—Ad	9.00
Nov. 6 C. Reiss Coal Co.—Ad	9.00
Nov. 6 Shefford Cheese Co.—Ad	17.50
Nov. 6 Wis. Dairy Laboratory—Ad	9.00
Nov. 6 Reisner Dairy Supply Co.—Ad	9.00
Nov. 6 Henry Roegner—Membership	5.00
Nov. 6 Juneau Boiler Works—Booth and Ad	44.00
Nov. 7 Chr. Hansen's Laboratory—Booth and Ad	52.50
Nov. 7 Johnston Tin Foil & M. Co.—Ad	17.50
Nov. 8 Bay Appliance Co.—Booth and Ad	44.00
Nov. 8 Babson Bros. Co.—Booth and Ad	52.50
Nov. 8 Diamond Crystal Salt Co.—Booth and Ad	44.00

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Nov. 8	Buehren Co.—Booth and Ad	43.50
Nov. 8	Angliker & Mueller—Booth and Ad	44.00
Nov. 9	De Laval Separator Co.—Booth and Ad	79.00
Nov. 10	Citizens State Bank—Ad	9.00
Nov. 10	Peter Fox Sons Co.—Ad	9.00
Nov. 10	Wells & Richardson Co.—Ad	9.00
Nov. 10	Ohio Salt Co.—Ad	17.50
Nov. 10	Western Condensing Co.—Ad	9.00
Nov. 10	Stoelting Bros. Co.—Booths and Ad	87.50
Nov. 10	J. B. Ford Co.—Ad	9.00
Nov. 10	Marschall Dairy Laboratory—Booth and Ad....	52.50
Nov. 10	General Laboratories—Ad	9.00
Nov. 10	Bingham & Risdon Co.—Booth and Ad	44.00
Nov. 13	Ruggles & Rademaker—Ad	9.00
Nov. 13	Superior Metal Products Co.—Ad	9.00
Nov. 13	Marathon Paper Mills Co.—Ad	17.50
Nov. 13	Morton Salt Co.—Ad	9.00
Nov. 14	Diversey Corp.—Ad	17.50
Nov. 14	Damrow Bros. Co.—Booths and Ad	90.00
Nov. 17	Dance Receipts	47.50
Nov. 17	Southeastern Cheese Assn.—Memberships	455.00
Nov. 17	145 Registrations	725.00
Nov. 17	295 Associate Registrations	295.00
Nov. 17	A. M. Johnson—Membership	5.00
Nov. 17	H. E. Thew—Membership	5.00
Nov. 17	E. J. Scray—Membership	5.00
Nov. 17	John Rechsteiner—Membership and Entry Fee	6.00
Nov. 17	Ignatz Koschak—Membership	5.00
Nov. 17	Martin Kubitz—Membership and Entry Fee	6.00
Nov. 17	Arthur Wolfgang—Membership and Entry Fees	7.00
Nov. 17	E. O. Wunsch—Membership	5.00
Nov. 17	W. B. Schroeder—Membership	5.00
Nov. 17	Eddie Simonson—Membership	5.00
Nov. 17	Roy J. Hrabik—Membership	5.00
Nov. 17	Martin Baeten—Membership	5.00
Nov. 17	R. C. Jorgensen—Memberships	20.00
Nov. 17	Marathon County—Memberships	50.00
Nov. 17	Ernest Kellenberg—Entry Fees	2.00
Nov. 17	H. C. Kielsmeier—Entry Fee	1.00
Nov. 17	E. H. Schroeder—Entry Fees	3.00
Nov. 17	Becker's Tavern—Ad	9.00
Nov. 17	West Division Tavern—Ad	9.00
Nov. 17	Five Entry Fees	5.00
Nov. 17	Ohio Salt Co.	10.00
Nov. 17	Two Memberships	10.00
Nov. 17	Kraft-Phenix Co.—Convention Cheese	943.09

Nov. 21	Chippewa Cheese Corp.—Stanley Prize Money	12.00
Nov. 21	F. Hurlbut Co.—Ad	9.00
Nov. 21	Hotel Retlaw—Ad	17.50
Nov. 21	Cleveland Container Co.—Booth	35.00
Nov. 21	Milprint Inc.—Booth	35.00
Nov. 21	Green Bay Box Co.—Ad	9.00
Nov. 21	Alvin Wolfmeyer—Membership	5.00
Nov. 27	John Hicks—Cheese	4.00
Nov. 27	Olsen Publishing Co.—Ad	17.50
Nov. 28	Verley Products Co.—Ad	17.50
Nov. 29	Cleveland Cliffs Coal Co.—Ad	9.00
Dec. 5	Cheese Maker Mutuals—Booth and Ad	55.00
Dec. 6	Cry. Pkg. Mfg. Co.—Ad	17.50
Dec. 6	Colonial Salt Co.—Ad	9.00
Dec. 7	Blatchford Calf Meal Co.—Ad	9.00
Dec. 9	Cheese Maker Book Co.—Ad	9.00
Dec. 18	Reynolds Metals Co.—Ad	17.50
1940		
Jan. 2	Gaylord Container Co.—Booth	35.00
Jan. 10	W. D. Carpenter Co.—Booth and Ad	29.50
Mar. 25	Midwest Cold Storage Co.—Ad	17.50
Mar. 25	J. S. Hoffman Co.—Ad	9.00
Apr. 3	Cherry-Burrell Corp.—Ad	17.50
Apr. 4	Kusel Dairy Equipment Co.—Booths and Ad...	114.00
Apr. 4	Membership over-run	14.05
Apr. 5	Erwin Schwenzen—Booths and Ad	87.50
Apr. 5	E. W. Marten—Balance Membership	4.00
June 29	Topp Oil & Supply Co.—Booth	35.00
July 20	Festival Cheese Sales	274.06
July 20	Festival Cheese Sales, Dept. of Agriculture ...	232.15
July 20	Festival Cheese Sales, L. L. Hall	30.09
July 20	Sheboygan Falls Cry.—Ad	9.00
Sept. 28	State Appropriation	600.00
Oct. 10	Fritz Grauman—Ad	9.00
Oct. 18	Two Memberships	10.00
Oct. 18	R. C. Jorgensen Co.—Prize Money	18.00
Oct. 18	Chippewa Cheese Corp.—Stanley Prize Money	12.00
Oct. 18	Midwest Cry. Co.—Ad	9.00
Oct. 18	Superior Metal Products Co.—Ad	9.00
Oct. 18	Fairmont Cry. Co.—Ad	9.00
Oct. 18	Sheboygan Bandage Factory—Booth and Ad...	44.00
Oct. 18	Walter Voechting—Booth and Ad	44.00
Oct. 22	Marschall Dairy Laboratory—Booth and Ad...	52.50
Oct. 22	Atlas Warehouse & Cold Storage Co.—Ad	9.00
Oct. 22	C. A. Straubel Co.—Ad	17.50

Oct. 22	Pauly & Pauly Cheese Co.—Ad	9.00
Oct. 22	Armour Creameries—Ad	9.00
Oct. 22	Cheese Reporter—Ad	17.50
Oct. 22	Kusel Equipment Co.—Booth and Ad	79.00
Oct. 22	E. F. Horn—Refund	5.00
Oct. 22	E. H. Schroeder—Refund	5.00
Oct. 22	Wis. Dairy Laboratory—Ad	9.00
Oct. 22	Angliker & Mueller—Booth and Ad	44.00
Oct. 22	Candy & Co.—Booth	35.00
Oct. 22	Ruggles & Rademaker—Ad	9.00
Oct. 22	Babson Bros. Co.—Booth and Ad	52.50
Oct. 22	Morton Salt Co.—Ad	9.00
Oct. 22	Midwest Cold Storage Co.—Ad	17.50
Oct. 22	J. S. Hoffman Co.—Ad	9.00
Oct. 22	Green Bay Box Co.—Ad	9.00
Oct. 22	Diversey Corp.—Ad	17.50
Oct. 22	Wis. Dairy Supply Co.—Ad	20.00
Oct. 22	Sheboygan County Memberships	45.00
Oct. 22	Johnston Tin Foil & Metal Co.—Ad	17.50
Oct. 22	H. C. Prange Co.—Ad	17.50
Oct. 22	Milprint Inc.—Booths and Ad	90.00
Oct. 22	Stoelting Bros. Co.—Booths and Ad	87.50
Oct. 22	Pennsylvania Salt Co.—Ad	9.00
Oct. 22	Calumet County Memberships	145.00
	TOTAL	\$8,910.65

SUMMARY

Balance brought forward Nov. 1, 1939	\$2,481.71
Total revenue to Nov. 1, 1940	6,428.94
	<hr/>
Total receipts	\$8,910.65
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Total disbursements during year	4,893.76
	<hr/>
Balance on hand Nov. 1, 1940	\$4,016.89

Report of Board of Audit after examining the books follows:

We the undersigned have this 12th day of November, 1940, examined and audited the books and all accounts and have found them correct in all respects.

E. F. HORN
A. M. JOHNSON
STEVE SIUDZINSKI

A further financial statement of the Wisconsin Cheese Makers Association as of January 31, 1941, at time of transferral of books from retiring Secretary and retiring Treasurer to the recently elected Secretary and elected Treasurer.

Balance brought forward Nov. 1, 1940	\$4,016.89
Receipts since Nov. 1, 1940	2,765.99
Total	\$6,782.88
Disbursements since Nov. 1, 1941	3,235.57
Balance on hand Jan. 31, 1941	\$3,547.31

The above figures were found correct by the undersigned of the following statement:

We the undersigned have this day, being the 31st day of January, 1941, examined and audited the books and all accounts and have found them correct in all respects.

Signed:

EDGAR E. PETERS

E. W. MARTEN

A. H. GRAF

DISBURSEMENTS

1939

Nov. 4	F. J. Mader—Postage	\$ 25.00
Nov. 16	Paul Peterson—Orchestra	57.00
Nov. 17	A. J. Kaempfer—Reporting	50.00
Nov. 17	A. M. Johnson—Expenses	74.00
Nov. 18	Hotel Garage—Amplifier Service	20.00
Nov. 18	Austin Sommerville—Booths	200.00
Nov. 18	L. E. Kopitzke—Expenses	76.15
Nov. 18	A. E. Korth—Superintendent	50.00
Nov. 18	E. B. Whiting—Telephone Bill	94.70
Nov. 18	W. L. Ainsworth—Entertainment	5.00
Nov. 18	Badger Printing Co.—Printing	13.50
Nov. 18	R. C. Jorgensen Co.—Refund	5.00
Nov. 18	W. R. Schmidt—Refund	5.00
Nov. 18	W. R. Schmidt—Salary	50.00
Nov. 20	Steve Siudzinski—Prize Money	5.00
Nov. 20	E. B. Whiting—Expenses	101.35
Nov. 20	Cheese in Class 1	69.97
Nov. 20	Cheese in Class 2	128.45

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Nov. 20	Cheese in Class 3	155.33
Nov. 20	Cheese in Class 4	39.52
Nov. 20	Cheese in Class 5	211.02
Nov. 20	Cheese in Class 6	20.16
Nov. 20	Cheese in Class 7	16.32
Nov. 20	Cheese in Class 8	37.71
Nov. 20	Cheese in Class 9	16.27
Nov. 20	Cheese in Honor Class	27.25
Nov. 21	Jos. A. Lensmire—Cheese	1.20
Nov. 21	L. E. Kopitzke—Prize Money	5.00
Nov. 21	Chippewa Cheese Corp., Shawano—Refund....	5.00
Nov. 21	E. B. Whiting—Expenses	97.38
Nov. 21	Earl Schneider—Prize Money	6.00
Nov. 21	Adolph Kolarik—Prize Money	5.00
Nov. 22	Edward Rott—Prize Money	4.00
Nov. 22	J. J. Herold—Prize Money	3.00
Nov. 22	Cheese Reported—Convention Ad	13.00
Nov. 22	Olsen Publishing Co.—Convention Ad	17.50
Nov. 22	Cheese Reporter—Printing	326.85
Nov. 22	H. C. Kielsmeier—Refund	5.00
Nov. 22	E. F. Horn—Refund	5.00
Nov. 22	Ernest Kellenberger—Refund	1.00
Nov. 24	Chippewa Cheese Corp—Stanley Refund	12.00
Nov. 24	Katherine Kuhn—Asst. Secretary	54.00
Nov. 24	W. R. Schmidt—Expenses	32.45
Nov. 24	Anchor Transfer—Cartage	2.50
Nov. 24	C. J. Ebert—Telephone and Telegram	23.13
Nov. 24	C. J. Ebert—Expenses	160.72
Nov. 24	Marggi Sisters—Entertainment	25.00
Dec. 1	Retlaw Hotel—Convention Expense	57.25
Dec. 1	Bingham & Risdon Co.—Convention Expense..	14.45
Dec. 2	J. D. Cannon—Convention Expense	13.10
Dec. 2	Steve Siudzinski—Expenses	58.08
Dec. 9	Midwest Badge Co.—Badges	102.76
Dec. 9	Citizens Insurance Co.—Bonds	10.00
Dec. 24	Geo. Muetzloff—Refund	1.00
Dec. 24	F. J. Mader—Postage	10.00
1940		
Jan. 12	Becker Leather Co.—Convention Supplies.....	55.99
Jan. 12	Gresham State Bank—Bonds	5.00
Jan. 12	J. D. Cannon—Service	20.00
Jan. 12	C. J. Ebert—1939 Salary	600.00
Jan. 24	Carl Herrmann Co.—Printing	1.40
Jan. 24	Retlaw Hotel—Convention Expense	12.85
Jan. 24	A. J. Kaempfer—Reporting	25.00

Feb. 3	W. F. Thimke—Convention Supplies	112.50
Feb. 22	F. J. Mader—Postage	10.00
Apr. 9	Shawano County Journal—Printing	38.00
Apr. 13	Internal Revenue—Social Security	53.76
Apr. 30	Internal Revenue—Social Security	13.47
May 2	John H. Peters—Expenses	33.40
May 17	F. J. Mader—Postage	10.00
May 17	C. W. C. B. & D. A. Assn., Legal Service Con- tribution	15.00
June 3	F. J. Mader—Postage	20.00
June 3	E. W. Jung—Refund	5.00
July 1	Soo Line Ry. Co.—Freight	1.68
July 1	Cheese Reporter—Printing Proceedings	321.75
July 17	F. J. Mader—Postage	25.00
July 31	L. S. Hoffman—Office Supplies	1.25
Aug. 2	C. J. Ebert—Telegrams and Telephones	56.27
Aug. 2	C. J. Ebert—Expenses	95.63
Aug. 23	Badger Flag & Decorating Co.—Float	100.00
Aug. 23	Wis. Dairy Industries Assn.—Contribution	25.00
Sept. 3	E. F. Horn—Festival Cheese	92.35
Sept. 3	Madison Milk Prod. Assn.—Festival Cheese	109.40
Sept. 3	Steve Siudzinski—Festival Cheese	107.02
Sept. 3	Midwest Creamery Co.—Festival Cheese	110.95
Sept. 3	E. B. Whiting—Festival Cheese	57.48
Sept. 7	Harold Siudzinski—Services	41.85
Sept. 7	Jake Muetzenberg—Refund	5.00
Sept. 13	Wellman Studios—Convention Supplies	5.00
Sept. 26	F. E. Mason & Sons—Mailing Labels	5.88
Sept. 30	Internal Revenue—Social Security84
Oct. 24	F. J. Mader—Postage	75.00
TOTAL		\$4,893.76

NAMES OF CHEESE EXHIBITORS AT THE 1940 CONVENTION AND THEIR RESPECTIVE SCORES

CLASS 1

No.	Exhibitor	Address	Score
101	Steve Siudzinski,	Denmark	95.00
102	Fred J. Chapman,	Sheboygan Falls	94.75
103	E. H. Peters,	Sugar Bush	93.00
104	Val Kohlman,	Malone	94.75

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105	Earl Schneider, Denmark	95.75
106	Milferd Peters, Plymouth	93.00
107	H. L. Mehlberg, Bonduel	93.75
108	E. H. Schroeder, Glenbeulah	94.50
109	August Brandt, Kewaunee	96.75
110	W. B. Schroeder, Pulaski	94.00
111	John F. Lensmire, Marathon	96.00
112	Hugo C. Kielsmeier, Kingston	92.25
113	Henry J. Loehr, Calvary	97.00
114	Arthur Johns, Greenleaf (Comp)	96.25
115	W. A. Zietlow, Marion	97.50
116	Victor Malueg, Shawano	96.25

CLASS 2

No.	Exhibitor	Address	Score
201	Gilbert G. Englebert, Brussels		92.50
202	Joe Herold, Maribel (Comp)		93.00
203	E. H. Peters, Sugar Bush		96.25
204	John Wry, Stanley		94.00
205	E. H. Schroeder, Glenbeulah		96.50
206	H. W. Behrens, Plymouth		93.00
207	John F. Hinz, Cleveland		91.00
208	Edward J. Kust, Oconto Falls		93.50
209	E. E. Schreiber, Cecil		94.50
210	Val Kohlman, Malone		91.50
211	Norman Christensen, Denmark		89.00
212	Geo. Koehning, Luxemburg		93.25
213	Jos. A. Lensmire, Manitowoc		92.50
214	Roy J. Hrabik, Luxemburg		96.50
215	Henry Nolte, Fredonia		93.50
216	W. B. Schroeder, Pulaski		97.50
217	Armin Hernke, Hilbert		91.00
218	Milferd Peters, Plymouth		94.50
219	L. B. Kohlman, St. Cloud		93.25
220	Steve Siudzinski, Denmark		97.00
221	August Brandt, Kewaunee		97.25
222	John Babler, Campbellsport		95.50
223	Paul Viktora, East Dubuque, Ill.		94.25
224	John F. Lensmire, Marathon		95.50
225	Earl Schneider, Denmark		96.75
226	Emil K. Sonnenburg, Cato		94.50
227	H. L. Mehlberg, Bonduel		95.25
228	Richard Daun, Luxemburg		95.25
229	Fred J. Chapman—Sheboygan Falls		93.25
230	Peter H. Eiler—De Pere		96.50

231	Hugo C. Kielsmeier, Kingston	91.25
232	Henry Roegner, Poysippi	91.50
233	Emil C. Hoppe, Abrams	92.50
234	Henry J. Loehr, Calvary	95.50
235	John Fischer, Boaz	96.00
236	A. H. Graf, Zachow	94.50
237	M. A. Lensmire, Cascade	90.50
238	C. W. Stange, Elkhart	93.00
239	Joe Herold, Maribel	93.25
240	H. J. Kuschel, Pound	95.50
241	L. E. Kopitzke, Marion	96.25
242	W. A. Zietlow, Marion	94.75
243	Harry J. Pankow, Hortonville	92.00
244	Ben Krueger, Hortonville (Comp)	94.00
245	E. J. Scray, De Pere	96.50
246	W. J. Kusta, Bonduel	95.00
247	E. B. Whiting, Gillett	94.50

CLASS 3

No.	Exhibitor	Address	Score
301	Fred J. Chapman, Sheboygan Falls		93.50
302	E. E. Schreiber, Cecil		93.75
303	Steve Siudzinski, Denmark		94.50
304	W. R. Manthei, Suring		93.25
305	Joe A. Lensmire, Manitowoc		94.50
306	Richard Daun, Luxemburg		94.25
307	E. H. Schroeder, Greenleaf		95.75
308	Albert Schultz, Reedsville		90.00
309	John Fischer, Boaz		96.50
310	Peter H. Eiler, De Pere		94.75
311	H. J. Kuschel, Pound		95.50
312	C. W. Stange, Elkhart		92.00
313	R. A. Lensmire, Whitelaw		92.25
314	Joe Herold, Maribel		95.25
315	August Brandt, Kewaunee		95.00
316	Emil K. Sonnenburg, Cato		95.00
317	Art M. Clarkson, De Pere		95.25
318	W. B. Schroeder, Pulaski		92.25
319	Gilbert G. Englebert, Brussels		95.75
320	Roy J. Hrabik, Luxemburg		94.75
321	Hugo C. Kielsmeier, Kingston		92.25
322	E. H. Fischer, Cedar Grove		93.50
323	A. G. Olm, Waldo		92.00
324	Fred Krummenacher, Kaukauna (Comp)		95.25
325	J. W. Olm, Reedsville (Comp)		93.75

326	Arnold A. Drews, Neenah (Comp)	90.50
327	John F. Lensmire, Marathon	91.50
328	Fred Hasler, Elkhart Lake (Comp)	90.75
329	Armin Hernke, Hilbert	90.50
330	E. J. Kust, Oconto Falls	95.50
331	Henry Nolte, Fredonia	94.50
332	Charles Lecher, Belgium	90.75
333	Walter R. Schmidt, Sheboygan Falls	93.75
334	E. H. Peters, Sugar Bush	90.00
335	Val Kohlman, Malone	89.00
336	Emil C. Hoppe, Abrams	94.25
337	Geo. Koenig, Luxemburg	92.25
338	Reinhold Lindow, Marion	96.00
339	Herman C. Mayer, Oconto Falls (Comp)	95.00
340	L. E. Kopitzke, Marion	94.00
341	W. A. Zietlow, Marion	95.00
342	Henry Pankow, Hortonville	93.00
343	A. A. Roesler, Wisconsin Dells	92.00
344	Edward J. Scray, De Pere	95.50
345	W. J. Kusta, Bonduel	95.25
346	Victor Malueg, Shawano	93.50

CLASS 4

No.	Exhibitor	Address	Score
401	Henry J. Loehr, Calvary	93.50	
402	Albert Schultz, Reedsville	92.00	
403	Jake Muetzenberg, Atwater	92.50	
404	Peter H. Eiler, De Pere	94.00	
405	L. E. Kopitzke, Marion	95.25	
406	A. G. Olm, Waldo	92.00	
407	John F. Lensmire, Marathon	93.00	
408	Henry Haesler, Eldora (Comp)	92.00	
409	Walter Huegli, Juneau	94.75	
410	Henry Nolte, Fredonia	95.00	
411	Arthur Truttschel, Sheboygan Falls	94.00	
412	John F. Hinz, Cleveland	91.25	

CLASS 5

No.	Exhibitor	Address	Score
501	Fred Salathe, Darlington	90.25	
502	Fred Huser, Rice Lake	92.25	
503	Escher Bros., Monticello	93.75	
504	Fred Wuethrich, Rice Lake	90.00	
505	Albian Seeholzer, Argyle	92.75	

506	Arnold Thuli, Darlington	90.50
507	Walter Jegerlehner, Darlington	95.00

CLASS 6

No.	Exhibitor	Address	Score
601	John Rechsteiner, Blue Mounds		95.00
602	Fred Salathe, Darlington		92.00
603	Alfred Brauchi, Belleville (Comp)		95.25

CLASS 7

701	Christ Gimmel, Juneau (Comp)	96.00
702	Emil Gertsch, Juneau	95.75
703	Clarence Walter, Mayville	94.00
704	Fred Gurtner, Jr., Beaver Dam	95.00

CLASS 8

No.	Exhibitor	Address	Score
801	E. W. Jung, Juneau		92.50
802	Rudolf Streit, Juneau (Comp)		93.00
803	Wallace Friedli, Neosho		96.50
804	Steve Siudzinski, Denmark		95.25
805	Emil Neuman, Beaver Dam		95.75
806	Carl Bachofen, Beaver Dam (Comp)		93.50
807	C. G. Drachenberg, Hartford		94.75
808	A. H. Graf, Zachow		92.50
809	Adolph Gurtner, Rubicon (Comp)		94.00
810	Gottfried Zurbuchen, Fox Lake		92.00
811	Fred Bleuer, Cambria		94.50
812	Bert Bachofen, Cambria (Comp)		94.00
813	H. P. Nielson, Waterloo (Comp)		93.50
814	Gust Drachenberg, Watertown		94.00

CLASS 9

No.	Exhibitor	Address	Score
901	Gust Drachenberg, Watertown		95.00
902	Gottfried Zurbuchen, Fox Lake		94.50
903	Jacob Riedweg, De Forest (Comp)		92.00
904	Jacob Kropf, Beaver Dam (Comp)		91.00
905	E. W. Jung, Juneau		94.00
906	C. G. Drachenberg, Hartford		96.00
907	Rudolf Streit, Juneau (Comp)		93.50

HONOR A CLASS

	Robert Herrmenn, Dallas	95.50
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**THE HIGHEST HONOR WINNERS OF THE 1940
CONTEST IN EACH CLASS WITH THEIR RESPEC-
TIVE SCORES WERE THE FOLLOWING
MEMBERS:**

Class 1	W. A. Zietlow, Marion	Score 97.50
Class 2	W. B. Schroeder, Pulaski	Score 97.50
Class 3	John Fischer, Boaz	Score 96.50
Class 4	L. E. Kopitzke, Marion	Score 95.25
Class 5	Walter Jegerlehner, Darlington	Score 95.00
Class 6	John Rechsteiner, Blue Mound	Score 95.00
Class 7	Emil Gertsch, Juneau	Score 95.75
Class 8	Wallace Friedli, Neosha	Score 96.50
Class 9	C. G. Drachenberg, Darlington	Score 96.00
Class Honor A	Robert Herrman, Dallas	Score 95.50

**SECRETARIES OF REGIONAL AND BRANCH ASSOCIATIONS
1941**

Northeastern Wisconsin Cheese Makers' & Butter Makers' Assn., Geo. J. Steinhart, Shawano.

Southeastern Wisconsin Cheese Makers' Assn., E. A. Indermuehle, Woodland.

Central Wis. C. B. & Dairymen's Advancement Assn., M. H. Parsons, Dorchester

Southwestern Wisconsin Cheese Makers' Assn., C. A. Clarson, Boscobel.

Shawano County Cheese Makers' Association, Louis Ringel, Shawano.

Northern Wisconsin Foreign Type Cheese Makers' Assn., John Erb, Rice Lake.

Platteville Cheese Makers' Association, Paul Viktora, E. Dubuque, Ill.

Kewaunee County Cheese Makers' Assn., Leo Doperalski, Kewaunee.

Boscobel Cheese Makers' Association, C. A. Clarson, Boscobel.

Thorp Cheese Makers' Association, E. J. Witt, R. 1, Thorp.

Fond du Lac County Cheese Makers' Association, Glenn C. Weiss, Eden.

Spring Green Co-op. Cheese Makers' Association, L. A. Dederich, Plain.

Calumet County Cheese Makers' Assn., Milford Altman, Hilbert.

Cheese Makers' Assn. of Sheboygan County, W. C. Behrens, Plymouth.

Marquette County Cheese Makers' Assn., William Champeau, Beaver.

Outagamie County Cheese Makers' Assn., Milton Sachs, Seymour.

Lincoln County Cheese Makers' Assn., Earl Rindt, Merrill.

Manitowoc County Cheese Makers' Assn., John Hinz, Cleveland.

Edgar Cheese Makers' Assn., Herman Marquardt, Edgar.

Gillett Cheese Makers' Assn., E. H. Kohn, Gillett.

Dodgeville Cheese Makers' Assn., Robert Flynn, Dodgeville.

Price County Cheese Makers' Assn., Marvin C. Guth, Phillips.

Richland County Cheese Makers' Assn., L. S. Adsit, Richland Center.

Highland Cheese Makers' Assn., Clem Imhoff, Highland.

Foreign Type Cheese Makers' Assn., Geo. W. Stuart, Monroe.

Fremont Cheese Makers' Assn., J. H. Wagner, West Bloomfield.

Marshfield Cheese Makers' Assn., J. A. Boehnlein, Auburndale.

Brown County Cheese Makers' Assn., Peter H. Eiler, De Pere.

Osceola Cheese Makers' Assn., Fred S. Sommers, Amery.

Sturgeon Bay Cheese Makers' Assn., Mrs. Arthur Klessig, Brussels.

Soldiers Grove Cheese Makers' Association, W. G. Price, Soldiers Grove.

Friesland Cheese Makers' Assn., Elmer Tesch, Friesland.

Abbotsford Cheese Makers' Assn., H. H. Solie, Curtiss.

Ashland County Cheese and Buttermakers Assn., W. L. Karker, Benoit.

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DATE DUE

FACULTY/STAFF

STATE HISTORICAL SOCIETY
OF WISCONSIN
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Madison, Wisconsin 53706

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