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## **Proceedings of the forty-seventh annual convention of the Wisconsin Cheese Makers' Association assembled in the Milwaukee Auditorium in the city of Milwaukee, Wisconsin, November 9 and 10, 1938. 1939**

Wisconsin Cheese Makers' Association  
Gresham, WI: Cantwell Print. Co., 1939

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1938

## PROCEEDINGS

OF THE

### *Forty-Seventh Annual Convention*

OF THE

# Wisconsin Cheese Makers' Association

Assembled in the Milwaukee Auditorium in the city of

Milwaukee, Wisconsin, November 9 and 10, 1938

**C. J. EBERT, Secretary**

Gresham, Wis.

1939

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

**Milwaukee Auditorium, November 9 and 10, 1938**

## **OFFICERS**

EARL B. WHITING, President.....Gillett, Wis.  
L. E. KOPITZKE, Vice-President.....Marion, Wis.  
C. J. EBERT, Secretary.....Gresham, Wis.  
W. R. SCHMIDT, Treasurer.....Sheboygan Falls, Wis.

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## **DIRECTORS**

A. M. JOHNSON, Blanchardville, Wis.....Term 48, 49, 50  
STEVE SUIDZINSKI, Denmark, Wis.....Term 48, 49, 50  
E. F. HORN, Beaver Dam, Wis.....Term 47, 48, 49  
JOHN H. PETERS, Plymouth, Wis.....Term 46, 47, 48  
A. L. JANSSEN, Edmund, Wis.....Term 46, 47, 48

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## **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	Oscar Damrow, Sheboygan Falls
Al. Winckler, Cumberland	A. T. Bruhn, Madison
Fred Marty, Monroe	H. P. Dillon, Oshkosh
Samuel D. Cannon, Neenah	

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## **JUDGES OF CHEESE EXHIBITED AT THE CONVENTION**

### **American Cheese**

A. T. BRÜHN.....Madison, Wis.  
J. D. CANNON.....Neenah, Wis.

### **Foreign Type Cheese**

WALTER V. PRICE.....Madison, Wis.

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## **SUPERINTENDENT OF EXHIBIT**

O. W. UECKER.....Underhill, Wis.

### OFFICIAL ORGANS

The Cheese Reporter, Sheboygan Falls, Wis.  
National Butter & Cheese Journal, Milwaukee Wis.

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### OFFICIAL CONVENTION REPORTER

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

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### 1938 OFFICIAL COLD STORAGE

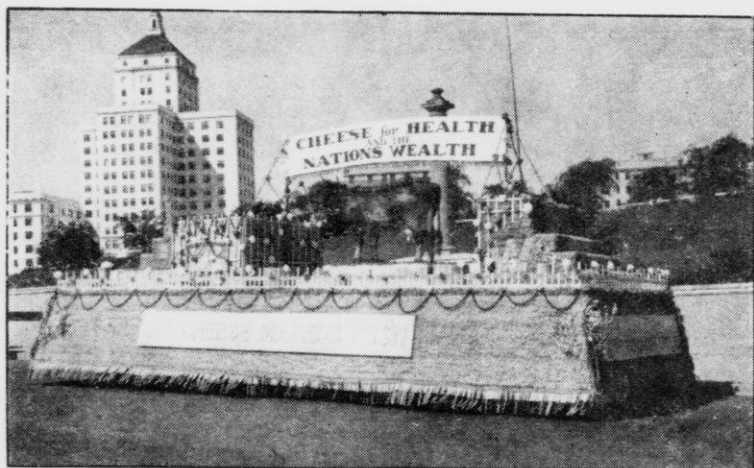
Milwaukee Cheese Co., Milwaukee, Wis.

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### 1938 CONVENTION HONORARY MEMBERS

E. F. Horn, Beaver Dam	Lawrence Huss, Suring
A. L. Janssen, Edmund	E. B. Whiting, Gillett
Victor Malueg, Shawano	Steve Suidzinski, Denmark
W. R. Schmidt, Sheboygan Falls	L. E. Kopitzke, Marion
A. M. Johnson, Blanchardville	A. H. Graf, Zachow

## *Our 1938 State Fair Float*



First Prize — Non-Commercial Class

## LETTER OF TRANSMITTAL

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Office of the Secretary,  
Wisconsin Cheese Makers' Association  
Gresham, Wis., 1939.

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

I have the honor to submit the report of the forty-seventh 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 Milwaukee, Wisconsin, November 9 and 10, 1938.

Respectfully submitted,

C. J. EBERT, Secretary.





# ARTICLES OF INCORPORATION OF THE WISCONSIN CHEESE MAKERS' ASSOCIATION

Incorporated February 2, 1899

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## 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 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 cast 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-third 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 of 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.)

(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 sweepstake 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.



# FORTY-SEVENTH ANNUAL CONVENTION OF THE WISCONSIN CHEESE MAKERS' ASSOCIATION

Auditorium, Milwaukee, Wisconsin

November 9th and 10th, 1938

Wednesday, November 9th, 1938, 10:30 A. M.

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INVOCATION—By Rev. Raymond H. Ewing.

Almighty God, Father of all mankind and judge of all men, we pray Thee to guide this convention as it meets in this city. We pray for this constructive industry as its leadership makes plans to feed the people with health-giving products. We thank Thee for the farmer, for his share in the nation's search for health and life-giving foods. We thank Thee for His unrelenting toil in producing these. For his splendid spirit as he works with God in the task of creation. We thank Thee for those who conserve in palatable and nutritious form these farm products, and for their unceasing effort and labor in producing an ever-better grade of products for man's use. We thank Thee that they are not satisfied with their second best, but that they continually work for the very best that they can create. Grant them success in their strivings toward an ever-advancing best, and help them to feel a share with Thee in creating these life-giving foods for mankind. Prosper the work that they do here for the betterment of human health and life. Amen.

THE PRESIDENT: Our next speaker on the program is Alderman Devine. Friends, it is a pleasure to introduce to you Alderman Devine of Milwaukee, who will give his address of welcome.

## ADDRESS OF WELCOME

By Alderman Devine

Mr. Chairman, Rev. Ewing, ladies and gentlemen of the convention: I thank you very much for coming to Milwaukee and honoring it. In coming here this morning I do it with a great deal of eagerness, for it gives me the opportunity of telling you how much Wisconsin cheese is appreciated on the east coast and the west coast. It was my privilege last year to attend the National Convention of the American Legion at New York, and it was my pleasure this year to attend the same convention at Los Angeles.

As some of you no doubt know, on both of these trips we took large amounts of Wisconsin cheese with us,—I think a couple hundred pounds on each occasion. When we put it out on the table, there was an awful job keeping those foreigners away from it after they got one taste of it. It was a huge job and they kept after it on both occasions until it was all eaten and then were continuing to demand more.

Milwaukee is very grateful also to your coming because without you and your kind the city would not be the great metropolis it is. Because of your co-operation in sending business to it makes us proud of our city. And we are glad to extend the hand of welcome.

There are many things that might welcome Milwaukee to you but the greatest of all is the people themselves. There is no particular agency, I believe, that recommends us to you but the people generally. We have here a law-abiding, liberty-loving, co-operative class of people.

Now, I know you have business to attend to and that you want to go on with it and don't care to listen to a eulogy of Milwaukee, but in your business, the thought struck me this morning as I came over here, and I have been considering, have we not all the last few years delegated implicitly our powers to federal, state and local governments in permitting them to do our figuring for us. I believe a man in public life should familiarize himself with the needs of the different kinds of business so they can cooperate with business because unless there is a complete understanding between business and government, neither can survive.

While walking here I got to thinking of some of the legislation that has been passed in the last several years. Now, we take a certain bureau ordered that land be plowed under. Regardless of that we have had bumper crops which clearly goes to show that you can't stifle nature by man-made laws. We cannot and should not try to help one department or one section of our country to the damage of the other such as plowing under cotton in the south and trying to transport and transplant our dairy industry.

One branch of the government has been promising that they were going to help utilities and farms; one branch said they were going to help the utilities and another branch goes in competition with these same utilities. Other statisticians say that we should take care of the unemployment during slack times by calling on our reserves and at the same time there is legislation pending which would make the amassing of these reserves impossible by any business.

Now, business can get along and will get along if it is permitted to do some of its own thinking and let's interference in part go.

Now, ladies and gentlemen, I know you have other business of the day and again I welcome you and I sincerely hope and trust this will be the most beneficial convention you have yet had. Thank you.

**THE PRESIDENT:** Our next speaker will be Mr. A. M. Johnson from Blanchardville, who will give the response. Friends, it is a pleasure to introduce to you Mr. A. M. Johnson from Blanchardville.

### RESPONSE

By A. M. Johnson

Mr. President, Alderman Devine, fellow members: It is indeed a pleasure for our association, Mr. Devine, to come to Milwaukee for our convention. In behalf of our association I wish to express our sincere thanks for the welcome you have extended us. We thank the Chamber of Commerce and other organizations who have been instrumental in making this convention possible.

The dairy industry is one of the most important industries in Wisconsin and our association of cheesemakers naturally feel that we have an important part to perform in the industry itself. Thousands of farmers are making their livelihood by dairying and naturally the man that produces the finished product is not only dependent upon the progress of the industry but vitally concerned in it. The greater the success of the industry, the greater the success of our profession.

A skillful workman has the right to be proud of his achievement and so have we, as members of our association, the right to be proud of the part that we have in the great industry of cheesemaking. However, there rests upon every member a responsibility because a careless maker is a liability to the association and to the industry itself.

We hope that the discussions, the lectures, the business of this entire convention may be constructive and serve to improve each individual member, the association and the dairy industry of Wisconsin. I thank you.

**THE PRESIDENT:** Our next speaker on the program will be our Secretary, who will give us the financial report of the Association, Mr. Ebert. It is a pleasure to introduce to you Mr. Ebert—I think you all know him.

## FINANCIAL REPORT OF THE SECRETARY

C. J. Ebert

We carried over a balance last year of \$2,129.43 and our revenues were \$600 state aid and there was \$50 for a check issued at the convention last year—that is a cash item of \$50. Then our book ads amount to \$503. The booth account was \$795 and prize money \$10, memberships sold for cash \$661; cheese sales, \$1,805.86; dance receipts \$122.15; entry fees, paid cash \$16, which made our total receipts \$6,692.44.

Our disbursements: freight and express \$6.90; printing and stationery \$373.74; postcards and postage \$174.40; telephone and telegrams \$57.55; salary and labor \$1,053; prize money \$33; adjustments \$6.58; exhibit cheese \$1,414.28; officers' travelling expenses \$894.95; booth and float expense \$96; bonds \$40; convention supplies \$437.31, and the check for change was \$50.

The total disbursements were \$4,637.44. Now, our total receipts were \$6,692.44 and our disbursements were \$4,637.44 and the balance on hand as of November 1st \$2,055. These figures you will get broken-down, itemized in the 1938 convention proceedings books.

THE PRESIDENT: I will now call upon Mr. E. F. Horn, to give us the report of the Audit Committee.

## REPORT OF THE AUDIT COMMITTEE

By E. F. Horn

Mr. Chairman and gentlemen: We have audited the books and found them very accurate and clean, neat, so that any member interested can read them and very easily determine the results.

I want at this time to congratulate the secretary and the treasurer for the fine way that they have kept those books.

THE PRESIDENT: I thank you, Mr. Horn.

THE SECRETARY: I overlooked stating that the treasurer's report is identical with this—I should have stated that.

THE PRESIDENT: Are there any presentations of amendments to our constitution? I think we may have to have a proposed amendment from the floor if there are intentions of raising the dues. It should be proposed at this time.

THE SECRETARY: I would like to say, Mr. Chairman, there was considerable discussion last night at the council meeting in favor of a higher membership dues. Five dollars was discussed at great length and I think it would be well that that be taken up

now, if somebody would propose an amendment if the membership dues are to be increased.

THE PRESIDENT: We may be able to take that up right after noon if there isn't anyone that has an amendment to offer to our constitution.

We will now have reports from branch associations either by the officers or members. I have a list of the officers of our branch associations and also of the central and northeastern and southeastern association. I am going to call on the names and we will either have it from the officers or members.

At this time I would like to call on Mr. A. H. Graf of Zachow, secretary of the Northeastern Cheesemakers' and Buttermakers' Association. Friends, it is a pleasure to introduce Mr. Graf as Secretary of the Northeastern Cheesemakers' and Buttermakers' Association.

MR. GRAF: It is a kind of a surprise for me to be called on here this morning. I didn't know I was to appear but I would like to extend the greetings of the Northeastern Cheesemakers' Association to the Wisconsin Cheesemakers' Association. We all know our problems are identical and it stands us in good stead to work together. That is something we have always tried to do and we will continue to do that.

At our convention at Clintonville two weeks ago we were unfortunate to lose our president as he has worked with us for quite a few years. He certainly has worked hard to do things for the dairy industry and I believe our Association owes him a vote of thanks for the work that he has done during the past six or seven years that he acted as president of the Northeastern Association, and this man is none other than L. E. Kopitzke of Marion.

Now, we elected a new president, Mr. Obert Raasch of Shawano, and we know he will try to do as good as Mr. Kopitzke has done. He is a good operator and I know he is well capable of continuing the work of Mr. Kopitzke.

I want to congratulate the officers of the Wisconsin Cheesemakers for putting on the program they have lined up for these two days, and I also want to commend them on the council meetings they have instituted like the one we had last year at Green Bay. I think it is a wonderful thing to have the council meetings the day before the convention. This is a closed session to Cheesemakers only and it has worked out very well. We had a meeting at the Republican Hotel yesterday afternoon from 4 to 7:30 and it seems the boys didn't even think of eating supper, they were so interested in their problems, and they just kept right on working.

There are many things we worked out there yesterday, just as we did a year ago at Green Bay and I certainly want the officers to feel they should continue those council meetings the day before the convention.

Now, I really feel the officers of the Wisconsin Association have done a wonderful job during the past year in running the business of the association. I know they have worked hard; they have made quite a few trips to Madison, Fond du Lac, Green Bay, Appleton and Marshfield and places all over the state and they have always had the industry's interest at heart.

So in closing I want to express the feelings of the Northeastern Association, and we appreciate everything that they have done for us and we will try to co-operate, as I said before, and do anything we can do in the interests of the Wisconsin cheese industry. I thank you.

**THE PRESIDENT:** I would like to call on the next speaker, Mr. Indermuehle of Woodlawn, who is the Secretary of the Southeastern Cheesemakers' Association. Is Mr. Indermuehle in the room? Are there any of the members here or other officers who would like to say a word at this time? I will next call on Mr. M. H. Parsons of Dorchester, who is the Secretary of the Central Wisconsin Cheesemakers' Association.

**MR. MARTIN:** Mr. Chairman, I don't expect Mr. Parsons to be here on account of the bad roads.

**MR. PRESIDENT:** I would like to have you say a few words, Mr. Martin. Friends, it is a pleasure to introduce to you Mr. Martin, who is president of the Central Wisconsin Cheesemakers' and Dairymen's Association from Marshfield.

**MR. MARTIN:** Friends, ladies and gentlemen: I may report we have just finished a very successful convention in the city of Marshfield although our attendance was not as large as it should have been, the same as it is here this morning.

I notice that by your secretary's report that your registration last year was a little better than six hundred or almost one-fourth of the cheesemakers in the State of Wisconsin. I would like to know what is wrong with the cheesemakers when they don't come to these meetings which are very educational and the officers have the hard time of arranging the program to get the speakers that they wish to have and go through all the work and it is not appreciated.

Now, a convention as this, the state convention, should be attended by at least 90 per cent of the cheesemakers in the state. Now, at our Marshfield convention we had up for discussion in re-



gard to a code for the cheesemakers. I doubt whether that is necessary now after seeing the election returns last night. I think happy days are here again, although it may be well to discuss the subject possibly at later meetings, if your president sees fit.

I want to congratulate the officers of the Wisconsin Cheesemakers' Association and I want to assure them the whole-hearted co-operation of the Central Wisconsin Association. I thank you.

**THE PRESIDENT:** I will call upon Louis Ringel, who is Secretary of the Shawano County local. Friends, it is indeed a pleasure to introduce to you Mr. Ringel who is Secretary of the Shawano County local which is a very active local in the state.

**MR. RINGEL:** Ladies and gentlemen and fellow Cheesemakers: As secretary of the Shawano County Cheesemakers' Association, I wish to extend the sincere greetings and hope that your convention will be successful. We have many problems to work in our dairy industry this year, due to the fact that our legislature will be in session again and I hope that we have a bigger turn out hereafter as these conventions go along, and assure the Wisconsin Cheesemakers' Association that our local association will co-operate 100 per cent.

**THE PRESIDENT:** I will next call on John Erb, Secretary of the Northern Wisconsin Foreign Type Cheesemakers' Association. Is Mr. Erb in the room? (Mr. Erb was not present). Next I will call on Mr. Clarence J. Guth, Secretary of the Kewaunee County Cheesemakers' Association. (Mr. Guth was not present). I will call on C. A. Clarson of Boscobel, is he here? (Mr. Clarson was not present). W. F. Wenger, from Thorp, Glenn C. Weiss from Fond du Lac; L. A. Dederich from Spring Green. Friends, it is a pleasure to introduce to you Mr. Dederich of Spring Green who is a very active member in our association.

**MR. DEDERICH:** Mr. President, ladies and gentlemen: Our group is quite small and I expect I am quite fortunate in not having to say very much, although we want to express our congratulations from the smaller local and what the officials have done. We have spent quite a little time and thought in co-operative buying as the name of our association would indicate.

I don't know as there is very much more to say except that I again express our thanks to the officials for what they have done.

**THE PRESIDENT:** I will next call on E. J. Conger, Sheboygan County Cheesemakers' Association. Is Mr. Conger in the room? (Mr. Conger was not present). G. E. Plate of Calumet County Makers' Association. (Mr. Plate was not present). Mr. O. R. Schwantes of the Clintonville Cheesemakers' Association. Mr. W. M. Sampou

from Marinette Cheesemakers' Association. Are there any members here from the Marinette Association who would like to say a few words? I will next call on Milton Sax of Outagamie County Cheesemakers' Association. Mr. Earl Rendt from Lincoln County; Mr. Rudolph Jaehnig from Manitowoc County; Mr. Robert Flynn from Dodgeville, and Mr. H. Tersman from Price County. I guess some of these fellows will probably be coming in this afternoon. Mr. Van Duerzen from Brown County Cheesemakers' Association. Are there any members here from Brown County who would like to say a few words? Mr. Steven Suidzinski is from Brown County. Friends, it is a pleasure to introduce to you Mr. Suidzinski from Brown County.

MR. SUIDZINSKI: Ladies and gentlemen, there isn't any of our officers here but I notice there are two from Brown County and there are some more coming this afternoon or tomorrow. We have an organization that is percolating right along. It is not getting any smaller, it stays about the same, and I believe if we all work together for the power we have in this state, the cheesemakers, and they mean business, that there isn't anything that could lick us, but most of us stay home and depend on the other fellow and it is impossible for a few fellows to do it all. I believe it showed a little bit yesterday—if the fellows start a little bit in advance and work, they will get what they want.

THE PRESIDENT: I will next call on George Foesch from Greenwood Cheesemakers' Association. Mr. Pleoschke here from Osceola? Are there any members of these associations here? W. H. Price from Soldiers Grove Cheesemakers' Association? Mr. Elmer Tesch from Freesland Cheesemakers' Association? H. H. Solie from Abbotsford Cheesemakers' Association. This is the list of the secretaries that I have and if there are any members from any other association or anyone that I haven't mentioned their names, I would like to have them feel free to get up and say a word for their association.

I understand we have with us Mr. R. H. Sampe who is here who used to be secretary of the American Association. May we have a few words from him at this time?

MR. SAMPE: I guess I won't get up on the platform. I have been back at these conventions for the last seven or eight years. I will say it feels pretty good to be back here again. I just like to say that this is a convention about the same as always. Most of your boys stay home and we see the same faces every year. I would like to see a few more of the cheesemakers get interested and get down here. I expect to hear a lot of discussion in the next two days. We hope we can keep posted on your cheesemaking and take home with us some new points. I thank you.

THE PRESIDENT: Next we will have the appointment of the nominating and resolutions committees. The appointments as made for the nominating committee are: Edgar Peters of Plymouth as chairman of the Committee; A. H. Graf, Otto Yordi, Emil Martin and E. W. Young; and the Resolutions Committee will be Hugo Kaufman as chairman, Louis Ringel, M. H. Parsons, E. A. Indermuehle and L. A. Dederich. I wish that the chairman of the committee as soon as this session closes get their members together and meet up here in front and talk about your plans for your other meeting.

Friends, I overlooked the asking for a motion as to how you feel about the report of our Secretary at this time. I would like to have an expression from the members as to the report he gave and if favorable we will be ready for a motion on it.

(It was then moved to adopt the report of the secretary, which motion was seconded.)

THE PRESIDENT: Moved and seconded for the adoption of the Secretary's report. Are you ready for the question. All those in favor of this signify by saying aye; contrary the same. Carried.

We are going to award a door prize before this session is over.

We will next call on Mr. Gordon W. Crump, Promotional Director of the Department of Agriculture and Markets. Friends, it is a pleasure indeed to introduce to you Mr. Crump.

### ADDRESS

Gordon W. Crump

Mr. Chairman, ladies and gentlemen: I have instructions to take very little time this morning because I believe you want to get out of here as near 12 as possible. There are some things I would like to tell you. In the first place I don't think there is any industry in the world—and I am sincere when I say it—that has the good will that the cheese industry has.

You would be interested to know some of the things that come to my desk. Yesterday I had a gentleman call me at my home and say, I believe I have got an opportunity for the cheese industry. I said, what is it? He said, I have a friend in California and I believe you can get on that radio broadcast there. I believe you can give away cheese to movie stars. I believe you can sell the story of Wisconsin cheese all over the United States. What have I got to do? Well, he said, all you have to do is furnish me with 50 pounds of cheese and I think I can take care of it for you.

I came in here this morning and met one of the newspaper men

at the door. He said, gee, this is a strong organization. Do they get them all out here. I said, you bet. I hope he isn't here.

When Dean Christianson was here he told a couple of stories that you fellows back home should hear. He said up north where they grow a lot of wheat, there was a little girl who was lost in the wheat fields, and they searched for her and couldn't find her. The mother was pretty near frantic as well as the father, and finally along came an organizer and he said, there is only one way to find this girl and that is for all of us to take hold of our hands and walk through this wheat field, and they did. They found her, because somebody was able to take hold of hands and do a job.

They tell another story, and I am telling this story because I believe if the cheese industry is to continue to have support, you have got to get together and you have to have all the cheesemakers united in a common program for a better industry.

I am going to tell you this one more story of a marine over in China sitting down in a saloon in a poor district where the American flag and the American people weren't particularly popular, and he had imbibed a bit and was telling the world about the American democracy and what a wonderful place it was to live and somebody came along and let him have it with a beer bottle. He got up and proposed to fight everybody that was in the room. He put on a powerful fight and he just got in the middle of the thing when trouble began to be appearing on all sides, and he saw he was licked, when he heard the marines coming down the street. He knew then he was all right.

Now, I wonder if the cheese industry, the part that the public sees, isn't like the marine in the room—you need the rest of these fellows marching down the street to help you.

One of the biggest financiers and one of the most successful men in the advertising and promotional business in the United States replied this way to a letter I wrote him. I said, I believe you can give us some pointers on how we can sell more cheese throughout the United States. I said, you know that the cheese industry is a big industry; you know that there are 2,500 cheesemakers in the State of Wisconsin, and we make 50 per cent of the cheese. I said, why in the devil don't you give us the help we need. You don't know me from Adam. I have got the letter in my brief case, if anybody wants to see it.

He said, I am interested in the pure cheese industry. I always heard Wisconsin makes fine cheese. The five pounds of cheese you sent me is the finest piece of cheese I ate. I am interested. Come down tomorrow and talk to my purchasing agent.

When I came into Milwaukee Mr. Devine was up here this morning and let me tell you some of the personal things they do for you. He said perhaps it would be a good idea to put placards in the windows, and he said anything we can do for you cheese-makers we will be glad to do.

Last year we went to them as the dairy industry and we sat in the mayor's office,—and by the way, it is open to any agricultural man regardless what your belief is, that office is interested in your business, and they will help you any way they can. Corrigan was coming and what did they do, they shoved it to the Wisconsin State Fair because they thought they were helping the dairy industry. You men have your industry sold, providing you stick together.

We went to the Wisconsin Brewers Association and asked them, why don't you put the cheese back in the taverns, back on the bars where it belongs? I believe it would sell a lot of cheese; in fact, I know one tavern keeper who gave away last year just exactly one ton of cheese.

I met with the Wisconsin Brewers Association and I said to them, gentlemen, I believe that we can do this thing for the cheese industry for the State of Wisconsin, and they said, you bet we can. We believe we are interested, that the success of your business is dependent upon the cheese industry and if there is anything we can do we want to do it. I didn't have to do a lot of selling; they are sold on your industry—that the cheese industry and the prosperity of the State of Wisconsin are absolutely tied up together.

So they got out a letter to every tavern in the state of Wisconsin: The Wisconsin State Brewers Association proposes a program for Wisconsin Dairy Industry and invites your support. This goes out into the state on the letterhead of the Wisconsin Brewers Association, that it will actually sell more beer for you and at the same time sell a service of value to the State of Wisconsin. They say the facts are these: The dairy industry is the hub around which Wisconsin prosperity revolves. The dairy market of the state is a three and a half million dollar industry. When you help the dairy industry you help ourselves. Wisconsin leads in the production of cheese. Beer and cheese are a great combination, and that the state allows our taverns to use cheese, and with free lunch let's put cheese back on every bar of the state.

Many tavern keepers are already dispensing cheese and helping with beer, and such a movement will materially reduce the 124 million pounds of cheese surplus. And then they asked them to fill in the enclosed card.

Then we carried it a step forward. The beer industry in the nation has done quite a lot in the promotion of cheese. They have



released stories throughout the nation to the press. It occurred to us then that perhaps the foundation with five million dollars to spend might be interested.

It just so happens that last week on Wednesday the foundation and the member brewers in the nation met and we sent down some cheese for them and on the morning after their meeting we got this telegram back. It says: "Bulk cheese was served at lunch yesterday and banquet tonight. Our program will be adopted in many states."

Now, I am to meet this man this afternoon and plan if we can to get the brewers interested in helping dispose of this cheese surplus. It is an interesting reaction from the people, and wherever we go we get that same reaction from the people. There are three things we have got to do; first of all, we find this condition, and I am going to be brutally frank with you fellows. We sold at the food show about a ton of cheese. We had people there who asked these questions: Are you able to buy this kind of cheese anywhere you go? How much cheese do you buy a week? Do you use cheese? and some other questions we were interested. I have got those answers tabulated and if any one of you want them you can get them.

I want to tell you something, right in this building in that room right there last week when the Council of Agriculture was there, I had a fellow come up to me and he said, that is a hell of a trick to give a guy good cheese like you gave us there, and then go out in two different stores in Milwaukee and throw the cheese out. That is not true altogether but this is true, that if we are going to sell cheese we have got to keep that old slogan up there that Wisconsin cheese is the best cheese in the world and the cheese you want to buy and the cheese you want to ask for. There is absolutely no point in advertising cheese that is going to lose our business. You have got to give away our cheese and we gave away tons of it in a year to people all over the country.

I got a wire from Omaha, Nebraska, to send a Wisconsin man down there with some of our samples. He said, I am not satisfied with just giving away samples or place some of our souvenir packages—and we sent souvenir packages all over the United States, and listen, if those aren't good cheese you will never sell them any more, because a lot of these people we are contacting in the United States are eating Wisconsin cheese for the first time. We haven't even scratched the surface on the possibilities of selling Wisconsin cheese.

We ran an ad about that size in one of the national women's magazines, and do you know how many women answered that ad,



how to buy it, and where to buy it, and how to use it better in cooking—2,500 in the United States. The advertising agency that handled this thing said they never in the world have had such results or any other industry had the results we had in this ad. They want to use your cheese.

So I made this final appeal—I've got a Christmas program coming on, and the essential thing in the whole matter is to get cheese to people who probably haven't used it regularly before, to get them to use it in new ways and to give them the best cheese Wisconsin makes. I am going to have to ask for your support in that program. We expect to accomplish two things there—we expect to interest them more than they are interested, the various organizations from religious, civic, and all the way down the line, the manufacturers' associations and others in giving this cheese away for Christmas hoping they will begin to feel their responsibility in the biggest industry of the State of Wisconsin, and in its success. I am going to be around here, and I haven't the time this morning and I don't want to take the time to tell you about our Christmas program. We are having a special little ad made, a post-card made, a folder that tells you you should give this cheese at Christmas to three classes of people, first of all, to your friends in and out of the state and friends who perhaps are not acquainted with Wisconsin cheese and its quality. Next is the employees, we will ask various organizations to get in touch with the people of their organization to give this cheese to, for Christmas, and third, we are asking them to send it to their customers and prospective customers. Remember, we have three classes of people to send this cheese to.

The program is just getting started and it is difficult to arrange for the different ramifications of a program of this kind, and as I said before I absolutely need help and you have to furnish the cheese and I plead with you to give us the kind of cheese that people write back and say, where can I buy it, can I buy it direct?

I wrote a letter to a woman down in Connecticut and she said, I have seen the ad, I am interested, but tell me where I can buy it. I want a sample just like the sample you sent me. She couldn't buy it so I sent it to her. Now I have a customer on my hands and I have to turn it over to one of your fellows.

You know that contest we put on, they called it the Golden Food of Wisconsin's dairy land. Your Milwaukee Chamber of Commerce, we asked them, can you co-operate in getting us some new ideas in selling cheese, and we got three hundred answers and it took a committee of three consisting of Mr. Randall, Mr. Mooney and I think one of the members—Prof. Jackson of the University—took them practically all day to judge the answers. Some of them will

give you a little laugh. One fellow said, send a pound of Wisconsin cheese to every Chinaman that needs it and you won't have any surplus. We got some swell answers.

The point I want to make is that you have got the greatest industry—the industry that has the most support, the industry you can go to anybody and talk to them about its success and they all realize it is absolutely tied up in the financial interest in our state. If you fellows can get together, if you can get a quality product, if you can advertise it and sell it, this world is yours.

That man I told you about is Phillip Wrigley. I have got a date with Phillip Wrigley, he wants to talk cheese to us, he wants to buy some cheese, he wants to sell some cheese because he thinks it is a wondrous industry.

I just want to plead with you, gentlemen, next year everybody that is here bring out three fellows, and let's go out and sell this product that the people want, and if you will do that, I can tell you that the world is yours, and I frankly mean it, and convinced as I am, after only two months in this business, I am convinced if you can make the stuff it can be sold at a much better profit than it is being sold to the cheesemaker. We are interested. I don't promise anything. Of course, we promise you will work like the devil to find new markets and advertising Wisconsin cheese and spend your money to the greatest advantage we can in selling it.

THE PRESIDENT: I will next call upon Mr. Eckwright, who is Secretary of the Wisconsin Buttermakers' Association. Friends, it is a pleasure to introduce to you the Secretary of the Wisconsin Buttermakers Association.

### ADDRESS

By E. R. Eckwright

Mr. President, ladies and gentlemen, I wish to state that it is a great pleasure to meet with the cheesemakers; on three or four different occasions the Buttermakers Association has had the pleasure of meeting with the Cheesemakers and I think it has created a better feeling between the Cheesemakers and the Buttermakers. We are competitors out in the field but still our problems are the same, and I don't see any reason why the Cheesemakers and the Buttermakers, although we are competitors, can't be good friends because we know that the Cheesemakers don't want to make all the milk that is produced in Wisconsin into Cheese. Neither do the Buttermakers want to make all the milk produced in Wisconsin into butter, because I am afraid either one of the prices would be a whole lot lower than they are now.

I would like to say a few words. At the Wisconsin Buttermakers meeting Mr. Whiting appeared and a few directors and they gave us a short talk at our business session, and the Buttermakers believe we should have a better license law. It is up to the directors of the Wisconsin Buttermakers and Cheesemakers Association to meet with the Department of Markets and see if better license laws could be worked out and better conditions that would be more agreeable and I hope that the Cheesemakers will get back of that same program and their directors will be appointed to meet at that same time with us and see if we can't work out some kind of constructive program with the department.

We have an advertising program that has been launched just recently and as Mr. Crump says, I don't believe we will ever get very far. Advertising butter or cheese or any other dairy products in Wisconsin won't do us a lot of good unless we have a clean-up program from the department following right up. We must produce high class stuff, and when we advertise that kind of a quality, we know that we will have no come backs, but if we try to advertise butter or cheese and put out a low quality of goods, that we are not going to get very far on that advertising program, and I hope that the Cheesemakers and creameries and dairies would get back of this advertising program and join up so that we wouldn't have to spend too much time when they start out, and let's all get back of the proposition and back it up and everybody join up in a hurry, and I am sure that that advertising program is going to do the dairy industry a lot of good.

I hope this next year that we will be able to have meetings with the Cheesemakers Boards the same as we did last year; get together once in a while and talk over our different problems. I know that the Buttermakers Board enjoyed the meetings they had with you, and I am surely glad to be able to attend the Cheesemakers Association, and when we meet the Buttermakers are surely glad to have the Cheesemakers with us. I thank you.

**THE PRESIDENT:** Thank you, Mr. Eckwright, and I am sure in behalf of our Wisconsin Cheesemakers I can say the same thing, that we enjoyed the meetings with the officers and directors of the Buttermakers Association. I think many problems were discussed here that were beneficial to the Cheesemakers and Buttermakers.

It is nearly 12 o'clock and we are going to now award the five dollar door prize money given by the Northern Wisconsin Produce Company from Manitowoc.

(After the awarding of the door prize, the meeting adjourned to 2 P. M.)

Wednesday, November 9th, 2 P. M.

THE PRESIDENT: I have an announcement to make. Any of you members who would like information about Social Security, there is a man out there who will give you any information you may want.

I would also like to announce there will be a \$25 door prize given away this afternoon, so don't leave the hall. The \$25 may come in handy to someone. The winner must be a licensed cheesemaker also.

I would also like to make an announcement that the nominating committee after this session has been asked by the Chairman of the committee to meet in room 184 in the Republican Hotel after this session is over.

As our first speaker on our program this afternoon we have an address by Delos L. James, Manager of the Agricultural Department, United States Chamber of Commerce. Gentlemen, it is a pleasure to introduce to you Mr. James of the United States Department of Commerce.

### ADDRESS

By Delos L. James

Mr. President, members of the Cheesemakers Association, ladies and gentlemen: I can assure you it is a pleasure to be here with you this afternoon and discuss a subject in which the business men of the country are particularly interested, that of Agriculture. In fact, the whole nation today is interested in what is going on in the agricultural situation, and its effect on all kinds of business.

I am not going to talk to you on the problems of the cheesemaking industry from the standpoint of making it or any of the technical phases. You have here in the state some of the best talent from which to obtain that information that there is available anywhere in the country, and I am glad to say too it is apparent from the kind of cheese, the quality of cheese that is coming from this state in the various markets of the country, that the findings of your experiment station and so on are being reflected in the high quality of cheese that comes out of the State of Wisconsin. And that is extremely important these days, because more and more attention is being given to the matter of quality of food products, particularly in butter and cheese, and with all the attention that has been given to it during the past year, there is still hope for improvement because there is still too much low quality cheese reaching the markets of the country.

Just the other day in Washington I purchased some cheese, I don't suppose I should say that the retailer said it came from Wisconsin, but any way he said that, and I think the cheese was all right when it left here but the condition in which he was keeping it on his retail counter wasn't conducive to perpetuation of high quality.

My family, if you will pardon the reference, is rather fussy about good cheese—they will eat it if it is good, but on this occasion they remarked about it not being as good as we had. So there is some responsibility on the part of the cheesemaker today to see to the care his cheese is given to keep it up to the quality and that it is improved to the greatest possible extent.

Now, as I said, I haven't any intention of talking to you on the technical problems of how to make good cheese, and so on, but I do believe that you people are interested in the agricultural situation and its bearing on industry, on business in general. Possibly you feel that you know and have heard all there is to be heard about agriculture and what has been done to improve the condition of agriculture and so on, and would be pleased to hear something else but since that is my major field of activity, and the one in which I feel I know most about, I will have to impose upon you to the extent of listening to what I have to say on that subject.

It may be somewhat of a surprise to you to know that the United States Chamber of Commerce, the largest business organization in the world has an agricultural department. That the business men of the country are interested enough to set up an agricultural department and to have an agricultural staff at work there collecting information on agricultural situations for the purpose of keeping the members of that organization informed on what is going on in agriculture and its effect on other types of business.

It has been at least 15 years since the National Chamber set up an agricultural department. It also has an advisory committee made up of farmers and business men selected from various parts of the country. It is the duty of this committee to advise the Board of Directors as to the agricultural situation and then for going on seven years now we have had in the department at the head of the National Chamber men who are extensively interested in the agricultural industry.

The effects of the agricultural situation in America are far-reaching. They are not confined to the strictly rural regions but are reflected in practically every branch of American industry. Never has there been a time when the interdependence of agriculture and other industry was brought home to our people more forcibly than during the past several years. Moreover, agriculture, constituting as it does the largest single business enterprise of the Na-



tion, possesses among its numerous problems in production, finance and distribution many characteristics that are common to all types of business. Because of this inherent similarity between agriculture and other business there exists an essential unity of teamwork in the building of a common prosperity.

Anything that slows down or speeds up the activity of agriculture creates a condition which is quickly reflected in practically all other types of business. Likewise, waning purchasing power of millions of people living in cities and towns, compelling rigid economy, lessens the demand for farm products, with consequent diminished purchasing power of the farmer. That is primarily why the National Chamber's Agricultural Committee, in its report on Farm Income in the United States which was issued in December 1937, made the following recommendation:

"Recognizing the economic necessity of maintaining a balance between supply and demand—between production and consumption of agricultural products—the committee believes that the most important opportunity today lies in the vigorous stimulation of DEMAND at home and abroad rather than in the curtailment of supply. The prosperity of agriculture depends primarily on an expanding industry, and upon the reopening of foreign markets.

"Government can best serve agriculture by the most generous encouragement of private initiative."

It often has been demonstrated that prosperity in agriculture means increased and maintained purchasing power of one of the greatest markets industry must have. Crop failures or depressed conditions in farming invariably register their effects on other business, although the extent to which an agricultural depression induces depression in other lines is not easy to measure, but there is abundant evidence to support the generally accepted principle that as agriculture prospers so do all other lines of industry. No more convincing proof of this fact could be had than the developments which took place in both agriculture and other industry during the past decade.

For several years prior to 1930 the annual gross income of the 30,000,000 people living on farms approximated \$12,000,000,000 practically all new wealth, for no one will dispute the fact that the wealth that comes from agriculture is new wealth. Business generally is fully cognizant of that fact.

During the period in which agriculture was occupying a healthy economic position, other industry was keeping pace with it. In support of this conclusion we find in an examination of total national income figures for the period 1924-29 that total national income averaged \$78,563,000,000. From 1924, when it amounted to \$71,445,-

000,000, there was a gradual yearly increase until it reached a peak in 1929 of \$84,318,000,000. Contributing in a large measure to this favorable condition were the large purchases of farm machinery and supplies of all kinds by farmers, amounting to upwards of \$6,000,000,000 annually, also substantial reductions on debts and the payment of interest and taxes.

With the onset of the depression, farm income dropped to \$9,300,000,000 in 1930 and to a record low of \$5,321,000,000 in 1922. This precipitous drop in farm income, of course, meant a corresponding decline in current farm spending power and in the payment of fixed obligations. Demand was immediately slackened for the products of the factory; wage earners as a consequence were thrown out of employment, which in turn decreased the demand for food and fiber products of the farm. Closely paralleling the decrease in farm income was the decline in factory wages from \$11,621,000,000 to \$5,022,000,000, a further direct evidence of interdependence of agriculture and business.

Here, again we can refer to national income figures for additional evidence of the interrelationship of these two great groups. In 1930 total national income, like that of agriculture, had declined from its high point of \$84,318,000,000 the previous year to \$73,468,000,000—a difference of \$10,850,000,000. Each year thereafter it continued to decrease until 1933 when it reached a low mark of \$38,788,000,000. The following year an uptrend in business conditions had set in and total national income increased approximately \$9,157,000,000, or to a total of \$47,945,000,000.

Each succeeding year there has been an appreciable increase in both agricultural and total national income. In 1937 gross income from agriculture was estimated at \$9,636,000,000 while total national income amounted to \$69,817,000,000.

So alarming were the consequences of this situation in 1930 that it served to focus nation-wide attention on the basic position of agriculture in relation to other industry and further tended to stimulate action on the part of both farmers and other business men to strengthen the economic position of agriculture with a view to enhancing its purchasing power and thus reviving business activity in other fields. Business men sat down with farmers in a sincere attempt to find a practical solution to the more fundamental phases of the farm problem. In this connection the Nation's largest business organization, the Chamber of Commerce of the United States, organized a special committee representative of industry and agriculture, for the purpose of examining the farm problem and to be helpful in evolving some method that would aid in restoring agriculture to a self-sustaining basis, thereby enabling it again to become a substantial buyer of products of the factory.



In support of this objective the committee expressed the belief "that low prices, either for farm products or for manufactured articles, are not desirable if they result from the sale of crops or products at less than their fair cost or through the payment of wages unduly low or through the failure to pay a fair return on invested capital. Fair prices give to the farmer, to the workman, and to the investor incomes which he in turn uses to buy goods. This means active business which in turn means jobs for the unemployed and wages for those who are now being sustained by public charity."

The results of increases or decreases in farm income reach deep into our economic life. The well-being of millions of industrial workers and of those who obtain a livelihood from manufacturing, transportation and distribution, is dependent to a very large degree upon the well-being of those who supply them with the materials for clothing and sustenance.

With more particular reference to important changes that have been taking place in agriculture itself, it should be noted that due both to the more extensive use of better adapted machinery and the applications of the findings of our agricultural colleges and experiment stations, American agriculture today is in the hands of much more capable farmers than those who tilled our soils seventy years ago. Studies of the situation show that the output per farm worker has more than doubled during the past three-quarters of a century, and in the decade 1923-1933 it is estimated that the increase in output per farm worker has been 27%. During the period 1927-31, with practically the same crop acreage and with 7% fewer farm workers, the net agricultural production was 18% greater than during the period 1917-21. Industry likewise has been increasing its efficiency. Unfortunately, in connection with this development of greater efficiency in practically all lines of industry and agriculture we have been woefully lacking in our ability to take advantage of its numerous benefits. Thus far we have been unable to utilize to the greatest possible degree the potential efficiency existent in practically all kinds of industry. It would seem that, as a nation, our greatest emphasis now should be directed to methods which will be conducive to greater consumption of goods of all kinds. To do this, every able-bodied worker must be employed, thus increasing buying power and with it the demand for more products of the farm and the factory.

An important factor in this increased efficiency of agricultural workers has been the mechanization of agriculture which has been making steady progress. The substitution of tractors for horses and mules continued at a rapid rate. The number of tractors on farms rose from 246,000 in 1920 to 920,000 in 1930, and now is in excess of 1,200,000, while during the same period the number of horses and mules on farms decreased over 6½ million head. By 1937 the de-

crease amounted to about 10 million. The combine revolutionized the wheat-growing method of the Great Plains, larger and improved types of farm implements for use with both tractors and horses were placed on the market, and it is possible that this mechanization of agriculture eventually may proceed to such an extent that the fiber and food needs of the Nation can be provided by a greatly reduced number of agricultural workers.

This greater efficiency on the part of agriculture which, coupled with another significant development, the reduced foreign demand for products of the American farm, and the necessary diversion of feed supplies which had formerly been required for the larger horse and mule population, the latter affecting at least 40 million acres of crop land, are factors which contributed largely to the price-depressing out-of-balance relations which developed between food and fiber supplies and consumers requirements.

Our change from a debtor to a creditor nation following the World War also had the almost immediate effect of putting European farmers to work in their own fields so as to become independent of American food and fiber supplies. Recovery of the producing power of Europe and its subsequent tendency toward national self-sufficiency had by 1930 exceeded the pre-war acreage (excluding Russia) by 52 million acres, or 15%. During the war period approximately 100 million acres of European farm land were thrown out of production. Since the war Europe has restored to production 100 million acres and an additional 50 million acres. Four great food exporting nations—Argentina, Australia, Canada and the United States—have added over 75 million acres to their farm plants. The United States, it is estimated, is tilling about 50 million acres for which under normal weather conditions there is no effective outlet for the production. In 1929, when we discontinued our policy of making loans to Europe, which we had been doing on a large scale in order to perpetuate outlets for our products in those countries, we failed to heed the effects of a collapsing market until our own production, greatly in excess of domestic requirements, was causing price-depressing consequences of a disastrous character. Under the circumstances only one course of relief seemed feasible—that of bringing farm output and consumer demand into a better relationship.

Just how to establish a better balance between production and consumption which would insure a price capable of furnishing the farmer the buying power necessary to place him again in the markets as a substantial customer of the factory was a most difficult problem and one which to this day is commanding nation-wide attention. Regardless of the merits or demerits of the methods used to improve agriculture, we know that from 1932 to late in 1937 there had been a decided improvement in the situation, which can be at-

tributed almost wholly to a better balance between the supply of farm products on the one hand and a more active demand by consumers on the other. However, favorable crop conditions during 1937, together with increased acreages, resulted in a super-abundance of wheat, corn, cotton, rice, and fruits and vegetables of various kinds which, coupled with the onset of a declining consumer purchasing power, turned prices downward during the fall of 1937 so that for the first half of 1938 income from farm marketings were 13% less than during the same period of 1937. The income in August of this year was almost 20% less than that of August last year. It is expected that with the improvement now taking place in other industries, the demand for farm products will increase and farm income increase correspondingly. The gradual rise in business activity beginning in July has continued to date and there is good reason to expect strengthening business conditions during the remainder of this year, and longer if consumer incomes continue to expand. Such improved conditions are certain to react beneficially to the food trades, including the product in which you primarily are interested.

Although the consumption of all important foods has increased with population growth since the beginning of the twentieth century, the increase has not been uniform for all foods. Today the diet is much more varied than that of thirty years ago. Remarkable as some of the changes in diet have been, the net change in the amount of land required to feed one person has been slight. Nor is any appreciable change indicated during the next twenty-five or thirty years. The amount of land which will be needed in the future, therefore, will depend largely upon the future rate of population growth and upon changes in per-acre food production. Since it is believed by some students that the United States is now near the upper limit of its population and that a decline may be expected after another twenty years, unless the birth rate should rise or immigration increase, it is imperative that careful consideration be given to the output of and demand for farm products.

The agricultural industry is such that it is affected with a public interest in a variety of ways. National welfare from year to year is dependent upon it. Over 6,000,000 farmers are engaged in this important enterprise and on their individual judgments depends, subject to peculiarities of the weather, whether there shall be a surplus or a scarcity, whether prices of our basic commodities shall be high or low. Whether eventually agriculture will yield to the lessons of experience and be guided by the facts that are available in simple, practical form remains to be demonstrated.

Extensive study of the problem, however, leads to the conclusion that on farmers themselves rests the major responsibility for bringing about such basic changes in production as will tend to improve their economic status. Already there are recognizable certain facts

which are certain to have an important bearing on the problem. One of these which may operate over a long period is the decrease in the number of farm workers which is likely to follow any substantial increase in industrial activity. This decrease in the number of farm workers reacts beneficially on agriculture in at least two ways, provided those who remain are best suited to carry on the march of progress in the agricultural industry. First, it enlarges the market for farm products, and second, it reduces the number of persons who would otherwise be food and fiber producers.

Another factor which promises to be more immediately effective in increasing farm income and farm buying power is the increase in consumer income which flows from greater industrial activity. The effect of an increase in this consumer income on farm income is clearly shown in the development of the last five years. For example, between 1932 and 1936 consumer buying power, as indicated by the factory payroll index, rose from 46 to 82. The farmers' cash income from meat animals increased during this same period from 41 to 88. This increase in farm income took place in spite of the fact that there was little change in the total supply of meat produced under federal inspection. Expressed in dollars, this increase in income from meat animals was from \$968,000,000 in 1932 to \$2,100,000,000 in 1936. In the case of poultry products farm income between 1932 and 1936 increased from \$426,000,000 to \$617,000,000 without any significant change taking place in the supply. The income from dairy products increased from \$1,000,000,000 to \$1, 400,000,000 and the income from fruits and vegetables from \$650,000,000 to over \$1,000,000,000. None of these increases can be adequately explained otherwise than as resulting to a large extent from the increase in consumer buying power.

In a closer study of what took place in the cheese industry several significant factors may be noted. The movement of cheese prices shows the relation to consumer income in a striking manner. In the calendar year 1932 the income of all industrial workers was down to 46% of the 1924-29 average. In that year the average wholesale price of No. 1 American, fresh single daisies at New York was 54% of the 1924-29 average.

In 1935, industrial workers' income was up to 69% of the 1924-29 average and the index of cheese prices was 70% of the 1924-29 average. Since 1935 the index of cheese prices has not reflected so definitely the improvement in consumers' income, due, doubtless in part to the large increase in production. However, with the index of industrial workers' income up to 94 in 1937 the price index of cheese had risen to 77% or 7 points above the 1935 level.

This influence of consumer income on prices is still more impressive when we consider that during the years from 1932 to 1935

when the cheese price index was rising from 54 to 77 the total production of American cheese alone which was seeking a consumer market increased from 371,000,000 to 469,000,000 pounds, or almost 27%.

The following table shows in detail the relation of industrial workers' income on prices, together with the changes in production.

### CHEESE PRODUCTION, PRICES AND CONSUMER INCOME

Year	Production (1)		Wholesale Price (2)		Income of Industrial Workers (3)
	Thou. of lbs.	Index No. 1925-29—100	Cents per Pound	Index No. 1925-29—100	1924-29—100
1922	282,806	85.0			81
1923	308,108	91.5			102
1924	324,695	96.4	21	97.9	94
1925	347,240	103.1	24	100.4	98
1926	335,915	99.7	23.3	97.5	102
1927	307,777	91.4	25.8	107.9	100
1928	335,253	99.5	25.4	106.3	101
1929	370,314	109.9	23.6	98.7	107
1930	378,816	112.5	19.7	82.4	88
1931	374,648	111.2	15.4	64.4	67
1932	370,743	110.1	12.8	53.6	46
1933	408,631	121.3	13.1	54.8	49
1934	435,491	128.5	14.2	59.4	61
1935	468,999	139.2	16.8	70.3	69
1936	487,576	144.7	17.9	74.9	80
1937			18.3	76.6	94

(1) Production of American cheese only.

(2) Price of No. 1 American, fresh single daisies at New York.

(3) Source: U. S. Department of Agriculture.

There is also a relation between the condition of industry and the volume of consumption. In 1929 when workers' incomes were 107% of the 1924-29 average, the per capita consumption of all kinds of cheese except soft cheeses was 4.6 pounds. In 1932 this consumption dropped a small amount to 4.4 pounds. In 1936 with the rise in the income of workers and others, combined with other conditions favoring the use of cheese, the per capita consumption was up to 5.4 pounds, or a full pound per capita above that of 1932.

On the whole, the possibility of materially increasing the cash income of agriculture lies chiefly in the expansion of industrial activity, with a consequent increase in consumer income. Exports



may be increased if the world price justifies production for this purpose and adequate outlets can be provided. Production for industrial uses may be expanded if competitive prices justify, but the increase in the income from domestic marketings for human consumption which may be brought about by other means than increasing the buying power of consumers, appears to be limited to that which may result from the maintenance of the volume of supply from year to year in the closest practicable adjustment to demand.

With regard to the expansion of industrial activity and the increasing of consumer income, these are matters which are being adversely affected by the constantly increasing amount of taxes which every citizen directly or indirectly is compelled to pay in order to support many and varied forms of federal, state and local activities that are carried on and paid for out of taxes collected in one form or another. It doesn't make any difference whether spending is public or private, the money comes out of the same national pocketbook. As more money is taken from the people in the form of taxes to spend on public enterprises, the less there is available for them to spend on the things furnished by private enterprise. Business of all kinds finds a proportionately smaller demand for its products and less money is available for expanding private enterprise. In recent years there has been a marked increase in the proportion of the national income collected for government uses. Governments—all governments—collected in taxes in 1937, 17.6 cents for each dollar of national income.

During the past year the Chamber of Commerce of the United States has been earnestly working to create a better understanding of business—its policies and practices. With the cooperation of local chambers of commerce, trade associations and through magazine advertisements and press articles and numerous meetings of business men, there arose a reawakening to the fact that business men themselves are responsible for the kind of impression that prevails about the business they are in and more people are now thinking of business, not in terms of what it does to them, but what it does for them. They are gaining a better understanding of the fact that "What Helps Business Helps You."

These facts showing the close relation of farm income to consumer buying power as influenced by industrial activity, together with the experience of industry with respect to the benefits it derives from an improved agricultural income resulting from better adjustments of supply and demand, clearly indicate the degree to which the interest of industry and agriculture are bound together.

The National Chamber consistently has maintained, and the same view prevails among our membership, that there is no line of demarcation between agriculture and other business. Farming is



generally conceded to be a business of the most highly complex character. In times past, there have been those who advocated the doctrine that business so-called and agriculture never could work together for mutual good, but the National Chamber and its member organizations have long since proven the falsity of these teachings and have demonstrated beyond a doubt that both groups can and must work in harmony for mutual benefit.

Industry in all parts of the country is anxious and willing to team with agriculture. Already, the great economic questions in the agricultural situation are meriting and receiving the best effort of these men along with that of leading farmers in an endeavor to improve the agricultural situation.

In conclusion I wish to again emphasize the importance of extensive cooperation between agriculture and other industry. Effective teamwork between these great groups bring ample rewards. A community effort versus that of a "go-it-alone" policy builds bigger and better communities and promotes a spirit of friendship and understanding which contributes to happiness and a more prosperous and contented rural and urban population, ever keeping in mind the basic principle that agriculture is the cornerstone upon which is built the economic structure of the Nation.

**THE PRESIDENT:** I have a couple of announcements to make at this time. The cheese exhibit of our association this year is at 919 North Third Street, just about a half block north of the Republican Hotel. We have our exhibit over there in a store and we are also selling cheese over there.

I would like to ask again of those who had planned on attending the banquet, as the hotel manager would like to have an idea about how many will attend the hotel banquet tonight at 6:30 at the Republican Hotel. The banquet tickets can be bought at the registration desk in the lobby right here in the Auditorium.

We will now listen to any amendments of our constitution.

**MR. PETERS:** Resolved, that Article 3 of the Articles of Organization of the Wisconsin Cheesemakers' Association be amended, increasing the annual dues of active members from two dollars to five dollars, and reducing the associate membership dues from two dollars to one dollar, and that said article so amended shall read as follows:

"Article III. Active membership. Any cheesemaker, past or present, in Wisconsin, but not a helper, may become an active member of this association with the right to vote and speak in all association meetings, and to receive legislative bills, annual reports, and so forth, by paying the annual membership fee of five dollars in ad-

vance to the secretary of the State Association for the current calendar year.

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, and so forth, and to attend all meetings of the Association, but not to vote or speak, by paying in advance the annual membership fee of one dollar to the Association Secretary for the current calendar year."

These will have to lay over for 24 hours according to our constitution now.

THE PRESIDENT: Gentlemen, you have heard the reading of these amendments. They will be read again tomorrow and acted upon.

We will now have a little entertainment by the Marggi Sisters. I might also say for those who came in late that we have a \$25 cash door-prize to award this afternoon to licensed cheesemakers. You must be in the room to receive this prize if your number is drawn.

We also have the awarding of a five dollar cash door-prize donated by the Northern Wisconsin Produce Company of Manitowoc. You must be in the room to get the five dollars.

THE SECRETARY: Mr. President, it has been brought to my attention that we have a charter member of this association in this association, and being a charter member, I move that Mr. Sam Cannon be nominated as a life member of the association.

(Motion seconded and carried).

THE PRESIDENT: On our program next we have discussion, Dairy Boards of Trade. We would like to hear some discussion on this. Has any one at this time any particular thing they want to discuss about our dairy boards? There are plenty of chairs up here in the front, if you people standing up back would like to come up here.

We were to have Miss Maddy Horn, National North American Speed-Skating champion this afternoon but she is unable to be here and so she will come tomorrow.

Our next speaker will be Mr. John Hicks, Secretary of the Cheesemakers' Mutual Insurance Company. Friends, it is a pleasure to introduce to you Mr. John Hicks, Secretary of the Cheesemakers' Mutual Insurance Company.

## ADDRESS

By John Hicks

Mr. Chairman, members of the Wisconsin Cheesemakers' Association, ladies and gentlemen: Your good secretary, Mr. Ebert, has put me on your program as you can see from your program book to talk on insurance, but with his permission I am only going to say a few words along that line and talk to you more generally.

It was four years ago when I first had the privilege of appearing before you at your convention. At that time the Cheesemakers' Mutual Fire Insurance Company was being organized. A few months later it received its charter and now is in its fourth year of successful operation.

About two and a half years ago the Cheesemakers' Mutual Casualty Company was organized to write the insurance on your automobiles and trucks. Now those two companies have between six and seven hundred members in the cheese industry. I mention those facts in order to point out your own accomplishment. It was you who organized the Cheesemakers' Mutuals. It was you who put in your fire insurance and automobile insurance. It was you who are making them successful. You can do things when you want to.

If you would apply that same concerted effort to the problems that confront you at this time, you can lick them. It takes that concerted effort, when you have a problem you can't solve.

As your secretary of the Mutuals, I have traveled all over Wisconsin for four years. I have been in hundreds and hundreds of factories and I have met hundreds of cheesemakers and I got to know them. I am not a cheesemaker myself. I spend my life in the insurance business, and I can't tell you how to solve your problems. You have men in your industry who are skilled on that point and they can do it but I can tell you what I have seen.

One thing that has impressed me is the tremendous improvement in your living and working conditions. Ten, fifteen, or twenty years ago those conditions were entirely different from what they are now. Your factories are larger and they are better maintained. The old circulating vat has been replaced by steam heated vats. Most factories have mechanical agitators which save you a lot of work. Motors from the high line have taken the place of gasoline and steam engines. Your working conditions are greatly improved. Your living conditions are also greatly improved. In your well-furnished homes you have a very fine stove in the kitchen, you have a radio, lights, modern bath rooms, running water and your factory is surrounded by a net work of splendid roads over which you can drive

your automobiles to any place you want to go. Both of those conditions, your working conditions and your living conditions are improved, and on top of that there is more milk per factory now than I think in the history of the cheese industry.

In 1922 there were 2800 cheese factories. Those factories turned out approximately 330 million pounds of cheese. Today those 2800 factories have been reduced to two thousand factories and those two thousand factories are turning out 360 million pounds of cheese. The thing which impressed me is that in spite of better living conditions and better working conditions and more milk per factory, you are confronted by problems that threaten to wipe out many of the factories in the state. I have been told that 50 per cent of the factories in Wisconsin are in financial difficulties. Why is that? Where lies the blame? I don't know. That is a strange paradox which I in the forty years I have been associated with the industry have seen.

As I see it, there are three fundamentals in any industry, not only yours but any place you go—the canning industry, the steel industry, the textile industry—any industry. Three fundamentals—one is the living and working conditions of the people who make up the industry. In your case your living and working conditions have been better than they ever have been and that cannot be the cause of your troubles. In the second place, the second fundamental of any industry is the source of supply, the supply of the raw product. In your case it is not.

Figures show that you had more milk per factory now than you ever did have. So that cannot be the cause of your evil.

The third fundamental—you find it every place, in every organization, is the man himself. In your case it is the cheesemaker. Those three fundamentals make up any industry or any organization and if your problem cannot be found in the first two, it must be in the last one.

I read a book—I forget the name of it, it is a long time ago, but I do remember one thing it said—all good that comes to men is from God. All evil is from himself. The evils in your industry do not come from your working conditions nor those other things that come from some other individuals in the industry.

In case your neighbor lets his factory run down, his machinery wear out, that does not affect you particularly. In case another neighbor hogs part of your milk supply, that does not necessarily affect you, but let the third neighbor begin to think crookedly—I mean not straight—let him think he can pay out more money than he takes in, let him think he can do business on an unsound business

basis, that man does affect you. It is the man himself; it is the individual in the industry.

How to overcome that, I don't know. But the peculiarity of the thing is so many of those people know better. They don't use salt water in their boilers, they don't pour sand in their machinery. Why is it then they will go along and use those business tactics which damage all the neighbors and eventually destroy themselves?

A man is like a cat. He goes no farther than his head allows. There was a little boy who was sleeping late one morning and his mother called up to him. She said, Willie, aren't you ashamed of yourself to be lying in bed at this hour of the morning? Willie turned over, he said, yes, I am ashamed but I would rather be ashamed than get up.

Many of these people who use those tactics are ashamed and they would rather be ashamed than change their methods.

Not long ago a cry came out from the northeastern part of the state—save us from each other; save us from each other. Why was that? That was because you see and acknowledge this vicious evil before you. And I have often wondered, to whom was that cry addressed. Who is it that you expect to come and save you from each other? You want a dictator to take hold of the industry and run it with an iron hand? I don't think so. You are too American. There are too many intelligent, level-headed capable men in the industry. You can solve your own problems if you take concerted action.

They say that a thing is no greater than the parts that compose it. This ruler is 36 inches—a yard. There is an inch; half inch; there is a foot, two feet, but the whole makes a yard. Nothing is greater than those parts that it is made of. And the whole is no better than its parts. So in your industry or any other industry of this country, it is no stronger than the citizens that make it up. No organization is stronger than the members who make that organization. A chain is no stronger than its weakest link, and your industry is no stronger than the individuals who make the cheese industry. The industry is the two thousand or three thousand cheesemakers all over the State of Wisconsin.

I have told you insofar as your living and working conditions are concerned, figures show your milk supply is better. I am going to tell you of a few of the men I have met. I am not talking about your officers and directors and leaders, the names you see on each side here. Those people are taken for granted—you know them. I am talking about the average run, the hundreds of men I have met during the last four or five years and got to know them.

There is one man—I was talking to him this morning. He is not an American citizen. He came to this country when he was 21 years old. He has been here 15 years. The reason I happen to know, I heard him say this morning he was voting for the first time, and I said why for the first time? You are a whole lot older than when you came here. He was born in another country and now he is an outstanding cheesemaker in his industry and that kind of men in your industry build your industry.

I met another man, he was going along, he had been in business for I don't know, 10, 15 years. He did business in an honest way; he was a credit to his industry and to the town he lived near. He was raising a family. Suddenly his factory burned. He went up town to his insurance agent. This was before the Cheesemakers' Mutual was organized. He went up town to his insurance agent, and he said, my factory burned and I want to collect my insurance. The agent said, I am sorry but your insurance expired last month and it was not renewed. Wasn't that a shock? Everything that man had was gone—lost. What did he do? He had been playing fair with his patrons and they chipped in and helped him. His factory was built back, he was able to borrow money in spite of that loss. I call that "guts."

There is another man I know, he was going along well with a nice flow of milk and in the flush. A couple of trucks stepped in and took his milk and reduced it down to a very small run. What did he do? He lived near a small town and he established a milk route there. He put in a churn and began to make butter as well as cheese, so that he could go either way. He appealed to the tourist trade and that man now with less than half the milk he had, is making more money than he did before. That kind of man builds your industry.

I will tell you about a third man I know. He also had been there, one of these stable individuals, modest, honest and a credit to the industry. He had been going along year after year. Finally he lost his business and he had to close his factory on account of vile competition. Did he sit down and start to cry? Did he cuss out his customers? No. He went out of the state and 150 miles away he found a spot where they needed a cheese factory and he made arrangements with the farmers and he came home and he took a hammer and a wrecking tool and he climbed upon the roof of his factory, and shingle by shingle and board by board and nail by nail he tore that factory down and actually loaded it onto a truck. He took it up to this new location where he put it back the same as it was before. That man is prospering. To my mind that is a classic but you have men like that in your industry.



This industry is made up of good men, hard men, and don't forget that whole is composed of its parts and the parts make up the whole. As long as you have men, the average run of men in the cheese industry, why you still have these vicious problems, yes, but while the industry, as long as it is made up of men of that character, to my mind the future of the cheese industry is rosey. You are going to climb the heights you never reached before and I think you will all be proud to belong to the cheese industry. Thank you.

**THE PRESIDENT:** I would like to make an announcement at this time, that again the resolutions committee would please meet up here right after this session, because I think you have some work to do this evening. You were to meet after dinner and I would like to know if Mr. Cotton is in the room, from Sheboygan. Is Mr. Milton Sax in the room, from Seymour?

Next on our program we have a discussion on Regulated Milk Price in Cities. We planned our program so as to have discussion. At some convention heretofore we had been criticized for not having enough discussion in our program. It seems to me that everyone seems to be satisfied because when we get in the room here we can't get any discussion on any of these subjects we have listed, and I would like to have a little discussion on this Regulated Milk Price in Cities.

You perhaps know that the Wisconsin Cheesemakers asked the Department of Agriculture and Markets to hold a state-wide hearing on the price of fluid milk—at which it was being sold. We held that meeting over at Fond du Lac. We felt there was too much difference in the price being paid the cheese factory farmer and to the fluid milk farmer. We felt that the fluid milk farmer should get a reasonable price but we didn't feel that it was too much and we felt there was too much of a difference. That was our intention when we called that meeting. I wonder if we can get some views from some members on that.

Well, we have next on our program a discussion of the Developments at the Council Meeting which was held yesterday. How many that attended that council meeting were in favor of having that council meeting, please raise your hand. Is there anyone that attended there that would like to say a word or two as to what took place or any discussion on that meeting—any member feel that there is any improvement we can make? Have you anything to say, Mr. Ebert, as secretary?

**THE SECRETARY:** Mr. President, fellow cheesemakers, ladies and gentlemen: I am sorry that I must voice my disappointment at the poor response we are getting from the audience today. Sometimes at a convention we get any amount of discussion but it just

seems we can't get any reaction from the crowd here today. We had one topic up for discussion here today which I think was very important, was the Dairy Boards of Trade. I don't see why we couldn't get any discussion on that at this time, especially when the government is trying to fix the price of dairy products.

As to the meeting last night, we have taken some definite action on the ills of the industry and it seemed that that was a very live meeting. Everybody seemed free to express themselves as they should here. There is no reason why they shouldn't express themselves as they have yesterday, if they have any grievances. There is the place to have them.

Another thing that was offered and suggested, was to have the officers report their activities throughout the year, that is, from one council meeting to the next council meeting. The officers are criticized at times for not doing anything or the association in general. We have done many things throughout the year; we have saved you money as has been told you here this morning. It was mentioned that we have not publicized enough; we are not advertising everything we did. The benefits you people have derived throughout the year from the efforts of the officers of the association pays you well for the one dollar that you pay in a year. You have been paid that back—I don't know how many times over, for the efforts spent in your behalf.

I don't think there is much more I can say along that line but I hope we get a little more discussion on the topics from now on.

THE PRESIDENT: Are there any other discussions on the council meeting we held yesterday? If not, at this time I will call on Mr. Elmer Conforti, Secretary of the Wisconsin Restaurant Association, "How To Encourage A Greater Use Of Cheese By Hotels and Restaurants." Ladies and gentlemen, I take great pleasure in introducing to you Mr. Conforti.

## HOW TO ENCOURAGE A GREATER USE OF CHEESE BY HOTELS AND RESTAURANTS

Elmer Conforti

Mr. Chairman, Mr. Ebert, ladies and gentlemen of the cheese industry: It is with great pleasure that I accepted the privilege of addressing you on "How To Encourage the Greater Use of Cheese By Hotels and Restaurants." May I take this occasion to extend to you my congratulations on this, your 47th annual meeting. I am sure that when this convention has concluded you will all return to your homes and factories with ideas and inspirations and an incentive which will keep the wheels of your industry spinning for another year.

I am particularly pleased to note the attendance at this convention, and the interest that is being displayed by men and women participating in the exposition and general convention sessions. This interest designates that there exists a healthy condition not only within the industry but within the organization which represents the industry which is vitally interested and necessary if an industry is to move forward, solve your problems and make progress.

I take it that your industry is confronted with a problem. I became quite conscious that you men and women have a severe headache and that this headache is not unlike the one that is now being experienced by Wisconsin Restauranters. This is very significantly brought out in the title of my address, "How To Encourage A Greater Use Of Cheese By Hotels and Restaurants."

The subject is an interesting one and should provide much conversation or meat. Let's dissect it and see if we can find a few interesting issues which may provide a solution. A few years ago the restaurant and hotel industries were awakened by a broadcast that the Wisconsin legislature was about to pass a law which would require them to give away cheese or butter with every 25c meal. The advocates of this law declared that it was necessary in order to protect the cheese industry and provide a market for its product. It is regrettable that this incident ever occurred. However, it must be said that the incident encouraged not only the cheese industry but the restaurant and hotel industry to give the problem considerable consideration. Although the law was passed, it was amended to the point where it became ineffective thus defeating its very purpose—at least that was the consensus of all who were interested in the particular bill that was presented to the legislature.

Those of us who are intimately associated with the restaurant and hotel industries know that the law did procure some beneficial

results in that it made the restaurant and hotel industry cheese-conscious, but at a terrible price. Discriminatory legislation cannot invite co-operation and it is well to remember that if the cheese industry desires the co-operation of the restaurant and hotel industries, it cannot secure it by inciting antipathy. It must secure the friendly co-operation of these industries. This friendly co-operation may be attained by asking them outright to co-operate, and I am sure that if this is done in the future, the restaurant and hotel industries will unhesitatingly get on a band wagon and help the cheese industry sell its product.

The law of supply and demand are the barometers which measure the progress of the industry. As we look at these barometers as they apply to the cheese industry, we cannot help but recognize their danger signals. We find a large supply of cheese with a very minimum demand. Now, there was a cause for this condition and until that cause has been determined and eliminated, this condition of the huge supply and small demand will remain irrespective of how much legislation our good senators and assemblymen unwittingly passed.

Now, let's be practical; let's employ a bit of logic and ascertain whether there is a huge supply and why there is a small demand, and why restaurants and hotels are not selling cheese. That, my friends, I believe the answer to the question you would like to know. I take it that this question can be answered under four separate and distinct headings.

First, the lack of knowledge on the proper use and sale of cheese. I want to repeat that. There is generally a lack of knowledge on the proper use and the sale of cheese which is responsible for you not selling more cheese. Second, poor distribution. May I again repeat, poor distribution. Third, the lack of knowledge on how to keep cheese, but my friends, there are very few people engaged in the hotel and restaurant industry that know how to keep cheese correctly. Fourth, lack of proper advertising; and as you analyze these you might say, Conforti is all hay-wire. Maybe I am, but these are my opinions. Each is predicated upon the other.

Let's take up the first one—the lack of knowledge and the proper use in the sale of cheese. We have heard a great deal about the lack or sale of cheese in the restaurants and hotels, the reasons being that many of us know very little about cheese and its use. We can go to the cook books, yes, and we will find a number of ways of serving cheese. The cheese sandwich remains today the same cheese sandwich of 100 years ago. It usually consists of a piece of cheese placed between two slabs of bread, and sometimes the enterprising operator inserts a pickle or olive if he feels overly generous.

Other uses of cheese are the grating of cheese on macaroni or the serving of cheese or by melting cheese on hamburger, now commonly known as the cheeseburger sandwich. That is about the extent and knowledge of the average restaurant operator on how to use cheese.

This, my friends, constitutes the cheese serving knowledge of the average restaurant and hotel operator. They are not going to entice the public to purchase cheese by giving the public the same old recipe or same old menu day after day. You have to give them something new and after all it isn't the restaurant operator that is at all interested. He is the avenue by which you sell your cheese. It is John P. Q. Public, the fellow with a white flower in his lapel on Sunday that comes into the restaurant on Sunday that is really responsible for the sale of the cheese, because if he likes it he will buy it and if he does not like it, he won't buy it and there isn't much you and I can do about it.

The cheese industry must become creative; it must use its ingenuity to devise new and more tempting ways of preparing and serving cheese. It must teach Wisconsin restaurants and hotel operators to dress up and garnish stream-lined cheese sandwiches and cheese dishes so they will entice the public to want cheese, thus creating a demand for cheese.

Let me stop a moment to draw your attention to another industry that had a similar headache, similar to yours about 25 years ago. I am referring specifically to the orange growers of California. About 25 years ago that industry had a huge supply of oranges and they didn't know how to sell it. What did they do? They created an organization similar as yours and they organized and devised ways and means of using oranges in cooking; they made popular the idea of dressing an orange for you for breakfast. There lies an increasing demand for their product and building huge sales.

You, my friends, must do something similar. Now, let's turn for a moment to another cause that is responsible for this small sale of cheese in Wisconsin, and as far as that goes, in the nation generally. What about poor distribution? What has that got to do with your industry? I think it has a great deal to do. Supposing that you have stream-lined your cheese and created a demand, your problem will still be unsolved because of the restaurant and hotel operators' inability to sell or secure cheese. The distribution of cheese is largely responsible for the lack of cheese sales. The cheese industry must assume the responsibility of creating a highly effective distribution system for us and I shall go so far as to say that only when the cheese industry is able to give the same service that the dairy industry furnishes restaurants and hotels, then and only then will the restaurant and hotel industry purchase cheese in

the same proportion that they now purchase milk and other dairy products.

You might wonder why I say that, and you have a perfect right to know. First of all, if there is going to be difficulty for an operator to buy cheese or get cheese, he is not going to use it and the reason being that the restaurant operator is the world's most lazy man. The only way he will take anything or get anything is if somebody gives it to him, and when you are dealing with an individual of that type, there is only one thing you can do and that is put it on the platter and say, here it is now, John, take it, and if you can sell him the idea he can make money on it, he is going to take that thing and sell it and use it. As a restaurant operator—and I am a restaurant operator—I find it difficult to buy cheese, and you may say, What! in Wisconsin you find it difficult to buy cheese. Why man, you are asleep! But I am very much awake. I find it difficult to buy cheese. I like to use it in my restaurant but I find it exceedingly difficult to secure the names of the companies that make a very good cheese and one that can help me in my cheese problems, all comments to the contrary notwithstanding. Naturally, if it is an effort for me to secure this information, I shall, because of my human failings, purchase a substitute and you ladies and gentlemen, sitting out there suffer with a loss of another cheese sale and the profit adherent thereto.

In order to increase the demand you must have a highly technical, well-trained distribution force which will act in the capacity of salesman as well as distributor, that is, being able to supply the demand when it is created.

Now, let's turn to the lack of knowledge on how to keep cheese, and that also plays an important part and why there isn't much more cheese sold in the country. I am going to give the reason why, not so much what should be done to increase the sale but I believe if you find the cause why cheese isn't sold, we can eliminate the question or provide a remedy for that cause and thereby improve the sale of that item or commodity.

The lack of knowledge on how to keep cheese is another important factor in increasing the cheese sales. This lack of knowledge is another reason why many operators refrain from placing cheese too prominently on the menus. I believe I can honestly say, you ladies and gentlemen sitting here in the audience, have found it one deuce of a time to go into some of our large restaurants and find cheese. You practically have to stand on your head in order to find it on the menu and when you do find it, you find it buried some place way down where nobody will ever see it, and it was put there for a purpose, because cheese is, in the opinion of many operators, hard to keep and that there are tremendous losses be-



cause of the keeping of that cheese. It gets hard and wrinkles and it is hard to serve in sandwiches. Your problem is to break down that false reasoning on the part of cheese operators and make them realize it is easy to keep cheese and that it is a profitable item and I know that you can do it.

I am sure that there are ways and means of eliminating these losses brought about by the improper knowledge on how to keep cheese. It is the cheese industry's responsibility to disseminate this knowledge and place it in the hands of the restaurant and hotel operators and thereby encourage them to purchase, sell, and place cheese prominently on their menus.

The restaurant industry is willing to sell any item that is profitable. No industry can expect to sell an item that is unprofitable and I am sure that the cheese industry does not expect restaurant and hotel operators to sell cheese and sustain heavy losses as a result of their desire to co-operate. Certainly, business predicated upon this principal cannot and never will be successful. The cheese industry must build sales on a much sounder foundation than the flimsy structure previously mentioned.

Now, let's turn for the moment to the lack of proper advertising. The Wisconsin restaurant and hotel industries have been severely criticized because they have not placed cheese properly in their menus. Perhaps this criticism is just a vile passing fancy and yet I wonder—surely it is asking too much of a relied industry to assume the responsibilities of another industry for the purpose of encouraging the sale of its products. It is the cheese industry's responsibility to try to sell cheese so the product will create sales. You can do this through the medium of advertising, be it radio, newspaper or any other form.

Just as I was leaving the office this afternoon I received some literature from the west coast. I am going to pass this on to you because I think that it is an effective way of selling your commodity. I believe if you dramatize the sale of your product in a similar manner you will do a great deal towards creating a demand and promote the sale of cheese. I think the best way of doing this would be to hand these down to you so you can look at them. Perhaps I am assuming too much authority here, but the subject as it was given here was "How To Sell Cheese To Restaurants and Hotels" and I have been considering this thing seriously; I didn't come up here with the intention of wasting 15 or 30 minutes of your time and then going away. I thought if I could give you something constructive about your cheese, I would like to do so.

When this came in this morning I thought now, if the cheese men of Wisconsin would have a sufficient number of these little

stickers to put on menus telling them the story about cheese or doing like Coca Cola does, dramatize it by the beautiful picture of a cheese sandwich, showing the cheese on the outside and then getting the aid of their association or the dairy people or whomever you want in your distribution force, to go into the restaurant and say to the fellow who runs the lunch stand, I want you to put this on your menus and use it. He will put it on his menu and I am willing to wager you you will increase the sale of cheese in Wisconsin 100 fold. The reason I say a hundred-fold is right now you should be selling a deuce of a lot more cheese than you are. The public sees this. Wisconsin is a great tourist state, but the people coming into Wisconsin they want cheese and they don't find it because the restaurant operator hasn't got it and he hasn't got it because he hasn't been encouraged sufficiently to put it on his menu. If we can do that with cheese, that will help solve some of your problems.

Let's go a little further. Let's be big shots for a minute. Supposing we put out millions of these throughout the states, wouldn't we build a beautiful sale for Wisconsin cheese in all the 48 states. It can be done if you are going to co-operate, if you are willing to have these little things printed—not this one, maybe some other things which your artist can work out, and then we will begin to get some place.

I am going to give you a little statistical information now and if you bear with me and be a good patient, it might interest you. There are thirteen thousand restaurant operators in Wisconsin. If these thirteen thousand restaurateurs placed the stickers such as these on their menus, they will give you daily thousands and thousands of prospective cheese purchases, and this is exactly what you are looking for and I would not be surprised if in the days to come restaurants would become cheese stores.

Now, I am not looking at the restaurant just to sell cheese to put on a piece of pie or in a sandwich—I am going a little bit further. I can visualize 10, 15, 20 years from now where there will be a delivery service, perhaps on the same scale that you have now in your dairies, may be not as large, but individual trucks making calls from restaurant to restaurant and the restaurant operator buying so many pounds of cheese and the public coming in and saying, give me so many pounds of cheese to carry out and take home. If you can put that on a large scale all throughout the country, you are securing and providing a medium for the sale of your cheese. I have tried it, I have gone through the problems quite critically and I can't find any objection and I can't find one single reason why a restaurant operator wouldn't want to sell cheese if he found it profitable. You will say, what are you going to do with the grocery store.

The grocery store might be another avenue for the sale of cheese, but I think the restaurant is a better place because you can buy it and eat it in the same place, and if you buy it and eat it you can take it home with you. You go to the restaurant now to buy a pint or quart of ice cream. That is just another item for sale. The cheese industry has this potential distribution force. All that is necessary is that you convert it into a functioning machine. This you can do if you assert yourselves to the task. I realize that there are many problems that must be solved before the machinery will run smoothly. I must say that these problems, no matter how difficult, can be solved if a proper interest is shown, by not only the restaurant and hotel but the cheese industry as well.

In conclusion I want to thank you again for the kind invitation that you so generously extended me and I want to assure you that the Wisconsin Restaurant Association and its many members throughout the state have been and always will be ready to co-operate with the Wisconsin Cheese Makers' Association. That our association has a sympathetic understanding of the cheese maker's problems and that it is desirous of co-operating to the end that your problem will be solved and thus place your industry on a more equitable foundation, so that you can play a more important role in the economic life of our illustrious day, Wisconsin, the cheese center of the world.

**THE PRESIDENT:** I want to thank Mr. Conforti for the fine talk he gave us.

I know we have a gentleman in the room who I know can give us some views upon the Dairy Boards of Trade, since we have these subjects for discussion I am going to go back to that discussion of Dairy Boards of Trade and I would like to call on Mr. Horace Davis at this time. It is a pleasure, ladies and gentlemen, to introduce to you Mr. Horace Davis, who is president of the Wisconsin Cheese Exchange.

**MR. HORACE DAVIS:** Mr. Chairman, members of the Cheese Makers' Association, gentlemen and ladies: I am not on this program as a speaker but I sat in here a little while ago where they asked for discussion on the Boards of Trade and you all were so satisfied that you had nothing to say. But your president has asked me to try to explain to you what the Board of Trade is so that you will then be able to properly discuss it.

It is divided—this Exchange Board—into former rules and the present rules. The former rules to its members allow them to offer any quantity of cheese on the Board and there was a price established that was recognized as the basic price for which the factory man settled with the farmer for the milk that they brought to the fac-

tory less his cost of making. Well, on that Board it was dealers that did the offering. They lost their handling costs and in consequence the offering was small though half that price was established trading on the floor to keep on moving cars.

The Board was continuously criticized at the small offering as making a price for all the cheese in the State of Wisconsin and pretty near the United States. Mr. William Hubert is the chairman of the rules committee. I last May told Mr. Hubert that I felt that our rules were too restricted and that any member should be privileged to sell any cheese that he had to any member that was willing to pay. So they started in and worked all summer long to try and bring about a set of new rules which is done and the Board is operating under those rules. The offering is now in carloads. There is five-eighths of a cent in addition to the Board price as published, added for the expense of that carload concentration.

The offerings are now on the Board so that week by week it has shown a steady increased sale and offering, and the Board does not make the price. That board is simply the machinery set up for a buyer and seller to transact business. Anyone that wants to become a member of the Board and has a carload of cheese for sale can do so. His application is accompanied with ten dollars to a committee who pass upon his credits. He is then accepted as a member if found worthy and he can operate on the Board.

Now, the Board has done some wonderful things in some respects. A year ago certain buyers deliberately forced their prices where sellers could not dispose of the property. As president of the Board last Friday I saw 23 cars of cheese sold. The previous week I saw 47 offered and 14 sold. So as the Board is now constituted I don't believe that you will see the uniformity of price that has been in vogue in the past. I think you will see it up higher and down lower, more fluctuations and I believe that it gives a clearer view of actual market conditions when some sellers come in and will sell property the way they did last week, accepting bids as fast as they were made to get rid of property that they otherwise couldn't get rid of. It caused a market of 11c on Daisies, Horns, Twins and Cheddars.

Now, we don't make the law. We have asked the State of Wisconsin—we have asked the national government to send men there to look at the market and let them judge what the price was—their opinion. We had no results, so that we asked Mr. Zimmerman, editor and owner of the Sheboygan Falls Cheese Reporter and he now each week after the sales are made on the Board and they have 30 minutes for open trading. During that time a buyer or seller can offer without raising or lowering his bid. At the end of 30 minutes I sound the gavel and there can be no more offers, but any member can

take any lot of cheese offered or he can sell at any price bid. At the end of five minutes I close the Board and they have until Tuesday to inspect and deliver that cheese.

Now, there is also another Board in the city, the Farmers' Call Board, where the offering is in small lots and on that Board last Friday 11¼c was bid for Daisies and Longhorns.

If there are any questions you would like to ask me, if we have got a discussion started here, why go ahead.

MR. KOPITZKE: Mr. Chairman, I would like to ask Mr. Davis what the market a week ago Friday was. There were 10 carloads of Cheddars offered there at 12 cents. I think the majority still should rule. I would like to have your expression on that.

MR. DAVIS: There was a certain buyer that stepped on the board and said, I will give 12c for seven cars of Twins and Cheddars. One salesman says, I will take two of them and one salesman says I will take five of them and he was through. After he got through there was additional sales went right on the Board. There was a decline that took place and that 12c was not the market as against the trades prevailing. It is a good deal like on the Board of Trade of stock markets, you may have some at one price and some at another price. The market may decline and it may advance.

MR. KOPITZKE: Twelve carloads were sold at 12c and one or two carloads sold at 11?

MR. DAVIS: Bear in mind, I stated to you that the Board does not make the price. That is the opinion as given by Mr. Zimmerman and you or a seller or a buyer need not pay any attention to that opinion if you don't want to.

MR. KOPITZKE: Well, don't you think, Mr. Davis, the majority of sales should rule?

MR. DAVIS: No.

MR. KOPITZKE: You don't?

MR. DAVIS: No sir, if you sell ten cars of cheese at 12 cents a pound and there is still additional cheese being offered at 11¾, 11½, coming down to the point where they will be sold to more influence the conditions than the first set up. That is just exactly what we have gotten away from. We are trying to set the machinery—have the machinery set to reflect the true conditions of the market and be that up or be that down. Now, on one market there the Twins were reported at 11½ and yet there was carloads sold for 11.

Now, here last Friday there were three cars sold for 10½ and after they were sold for 10½ they commenced to pay 11. So the conditions of the market was ignored so far as that man putting his head out and got cut off on the three cars because there were other buyers there willing to continue to pay 11 cents.

We have got a new deal, gentlemen, and it is something I certainly think the criticism of the papers of the state and the national government can't be raised regarding any transactions on the board any more. So that a man who has cheese made this year, last year or when it was made, be it American cheese, Brick cheese, Limburger cheese or whatever cheese it is, made in the state of Wisconsin, can go to that Board and put it on there. We invite all of you, whether you are making American cheese or other kind of cheese to take advantage of what is there.

MR. PETERS: Mr. Chairman, can any cheese factory put any cheese on that board?

MR. DAVIS: Yes sir.

MR. PETERS: Have they got to pay any membership of \$50?

MR. DAVIS: He has got to pay \$25.

A VOICE: Mr. Chairman, do I understand right, supposing I want to go on the Board and I think 12 cents would be a fair price, supposing it would be 10 carloads of cheese offered, and I wanted 8 cars and my trade wanted 8 cars, and I thought 12 cents was a fair price and I pay 12 cents and another man he just wants one car and he wants to buy as cheap as he possibly can, he pays 11 cents. Would that be fair, would that price rule for the whole state?

MR. DAVIS: Did I understand you on buying cars or ten cars?

A VOICE: I am just asking you.

MR. DAVIS: Now you are bidding on eight cars of cheese and I keep giving them to you and after you stopped your bid, I still offer you cheese, what is the market?

A VOICE: That is why I asked, do I understand correctly?

MR. DAVIS: I have got you filled up with your eight cars and I keep throwing cars of cheese at you and you don't take them at 12 cents, and I am offering them at 11¼ and you don't buy them and I am offering them to you at 11½ cents and you don't buy it and someone else comes along and offers to pay 11½, is your 12 cents the market? No, sir, the market is changed entirely.



THE PRESIDENT: Are there any other questions you would like to ask Mr. Davis?

A VOICE: Here is the point I want to bring out, in the Cheese Reporter he had offered 12 cents for Cheddars that week.

MR. DAVIS: He publishes there were so many cars of Cheddars sold at 12 cents.

A VOICE: On top of the list is the price of 12 cents. It appears a person had to make Cheddars in order to get 12 cents.

MR. DAVIS: I tell you, here is a different condition. Those seven cars were sold darn quick. It was all done in about three minutes; they were taken, they were sold at 12 cents and then the offering kept going down, going down. Now, that buyer didn't keep on sustaining that market. The market got weaker from the additional offering, so what can an observer believe when he can only see additional offerings that he won't take, that he has gotten filled up and the present offering is the market.

A VOICE: Mr. Zimmerman had the prices in the paper as 12 cents as though that was the price.

MR. DAVIS: I think if you will look at your report, he gave you an itemized statement and he simply gave it to you as his opinion. The Board don't care anything about any engagement or agreement between you and some seller or some buyer. We have nothing to do with your private arrangements or private contracts or engagements, but only what is actually sold on that Board.

MR. YORDI: Do I understand what he just said, they sold on that Board that week Daisies at 12 cents?

MR. DAVIS: That is two weeks ago.

MR. YORDI: Colored Daisies and Colored Cheddars sold at 12 cents, I think if I am not mistaken, it was seven carloads.

MR. DAVIS: Seven cars of that one sale, on that one offer.

MR. YORDI: Seven cars were sold in all that week?

MR. DAVIS: It was more than that sold. How many, I can't say offhand, there were fourteen cars sold last week and 23 the other week.

MR. YORDI: Then I would like to know what was the majority of the sales.

MR. DAVIS: I don't care what the majority is. I am telling you as the market develops, same as on the New York Stock Exchange or on the butter exchange, you may have a market start at

one price and the sales bring the market down. This is not the average any more. This is actual sales on the board of the trend of the market and what it does during the operation of the market.

MR. YORDI: Then the actual sale was seven cars of colored Cheddars, that was the actual sale?

MR. DAVIS: I saw five cars of colored Daisies offered by one party, sold for 11c last Friday.

MR. YORDI: Two weeks ago that was 12 cars sold at 12 cents?

MR. DAVIS: Yes, that was two weeks ago.

MR. YORDI: That was the majority of sales.

MR. DAVIS: I do not pay attention to majority sales. Our Board does not make these prices, get that clear; we do not make a price. We simply furnish the machinery by which a buyer and seller can transact business and the observer gives his opinion and I don't say to you that you should accept or sell for that.

MR. YORDI: How can you establish a price of 11½?

MR. DAVIS: That was his opinion of the market and it is what I sold for myself.

MR. YORDI: Then you don't have a market.

MR. DAVIS: You did, when there are 14 cars of cheese sold one day and 23 the next, Mister, you have a market.

MR. GRAF: I would like to ask Mr. Davis whether he thinks it is fair to leave the establishing of the market to one man's opinion? I think there should be a committee, say two or three at least, that would pass their opinion on the market.

MR. DAVIS: I will give you the experience on the Chicago produce on butter. They used to have a committee and they abandoned it entirely and one man walks in there and he says, when they all agree with me I think I am wrong but when they are all kicking, I think I am right.

MR. GRAF: There is a possibility there that man might not be influenced. He might be a servant of the farmer, he might be a servant of the advertiser or he might be a servant of the cheese-maker. It is hard to tell who he would consider his master.

MR. DAVIS: I have been acquainted with Mr. Zimmerman for some time and I think he would deny that he has any master. But now the Plymouth Board, Exchange Board, has been criticized broadly from all directions as to those small transactions. The

Board prices as made, acknowledged as a basis between dealers for buying and selling cheese. Now, that buying and selling is shown on the Board and if you will notice over the itemized report last week, that there was three cars of Twins sold for 10½ cents, yet that couldn't be considered because there was continuous bids at 11.

So I in my career up here in Wisconsin, from the time I used to drive a team of mustangs around 4½ miles inspecting cheese and buying from one farmer over here and one farmer over there, and then the button hole board and then the call board, makes me believe that while this is new, it is the most forward step that has ever been taken in the State of Wisconsin to establish real value of property.

Now, it may go on and sometime in the future we may see necessary corrections, but we had to do something and if there is necessary corrections, they will be corrected. But in the meantime we want to have an opportunity for the buyer and seller to meet and transact business.

**THE PRESIDENT:** We thank you a lot, Mr. Davis. I think we have had a better understanding of our Plymouth Board by him being up here. I thank you. I will ask Mr. Ringel to act as Chairman of the Resolutions Committee.

We have a gentleman with us here whom I think most of us know and I would like to have him say a few words at this time—Mr. Henry Larson.

**MR. LARSON:** Mr. President, ladies and gentlemen: It is a pleasure for me to attend this convention with you. I have listened to some fine discussions and some constructive discussions. I heard a great deal about working together.

At this time I want to pay my respects to the forward-looking men that you had at the head and have at the head of this organization. You have got a great problem on your hands. I am reminded in thinking of pulling together and co-operating,—a bunch of farmers who lived adjacent to the City of Milwaukee were cutting marsh hay and bringing it into Milwaukee and selling it to the merchants who were packing glassware and so forth. They weren't getting what they thought they should get out of it. A fellow by the name of Murphy tells the story and he called them out here at the fork of the road to go back to their trucks. Now, he said, gentlemen, if we are going to get the price we want for our marsh hay, we have got to pull together, and there is one way that I think you can bring it about and that is to refuse to haul it to market until the buyers are ready to pay what it is worth. They all agreed they wouldn't put any more marsh hay on the market until the price

came up. It wasn't very long, about a week, Murphy didn't know just what was going on; so he said he just thought he would go and see how the market was, and by golly, he said, when I got there the whole bunch was in there with big loads.

It is all right to talk about things, and if you are going to get anywheres you are going to stick together. In your operations and in your work you must work by pulling together. You have heard about advertising, you have heard about quality products and if you are going to get anywheres in selling your product you must standardize that product. It must be a good product and all good quality and you can't do that by pulling cross lots with each other. You have started, I think, on the right road.

The resolution came in this afternoon that I hope that will be the rule of this organization because you can't go very far without funds. The service to the industry. I want to call your attention to that thought, that is what you are here for. Let me give you a definition of "service." Service is the rent we pay for the space we occupy while we are in life. No one who is just satisfied with an ambition to get by ever gets very far and you aren't going to do very much with that organization.

I am reminded of the principle involved. We are all operating under a certain fundamental principle, you can call it nature or you can call it God. Those laws are fixed and we have the four seasons, spring, fall, summer and winter. In the winter time everything is frozen up and in the spring the sun comes out again and the grass grows and you and I can't break those laws in industry or anywhere else. The best we can do is violate them.

I heard a story the other day about a Norwegian. I can tell that story because my mother and father were both born in Norway. He got on the train at Appleton and the conductor came along and he says, tickets. The fellow said he bought the ticket but he lost it. The conductor said, maybe you will find it, I will be back. He came back in a little while and he didn't have it. The conductor said, you will have to get off at the next station then or pay your fare. I won't pay no more fare, I paid for a ticket once. Then the conductor said, you will have to get off, so he let him off on the platform and as the train pulled out he hollered, the North Western Railroad can go to hell, and I am just the man that can do it. I don't know what he could have done.

I read on your front page about those who resort to unfair methods in order to circumvent your industry. You can do that and I hope you will band together and pay attention to all the things that are being handed out to you. All the new things that are on the market today and I want to assure you men that in my work in

the standardizing of your product through scientific research work, if we can give any service to you at any time, don't hesitate Mr. President to call on us. Thank you.

**THE PRESIDENT:** Thank you, Mr. Larson, and we may call on you. I would like to call on one of our cheese judges at this time, Mr. A. T. Bruhn, who is one of our judges on American cheese and hear his comments on the exhibit we have had this year. Ladies and gentlemen, I take pleasure in introducing Mr. Bruhn.

**MR. A. T. BRUHN:** Mr. President, ladies and gentlemen: I have helped judge cheese a good many years for this association and I doubt if I ever judged cheese that was better than the cheese we have on exhibit this year. I have often been criticized for not scoring cheese high enough; in other words, I have been criticized for holding the scores down. I am glad this year that I have scored them down in the past because if I hadn't, if I would be doing justice to this year's cheese compared with what we have had in the past, I would have to go over 100 points on some of them.

I don't know whether I am allowed to say this yet or not, but I want to take a chance, however, and that is, that the highest score of cheese got a score of 98½ points. If there was only one cheese of that quality I wouldn't have felt so good about it but there were a number of cheese that were mighty hard to tell which was the best.

We had a hard job to decide just which cheese would get first and which should get the second and which should get the third and fourth. It is a matter of excellent body and texture in one and perhaps a little better flavor in another. It was a matter of deciding whether the body and texture should win over the flavor or if the flavor should win over the body and texture.

We had a number of cheese in the aged class that was over a year old that would melt in your mouth and still you could take a plug and bend it way around. You don't find that very often in aged cheese, in cheese a year old. I heard often this summer that it was the hardest year to make cheese we ever had. The cheese on exhibit didn't show it. Whether it was hard for everybody or not, I don't know but I do know that this year was a hard year to make cheese. It is possible that it is only hard for those who didn't know how. It is also possible, of course, that some of those fellows that did receive the highest scores this year were lucky and managed to pick cheese from certain days that were of such excellent quality. That, however, I doubt. The cheese in the first class, that is cheese made in October, there was perhaps a dozen that when you pulled the plug from them you could practically bend them clear around.

It has been said that you couldn't get a high scoring cheese unless you had a good firm body cheese. While that may be so in the past, it was not so this year and it hasn't been so for some years past. Some of the most excellent cheese we had on exhibit in the past years were not cheese of a hard quality but they were cheese comparatively soft but still had the body and the texture that goes with good cheese. I don't know who were the winners this year but I am glad as I look back in the years past that I have been judging cheese that nearly all the prize winners, at least 90 per cent of them, were makers who kept their factories clean and orderly and who in some way managed to get pretty good milk from their farmers.

I think that is encouragement to the makers that are trying to build up the Wisconsin cheese industry. I think that is enough so far as the cheese on exhibit is concerned.

This afternoon I listened to some of the talks given here and I happened to hear what Mr. Ebert had to say relative to the discussions at the council meetings. I want to say this, that I think this association did more this year to advertise the association as well as the Wisconsin cheese industry than it has ever done before.

In co-operation with the Department of Agriculture and Markets, they made cheese every day during the state fair in the dairy building, and I think we had more compliments on the cheese made by this association and the Department of Agriculture and Markets than we have had of anything that happened at the state fair. The factory in which they were making it was kept clean and dry and in good condition at all times, and there was absolutely no discredit to the cheese industry at any time. It compares favorably with any other food industry wherever food is manufactured, and I think the officers of this association should be complimented on the matter of going ahead and taking that step. I thank you.

**THE PRESIDENT:** I wonder if there are any other members at this time who have any problems to discuss. It is just ten minutes after five and we are always ready for discussion on any problem we may want to bring up. Any subject you would like to bring up that you would like to discuss? If not, I think we will start to award the door prizes. I would like to announce again, you may buy banquet tickets at the registration desk here in the Auditorium and if you don't buy them here you can buy them at the hotel.

(With the awarding of the door prizes the convention adjourned to Thursday morning at 10 o'clock).



## THURSDAY MORNING SESSION

November 10th, 1938

**THE PRESIDENT:** We will call the meeting to order. We have a very nice program this morning but we are getting started a little bit late. At this time I would like to call on Mr. George Mooney. Friends, indeed it is a pleasure to introduce to you Mr. Mooney, Secretary of the Cheese Institute. I am sure all of you know George, and we are always glad to have George give us a talk because he really gives us what we want and what we know is the truth, and he always has been a good worker for the industry of Wisconsin. It is with pleasure that I introduce to you Mr. Mooney.

**UNIFORM CHEESE STANDARDS FOR THE  
CHEESE INDUSTRY**

By George L. Mooney

I thank you, Mr. President. Ladies and gentlemen and members of the Wisconsin Cheese Makers' Association, and friends: I have enjoyed the pleasure now for several years of appearing on your programs. I always tried, if I could, to throw out an idea or thought that during the coming twelve months might serve you some good. I am going to try to do the same thing this year again, watching the problems you have been studying and discussing matters I suppose this convention will take up, which of course involves several that I think are very important matters.

When I say important, I mean that you are dealing with an industry that now has a competitive picture that it didn't have ten, twelve, fifteen years ago. Looking at the figures of 1937 production against 1936 production you will note that the nation went up about 30 million pounds or better, and Wisconsin went down about seven million pounds or better, — the reverse, Wisconsin down about 30 million pounds and the nation up about seven million pounds. That means that other states have enjoyed an increase in production while Wisconsin has not. It means that the demand for cheese and per capita consumption has gone up but Wisconsin has not had its share of the increased demand and consumption.

Permit me to say, at the outset, that I am talking to the manufacturers of more than half the nation's cheese, when I address the members of the Wisconsin Cheesemakers' Association. It is to be regretted that all Wisconsin makers are not members, but, nevertheless, the industry speaks through you who are members,—when you speak as a group, you are speaking for all. You are leaders, and, with that leadership goes a serious responsibility.

Convention action must forget the individual and can only think, speak and act for the best interest of the industry. It is in that

frame of mind you will approach solution of the problems presented here.

To mention problems, their study, discussion or solution does not mean that we want to find fault or be critical. It means that we are not satisfied to remain at a standstill, but prefer searching for opportunities to improve, which is a necessary attitude if we are to enjoy progress.

You have been deeply concerned for some time over the spread of certain practices which are called "unfair." Let's discuss them for a few minutes and see if we can give them a new name.

First: Overreading or underreading a butterfat test.

This is specifically prohibited by section 98.15 of the Wisconsin Statutes, and violation is punishable by fine or imprisonment.

Second: False branding or labeling is prohibited under penalty by Section 97.52.

Third: Failure to keep correct and accurate account at a butter or cheese factory is a violation of section 97.41 and subject to penalty. This includes a correct factory statement.

Fourth: The delivery, sale or possession of adulterated or unsanitary milk is forbidden by section 97.37.

Fifth: Unfair discrimination in the purchase of dairy products is prohibited by section 100.22.

Sixth: To be sure that anything not specifically mentioned is also under control, there is one more section (100.20) that prohibits any unfair methods of competition.

Now the first five just referred to and prohibited by statute, are too often incorrectly called "unfair trade practices." They are not,—the are violations of law.

The machinery for enforcement is ample, there is a District Attorney in every county of the State.

What I am leading up to is the necessity for a "code", or,—putting it another way,—"Will a code be an improvement over conditions now existing within the industry?"

The answer seems clear. If the statutes are ineffective today, a code will not be effective tomorrow. A violation of a code provision is not as serious as the violation of a penal statute.

Let us be frank with ourselves,—are we talking about **unfair trade practices**, or, are we talking about **violations of law**? You can answer that also.

So, solution seems to be the simple remedy of enforcing compliance with the present law, and not the adoption of a code. If you adopted a code, it could be very short and complete if it said "We subscribe to a program of law enforcement." Nothing more would be needed.

Some may say I haven't touched on trucking charges;—well, as I understand the law, a contract carrier can be regulated, but a trucker picking up his own milk cannot.

This presents another unfortunate situation whereby one may give away his money or property if he wants to, and there are many ways it may be legally done. It cannot be concealed in manipulated statements.

I told you at Green Bay a year ago it is your privilege to play Santa Claus if you want to,—and reports indicate many put on white whiskers again this year. We are all young enough to remember the Santa Claus and Easter Rabbit stories, but too many of us have forgotten the one about "The Goose that Lays the Golden Egg," or we have acted the role of villain in the story.

Costly practices over a period of time will ruin any plant or owner, and they can and will be discontinued when, and only when the one who practices them decides to do so.

He may need the encouragement of a neighboring factory man or the counsel of a state official; but in either case it ought not to be a difficult task.

There may be only a few who need to be educated, but the disastrous effects of their methods affect a much greater number. So you are all interested in the voluntary acceptance of sound and lawful business methods by every Wisconsin cheesemaker.

My reference to violations of law is not to be understood as branding any one as an intentional or habitual violator, but to emphasize the completeness with which the state laws are capable of dealing with the industry,—and that the single necessary element is **your** interest and active participation in a program to put **your** house in order.

The best time to start that program is today. This convention will discuss problems; changes and improvements will be recommended,—resolutions adopted, but unless convention action is taken seriously by members of the industry, it only becomes and, unfortu-

nately, remains a matter of dead record in the minutes, rather than a living step forward by the industry.

The cheese industry no longer confines itself to a given or limited area, but has been developed and is now carried on in all parts of the country, so that its problems are national in scope.

**THE PRESIDENT:** For those that were not here yesterday I would like to announce that the cheese exhibit of our convention is on 919 North Third Street, just about a half block north of the Republic Hotel.

Next on our program we have a discussion of the New cheese grading order. I would like to have some one get up and present their views on the new grading order. Does everyone seem to think the order is all right and there are no complaints in any way or do you want some discussion on it?

**MR. LIEBZEIT:** Mr. Chairman, I didn't expect to come up here at this time. I notice on the Resolution Committee there is a Resolution that Wisconsin—that this number two be entirely an expense to the farmer and cheesemakers, that they be changed back to the standard.

**THE PRESIDENT:** Do I hear any more discussion on this?

**MR. MARTIN:** Do I understand the gentleman to say that they had that in the resolution?

**MR. LIEBZEIT:** That is in there.

**MR. MARTIN:** I feel the same as this gentleman said, I don't believe that number two is the right number for that grade. Number two is a mighty good edible cheese and I think the standard will not mislead the public as the number two. The number two is the off grade.

**THE PRESIDENT:** Do we hear any more discussion upon this? We will now have the Chairman of the Resolutions Committee read the resolutions, and this afternoon they will be read again and acted upon.

(The resolutions thus far presented to the convention were then read by Chairman Ringel of the Resolutions Committee).

#### 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 Milwaukee for its hospitality, and to all others who assisted in making this a successful convention.

**Resolution No. 2:**

RESOLVED, That the Wisconsin Cheesemakers' Association go on record to endorse the newly formed corporation known as the Wisconsin Dairy Industries Association, for their improvement of dairy consumption, and also the officers responsible for the forming of the corporation.

**Resolution No. 3:**

RESOLVED, That cheese made prior to the year of the Convention be in a separate class, and that the Association should offer first, second, and third class for the high average score exhibit in the three classes.

**Resolution No. 4:**

RESOLVED, Whereas the number two cheese grade stamp is working a hardship on the smaller cheese dealers and cheese makers, which results in less money to the farmers for milk than on the Standard Brand basis;

BE IT RESOLVED, That we ask the Department that the old order of Standard Brand be restored.

**Resolution No. 5:**

RESOLVED, That the Wisconsin Cheese Makers' Association ask that the Department of Agriculture and Markets add more men on the Inspection Force.

**Resolution No. 6:**

RESOLVED, That we recommend that the grade stamp be ordered placed on cheese in more than one place as now in vogue.

**Resolution No. 7:**

RESOLVED, That Article III of the Articles of Organization of the Wisconsin Cheese Makers' Association be amended increasing the annual dues of active members from \$2.00 to \$5.00, and reducing the associate membership dues from \$2.00 to \$1.00; and that said article when so amended shall read as follows:

"Article III. Active membership. Any cheesemaker, 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 \$5.00 in advance to the Secretary of the Association, for the current calendar years.

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 \$1.00 to the Association Secretary for the current calendar year."

THE PRESIDENT: You have heard these resolutions. If there is any other person who has resolutions they want to hand in to this committee, we would be very glad to have you do so. Mr. Ringel is the chairman of the committee and if you can't find him, just bring them up here and we will see that he gets them.

On our program next for discussion we have the Maximum Temperature of Milk When Leaving Farm. Can we hear some discussion upon that?

MR. LIEBZEIT: Mr. Chairman, I just like to call attention to this matter of resolutions. We are asked to include there about the all-time secretary, but seeing it was on your program we didn't feel it should be in the resolution.

THE PRESIDENT. How do you feel about the Temperature of the Milk when it leaves the farm? I would like to have some discussion upon this question.

Well, we have next on our program for discussion a Stricter Supervision of Sanitation at the Source of Production of Milk.

I noticed in one of the resolutions read we asked the Department for more inspection and this I think would be a good subject to discuss at this time. Do you think we need stricter supervision of milk? Someone should like to discuss this problem—it is a very important problem.

MR. YORDI: I think we needed that 20 years ago. We are 25 years behind time.

THE PRESIDENT: Don't you think we need it yet?

MR. YORDI: Absolutely, more so than ever.



MR. SUIDZINSKI: We made that suggestion for a few years but we don't seem to get any further with it. I believe every cheesemaker and every cheese buyer that knows the farmer spoils the quality for the rest of them and I believe it is unfair and the cheese organizations should clean up this small percentage by having them barred from delivering milk any place. I don't care who the cheesemaker is, he will never make good cheese if he takes milk like that, and the sooner we eliminate these fellows the better we are off.

MR. LIEBZEIT: Mr. Chairman, I agree with Mr. Suidzinski and there is one way we tried to figure it out how to get at it. We had worked on this way to get an all time secretary, we have worked the county locals and you better get a solid organization of this association, just as Mr. Mooney explained, when you got 75, 80 per cent membership in there it would mean something. Then you get a real program and real organization that would work, but you know through the country today we have what you might call unfair competition. If you don't like the milk, they say—just say so, there are four trucks going by here every day. I think if we had a solid organization with 75 to 80 per cent more membership in here and paying more dues, that is one way of getting a real organization and we can do things in the right way, and therefore such inspection would help along.

THE PRESIDENT: Anyone else have a suggestion to make as to the stricter supervision of milk?

MR. KOPITZKE: Mr. Chairman, I don't know if I should disagree with some of these other gentlemen. I would have to depend on outside inspectors to get the kind of milk I want. I believe we should have a few more inspectors and until such time as the cheesemaker works out his own problems with some of the patrons, it is hard to get better quality. I say it is pretty hard when you have to depend on outside inspectors to keep the quality of the milk like you want it. For myself, I want to see to it that that is my own job.

MR. LIEBZEIT: That might be very well true but this is our 47th convention and we have waited from one year to another to leave it up to the cheesemakers and if they ain't going to do something about it, we will have to wait some more.

THE PRESIDENT: Is there anyone else who has some suggestions?

MR. SUIDZINSKI: The cheesemaker doesn't, that is true, but the fellow that does gets hurt by doing so. I have lost about five or six patrons just on account of refusing milk. I know some of them cleaned up after you refused their milk. I believe it is a disadvantage to the fellow who is trying to do what is right in the

dairy industry. The other fellow doesn't get as much benefit as he should. It is isn't right, the cheesemaker should report it to the inspector and the inspector takes charge of it.

THE PRESIDENT: Anyone else have any suggestions or remarks to make?

MR. HUBER: I would like to know how far those inspections are going to go. Are they bringing us Chicago inspection? It isn't necessary to have up-to-date equipment in order to bring clean milk. All I ask for is to have inspection for clean milk and not remove your outhouses or build a new barn and in that way you know if a farmer said, well, I have got to go through all that expense, I might as well go through the Chicago inspection. What I would like to know, how far are those inspections going to go? I mean at the time we had the PWA inspection in my factory I saw a wonderful improvement and I liked it. I would like to have something on that order again but not go to the extreme of going on the Chicago inspection.

THE PRESIDENT: Any further suggestions? If not, I happen to have a telegram here. And as I received this telegram and I looked at the audience, I happened to notice a man and I know he and his wife drove up from Missouri to attend our convention. I know perhaps there are many other men here from out of the state that I just happen not to know or see right now, and we certainly appreciate all those who attend the convention from this state and other states, but I would like to ask Mr. Fred Ogi from Missouri and if his wife is here, to please stand at this time.

MR. OGI: Thank you, Mr. President. I am very glad to be up here. I have been a cheesemaker for over 12 years and I am glad to come back here.

THE PRESIDENT: I will read the telegram.

"Regret exceedingly, applications our new dairy building makes impossible my attending your convention. Mailed my paper today to E. K. Slater, asked him to read it at convention. All Missouri cheesemakers join me in extending best wishes to all Wisconsin cheesemakers. Wish for your association most successful convention. Letter follows. W. H. E. Reid."

I will now call upon Mr. Ed. Slater to read the paper that Mr. Reid has sent. Friends, it is a pleasure to introduce to you Mr. Slater.

MR. SLATER: Mr. President and friends, I am placed in a spot to pinch-hit for Professor Reid. I am like that man who needed a

job so badly when he answered an advertisement in a Cincinnati newspaper by the keeper of the zoo, that he went down and applied for the job, and the keeper said, well, it isn't much of a job, but he said, our pet baboon has died and we want somebody to get in that hide and take her part so we won't disappoint the children who come down on Saturday and Sunday to see their favorite pet.

Well, there wasn't much of a job but he took it and sure enough, when Saturday came the children milled around the pen and as he went through some antics he seemed to please the children and that encouraged him and he kept up his antics some more and finally resulted in climbing a tree that stood outside the pen and he went out on one of the branches and he went too far and the branch broke and he fell in the lion's den. The lion began to lick his chops and growl and get placed for a spring. Of course, the fellow was pretty badly scared, and just as the lion was about to spring he yelled and the lion says, shut up you damn fool, or we will both lose our jobs.

Now I hope that I will do a good job of reading the article which through hard work Professor Reid put in on this paper.

### THE VALUE OF A QUALITY PROGRAM TO THE FUTURE OF THE CHEESE INDUSTRY

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

I bring to you today greetings and the most sincere best wishes from all the cheese manufacturers of Missouri, many of whom formerly lived in Wisconsin.

My acceptance of the invitation tendered me by your very able president, Earl Whiting, to speak at this convention is a humble expression of my appreciation of the very constructive talk which your president made at the last Educational conference of the Cheese Industry of Missouri. We were honored by the presence of your president and your expert cheesemaker, Mr. Otto Yordi of Hortonville. My presence here today is also an expression of my love and admiration of the state of Wisconsin, and your cheese industry. It was my good fortune to have lived at LaCrosse, Wisconsin for 14 years which afforded me the opportunity of becoming quite familiar with your industry. I wish for you to know that I feel greatly honored to be invited to speak before your convention.

Now in regard to a Quality program it must be said that the alert or straight thinking dairyman and manufacturer of milk products fully realizes that the consumer of milk and milk products should receive such products that are of unquestionable quality. Assurance that the consumer will receive milk products of the highest quality is dependent upon the undivided interest and cooperation

of the producer of milk and cream, processors of milk and milk products, those parties who merchandize large volumes of milk and milk products other than the processors, our federal and state agencies and the consuming public. It is now definitely known that the consuming public is demanding a higher quality of all food commodities including milk and milk products.

Numerous quality improvement programs involving milk, cream, butter, cheese, ice cream and other dairy products have been undertaken in different states in recent years. During the past four years the cream and butter quality improvement program has taken on a national aspect. Today we observe that the creamery industry, co-operating with the producer and federal and state agencies, is endeavoring to improve the quality of cream and the resultant butter. Concerted activity has resulted in considerable progress.

We know that at the present time there are several national and state agencies that are educating the consumers, especially the housewife, in regard to the best methods of selecting quality products. This educational program is being applied to all food commodities. The dairy industry cannot afford to sit on the sidelines and watch other food products take the place of milk and milk products in the daily diet of our millions of consumers. It is true that we sponsored local, state and national advertising campaigns that have been quite beneficial. We have been too self satisfied by assuming for many years that the consuming public could not get along without milk and milk products. To illustrate that point just examine the prevailing butter situation. We have experienced a sharp decline in consumption of butter for several years and today our butter storage holdings are at an all time peak. As you men well realize the cheese industry has experienced some very trying times in recent years and, economically speaking, is not in a very strong position today.

The question that you hear asked every day is "how can we increase the consumption of cheese and butter and thereby improve the conditions existing within those two industries"? A partial answer to that question is to give the consuming public a more uniform and higher quality cheese. I am not here to criticize your policies, your program or your product because I am interested in the entire cheese industry. I would like to see a larger number of people eat a larger volume of cheese. Wisconsin has lead all other states in the development of the cheese industry from a technical and practical viewpoint for a period of several decades. Wisconsin manufactures a larger number of different varieties of cheeses than any other state and to the "Badger" state must go the credit for having made millions of consumers cheese conscious. Should a survey be made of the cheese makers who are now manufacturing

cheese in other states, I have every reason to believe that the information acquired would show that a very large percentage of the cheesemakers obtained both their practical and technical training in cheese plants located in the state of Wisconsin and at the Dairy Department of the University of Wisconsin.

The consuming public has become more quality minded than ever before which is going to make it necessary, in fact, imperative, that every cheesemaker throughout the entire country put forth every possible effort to improve the quality of his product if the cheese industry of the United States is to improve its present position. The cheese industry of this country represents a very large financial investment which can best be protected by furnishing the consuming public with an unquestionable quality of product which should result in increased consumption of different kinds of cheeses.

The time has arrived when we must of necessity be frank and honest with ourselves and recognize the fact that the quality of our products is one factor that is retarding the consumption of our products. Assuming that is true, what should be the purposes and objectives of a constructive quality program that will assist us to make a higher scoring product. It has been suggested that a milk and milk products quality program should at least include the following objectives:

1. Assure consuming public of receiving milk and milk products that are safe, wholesome and nutritious.
2. Assist dairymen or producers to improve their methods on the farm so as to enable them to produce a higher quality of milk.
3. To improve in a national and state manner the consumer acceptance of butter, cheese, cream, ice cream and other dairy products.
4. To increase the net income of the producer or dairyman by paying a higher price for his milk of improved quality.
5. To assist the manufacturer of butter and cheese to improve his plant methods and environment under which milk is received and processed.
6. To devise ways and means of protecting your product from the time it leaves your plant until it reaches the consumers table. This is without question one of the weakest links in our program.
7. To enhance consumer acceptance of milk and milk products, the ultimate result of which will be increased consumption of these products.

I should like to bring to your attention some observations of

what has been accomplished since the inauguration of the national and state milk and milk products quality program in four years.

A. Cream Quality program:

1. Improved the quality of cream delivered as sweet cream to many of our milk plants and creameries.
2. Established new markets for sweet cream because of its improved quality.
3. Increased the net income to dairymen as a result of higher prices received for high quality sweet cream.
4. Improved the methods of cream production on the farm.
5. Improved the methods practiced in the processing of sweet cream in our plants.

B. Butter Quality Program:

1. Enlisted the active cooperation of thousands of producers and dairymen throughout the country.
2. Enlisted the cooperation of several thousand creameries and operators of cream buying stations.
3. Increased the volume of sweet cream and No. 1 cream purchased and delivered to our creameries.
4. Decreased very decidedly the volume of No. 2 cream produced on our dairy farms and delivered to our creameries.
5. Eliminated the purchase and sale of third grade or illegal cream in many states.
6. Improved the quality of butter in many states at least one point and in some instance  $1\frac{1}{2}$  to 2 points.
7. Decidedly improved the sanitation in thousands of cream buying stations.
8. Installed cooling facilities of different types in thousands of cream buying stations.
9. Improved the sanitation in a large number of creameries.
10. Eliminated in a large measure the use of unsanitary cream containers.
11. Encouraged and brought about the more frequent delivery of cream to the cream stations and creameries.



12. Increased the net income of better quality cream by many thousands of dollars by payment of a price differential.

C. Ice Cream Quality Program:

1. Improved the flavor, body, texture, and color of a considerable volume of ice cream manufactured in the United States.

2. Caused a larger number of ice cream manufacturers to appreciate the fact that the consumer demands a higher quality product.

3. Ice cream manufacturers are therefore demanding a higher quality of milk and milk products to be used in ice cream.

4. Assisted somewhat in increasing the consumption of ice cream because of its improved quality.

5. Greater consumer confidence has and will continue to be established.

D. Cheese Quality Program To Date:

1. The cheese manufacturers have learned that they must manufacture a higher quality of cheese if they are to retain their present markets and acquire new markets.

2. Cheese manufacturers in several states have organized a constructive educational program for dairymen to acquaint them with modern methods of producing a satisfactory quality of milk.

3. One state has perfected a Standard Sediment card to be used by cheese factories in demonstrating to the producers that their milk contains or is free of extraneous matter.

4. Developed improved methods of transporting milk from the farm to the cheese factory as a means of protecting the milk while in transit.

5. Improved several of the methods of manufacturing cheese in cheese factories located in several states.

6. Improved the sanitation of several hundred cheese factories.

7. Definitely improved the quality of cheese made in many cheese factories.

E. Value of Quality Program To Dairy Plant Executives and Managers:

1. Improved business relation—intrastate and interstate.
2. Improved morale of dairy plant executives.
3. Served as a buffer during trying times.
4. State lines have disappeared as the quality problem is common to all.
5. Improved quality of milk and cream received at plants.
6. Improved quality of the manufactured products.
7. They have become more quality conscious.

F. The Value of Quality Programs to Plant Personnel:

1. Improved their knowledge of the quality of milk and milk products.
2. Resulted in greater efficiency in plant operations as relates to quality of product.
3. Closer coordination of plant work and procurement personnel.
4. More strict in plant sanitation.
5. More quality-minded.
6. Decidedly improved relations with competitors.
7. They have become active in program and are eager to serve as educators.

G. What is the significance of the quality improvement programs to the Dairy Industry?

1. A higher quality of milk and cream is and will continue to be produced by producers and dairymen.
2. A higher quality of milk, butter, cheese, ice cream, and other dairy products will be manufactured in creameries, cheese factories, and ice cream plants, as well as other dairy products plants.
3. A higher price is and will continue to be paid to the dairymen who produce a high quality of milk and cream.
4. The income of dairymen is and will continue to be increased by thousands of dollars each year.
5. Milk and milk products will be in greater demand throughout the country because of their improved quality.

6. The dairy industry will receive more favorable recognition by state and federal food and public health officials.

7. The entire Dairy Industry will be placed upon a constructive, fundamentally sound program.

8. The entire dairy industry will be elevated to a higher plane.

The foregoing observations give you a picture of what has been accomplished in a comparatively short space of time. You can observe for yourself that concerted effort is being put forth to improve the quality of milk and milk products furnished to the millions of consumers.

This Quality Program, spelled with capital letters, and carrying with it the same degree of importance has not been a one man, one organization or a job for one state, it has and will continue to demand undivided efforts of all individuals interested in the dairy industry. We have had the cooperation of federal, state and local officials of our departments of Agriculture and Public Health, plant executives, plant personnel, representatives of dairy departments of our Colleges of Agriculture, and numerous other agencies. One medium which has rendered invaluable service to the entire dairy industry in the conduct of our Quality program has been our trade journals. We are deeply indebted to the editors and publishers of these journals for their constructive thought and efforts and the thousands of pages of space which they have devoted to our Quality programs, especially during the past four and one-half years. You are extremely fortunate in having published in your convention city a journal dedicated to the butter and cheese industries and which has carried the gospel of higher quality of dairy products to every state in the country.

Now what are the fundamental planks of a sound, practical and workable program for the improvement of the quality of cheese. The following program may embody several of those important planks which can be modified or improved upon, depending upon the location where they are applied:

1. The development of a sound, practical and comprehensive educational program in the interest of the producers in order that they may be informed regarding the application of the best methods of producing milk of a satisfactory quality. Cheese of high quality can only be manufactured from high quality milk.

2. Adequate and proper utensils should be used on the farm in the production of milk. Usually the largest bacterial contamination and entrance of extraneous matter occurs at the source of production.

3. The cans used in transporting milk from the farm to the factory should be clean, wholesome, free from broken seams, rust spots and be sound physically. The cans should be thoroughly washed and sterilized each day.

4. Milk of satisfactory quality must be protected while in transit from the farm to the cheese factory. Practical cooling facilities, protection from dust and the elements must be provided. Regardless of the quantity of milk delivered proper protection should be furnished.

5. Every can of milk received at cheese factories should be examined for aroma and flavor.

6. The milk delivered by each producer should be tested with definite frequency for acidity and extraneous matter. The adoption of a standard sediment test card has paid dividends as it serves as the most practical means of showing the producer that his milk is clean or unclean.

7. Efficient methods of manufacturing cheese should be practiced in cheese factories. That statement is broad in its application, however, the cheesemaker who continues to apply inefficient methods will make a cheese only as good as the methods he applies.

8. The internal conditions of cheese factories should be clean, sanitary and wholesome.

9. The equipment used in manufacturing cheese should be modern, easy to clean, in good physical condition and must be sanitary. The practice of disassembling, cleansing and sterilizing all equipment used during the day should be followed. All equipment after being assembled in the morning should be thoroughly sterilized again before the incoming milk makes contact with it. Unclean equipment in the cheese factory accounts for the presence of many off-flavors in the finished cheese and contamination by undesirable bacteria.

10. The milk after entering the cheese factory must be carefully protected until it is placed in the hoops in the form of young cheese.

11. Ample ventilation should be furnished in the cheese factory to guard against the presence of undesirable odors.

12. Every cheesemaker should be furnished with a copy of a detailed cheese factory inspection report which he can use to frequently check the equipment used and methods applied in his particular plant. An occasional application of the inspection report may safeguard him against embarrassment when the state inspector pays him a visit. Such a practice is sound and is good business insurance.

13. Special attention should be given to the whey storage tank or vat as it may serve as a serious source of bacterial and yeast contamination. The whey tank, if not kept in a sanitary condition, particularly during the warm months, serves as a source of offensive odors which if allowed to enter the cheese factory produces off-flavors in the milk and finished cheese. The whey tank should be thoroughly washed, rinsed and sterilized with definite frequency.

14. Every piece of equipment serves as a source of extraneous matter in cheese. The equipment should be checked with definite frequency by using filtered water and a sediment tester. The procedure is simple and can be quickly applied. This step in your manufacturing procedure is very important today and should be applied in every cheese factory.

15. Cheese must be protected from contamination while in the curing room before and after paraffining.

16. The surroundings of the cheese factory is a good index as to what you may expect to find inside the factory. Cheese Factory Beauty contests have paid dividends to many cheese makers and have sold large quantities of cheese. The traveling public is interested in your business and you are therefore obligated to maintain wholesome surroundings at your factory.

It is realized that this suggested Quality program does not include all factors that may be involved in the manufacture of a high quality of cheese. It does, however, serve to emphasize several of the more important factors. One of the weakest links in our entire quality program is our inability to effectively protect our product after it leaves the factory until it reaches the consumer's table. Much of our cheese that is of a high quality at the factory is injured and abused before it reaches the consumer. That phase of our Quality program must receive serious consideration, otherwise much of the effort put forth by the producer and cheesemaker and cheese broker will prove to be in vain. The abuse to which cheese is subjected in our wholesale and retail outlets is just one example. An effort should be made to correct this condition as the efficient cheesemaker is being unjustly penalized.

The conduct of an efficient cheese Quality program is invaluable to the future of your industry. It has become imperative that we furnish the consuming public with a larger volume of high quality cheese. To do so will result in increased income to the producer and the cheese manufacturer. Consumer acceptance of your product will be decidedly enhanced and improved. The application and enforcement of a sound, practical and efficient cheese Quality improvement program should elevate the cheese industry to a high plane to which it is justly entitled. We can get this job done if

we will cooperate and work together as a unit.

**THE PRESIDENT:** Thank you Mr. Slater, and also thank Mr. Reid for the fine subject he has written up.

Our next speaker will be here in just a minute. Friends it is indeed a pleasure for me at this time to have the opportunity to introduce to you our Governor-Elect, Julius Heil.

### ADDRESS

By Governor-Elect Julius Heil.

Thank you, Mr. Chairman. What will I call you fellows, farmers? I want to say that I am happy to be here this morning. First of all I want to thank you for electing a new governor. Somebody said he is going to be a very mediocre fellow, and he won't have any constructive ideas—and you don't know me. I am tough.

There is going to be justice, there is going to be equality. We are not going to favor any group and tear down the other group. We are going to try and bring Wisconsin back to its people and we, in order to be successful in whatever line of endeavor we may be engaged in, depends altogether how free we can be with one another and how we can co-operate and of course, to the cheesemakers and buttermakers and people that raise milk in this great state of ours, I ought to say to you that I am probably more interested in your welfare than you think I am, because it is one of the largest industries of the state,—cheese and butter and milk. And so my friends, in order for us to have a successful people you have got to be successful.

If this man in the city is going to be successful and sell any of his wares, you have got to be successful. If you aren't, you won't have any money to buy the products of labor made in the larger cities. And so naturally it behooves me to be a good governor when I take office, and to try and create a means by which you good men and women who are interested and engaged in this great enterprise will have a chance to sell your products, and I want to say advisedly—at a good price.

I don't want the farmer to work from early morning till late at night and not even get ten cents an hour for his work. I want men and women, I want the boys and the nice girls who give their life on the farm for a livelihood, to also have a chance to live.

Oh, isn't it a shame to think that the boys when they get to be 14, 16, 18, and 20 years old, haven't even got a dollar of their own and father and mother hasn't got one, and it is the same way with



the daughter, and yet they are trying to do their level best. So my friends, it will be one of my functions, at least I have got that ambition now and I hope that grows,—I am going to try and help make the 200 thousand farmers of this state more prosperous than they have ever been in the history of the state of Wisconsin.

I am going to try and do another thing. I run an institution in this city and in other cities in America and you heard the governor say, why Julius Heil didn't move his institution out of the state on account of taxes. Of course, you see they are so busy, they have been so busy doing other things that they weren't informed what I have done. I want to say to you that on account of this great tariff burden, this burden of taxation, I have got a plant in Hillside, N. J. and I do employ over 300 men there, and I only started it two years ago because I had to do something.

As I have often said, I paid my stockholders last year one per cent on the capital invested and I paid that with \$60,000 and my friends, I paid the state and federal government \$247,000 in taxes. So you can see for yourself that I can't live. The institutions that I have built can't live under that kind of tax burden. It is simply impossible.

Then as I have often said, and those of you who haven't heard me—I said as a good business man starting from nothing, born on a farm,—when I got going in business I laid away some money every year, the same as you men do and the same as every good family does. I laid away for a rainy day, and you know it started to rain in 1929 and it seems to me it is still raining. What did I do at that time? I had fine men working for me, they had boys and girls who were in the grade schools and high schools and in the universities. They are finishing their education in the different schools and my son and I talked it over and he persuaded me that we can't lay off a father who had a son or daughter going through school. It would be unfair, not so much to the father and mother as it would be to the young man or young girl who was completing their education, to stop them in the midst of their education, so they couldn't complete it and go through life in the way they figured because they didn't have a chance to complete what they set out to do, and I always say it is a crime when a boy is learning a trade, machinist or blacksmith or cheesemaker or what not, to just take them out before they have finished. Isn't it better to have a finished product? You wouldn't buy a pair of shoes half finished or a suit of clothes half finished. And so my friends, from 1929 to 1936 I have spent three-quarters of a million dollars just trying to keep heart and soul together of those men who were working for me so they could continue on and educate the boys and girls which I felt had a right to have a good education.

So friends, I want to be fair with you men—I am going to be fair. I want you to be fair with me. I want you to be fair with your fellow men, I want you to be fair to the industry. If you have bad people in your industry, God bless you, you must straighten them up, and if you can't straighten them up alone, I will be glad to help you, because I think inherently everybody wants to do the fair thing.

I want to do another thing in the State of Wisconsin. I am going to go to men of my kind, to industry, and ask industry to help the cheese people because I have got a kind of hobby in that line. May be some of the cheesemakers are here that make my cheese. We sent out to all of our customers in the world—and we have a good many thousands of them—we used to send them a little box of cigars or a tie or something for Christmas. But I rather tell you, my friends, we sent them a five pound jar of cheese, and I want to tell you that we sent out last year 35 ton of it for Christmas, and if I can get the other manufacturers instead of sending some foolish little trinket, to go to work and send out some of the cheese to their customers all over the country, it will take a lot of the cheese out of the warehouses because there are a lot of industrialists within the confines of Wisconsin that could really do a service for the men and women engaged in the butter, cheese, and milk business. There is no question about that.

And so, don't you see, it isn't only sending out that little handful of cheese to the people of the nation, but don't you see we are advertising the state.

Every time you see a little jar in a man's home when he has a gathering in the evening, and when 10 or 11 o'clock comes around and mother gets out the little crackers and wafers and then comes out the nice little pot of cheese—I don't care whether it is a pot of brick or whatever you call it—you have got so many names that I have to educate myself again and become familiar with them. When I was a kid on the farm we had cottage cheese. Mother, of course, had a German name for it. So you see, my friends, I know something about your trials and tribulations, and I am going to become better educated.

When I look around here I see fine men and women belonging to that industry and I am going to tell you I want to help you and be your salesman. So I am going to try to be the salesman to put it over, when the manufacturers of our state meet the 17th of this month in town here, I am asked to talk there and that is where I am going to start out and try and be your salesman. I am going to sell some cheese for you and I am going to sell other things.

Whenever you go to the State Fair you will notice Florida and California advertising. And then I often wonder why doesn't Wis-

consin advertise its native products. The native products of Wisconsin,—the rural products of Wisconsin, the great percentage of which is milk, and from that we make cheese. So fortunately if this great state has more cows than human beings, it is quite an industry and so we ought to try and bring it before the people of our nation. There is no question about it. So if you were to send oranges and lemons into Milwaukee, what would they do to you? They would run you out of the state. Don't you think it is about time we try and sell our wares.

If I understand correctly, there is a Department of Commerce set up, which I have checked during my campaign, and if there is a possibility of perfecting that so we can help you sell your wares, God bless your heart we are going to do it, but there is not going to be a dictator in that department. I am not going to assume the prerogative of being the dictator and so I want you to feel I am going to be a business governor. I know what it is allabout. Wherever there are duplications of efforts, they are going to be cut out. I am going to bring your tax burden down at any cost. I don't care what we have to do, it has got to be brought down and I begged everybody in the campaign that I need a good working Board of Directors, and it looks like you men sent a good Board of Directors with me to Madison, and if you have, those boys are going to be true to the people that elected them; they are going to stand right back of me and help me change the laws so that I can do something for the whole citizenship of this state.

I want to give you this assurance, please don't be afraid of me. Oh, I am just a human being like you are; I am just plainer today after I have received this splendid endorsement by the citizens of the state; I am humbler and plainer today than when I was a barefooted boy on the farm, and I am going to be that way. I am not going to get proud. You can't make me proud and when you have anything on your minds, if you think you aren't being treated right anywhere, Oh, I wish you would come to me—I want you to talk to me and I want to talk to you. I want to heal wounds if there are any because folks, if we go forward like Christian soldiers in unity, we shall have to meet with success. And let's just do one thing—won't you please do one thing in the next two years—oh, just love your fellow men, won't you? Don't walk across the street when you see your neighbor coming because he may be a little more prosperous than you. Maybe if you got in contact with him and talked to him and if you found out how he made money, maybe you could learn something by the friendship between you and he; you might become more prosperous to know because you might learn something that you hadn't thought about. I know I do. No man knows it all. Oh, no! I mean the ladies too.

And so friends, you don't know how happy it is for me to be here; I am going to be your working governor; I am going to be a business governor. I am not going to make appointments or do anything for political gain and you may say, Julius, that sounds all right today but you may become a politician tomorrow. God bless your heart, there is nothing like that; that shouldn't be in the dictionary, that word politician. It means nothing. There is no such instrument. There is no such animal. I claim that it is purely simply business. You have got to get your brains together and do things in a diplomatic and executive way.

I know that if I do my job well, you will think well of me. If I am a failure and don't know what it is all about, naturally you won't think so. I won't be able to please every individual because there are three million of them. I know there is only a moderate sized group here of citizens and I wouldn't please all of you and there is no one in this assembly that could say, folks, you all agree with me, whatever my name may be. That is impossible. We all have ideas and in order for this world to get along you have got to exchange ideas. That is where the great part of diplomacy comes in. After you have discussed everything, and you have got the heart and mind of every individual in that assembly and then if you pick out the good points and those whose points weren't picked out will be courteous and accept those suggestions of whatever seems to be the best for the industry and not get jealous and try and break down, don't you see how soon you will be harmonious and how soon you will get this institution you are representing in the channels of stability and profits.

And so friends, I want to say that I am grateful, I know some of you voted for me and even those that didn't vote for me—that was of their own free will, and I am going to say to you, I am going to be just as courteous and just as friendly to those who didn't vote for me as those who did because I am the governor of all the people after January first. I thank you.

**THE PRESIDENT:** We next have up for discussion, shall the cheese factory be operated under a code.

**MR. KOPITZKE:** Mr. Chairman, I believe Mr. Mooney said this morning in his talk and it is about right, all they have to do is enforce the laws and rather work under those. I think he gave us a very interesting talk on that. If the laws are enforced, I don't think we need a code.

**MR. SUIDZINSKI:** I don't believe we need a code. The men in the business should be able to take care of the stuff themselves.

**THE PRESIDENT:** Do I hear any more discussion upon the code question? If not we will award the door prizes.

## THURSDAY AFTERNOON SESSION

THE PRESIDENT: At this time I would like to call upon Ralph E. Ammon, Director of the Department of Agriculture and Markets. Friends, it is indeed a pleasure to introduce to you Mr. Ammon.

## ADDRESS

By Ralph Ammon

Mr. Whiting, ladies and gentlemen, it is a pleasure for me as Director of your Department of Agriculture and Markets to have the opportunity to come before you in your annual state convention. During the past two or three weeks I have had the opportunity of talking before two or three of the sectional district cheese makers' meetings and I have come to know more about some of your troubles and some of your questions and I am pleased to meet here even a larger group of them.

I notice, however, as I look around the room, I see many of the faces that I have seen at other meetings. As I expect to talk about some of the same things I have at the other meetings, probably some of you will be a little disappointed and say, I wonder if he doesn't know anything to talk about except those two things. I feel however, that those two problems are so important and they have been so much in the minds of cheesemakers and farmers throughout this year that we can continue to talk about them. I have promised Floyd Zimmerman, however, when I finished this speech today that I am going to throw it away. I have been carrying it around in my pocket for quite a while and still I haven't read it. Probably many of you have read the same thing I am going to talk about.

Here in the eight months in which I have been director of your department, I found that the hundreds of farmer-cheesemakers and buttermakers and others to whom I have talked, that there is general agreement on at least two questions in the cheese industry. First, there seems to be a unanimous agreement not only that Wisconsin is producing America's finest cheese, but that Wisconsin's hope lies in continuing to produce the best cheese; and the second general agreement, that after we have produced that product we must do everything we can to advertise and merchandise it. I say on these two there has been unanimous agreement.

As to how to attain these two goals, there has been considerable differences of opinion and much discussion. It is obvious to every

one that the second of these two general principles is dependent on the first, namely, that we cannot advertise our merchandise a fine product until we have done everything to assure ourselves of producing it and producing it continually in uniform quality.

It is on the basis of these two theories that this year after the hearing duly held and following the opinion of farmers and cheesemakers, that the department made two changes in the grading of cheese. First, most of the restrictions for state brands were limited to 39 per cent moisture so that no American cheese containing more than 39 per cent moisture could carry these state brands. Secondly, the old name "standard" was changed to number two. In the hearing held at Madison both these changes were approved. Furthermore, after that hearing the department scheduled 41 hearings held throughout the state and presented these two problems to the industry, to the farmers and the cheesemakers and got from them an expression of opinion and in the 41 meetings better than 63 per cent of the farmers and cheesemakers expressed approval of these two changes and the changes were made. Since that time there has been much discussion and undoubtedly will be more—there should be. Discussion helps to attain perfection.

I want to give you my opinion on these two since I heard the opinion of a good many people. First, in regard to the moisture content—I think that everyone in this room knows that the Federal Pure Food and Drug Laws specify that American cheese shall not have more than 39 per cent moisture. Therefore, when you are shipping out of this state any cheese in excess of that, insofar as the strict interpretation of the federal law, it will be impure food. Now, picture if you can, what would happen if a carload of Wisconsin state brand cheese were seized in some other state by the Food and Drug representatives or agents and that car of cheese should be condemned as impure food and the story should be published as it would be, that a carload of Wisconsin state brand cheese had been seized and condemned because it contained more than the legal requirements of moisture. So you see, that could happen. If we do say so, you do not realize how jealous many other states are of Wisconsin's cheese and the reputation this state is building for good cheese.

In May of this year two representatives of the Food and Drug administration told me that that would happen and that they would be powerless to prevent it because some day a carload of Wisconsin cheese in some other state would be called to their attention and unless it met the specifications it would be beyond their power to do anything about it. You point out that these other states are producing a cheese of higher moisture. That is true, but if they are keeping that cheese within their own state, they are not confronted with those federal laws.



We contend that Wisconsin's quality program must be built within the law; it must be built within the state law and the federal law, and I want to point out to you that the state law cannot circumvent the federal law. Therefore, if the 39 per cent moisture is wrong, the place to change it is in Washington and not in Madison, and in my opinion we will never succeed with a quality program by trying to form state orders that are not in conformity with federal laws. So I repeat, that if the 39 per cent moisture is wrong, it should be changed in Washington, and to change it in Madison without changing it in Washington won't gain anything.

As to the second point, that of changing standard and number two—I know you are still discussing and you have been discussing it all fall. Last year at Christmas time before I was on the present job, I was in my home town where I grew up. I went in to buy some cheese to give as Christmas presents. The man running the butcher shop which handled the cheese in that town was a boy whom I knew in high school. I told him I wanted two Wisconsin longhorns. He set them out; they were standards. I said no, I want state brand, Wisconsin's best cheese. He said, I never heard of it. The man who sold me this cheese assured me it was Wisconsin's best cheese when I bought it and he said I have been selling it as Wisconsin's best cheese and this shop in this little town could well afford to buy Wisconsin's best cheese, and they were paying the price that they would have paid for Wisconsin's best cheese. The point I am trying to make clear here is that the old standard was a deceitful name. It was confused often with the state brand. That if the cheese left the State of Wisconsin, an unscrupulous jobber or wholesaler or retailer could mislead the people who were buying that cheese into thinking they were buying Wisconsin's best, whereas we were not selling it as Wisconsin's best. That meant the farmers and cheesemakers were not getting the price for Wisconsin best.

We contend that a quality program cannot be built on deceit and that the old name "standard" was a deceitful name. After a formal hearing in Madison the name was changed. The matter was presented at 41 meetings throughout the state. Again we contend that the name is leaning towards a quality program and price program.

An argument which is being advanced daily now from some of the cheesemakers and farmers is that the change of "standard" and "number 2" caused a drop in price in number two, so that now the farmer and cheesemaker are taking too much loss. I contend that it will be impossible for anyone to prove that statement.

Now, it is true that the margin is spread; that the margin today between State Brand and Number Two is greater by  $\frac{1}{4}$  than was the margin between State Brand and Standard. We don't know, how-

ever, whether this margin became wider because number two went down or whether it became wider because state brand went up. Now, there is more logic by far to contend that the margin became wider because state brand went up, because state brand pulled away. There is more logic because when the state brand was no longer pertinent, when state brand was liberated from that confusion that state brand would demand more on the market.

Now, if that is not true, if it is not true that liberating your top brand from a confusing second brand added to the value of the top brand, then there is no value at all in grading, unless your first and second brands of any product—I don't care whether it is first apples, potatoes or what not—unless your first brand can be distinguished from your second brand, there is no need in having two brands. If a consumer is to pay as much for the second brand as he pays for the first and if the producer is to get as much for the second brand as he gets for the first, then why have two brands? What is the value. And if there is not to be a difference in price between the two brands, if the cheesemaker who is making state brand is not receiving more money for it, than the man who is making the second grade, then why should he continue to make it.

I would like to point out to you cheesemakers who represent the better and the best in the state, that this change is to the benefit of the man who is making and selling the better cheese; and that if you are going to gamble and take a second brand which is to be confused with the first, so that the man who makes the poor cheese gets as much money for it as the man who makes the better, then you cannot go anywhere with a quality program. You might just as well quit grading and save the money, some fifty thousand dollars which the state of Wisconsin is spending annually to inspect and grade cheese, and another seventy-five thousand dollars which the state of Wisconsin is spending advertising cheese, because no cheese factory and no cheese business can go on forever making a quality product or such high grade product and selling it at the same price as the second grade.

Secondly, advertising merchandize, your department has worked out in co-operation with many men in your industry a program for those two things—a quality program. I pause there, because a few weeks ago I was speaking on a quality program and the man who followed me said, he felt quality was something we should not talk about! it was something we should do, and that it was a dangerous proposition and might bring adverse criticism to the industry. To a certain extent he is correct, but if you can tell me how you can bring about a continued improved product without talking about it, I will just put an end to it. We have been talking about it for some 20, 30 years and we have gotten results,

and if we want to get results we have got to continue talking about it. We have got to continue to talk about it from the farm to the retail houses and to the customers. I would like very much, if I had the power to wave a magic wand and say, let there be quality, let there be nothing but the finest cheese. You wouldn't talk about it; we wouldn't tell you about it; we wouldn't tell the farmers about it—we would just wave the wand as Aladdin would rub the lamp and say, there it is; and if that can be done that way, I think it would be the finest way in the world to do it, but I confess, I am not able to do it. I am not Aladdin; I am not Aladdin's lamp, and I haven't that power to just wave a wand and say, make these improvements in the industry.

We have said time and time again, and I repeat, whatever improvements come into the dairy industry will come because the farmers and the cheesemakers and the buttermakers of this state want it, and there is no man can ever sit in the chair of the director of Agriculture in Madison or as Secretary of Agriculture in Washington and have those things and have those improvements unless the industry wants them and will go along, in fact, take the lead in getting them, and it is through such organizations as this that that lead must be taken.

I think that there is grave responsibility resting upon the organization of the Wisconsin Cheesemakers and upon the organization of the Wisconsin Buttermakers because they are the key men who are in a key spot to the industry. And I repeat that in my opinion there is nothing worth while in this industry that you cannot obtain when you want it and go after it. I think that the improvements which can be made are tremendous and when you as an organization and the other organizations all over the state say this is what we want, we are agreed on it, you will get it. And nothing can stop you.

I am going on to say that if the better cheesemakers and the cheesemakers organization of the State of Wisconsin after a trial are dissatisfied with number two, your department will certainly listen at any time for any suggestions of improvement. Frankly, today I do not know what the improvement can be. I know that you cannot go back to anything that is confusing, and I know as long as I am director of Agriculture, you will not go back to anything that is confusing, and as long as I am director of Agriculture, I will not lend my name or the name of the department to anything that is deceitful or to any brand that will bring to the man who is not trying to make good cheese, the same price as the man who is trying. In other words, if there is any value in the Department of Agriculture and Markets through this industry, it lies in helping and protecting the man who is trying, and in protecting and help-

ing the man who is trying to put on the market an honest product and sell it by its right name and under its real colors, and as long as I am in the present job I will always be willing to listen to any group in the industry and to consider your wishes and to be guided by your experience at all times, but I will not listen at any time to any group or lend either my name or the name of the department to any change which did not in the long run help the industry. And by that long run I mean this—this state is going on and on in my opinion to rank as the nation's producer of quality dairy products, and the only hope we have is in that direction. It is our contention that there are many states which can produce a poor quality product cheaper than we can. It is our opinion that there are many states who can produce poor cheese and poor butter just as easily as we can. This state hasn't been producing it; it hasn't been trying to; it has been trying at all times during the last twenty years to produce a good product and I am sure it is going on in that direction and I will at no time lend my support to any move in any other direction.

I think that various times Mr. Carlson and Mr. Crump have talked to you about the department's advertising and merchandising program, and about the new Wisconsin Agriculture Authority program which Mr. Carlson will discuss with you later. All of you know at the present time the State of Wisconsin is appropriating annually \$75,000 to advertise Wisconsin dairy products. That appropriation is made specifically to advertise Wisconsin dairy products. Most of you know how it has been spent in the past few years through the usual advertising mediums of daily papers, weekly papers and magazines, bill boards, movies and such other means. That money will continue to be spent in that way to the benefit of your industry to the best of our ability.

Along with that there is in the state a move known as the Wisconsin Dairy Industries Association for the purpose of raising funds for the dairy industry as a whole, and the sum of \$100,000 to supplement advertising or to advertise products otherwise. This movement was started in co-operation with two other states, Minnesota and Iowa, and since that time some twelve or thirteen other states have joined. The department is lending its support to that program. I think Mr. Carlson will describe it to you later in the day.

The department has offered and agreed to provide at least three men in the industry this winter in that campaign. The money when raised will not be handled by the department but by the industry.—seventeen directors, who represent that industry. I understand the cheesemakers on several occasions have expressed their approval of the movement and said they are willing to contribute but they would rather do it on a one year basis than the three year basis.

I would like to point out why it should be a three year plan instead of one. In Minnesota where they started last winter raising money on this basis, they also started to raise one hundred thousand dollars. They have at the present time something over forty-five thousand dollars pledged but it has cost them over twenty thousand dollars to get those pledges. They are on a three year basis. If they had spent twenty-thousand dollars to get forty-five thousand dollars pledged for one year, the expense would be too great. In this state it will cost something; it will cost considerable to get those pledges, and if they are made on the one year basis, it is my opinion that the cost will be too high for a one year campaign, and the department has been very frank in saying if it is to spend the state's money in helping in such a campaign, they would much desire a three year program.

During two or three of the conferences myself and others in the department had with the cheese industry this year, there has been some discussion of a code for the cheesemaker and for the dairy industry as a whole. I don't know how much you discussed it. I know most of the letters came back to me said it won't work. Many said it is a fine thing but it is unworkable. I don't believe that. I believe you men in this industry have the intelligence and the ability to do what you want to do, and if there are some good moves which you can agree upon for the industry, I believe you can adopt them and make them work.

Letters have come back to me and said this: we think the things are fine and some improvements should be made but we believe this should be done by the Department of Agriculture and Markets, and you should go out with an iron fist and tell cheesemakers and butter-makers what to do. We are not going to do it. We think that when a state department goes out with a mailed fist and tells the industry what to do, that industry is going to recoil and not do it.

Our entire philosophy ever since the present board of seven members have been guiding the policies of the department, and I have been acting as its director—we had one philosophy to which we have clung and that is that we are to be the servants of this industry and not its master. We are to work with you and for you but not to dictate to you. We have clung to that and we shall continue to do so. We have said many times that there is nothing that we won't try to do for you when you are agreed and we will go as far and as long as you are willing to go with us. We have even said we will go to hell for you but we won't go to hell with you—and I think you know what I mean when I say that. That we are at your command and at your service as long as you are agreed upon what direction you are going; but we are not going to be pulled in opposite directions by any group. We are going in that direction

which is forward and that direction for continued improvement, continued quality, continued service from our department to your industry, continued help along the line. We are at your service, we are your servants. I am happy to be here, thank you very much for your patience to listen to me.

I usually end my speeches with one promise and the only promise I ever expect to make to this or any other agricultural industry while I am on my present job—the only promise I have made any group in agriculture is that I will work for you as hard as I know how and to the best of my ability. In other words, I will do my darndest. That is all. Thank you.

THE PRESIDENT: I want to thank you, Mr. Ammon.

Notice on your program, the discussion on membership fee—shall the membership fee be increased; shall the association engage a full time secretary. This will be brought up when the resolution is handed in for this, and it will be brought up as the resolutions are read, so we will not discuss those at this time. We will discuss them at the time the resolutions are read.

We would like at this time to present Mr. Carlson, who has made it possible to bring the Dairy Queen of Wisconsin here. We would like to present the Dairy Queen and Mr. Carlson at this time.

MR. CARLSON: Ladies and gentlemen, it is a great pleasure to introduce to you the 1938 dairy queen of Wisconsin, Miss Charlotte Muller from Broadhead. Let's give her a hand. I am going to ask Charlotte to give you a little bit about some of her experiences as Wisconsin's dairy queen to date. Charlotte, maybe you better get closer to me—my wife won't mind. Charlotte, you have made some trips as Wisconsin's dairy queen, did you not?

MISS MULLER: Yes, I did. I went to Columbus, Ohio, to the National Dairy show and from there I went on to Philadelphia, and then to New York and back through Washington, D. C. and on home again.

MR. CARLSON: What did you do on all these trips, Charlotte?

MISS MULLER: I presented cheese to the mayor of Philadelphia and to a deputy in New York City.

MR. CARLSON: How about this milking episode in New York City? What took place there? Someone told me this morning that they brought a nice cow to you in the lobby of one of the big hotels there and had you show some of these New Yorkers not only how to milk but the surprising part of it was some of them haven't even



seen a cow before and they are grown up; how did you like that episode?

MISS MULLER: I thought it was the most exciting experience I ever had.

MR. CARLSON: Some of the newspapers must have reacted tremendously to it according to the clippings that came in, and the amount of publicity that was secured for Wisconsin and Charlotte's activities in the east. Charlotte, is there any further information you want to give the folks of what you are doing now?

MISS MULLER: I am going to school at Carroll College in Waukesha. I am just taking a general course this first year.

MR. CARLSON: That is very nice, and I suppose that you are getting a bit behind in some of these studies, having to serve as Wisconsin's dairy queen. I understand you were quite busy yesterday too, is that right?

MISS MULLER: Yes, I came to the ball that was given by the real estate people.

MR. CARLSON: The real estate board. That is carrying the message of the Wisconsin Dairy Industry even before the real estate people. You have lived on a farm, haven't you?

MISS MULLER: Yes, I have lived on a farm for 15 years.

MR. CARLSON: That is fine. What did you think the people thought of this Wisconsin cheese as you were carrying it to them?

MISS MULLER: They all thought it was very good, especially Mayor Wilson from Philadelphia.

MR. CARLSON: That is presenting the message of dairy products to the top man of Philadelphia. Now, you just go ahead and tell them anything else you want.

MISS MULLER: I want to thank every one and I do hope I can continue to try to help Wisconsin Dairy products and thank you Mr. Carlson.

THE PRESIDENT: Mr. Carlson will now give us his talk on the newly created Wisconsin Agricultural Authority.

# FUNCTIONS OF THE NEWLY CREATED W. A. A.

By W. G. Carlson

I suppose that there are many things that I could tell you about the Wisconsin A. A. which would sort of slide into insignificance after having presented such a charming young lady who has done such an excellent job for our dairy industry. However, I imagine that since the authority started functioning the first of August that many of you have wondered what it is all about and what it intends to achieve.

Possibly, to give you the best picture of what was intended in the way of achievement, I might just read two or three of the requirements that were set forth in the law establishing the Wisconsin A. A.

The duties and functions were set forth as follows:

1. To promote and encourage, and assist in establishing and maintaining, high grades and standards of quality for agricultural products of the state.
2. To assist in expanding markets for agricultural products of the state, and to promote and develop new markets for agricultural products of the state.
3. To promote and encourage, and assist in establishing and maintaining, improved means and methods of marketing, merchandising, manufacturing, storing, warehousing, advertising, financing, transporting, shipping, grading and standardizing of Wisconsin agricultural products.
4. To investigate and study conditions affecting Wisconsin agriculture, and to collect and disseminate information and engage in technical studies, scientific investigations, and statistical, research and educational activities necessary or useful for the proper execution of its duties and functions under this section.
5. To co-operate with and assist persons, firms, cooperative associations, corporations, and other organizations, and cities, towns, villages, and other political or governmental units of the state in the execution of its duties and functions under this section, and to co-operate therein with the federal government and its agencies.

Just going through the list undoubtedly gives you the same picture it gave me when I first read it, practically anything and everything that might concern agriculture could become a function of the Wisconsin A. A.

Possibly one of the reasons for having this as broad as it was

when it was developed was the fact that at that time little was known as to what future action would be taken on the part of the Department of Agriculture and Markets. I hope that you folks here today will agree with me that the activities of the Department of Agriculture and Markets since this particular law was set up has been of a nature that makes our activity one of assisting and co-operating with that department and other governmental units in conducting various agricultural activities.

To best analyse the aim of the authority as it is now functioning, I might point out that it is very simple and that it is mainly designed and mainly functioning now to promote and merchandise Wisconsin agricultural products.

The Department of Agriculture and Markets, as you all know, has been conducting a dairy advertising campaign primarily on cheese and butter. That work is being carried on and has been producing and is producing and undoubtedly will produce many factors of distinct benefit to Wisconsin dairying. I think that that particular advertising effort sets up for the Wisconsin Agricultural Authority or the W. A. A. as it is commonly known, a distinct—let's call it a challenge.

The impressions have been made, promotion has been done and the advertising has been carried out and merchandising must be conducted. Is this merchandising necessary?

Let's just take one or two agricultural commodities of this state and consider them for a moment in their present situation. Let's take evaporated milk. Many of you are familiar with it. What is the condition in Wisconsin today, with relation to evaporated milk? Warehouses are bulging to the doors. Stocks are about twice as large as they were last year. Why? There has been twice as much evaporated milk produced this year? No. Mainly, because those stocks aren't moving. The fact of the matter is, I doubt whether there has been much over three or four per cent increase in the production of evaporated milk. But I maintain that there is a very small percentage more evaporated milk in the nation today than there was a year ago.

Why do I make that statement. Primarily because a survey of a few warehouses and a survey of a few retail outlets indicates that these warehouses who last year would have ten or fifteen carloads of evaporated milk in storage or in stock, this year have five or ten. Retailers who last year had from five to ten cases in their own little store this year have six or seven cans. In other words, that entire supply is resting in the warehouse where the Bureau of Agricultural Economics makes its studies and secures its figures as to supplies on hand.

The condition is greatly similar in cheese from what little analysis we have been able to make. Your wagon shoppers, your small wholesales, folks who usually had a little warehouse and basement or several back rooms loaded with a car or two or three cars of cheese, have up until recently—whether it has changed in the last week or so I don't know—been content with just having enough cheese to take care of their current demand day by day. Again placing the entire visible supply of a commodity right where it is bound to scare people because it looks as if stocks are overwhelmingly stupendous or terrific or enlarged.

The same situation was true in the canned pea industry. We were able to function within a few days after we opened the operation of the W. A. A. in conducting a trial, stabilized drive on canned peas. That particular drive was conducted with the co-operation of the canners of the state. They themselves created a fund and turned the fund over to the W. A. A. and with that fund this campaign was conducted over the state and in the newspapers with the co-operation of the wholesalers and retailers.

As a result of this drive which ended on October 22nd, it indicates that between 200 and 250 thousand cases of canned peas were moved the first twenty days of October this year over the first twenty days of October last year. That is merchandising. Why is it merchandising? For this reason, the moment that a wholesaler or a retailer secures a supply of a commodity and puts it into his stock, he then looks upon that commodity as something about which he necessarily must worry if he wants to realize the kind of profits that will keep him in business. Is he worrying about an overwhelming supply of cheese, peas, evaporated milk or butter that is laying back in some producers' or processor's or distributor's warehouse? Not one iota. He doesn't worry about that commodity or any commodity until that commodity becomes his property, and as I said before, because he must make a profit in order to exist and he can't make a profit unless he sells goods.

Well, how do we meet this failure to stock up on this commodity? You create in his mind the fact and the impression that a drive is going to be conducted whereby the consumer is going to be urged through advertising, promotion, and merchandising methods to purchase that particular commodity. When he is convinced of that situation, he naturally stocks up because he wants to be able to make that profit that will keep him in business, and he wants to be able to meet that demand as it is created. That is merchandising.

And as for advertising—just last night in doing a little reading I found some statements that I think must be in the mind of every single one of us in the dairy industry in the State of Wisconsin.

sin—in fact, in the dairy industry of the nation.

This particular statement opens this way: "I want to prove to you conclusively that as an American you are better off than any other human being on this earth. I want to convince you that the American way of life is the best.

"What's the secret?

"Well, the answer to that is that we make a market for everything that exists. We create uses. We stimulate use. We advertise widely. We discover what the thing is good for and tell the public about it. We advertise in so many different ways that every one is bound to hear about new things and new uses of things. By this process we create more consumers of goods, more jobs for more workers, more wealth."

Then in becoming specific in this general statement, our author says in one of his remarks, which was prefaced by a history of the growth of the use of tomatoes and after having mentioned the names of the companies who had done the pioneering and developing of tomato soups, ketchups, and sauces:

"Of course, these were not only companies that engaged in research and experimentation. The big companies with their laboratories and their research spent years in perfecting tomato juice. They discussed how to retain vitamins C and A and B to the maximum. They reduced heat and air through special processes that were expensive but which kept the hidden healthfulness in the tomato juice. They learned to make consistently good tomato juice—consistent in quality, in texture, in color, in acidity, in fruit sugar.

"Tomato juice has become an ordinary article in the American diet in the short period of ten years. It is one of the newest and most valuable of our foods.

"In 1929, 100,000 cases of tomato juice were packed but in 1937, 13,444,972 cases were put on the American market. Imagine what that has meant to the American farmer—how it has increased his earning power."

Just one little incident of what can be done, to merchandise, advertising and proper promotion.

Although you notice underlying this whole thing is the stress of consistency and quality. A tremendously important factor in this picture is our knowledge of what is going on, the very fact that all these new products and new uses of existing products are widely advertised helps us discover what is good and what is bad.

"The public cannot be fooled long in a competitive system. Ad-

vertising brings everything out in the open. When a product sells millions of units we soon discover whether it is true or a gyp."

I hope that you will pardon me reading this to you. When I saw it I couldn't help but use it as a prologue to what I was going to tell you about the Wisconsin dairy industries association, the movement that Mr. Ammon mentioned to you that has been started in the state to create of a dairy advertising fund that may bring dairy products up to the point where they should be in the American diet.

I do want to correct an impression relative to the Dairy Industries Association, which seems to be preponderant primarily among the cheese people. It has been said that the understanding exists that this particular money is going to be spent for butter advertising. In correcting that particular impression, I might just read the line from the agreement or the contract which will be signed by the contributing factories or contributing units to the drive. "That all expenditures for the advertising of a given dairy product shall be distributed approximately in proportion to the amount contributed by those engaged in the processing or sale of such products unless otherwise specified by the contracting group." It merely means that if Wisconsin reaches its goal of 50 per cent of the butter fat signed up on the basis of 50c per thousand pounds of fat produced, that if half of that particular fund is created by contracts signed through the cheese industry of Wisconsin's dairy industry, according to this contract \$50,000 of that appropriation will be spent for cheese advertising, although it is left open so that should that particular group of dairy industry, which in this case would be the cheese group, should feel that they could secure more definite benefits by having money expended to create a butter advertising fund, they could specify accordingly and the moneys or any portion of it could be used in a butter advertising message.

The Wisconsin A. A. and the Department of Agriculture and Markets and the College is definitely in this Wisconsin Industries Association picture. It has been indicated that the authority might be the logical instrumentality through which these funds can be collected, because the Authority, being as it is a private corporation, non-stock and non-profit to receive and dispense funds without having the necessary control factor that exists according to statute.

Primarily, I think that activities of the Wisconsin Dairy Industries Association will be a campaign of securing support for our most important dairy industry. I pledge you that the Authority, the WAA is going to do everything humanly possible to carry on that particular activity of the Dairy Industries Association.

We have hopes in mind of being able to contribute definitely to



the National Cheese drive that is going to be conducted in February. We have hopes of developing a cheese marketing program which will be guided by members of the industry that would bring about definite benefits.

In setting up these particular activities, one of the prime considerations given to this activity as well as any other activity, is the WAA in the formation of what we call production committees.

The canning industry formed a canning products committee and a program developed from that, and undoubtedly that will develop into a national campaign. The cheese industry is also going to be asked to give the WAA a production committee.

When your meeting adjourns this afternoon, I intend to meet with the directors of your association and ask them to name us the three men to represent the cheese makers in the formation of the activity policy of the Wisconsin A. A. That will be the cheesemakers' contribution to carrying on whatever program is developed. The dealers will have the same requisition made of them; the producers likewise, and from this production committee and with the guidance of this production committee we hope that we will have more or less definitely laid out to us the kind of road that we should travel and the way we should travel it.

The problems of agriculture are many; the answers are undoubtedly just as many—maybe more. In discussing our activity, in discussing our aims, I could ramble on and on but in doing so I am afraid I might put you in a confused frame of mind. I might change some of your views and I might put you in the same frame of mind that Earl Whiting was in last week when he went down to Chicago and he promised the folks up home that when he came back from Chicago he would bring them all a gift. Well, when he left the hotel he said to the room clerk, what am I going to bring back from here—I have to bring back something typical of Chicago, and the room clerk said, we have so much, to name one article I would be sticking my neck out but he said, here is a good riddle you can take back home. It is neither my sister nor brother, but it is the child of my father or mother. Who is that man. Earl said I can't figure that one out. The clerk said, that is me.

Earl hopped on the train and he couldn't quite wait until he got home, and he said, I couldn't bring you anything but I brought you a riddle you can't figure out. So he said: What is it, that is neither my sister or brother, the child of my father and mother. Who is that man? The folks scratched their head and said, you have got me there. Why, that is the room clerk in Chicago.

THE PRESIDENT: I want to thank Mr. Carlson, not for the

riddle but for the fine talk he gave us today.

It is a pleasure for me to introduce to you at this time Miss Maddy Horn from Beaver Dam, who is the National Speed Skating Queen. It is a pleasure to introduce Miss Horn.

MISS HORN: Convention friends: I was sitting back there wondering just about what I could tell you that might be of some interest. I don't know exactly how ice-minded you are, so probably the best I can do is reminisce and cover some of the things that I would think would be the most important parts.

First of all I want to tell you that speed skating is my hobby and I hope sometime I will carry just a little bit farther and probably make a business of it. In 1932 I got the bug for skating and I was very fortunate in winning the state championships and which also created enough interest in me that I wanted to carry it on further. In 1933 I was sent down to St. Louis winning first my state championships and then having the honor to go to St. Louis and I won the North American championship and in 1934 I became runner-up for the National championship. In 1935 I had a streak of bad luck but in 1936 I made up my mind that I was coming back and so a few of the people in 1935 said they guessed I was all wound up, I didn't have anything more and that is as far as I could go. So I made up my mind that I could go a little bit better and I took ten honors, missing one of the nine championships. I realized, of course, that the thing I was really pulling for was the trip to the foreign countries where I would be able to represent the United States in what they call the world championships and so in 1937 I came back and won 10 of our 11 championships and so got a ticket to Oslo, Norway, and also got an invitation to these world championships.

The Dairy Queen told you about how she presented the cheese to the different people of the United States. I too had the pleasure of presenting a five pound brick of cheese to the King of Norway, King Haakon. I had quite a little trouble with this cheese. In the first place, I forgot it on the boat and it was discovered in time so I could go back and get it. This presentation was made possible through our State Department and also the National Department at Washington and through Mrs. Harriman, our American minister to Norway.

As I said, I had the pleasure of representing the states in these world championships and I hope that for 1939-40 I will be able to enjoy this pleasure again and I have made a promise to Mrs. Harriman and also I made a promise to the King of Norway that I would be back and bring them another five pound brick of cheese. All I am asking for now is for the 1939 season to roll by and another

boat ticket and a five pound cheese under my arm for the King of Norway.

THE PRESIDENT: I thank Miss Horn, and we are certainly proud to have a daughter of one of our cheesemakers to represent this nation in the world championships.

At this time I want to take the opportunity to thank each and every one who have contributed and who have helped put on our convention at Milwaukee. I think we have come here and all have benefited by the exchange of our ideas presented from farmers, cheesemakers and dealers.

I think it is one of the ways by which we learn and I hope that some of these ideas will be taken home with us and to be put into practice.

We as officers of your association have met many times with the Department of Agriculture and Markets during the past year, and I want to say at this time as Mr. Ammon has told you here before, that he has always co-operated with us one hundred per cent, and he has asked us to come in and bring in the ideas we have and talk them over with him, and he has also told us if we can agree upon certain things for the benefit of the industry, if we will get 51 per cent of the makers in Wisconsin to agree upon a certain thing that we think will benefit the industry, he will help us get the rest of the boys in line.

Some of the meetings that we have had we have not published in the papers. At our council meeting yesterday I think you were told of some of the meetings that took place during the year. We have met with the advertising manager Mr. Crump, who is going to try and work out a Christmas package for cheese, to increase the consumption of cheese, and we believe that there will be a great deal of benefit done by putting out this package.

I would like to say that to the branches and to the sectional locals, that we as officers of the state association need your advice and your suggestions. We are only servants; we can only do what we can by getting the suggestions we get from you. At any time, and many times we have asked you to bring in suggestions. If you have territorial troubles, whereby the state association may be able to help you, do not hesitate to come to us for assistance and bring them to our attention and I am sure that we will give you our full cooperation and do everything we can for you.

I hope that when our convention comes around next year that we will have a larger attendance. I certainly appreciate the members who have driven quite a distance to come to this convention. I hope next year we can bring a fellow cheesemaker with us.

My suggestion is, the one way we will go forward is by a united effort, and I hope that you will meet with your fellow cheesemaker and neighbor and take home some of the suggestions that have been made here this morning by our governor-elect, Mr. Heil.

I might say at this time that your association is in very good financial standing, if some of you were not here yesterday to hear the report read. We have a balance in our treasury of over two thousand dollars which we feel is not too much. We have been trying to keep our balance there in order to be able to put on a convention or do some other work along that line that might come before us.

Our legislature will be in session again this year and there will be work to be done in Madison, and that is what this money is used for. I just want to say again at any time any of the members or those who are not members, will come and let us know any territorial troubles they may have, we will try and help them or do the best we can with what we have to do and I want to thank you all.

Since I announced that we were going to have the discussion here in the program of changing the membership fee and having that increased, it was first proposed to have that in a resolution. That is why we didn't have any discussion on it.

I will now go back to this as I have been informed since that the resolution was taken out and it was thought best to discuss this from the floor. Shall we have a raise in the membership fee? Let's hear some discussion. Shall we leave the membership fee at one dollar or shall we have a raise?

MR YORDI: I feel it should be absolutely five dollars a year for membership; it should be worth ten dollars. I don't see any reason why it shouldn't be worth five dollars.

THE PRESIDENT: Can we hear from someone else? Do you want to leave the membership fee at one dollar or do you feel it should be raised. It has been suggested to me that I repeat what some of the members have said up here that can't hear in the back room. I don't know if I will repeat the exact words but Mr. Yordi feels the membership fee should be raised to five dollars. Do I hear any further discussion?

Well, the next subject for discussion will be the engaging of a full time secretary. It is needless to say if you are going to have a one dollar membership fee, there is no use of discussing a full time secretary because you can't pay for one.

MR. HORN: Mr. Chairman, I believe that should be a separate question entirely. I don't like to see the first question passed up to the second question before you really decided upon what you are

going to do. I would like to see that question brought to a vote right here.

Personally, I feel that a five dollar membership is very necessary. In fact, we had a council meeting yesterday afternoon and in that meeting there wasn't a man but what didn't express himself in favor of the five dollar fee per year. It was clearly pointed out that for 47 years the cheesemakers have stood along on one dollar. Some pointed out that possibly with five dollars more could be done and I agree more can be done. In fact, the officers of this organization together with individuals have dug down in their pockets not only last year but each and every year to do some of the things which their membership for the one dollar didn't reach to put on all these activities. I think I can name 25 men right in this audience that each and every year have contributed out of their own pocket a considerable sum to make it possible for you to gather here year after year and enjoy some of the good things you have gotten. You were naturally under the impression that the one dollar that you paid, paid for all of these things. It did not. The supply men, the dealers, the jobbers, all along the line have been carrying you all these years. You have been asking for more. Now, let's do something for ourselves.

I right here and now make a motion that for 1939 the membership dues be five dollars per membership.

(Motion seconded).

THE PRESIDENT: It has been moved and seconded that the dues for next year for cheesemakers only be set at five dollars. All those in favor of this signify by saying aye. Contrary. (Motion carried).

MR. HORN: Mr. Chairman, I again rise to make a motion that all guest memberships be charged one dollar per membership, remaining the same as it always had been in the past years,—or call them associate members.

(Motion seconded).

THE PRESIDENT: It has been moved and seconded that all associate memberships be charged a fee of one dollar as it has been heretofore. Are you ready for the question? All those in favor of this signify by saying aye. Contrary. (Motion carried).

The next on our program we have the discussion—shall the association engage a full time secretary.

MR. PETERS: Mr. President, I think that subject should not be definitely decided either in this assembly until we know how many five dollar memberships we are going to get. There is no

use of going out and hiring a man if it is going to drain our treasury or if there is any doubt whether we will be able to hire a man. I think the first thing on the program is to find out how many members we are going to get for 1939 and if we find that our membership is the same as it is today with that five dollar membership, I think we will be in a position then to decide whether we can afford to hire a full time secretary or not.

**MR. LIEBZEIT:** We have taken that up in our local county and we have gone out and petitioned the makers in our county for an all time secretary and to pay a five dollar membership fee and in less than two days we had all the county signed up with the exception of two or three members. All the rest of them signed.

I was up at a Manitowoc meeting and brought it up before the Manitowoc Association and there were 26 members present and the 26 signed up in favor of an all time secretary, and with the five dollar membership fee. For the rest of the county I don't know what they accomplished.

We took the same thing up at the Sheboygan County meeting and those that were present were unanimous for it. We feel that if we can get an all time secretary that will spend his time and interest for the cheesemakers association and look after the legislation between the county locals and to go around and pick up the members that there will not be very much difficulty to get the 75 or 80 per cent of the cheesemakers enrolled in a solid organization for the cheesemakers association. It did not take us very much for that little attempt we made down there, and I don't think it is explained to all the cheesemakers what can be accomplished. This association has now this year and last year at the state convention about five hundred members, five or six hundred and there are 1800 in the State of Wisconsin. It shows that still at the state association there is only a small turn out of the cheesemakers. By getting a five dollar membership I think it is not a hard problem to get enough money to pay for an all time secretary. I would like to hear from others and have some more discussion on the subject.

**MR. KOPITZKE:** Mr. Chairman, for the benefit of some of those who were not here at the council meeting the day before yesterday afternoon, this came up for considerable discussion and it seemed to me the opinion of the group there, it would be a whole lot better to invest that money in sending cheesemakers and farmers down to the legislative meetings than have a full time secretary. They are going to listen a whole lot more to these members. If we got a man down there that is hired steady and he becomes a lobbyist and nothing but, they don't listen to him. So it is really the opinion at that council meeting and a lot of others will bear me out on that, it would be better to spend the money that way.



MR. LIEBZEIT: Through our different local organizations, when they have any interesting bills going on in Madison, we have been represented through our locals but our idea is to get an all time secretary in order to get the 75 or 80 per cent solid organization as Mr. Mooney explained up here and Mr. Ammon has explained and expressed about the same opinion. We want to get a solid organization to be represented down at Madison and it means about 75 per cent of the state association.

I recall last year at our convention when this same thing was voted on and it was not carried out because there were only 80 for it and some 20 against it. It was decided yesterday afternoon it was too small a gathering of deciding that five dollar membership fee because it was only a small part of the cheesemakers represented. If that is the case, you will never have the representation at a state convention to have a quorum but by getting an all time secretary I think you will get a quorum.

THE PRESIDENT: Has anyone else some further discussion on this full time secretaryship? It is an important question and we would like to have your opinions. Let's hear from some of the groups from central Wisconsin how they feel about this. There must be some members here from central Wisconsin.

MR. MARTIN: It is pretty hard to carry on the discussion and not hear what the people over there are talking about. We know you are discussing the problem of a full time secretary but I think it is a fine thing to have but don't think that the full time secretary will act as a lobbyist to protect us on some certain legislation and also scout around the country and pick up memberships. He is going to have more to do than a lot of us think he will have to do.

The reason I didn't speak up about raising the five dollars is because I don't know what we are actually going to get. We have only got about one-third of the cheesemakers that attend the convention now, and if you raise the dues, is that going to be a benefit or a detriment to the association. That of course will have to be found out. I guess that is all I have to say.

THE PRESIDENT: Is there any further discussion?

MR. LIEBZEIT: I was just wondering what the opinion is about it. To take the membership and if you made a little check-up, not that I think it is anything out of the way, you have the northeastern convention, the southeastern, and the central convention. I was thinking what this audience thinks about it, that these different conventions—the northeastern, the southeastern and the central conventions, whether they are not holding back on the attendance of the state convention. You can figure that out. After they have

the convention at Beaver Dam, you have one in Marshfield. Now we have the lake shore there, we have very good counties there, take Brown, Kewaunee, Manitowoc, Calumet, Sheboygan, Fond du Lac County. I think there are a lot of cheesemakers that figure we had a convention here, why have a state convention.

We have between these five hundred members that were enlisted as members here of the six counties, around 200 that attend the state convention. Would it be possible if we raise it to five dollars and there would be a convention up there, is that going to help the state convention? I would like to hear discussion on it.

MR. KOPITZKE: Mr. Chairman, I suppose I absolutely disagree with Mr. Liebszeit in that respect. Look over the gang here and you will find your leaders from the southeastern, the central and the northeastern, they are the boys that are here and they are the boys that are making this a convention, and when we first had our convention in the central Wisconsin, that is when some of the fellows actually got to going to the convention and they never came down here before. There are more people coming to these conventions just on account of these small locals than there would be otherwise. Look over your county and see whether the fellows that belong to your county organization aren't here.

MR. KILMAN: Would we only get five dollars from the members attending this convention?

THE PRESIDENT: We would get five dollars from anyone that wants to belong to the state association.

MR. KILMAN: Whether he attends the convention or not?

THE PRESIDENT: If he wants to become a member of the State Association the fee would be five dollars.

MR. KILMAN: Couldn't that money be raised through the license?

THE PRESIDENT: I think that is impossible, that has been taken up with the department.

MR. LIEBSZEIT: I just want to answer Mr. Kopitzke. The memberships listed of Brown County, Kewaunee, Manitowoc, Sheboygan, Fond du Lac and Ozaukee, amount to some 180 members. There are 35 members of Brown County and 6 of Kewaunee, 32 from Manitowoc, 11 from Calumet, 8 from Sheboygan, 22 of Fond du Lac and 7 out of Kewaunee, besides we have 15 out of Outagamie and 11 out of Winnebago and 34 others.

MR. KOPITZKE: Mr. Chairman, it would be kind of interesting for Mr. Liebszeit to tell us how many of those out of Brown county came to the convention.

THE PRESIDENT: Do I hear any more discussion, shall we engage a full time secretary.

MR. KAUFMANN: Mr. Chairman, I for one would suggest that we wait and not try to engage a full time secretary here before we know whether we are able to pay for one. In my opinion it would be useless to hire a man as secretary to solicit the makers throughout the county in an effort to build up the state membership. If we could not afford to hire the right man to do the right kind of a job and also if there was only a matter of collecting the five dollars. I don't believe it will even help our association or any of our products. We can hire a secretary and able to pay him, then it is my opinion that it is money well spent, providing he can go out and get our neighboring factories and go out in the state and bring the makers together and iron out some of these difficulties we have today but I don't see how you are going to hire a man when you are not in a position to hire a man and therefore I would move that we would wait like Mr. Peters stated before, one more year to see how many men would fall in line for the five dollar membership. I would make that as a motion.

MR. PETERS: I second the motion.

THE PRESIDENT: It has been moved and seconded that we wait for another year before engaging a full time secretary. Are you ready for the question? All those in favor of this signify by saying aye. Contrary the same. (Motion carried).

We will now have the reading of the resolutions.

MR. RINGLE: 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 Milwaukee for its hospitality, and to all others who assisted in making this a successful convention.

I move Mr. President, to adopt resolution No. 1.

(Motion seconded and carried).

MR. RINGEL: Resolution No. 2:

RESOLVED, That the Wisconsin Cheesemakers Association go on record to endorse the newly formed corporation known as the Wisconsin Dairy Industries Association for their improvement of dairy consumption, and also the officers responsible for the forming of the corporation.

Mr. President, I move the adoption of Resolution No. 2.

(Motion seconded and carried).

MR. RINGLE: Resolution No. 3:

Resolved, that cheese made prior to the year of the convention be in a separate class, that the Association should offer first, second and third class for the high average score exhibit in the three classes.

MR. HORN: Mr. Chairman, doesn't that add another class to the classes we already have? It is to eliminate the real fresh class, that is what the resolution means and add a real aged class.

MR. EBERT: Mr. President, I think that statement read something like this: Class 1 should be made in the year prior to the convention, and then change the class 2, all cheese made before July 1st of the convention year, and class 3, all cheese after July 1st of the convention year. We have plenty of classes now and we are offering prizes in nine classes and I think that if the first class were designated as the class made in the year prior to the convention and then cut off as I said before on July first and divide your other two classes of July first, you will still only have three classes. I think that resolution—in fact, I make the motion that the resolution be amended to that effect.

MR. SAMMIS: I suggest that the committee rewrite the resolution and present it a little later in accordance with the suggestion.

THE PRESIDENT: We will have some of the committee rewrite that resolution and we will go on with our other resolutions. I wonder if some of the members of the Committee on Resolutions will step in the back room and rewrite that.

MR. RINGEL: Resolution No. 4:

RESOLVED, Whereas the number two cheese grade stamp is working a hardship on the smaller cheese dealers and cheese makers, which results in less money to the farmers for milk than on the Standard Brand basis,

Be it Resolved, that we ask the Department that the old order of Standard Brand be restored.

MR. SUIDZINSKI: Mr. President, I make the motion to table that resolution.

(Motion seconded and carried).

MR. RINGLE: Resolution No. 5:

RESOLVED, That the Wisconsin Cheesemakers Association ask that the Department of Agriculture and Markets add more men on

the inspection force.

MR. PETERS: Mr. President, it would be all right for us to do that but I don't think the department can do anything about it. I think the reason they have no more inspectors is because the legislature hasn't voted them enough money.

MR. MALCHESKI: For your benefit, we tried to ask for at least ten more inspectors and that of course will come up before the legislature. To have ten more inspectors would mean to ask for \$30,000 more in the budget. The only way of having more inspectors is by you appropriating more money.

(Moved and seconded to adopt resolution No. 5, carried).

THE PRESIDENT: Resolution No. 3 has been rewritten and I will have him read the resolution No. 3, now.

Mr. RINGLE: Resolution No. 3:

RESOLVED, That cheese in Class 1 is to be cheese made in the year prior to the year of the convention. Class 2 cheese to be made prior to August first of the convention year, and Class 3 cheese to be made after August 1st of the convention year.

I move that you adopt the resolution.

(Motion seconded and carried).

MR. RINGLE: Resolution No. 6:

Resolved, That we recommend that the grade stamp be ordered placed on cheese in more than one place now in vogue.

I move the adoption of that resolution.

(Motion seconded and carried).

THE PRESIDENT: I want to introduce to you at this time Mr. Francis Howe, who is the assistant manager of the Convention Bureau of the Milwaukee Association of Commerce.

MR. HOWE: Mr. Chairman and members of the Wisconsin Cheesemakers' Association: I understand I am allowed only two minutes here, so I am going to be extremely brief, but it gives me a great deal of pleasure at this time on behalf of the convention bureau of the Milwaukee Association of Commerce to invite your organization to return to Milwaukee for its convention next year.

In the past we have had the pleasure of your meeting here practically every year and we have lost you now for five years, and we certainly hope when your Board of Directors meet to decide on your 1939 location, that they will consider Milwaukee.

We hope that this convention has been successful and that you have all enjoyed your stay here and that in 1939 you will again meet with us. We don't mean to be selfish in this respect but we do feel and justly so that Milwaukee with its auditorium and its hotels is able to offer much finer accommodations for your exhibits and your business sessions and for your individual comforts than any other city in the state. We therefore hope when your Board determines the location of your next convention city, that you favor Milwaukee. Thank you.

**THE PRESIDENT:** I am going to call on Mr. Sammis at this time. Ladies and gentlemen, it is a pleasure to introduce to you Mr. Sammis, who has a short message to bring to us.

**MR. SAMMIS:** Ladies and gentlemen: it is a pleasure for me to see you again and I am glad to contribute in any way I can to the success of your work and to your convention.

You hear a lot about improvement. Improvement begins at the spot where there is trouble; therefore, in looking for improvements it is well to look and locate spots where trouble occurs. I have no time to talk to you about better milk supply. You have troubles sometimes with your farmers, but I believe you have learned that the way to get along with your farmers is by an attitude of friendliness.

You sometimes have troubles with other makers in the county. I believe there is no way to get along with these other makers than by friendliness. Friendliness is the foundation of the United States of America. It is the foundation of all our business.

You have some trouble with consumers; they don't use enough cheese. They don't consume enough. We can't say that the price is too high at the present time. Maybe they don't like your cheese. At any rate, when they take a piece of cheese and eat it, they don't reach for another piece. If they did, we would have a lot of more consumption. The flavor of the cheese they pick up off the plate isn't such that they reach for another piece, and that is the subject of what I want to say to you. In any food or drink on the market, attractive flavor is what gets repeat orders. A nation-wide line of advertising will, without the bait of an attractive flavor in the food, be useless.

To bring out the flavor of a great variety of foods a reasonable amount of salt is necessary. Who wants to eat unsalted butter or unsalted cheese or unsalted potatoes or a great variety of other food—nobody. It takes a definite amount of salt to flavor cheese.

Now, ordinary salt in butter runs from 1¾ to 2 per cent salt in



the finished product. Of the salt added in the churn 92 per cent goes into the butter and only 8 per cent is lost.

Old well-cured cheese has a flavor of its own which attracts anybody but the large quantity of young cheese sold today would be flat and tasteless without the addition of sufficient salt to bring out a pleasing and attractive flavor.

Now, I am going to say that there is today a large proportion of the cheese being made that does not contain enough salt to be perceptible to the taste. I leave you to judge the correctness of that statement.

During this year a series of schools for experienced cheesemakers given by the University outside of Madison, over 300 cheesemakers have answered this question: In your own make of cheese can you really taste any salt? In the answer all makers but two said, no. Many reported that they always sprinkle salt on their cheese for their own table when they eat it. I said, do you expect all the consumers to do the same thing.

Many patrons and many makers reported that the patrons always dip a piece of cheese in the salt barrel at the factory before they eat it. They ask where the salt barrel is and go to it.

The process cheesemaker who buys your factory cheese adds a lot of salt to your cheese in order to give his product the proper flavor.

Now, I am going to suggest that 100 pounds of finished cheese should contain at least  $1\frac{1}{2}$  pounds of salt in the finished cheese after pressing in order to have an acceptable salty flavor in the cheese. Most makers commonly add  $1\frac{1}{2}$  pounds in the vat but most of this salt is lost in the form of brine running out of the vat and out of the press.

How does the salt act on curd? It takes about three pounds of water to dissolve a pound of salt. The dry salt pulls this moisture out of the curd leaving it drier and lighter. With time the salt is dissolved. Then the salt brine begins very slowly to work back into the curd but most of the brine rapidly trickles down and out of the vat and into the sewer. When the curd is put to press all the liquid salt brine is on the surface of the curd and it is quickly squeezed out by the press and you can hear it come out when you put it on the presses. Only the salt that is really soaked into the curd remains in the curd after pressing.

Well, how to put more salt in the cheese. First, two and one-half pounds of salt per hundred of curd should be enough to put in the vat. Adding three or four pounds of salt draws the moisture

out of the curd and thereby reduces the yield. Second, add the salt to the vat before the milled pieces of curd stick together into big lumps. The smaller the milled pieces are when salt is added, the more surface is exposed to absorb salt and the faster the salt will get in. Third, a most important factor, keep the milled pieces of curd wet with brine all the time. When adding salt to the vat put a pail under the open gate, after five or ten minutes pour the pail of brine over the curd at the high end of the vat and stir the curd up very well to keep every piece of curd wet with the brine. Keep this up for an hour or half hour.

It seems likely that the curd may absorb salt or brine faster when warm than when cold and it will certainly do no harm to keep curds warm during the winter time. It may help the salting but this and many other details remain to be tested by experiment. Every maker can try these simple methods in his own factory and thus he can learn for himself whether and how he can put an attractive salt flavor into his own cheese, whether he can taste salt in his cheese after it has come out of the press.

Every maker should do this for himself. He should make a cheese that he can like the flavor of if he expects the consumer to like it. The aim is to make every consumer reach for another piece of cheese when he has had the first one.

Now, if this matter of salting is of any importance, and I leave it to you, I would suggest that the score cards for butter and Swiss and brick and limburger cheese now include five or ten points for score on salt content. And when makers learn how to put more salt into American cheese, I would suggest that the score card for American cheese be changed so as to include five points for salt so that one or more points in the salt score can be cut on the score card and thereby convince the maker that his cheese is really lacking in salt and has little or no perceptible salty flavor. I thank you.

**THE PRESIDENT:** The next on our program will be to vote on the amendments, if any, to the constitution. Are there any amendments?

**MR. RINGEL:** "RESOLVED, That Article III of the Articles of Organization of the Wisconsin Cheesemakers Association be amended increasing the annual dues of active members from \$2.00 to \$5.00, and reducing the associate membership dues from \$2.00 to \$1.00; and that the said article when so amended shall read as follows:

"ARTICLE III. 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 \$5.00 in advance to the Secretary of the Association for the current calendar year.

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 \$1.00 to the Association Secretary for the current calendar year."

THE PRESIDENT: Gentlemen, you have heard the reading of this amendment, what is your pleasure?

MR. PETERS: I move its adoption.

(Motion seconded and carried.)

THE PRESIDENT: We next have the report of the nominating committee and before the chairman of the nominating committee gets up to give the report, I want to advise the members of this association that there has been one man appointed on the committee from every section of the state and that we are not going to close nominations until each and every one or any one from the floor has had a chance to present nominations. Any member from the floor who may have a nomination can present it from the floor. I want everyone to have a chance to have a representative from their section of the state to nominate who they wish.

MR. PETERS: Mr. Chairman, and members of the cheesemakers association: The committee met last night for the purpose of selecting nominees for the respective officers for this association. I want to make this report before I read these nominees. This committee had received numerous suggestions, not as many as we would have liked to have had, but we did get some.

We took the advice and suggestions that we received under careful consideration and have selected men whom the nominating committee thought would be qualified along with the suggestions which we received from some of you active members. Before I read this, I want to repeat what the president said and that is, that if there are any who would like to nominate others than what we have selected, I wish it would be done. It is a whole lot better to have nominations made from the floor and have the satisfied feeling than to have some of these things railroaded through and then after a while say, well, we never had a chance to express our opinion.

Now, I shall read the entire slate of candidates first and then go back to them individually.

Your nominee for president is Earl B. Whiting. Another nomi-

nation for president is L. E. Kopitzke. Are there any other nominations?

(It was moved and seconded that the nominations be closed; motion carried).

Vote for President:

Whiting .....	90
Kopitzke .....	22
Blank .....	1

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113 Total votes cast

MR. PETERS: Ladies and gentlemen, this is an informal ballot and a motion would be in order to declare the informal ballot formal, if that is your wish.

(It was then moved and seconded that the informal ballot be declared formal and the secretary cast the ballot for Earl Whiting as president; motion seconded and carried).

THE PRESIDENT: Ladies and gentlemen: I thank you and there is only one thing I ask that you bring your ideas or whatever you may have and give us your ideas, and I, as one of the officers of the State Association, will do my best to try and help you in whichever way we can. Thank you again.

MR. PETERS: For vice-president we have nominated Mr. Leonard Kopitzke. (Steve Suidzinski nominated from the floor.)

MR. KOPITZKE: I think it is all right in view of the fact that the nominating committee has nominated me but I think it is proper to make a change and I therefore decline the nomination.

THE PRESIDENT: It has been stated by the nominating committee chairman that Mr. Kopitzke has been nominated for vice-president. Are there any other nominations?

THE SECRETARY: Mr. Chairman, I move the nominations be closed.

(Motion was duly seconded and carried.)

Vote for Vice-President:

Kopitzke .....	64
Suidzinski .....	47

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111 votes total cast

THE SECRETARY: I move that the informal be declared for-

mal and the association cast its unanimous vote for Leonard Kopitzke for vice-president.

(Motion seconded and carried.)

MR. KOPITZKE: Mr. Chairman, I don't know whether I should thank you or not. I thought I would get out of it in a hurry and that is the reason I wanted to withdraw and I thought Mr. Suidzinski would be a very capable man, but thanks just the same.

MR. PETERS: The nominee for secretary is Charles Ebert from Gresham.

(It was moved and seconded that the nominations for Secretary be closed; motion carried.)

(It was then moved that the clerk be instructed, upon the suspension of the rules, to cast the unanimous ballot of the association for Charles J. Ebert, as secretary, and that his election be made unanimous. Motion seconded and carried.)

THE SECRETARY: Mr. President, ladies and gentlemen: I rather anticipated a change this year. There has been considerable discussion in the papers as you have seen to have a full time secretary. I realized, however, as the president said, that the full time secretary is impossible. Provision must first be made to compensate the man and the action this year has been taken to raise the membership and the convention next year will show us whether or not a full time secretary is possible. If the conditions are such that we can engage a full time secretary, I hope next year there will be a man among us who can fulfill this position.

MR. PETERS: The nomination for treasurer is Walter R. Schmidt.

MR. HORN: I move the nominations be closed.

(Motion seconded and carried.)

(It was then moved that under a suspension of the rules the clerk be authorized to cast the unanimous vote for Walter R. Schmidt for treasurer for the coming year. Motion was duly seconded and carried.)

MR. PETERS: The nominee for director is Fred Glauser of Monroe.

MR. HORN: I nominate Steve Suidzinski as director.

(It was then moved and seconded that the nominations for director be closed. Motion carried.)

Vote for Director:

Suidzinski .....	63
Glauser .....	17
Blank .....	2
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Total votes cast.....	82

(It was moved and seconded that the informal ballot be declared formal and the secretary instructed to cast the unanimous ballot for Steve Suidzinski for director for three years.)

(Motion seconded and carried.)

MR. SUIDZINSKI: Ladies and gentlemen, I will do all I can for you. We have a wonderful bunch of officers to work with, the president, secretary and treasurer, and I will be glad to do all I can for the interests of the association.

MR. PETERS: Another nominee for director, Johnson, Martin and Glauser.

(It was then moved and seconded that the nominations be closed. Motion carried.)

Vote for Director:

Johnson .....	40
Glauser .....	27
Martin .....	22
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Total votes cast.....	89

(There not being enough votes cast for either one of the three nominees for a majority, a second ballot was cast, which resulted as follows:)

Johnson .....	60
Martin .....	17
Glauser .....	14
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Total votes cast.....	91

(It was then moved and seconded to declare the informal ballot formal and the unanimous vote of the association cast for Mr. Johnson as director. Motion carried.)

MR. JOHNSON: I am glad to serve you again as director. There is only one thing I would like to ask for, and that is that we have more co-operation.

There being no further business to come before the convention,



following the awarding of various prizes the convention adjourned.

A. J. Kaempfer, Official Reporter,  
2644 Chamberlain Avenue  
Madison, Wisconsin

Charles J. Ebert, Secretary,  
Gresham, Wisconsin.

1939 MEMBERSHIP LIST

Adams, C. M., 427 W. Randolph St., Chicago, Ill.  
 Adamski, Joe, Seymour, Wis.  
 Aderhold, E. L., Neenah, Wis.  
 Alderman, Herman, Gillingham, Wis.  
 Ames, A. H. Suhm Co., Milwaukee, Wis.  
 Ammerman, Vergil, Readstown, Wis.  
 Anderegg, Otto, Basco, Wis.  
 Ansay, Arthur, Rt. 1, Belgium, Wis.  
 Abplanalp, Adolph, Monroe, Wis.  
 Abplanalp, Alex, Monroe, Wis.  
 Arendt, John, Fredonia, Wis.  
 Austin, W. A., Green Bay, Wis.  
 Aschliman, Ernest, Blue Mounds, Wis.  
 Ast, Alfred P., Arena, Wis.  
 Anderson, J. P., Denmark, Wis.  
 Baker, B. H., 308 W. Washington St., Chicago, Ill.  
 Baker, F. P., Rt. 1, St. Cloud, Wis.  
 Balsiger, Jake, Rt. 1, Pardeeville, Wis.  
 Bauch, Arthur A., Two Rivers, Wis.  
 Baeton, Martin, De Pere, Wis.  
 Becker, O. W., 121 E. Spring, Appleton  
 Becker, W. L., 411 W. 5th St., Marshfield, Wis.  
 Begeman, A. N., D.&F. Kusel Co., Oshkosh, Wis.  
 Belknap, G. F., Pewaukee, Wis.  
 Benecke, Harry, Denmark, Wis.  
 Benecke, Raymond, Denmark, Wis.  
 Bennett, E. W., Milwaukee, Wis.  
 Bentle, Earl, Hortonville, Wis.  
 Berwegger, Alfred, Sanborn, Wis.  
 Bibby, H. F., Beaver Dam, Wis.  
 Bieri, John, Jackson, Wis.  
 Bingham, H. C., 509 Front St., St. Paul, Minn.  
 Birkholz, Roman, Black Creek, Wis.  
 Biskobing, Joe, Plymouth, Wis.  
 Blanke, Walter, Blanke Cheese Co. Plymouth, Wis.  
 Bleuer, Fred, Rt. 1, Cambria, Wis.  
 Bohman, O. N., Northern Refrigerator Line, Green Bay, Wis.  
 Bolli, Henry, Oshkosh, Wis.  
 Bolognesi, N., Stella Cheese Co., Baltic, Mich.  
 Baumeister, Walter, Madison, Wis.  
 Bramstedt, H. H., Fond du Lac, Wis.  
 Brick, Adolph, Manitowoc, Wis.  
 Brookman, A. J., Sheboygan Bandage Factory, Sheboygan, Wis.  
 Brockman, Edward, Wayside, Wis.  
 Bush, Martin E., 322 W. Illinois St., Chicago, Ill.  
 Brown, R. J., Fond du Lac, Wis.  
 Bruggink, E. H., Plymouth, Wis.  
 Bruhn, A. T., Madison, Wis.  
 Brunig, Donald, Branch, Wis.  
 Brunner, Lyle, Seymour, Wis.  
 Brunner, Tony, Leopolis, Wis.  
 Burke, Harold, Rt. 1, Richland Center, Wis.  
 Burkhardt, Walter, Monroe, Wis.  
 Buss, F. J., Clintonville, Wis.  
 Blankshien, Walter, Clintonville, Wis.  
 Behrens, H. W., Plymouth, Wis.  
 Brandt, August, Kewaunee, Wis.  
 Brick, C. C., Brillion, Wis.  
 Campbell, George E., Muscoda, Wis.  
 Cannon, S. C., Neenah, Wis.  
 Carlson, Wilbur, Madison, Wis.  
 Castigliano, A., Stella Cheese Co., St. Paul, Minn.  
 Caterina, J., Swift & Co., Chicago, Ill.  
 Chapman, Fred J., Rt. 2, Sheboygan Falls, Wis.  
 Clemons, Floyd, Medina, Wis.  
 Cooley, W. E., West Bend, Wis.  
 Corniea, F. A., Plymouth, Wis.  
 Crosby, R. R., Madison, Wis.  
 Clarkson, Arthur, De Pere, Wis.  
 Damrow, D. E., Fond du Lac, Wis.  
 Damrow, E. C., Fond du Lac, Wis.  
 Damrow, O. A., Sheboygan Falls, Wis.

## WISCONSIN CHEESE MAKERS' ASSOCIATION

Daum, Richard, Big Suamico, Wis.  
 Dauwalder, Fred, Rt. 1, Woodland, Wis.  
 Davis, H. D., Plymouth, Wis.  
 Davis, E. R., Green Bay Wis.  
 Dedow, August, Rt. 1, Casco, Wis.  
 Dedrich, L. A., Plain, Wis.  
 Denor, Peter L., Rt. 2, Greenleaf, Wis.  
 De Troye, Peter, Rt. 2, Kiel, Wis.  
 Dirkse, Wesley, Hingham, Wis.  
 Ditter, Joe, Rt. 2, Plymouth, Wis.  
 Dodge, T. A., Union Refr. Transit Line, 4206 N. Green Bay Rd.  
 Lornstreich, William, Rt. 2, Greenleaf, Wis.  
 Drake, M. A., De Sota, Wis.  
 Dufek, Albert, Denmark, Wis.  
 Dethlefsen, Chris., Rt. 2, Colby, Wis.  
 Dirkse, Herbert J., Hingham, Wis.  
 Disler, Jacob, Allentown, Wis.  
 Dochnahl, Leo J., Mineral Point, Wis.  
 Drachenberg, Gust, Rt. 2, Watertown, Wis.  
 Ebbers, Wm., Rt. 3, Sheboygan, Wis.  
 Ebert, C. J., Gresham, Wis.  
 Ebert, Frank, Rt. 1, Oconto, Wis.  
 Ebert, Walter, Rt. 2, Oconto Falls, Wis.  
 Eckhardt, F. W., Sheboygan, Wis.  
 Eckel, S. D., Manitowoc, Wis.  
 Eckwright, E. R., Spooner, Wis.  
 Eernisse, Alfred, Rt. 3, Sheboygan Falls, Wis.  
 Eifler, Victor A., Plymouth, Wis.  
 Eigenberger, Leo, Rt. 1, Plymouth, Wis.  
 Eiler, Peter, Rt. 2, De Pere, Wis.  
 Eisenmann, F., 907 Allouex Pl., Green Bay, Wis.  
 Emond, M. E., Pelkie, Mich.  
 Erb, John, Rice Lake, Wis.  
 Erbstoesz, A. C., Plymouth, Wis.  
 Erickson, Elmer, Shawano, Wis.  
 Faeh, Alois, Rt. 1, Lomira, Wis.  
 Falck, Martin, Rock, Mich.  
 Farrell, J. H., Madison, Wis.  
 Feutz, John, Lake Mills, Wis.  
 Feutz, William, London, Wis.  
 Fiedler, A. H., 303 Western Ave., Plymouth, Wis.  
 Finucane, John, Chicago, Ill.  
 Fisher, Donald, Rt. Box 63, Saukville, Wis.  
 Fisher, John, Boaz, Wis.  
 Fish, Con, Rt. 4 Viroqua, Wis.  
 Fleming, Fred, 427 Randolph St., Chicago, Ill.  
 Fleming, Ira, Eau Claire, Wis.  
 Flinn, James N., Blatchford Calf Meal Co., Waukegan, Ill.  
 Foelsch, George E., Rt. 3, Greenwood, Wis.  
 Frenzke, Walter, Rt. 3, Kaukauna, Wis.  
 Free, Herbert, Rt. 1, Cedarburg, Wis.  
 Frey, John A., 1424 15th Ave, Monroe, Wis.  
 Friday, G. G., Viola, Wis.  
 Friedli, G., Neosho Wis.  
 Faeh, John, Reeseville, Wis.  
 Frehner, Emil, Rt. 2, Monticello, Wis.  
 Furrer, Ulrich, Hollandale, Wis.  
 Finkelmeier, E. F., Newton, Wis.  
 Gabrielse, William, Oostburg, Wis.  
 Garbe, R. H., Oshkosh, Wis.  
 Gerken, Kurt, Merrill, Wis.  
 Gempeler, W., Greenwood, Wis.  
 Giffin, S. J., Green Bay, Wis.  
 Glasgow, Paul R., Rt. 4, Chilton Wis.  
 Graf, A. H., Zachow, Wis.  
 Greber, Fred, Brodhead, Wis.  
 Green, W. S., Kiel, Wis.  
 Grimm, Ed., Rt. 1, Two Rivers, Wis.  
 Gringer, Louis., Rt. 1, Greenville, Wis.  
 Greves, William, Lodi, Wis.  
 Grunwald, Ewald, Rt. 1, Sheboygan Falls, Wis.  
 Gudarstad, Torg, Mazciciano, Wis.  
 Gudwer, H. C., Rt. 1, Wilson, Mich.  
 Gurtner, Adolph, Rubicon, Wis.  
 Greiner, Carl, Little Chute, Wis.  
 Gutherz, Adolph, Dodgeville, Wis.

Grebe, Ray, Glenbeulah, Wis.  
Gruber, Emil, Rt. 1, Dalton, Wis.  
Gubeli, David, Watertown, Wis.  
Haas, Aldred, Sheboygan, Wis.  
Hader, Roland, Waldo, Wis.  
Hader, Stanley, Rt. 1, Oostburg, Wis.  
Haesler, Henry, Eldorado, Wis.  
Hahn, Egbert, Rt. 2, Sheboygan Falls.  
Hales, Mike, Milwaukee, Wis.  
Hall, S. A., Bur. Dairy Indus. U. S. Dep. Ag., Washington, D. C.  
Halverson, H., Rt. 3, Madison, Wis.  
Hamilton, William, 4448 N. Ashland, Chicago, Ill.  
Harwood, Noel, Blue River, Wis.  
Hauk, Alfred, Rt. 3, Waupaca, Wis.  
Heckman, C. H., Newton, Wis.  
Heberer, Adolph, Rt. 1, Kewaskum, Wis.  
Hernke, George, Rt. 1, Chilton, Wis.  
Herrmann, Clarence, Branch, Wis.  
Herzog, F. W., Milwaukee, Wis.  
Henderson, L. A., Blatchford Calf Meal Co., Waukegan, Ill.  
Hicks, John, Madison, Wis.  
Hilstad, A. C., Madison, Wis.  
Hitzhe, Elmer, Hamburg, Wis.  
Hodsch, V. J., Muscoda, Wis.  
Hoffman, S. P., Rt. 3, Chilton, Wis.  
Horn, E. F., Beaver Dam, Wis.  
Hubert, William, Sheboygan, Wis.  
Hulbert, Morris, Waldo, Wis.  
Huntziger, F. W., Plymouth, Wis.  
Hoppe, E. C., Abrams, Wis.  
Huegli, Walter, Juneau, Wis.  
Hasler, Fred, Elkhart Lake, Wis.  
Hanni, Gottfried, Mayville, Wis.  
Heim, Fred, Clyman, Wis.  
Hilfiker, Paul, Watertown, Wis.  
Hoffman, Alfred R., Edgar, Wis.  
Huss, Lawrence, Suring, Wis.  
Howe, H. J., Nye, Wis.  
Heinen, E. N., Junction City, Wis.  
Heller, O. E., Rt. 3, Chilton, Wis.  
Hansman, Theo., Plymouth, Wis.  
Herold, J. J., Maribel, Wis.  
Huggler, Alfred, Burnett, Wis.  
Inabnet, John, Randolph, Wis.  
Indermuehle, E. A., Woodland, Wis.  
Ipsen, A. C., Cobb, Wis.  
James, D. L., Washington, D. C.  
Janke, E. A., Monroe, Wis.  
Janssen, A. L., Edmund, Wis.  
Jaschob, A. F., Wis. Cooperative Milk Pool, Green Bay, Wis.  
Jeanblanc, Charles W., Lee Center, Ill.  
Jergebson, Melvin, Rt. 1, Kewaunee, Wis.  
Jeske, R. C., Dodgeville, Wis.  
Jogerst, E. F., Diamond Crystal Salt Co., Madison, Wis.  
Johnson, Ludwig, Rt. 2, Granton, Wis.  
Johnson, A. M., Blanchardville, Wis.  
Jorgensen, R. C., Denmark, Wis.  
Jung, Ernest, Juneau, Wis.  
Jung, Ewald, 327 8th St., Fond du Lac, Wis.  
Jegerlehner, Walter, Darlington, Wis.  
Kachel, John C., Whitewater, Wis.  
Kalish, A. H., Decatur, Ill.  
Kamba, W. J., Burlington, Vermont.  
Kanzenbach, A. H., Sobieski, Wis.  
Kasper, P. H., Bear Creek, Wis.  
Kaufman, H. C., Rt. 1, Plymouth, Wis.  
Keenan, J. A., Madison, Wis.  
Kempf, Ervin, Random Lake, Wis.  
Kleinbans, John J., Rt. 3, Campbellsport, Wis.  
Klemme, Emil, Rt. 3, Sheboygan, Wis.  
Klug, Ed., Rt. 3, Greenleaf, Wis.  
Knaus, E. S., St. Cloud, Wis.  
Kobes, Thomas, Rt. 2, Greenleaf, Wis.  
Kobriger, Art., St. Nazianz, Wis.  
Koepke, Edwin, Rt. 1, Random Lake, Wis.  
Koepsel, Erwin, Sheboygan Falls, Wis.

Kohlman, Va, Malone, Wis.  
 Kopitzke, L. E., Marion, Wis.  
 Koss, J. F., 1130 Emily St., Green Bay, Wis.  
 Koten, Stanley, Fond du Lac, Wis.  
 Kowalczyk, John, Rt. 1, De Pere, Wis.  
 Krahn, Fred, Rt. 2, Appleton, Wis.  
 Krall, Joe, Rt. 1, Mishicot, Wis.  
 Kramer, Walter J., 329 Clemens Ave., Madison, Wis.  
 Kraus, William J., Rt. 4, Fond du Lac, Wis.  
 Krause, Ed., Pauly Cheese Co., Green Bay, Wis.  
 Kriewaldt, J. E., Shawano, Wis.  
 Krueger, B. V. Beaver Dam, Wis.  
 Krueger, J., Marion, Wis.  
 Krumennacher, Emil, Rt. 1, Dale, Wis.  
 Kryger, Vincent, Rt. 1, Pulaski, Wis.  
 Kupsh, William, Rt. 2, Hilbert, Wis.  
 Kusta, William J., Bonduel, Wis.  
 Kushel, H. J., Pound, Wis.  
 Kust, E. J., Oconto Falls, Wis.  
 Koschak, I. J., Willard, Wis.  
 Kielsmeier, H. C., Kingston, Wis.  
 Laabs, F. W., Curtis, Wis.  
 Lane, C. B., Ames, Iowa.  
 Larson, H. C., Madison, Wis.  
 Laske, S. Gust, Seymour, Wis.  
 Laske, Theo., Plymouth, Wis.  
 Lensmire, Edward, Rt. 1, Cascade, Wis.  
 Lensmire, Joe A., Rt. 4, Manitowoc, Wis.  
 Lensmire, M. A., Cascade, Wis.  
 Lensmire, Richard A., Rt. 1, Whitelaw, Wis.  
 Lensmire, John, Marathon, Wis.  
 Lepley, Lee, Rt. 4, Viroqua, Wis.  
 Leuer, Mike, Duntas, Wis.  
 Liebetrau, W. A., Chilton, Wis.  
 Liebziet, Henry, Rt. 1, Hilbert, Wis.  
 Lindeman, Oscar, Manitowoc, Wis.  
 Linder, Fred, Belgium, Wis.  
 Linzmeyer, J. B., Green Bay, Wis.  
 Loehr, Anton, Rt. 2, Hilbert, Wis.  
 Loehr, H. J., Rt. 1, Calvary, Wis.  
 Lorfeld, G. T., Pabstett Corp., 460 E. Illinois St., Chicago, Ill.  
 Ludens, Harold, Sheboygan Falls, Wis.  
 Luethy, H. B., Byron, Wis.  
 Luntkowski, Ben, Rt. 4, Luxemburg, Wis.  
 Lupinski, Ed., Rt. 2, Sheboygan Falls, Wis.  
 Luebke, Carl H., Pulaski, Wis.  
 Laack, Leon A., Brillion, Wis.  
 Luthi, John, Rt. 2, Mt. Horeb, Wis.  
 Madeing, C. W., Richland Center, Wis.  
 Malcheski, Ed., Pulaski, Wis.  
 Malueg, Victor, Rt. 3, Shawano, Wis.  
 Mandt, Paul, Milwaukee, Wis.  
 Manske, Leo, New London, Wis.  
 Marschall, A. J., Marschall Dairy Laboratory, Madison, Wis.  
 Martin, E. W., Spencer, Wis.  
 Marten, F. C., Fremont, Wis.  
 Marty, Fred, 620 22nd St., Monroe, Wis.  
 Mattes, R. W., Rt. 4, Chilton, Wis.  
 Matthis, Henry, Cleveland, Wis.  
 Maurer, Herman, Sheboygan Falls, Wis.  
 Meek, A. R., Madison, Wis.  
 Mienhardt, Arthur, Sheboygan, Wis.  
 Meinhardt, Ed, New London, Wis.  
 Meisner, H. F., Engadine, Mich.  
 Meisnest, Walter A., Rt. 1, Port Washington, Wis.  
 Meissner, Edwin, Rt. 2, Two Rivers, Wis.  
 Meister, J. P., Richland Center, Wis.  
 Mellon, Frank, Viola, Wis.  
 Munsch, A. J., Rt. 1, Fond du Lac, Wis.  
 Mertz, La Vern, Lowell, Wis.  
 Metzgi, Henry, Rt. 1, Fremont, Wis.  
 Meyer, Henry, Plymouth, Wis.  
 Meyer, William F., Rt. 1, Oostburg, Wis.  
 Michels, Matt, Fond du Lac, Wis.  
 Mickle, Harold, Plain, Wis.

Mickle, P. H., 1326 Mound St., Madison, Wis.  
 Mielke, R. E., Rt. 2, Freeman, Wis.  
 Miller, H. H., Madison, Wis.  
 Miltsloff, George, Rt. 1, Watertown, Wis.  
 Mitchel, Peter, Sheboygan Falls, Wis.  
 Mohr, George, Plymouth, Wis.  
 Mooney, E. P., Milwaukee, Wis.  
 Mooney, George, Plymouth, Wis.  
 Moore, J. W., 2113 Kendall St., Madison, Wis.  
 Moore, Robert, Dodgeville, Wis.  
 Moorhead, J. K., Chicago, Ill.  
 Mueller, Arthur T., Rt. 1, Kewaunee, Wis.  
 Mueller, Herbert, Kewaunee, Wis.  
 Muller, R., 1202 10th St., Monroe, Wis.  
 Muetzenberg, Jake, Atwater, Wis.  
 Murray, A. T., 4100 Fullerton Ave.  
 McCormick, Scott, Princeton, Wis.  
 McDermott, Leo, Spring Green, Wis.  
 Mueller, Guilford, Shawano, Wis.  
 Moser, Gottfried, Beaver Dam, Wis.  
 Minnig, Walter, Monroe, Wis.  
 Mueller, Walter, Verona, Wis.  
 Mayer, Herman, Oconto Falls, Wis.  
 Melbauer, C. J., Suring, Wis.  
 Milstead, Brown, Lewisberg, Tenn.  
 Mehlberg, H. L., Bonduel, Wis.  
 Mullins, M., Edgar, Wis.  
 Naef, Ulrich, Belleville, Wis.  
 Naparalla, Adeline, Madison, Wis.  
 Natzke, Albert, Rt. 3, Appleton, Wis.  
 Natzke, Ed., Rt. 2, Cato, Wis.  
 Nelmark, J. E., Chippewa Falls, Wis.  
 Nelson, T. C., Kiel, Wis.  
 Niedrost, Elois, Rt. 2, Mayville, Wis.  
 Nolte, Henry, Fredonia, Wis.  
 Noyes, W. E., Diversey Corp., Chicago, Ill.  
 Nuske, George, Rt. 2, Freeman, Wis.  
 O'Brien, James P., J. B. Ford Sales Co., Milwaukee, Wis.  
 Ogi, Fred, Salem, Mo.  
 O'Hearn, James, Rt. 6, Manitowoc, Wis.  
 Olsen, Lauritz, West De Pere, Wis.  
 Oosterhous, Donald, Waldo, Wis.  
 Oosterhous, J. J., Waldo, Wis.  
 Ott, Alfred, Rt. 3, Green Bay.  
 Palm, J. E., Antigo, Wis.  
 Papendeick, Robert, Plymouth, Wis.  
 Paulsen, L. N., Rt. 1, Seymour, Wis.  
 Pauly, F. T., Manitowoc, Wis.  
 Pauly, William H., Manitowoc, Wis.  
 Peck, Edward, Freeport, Ill.  
 Petersen, Henry, Milwaukee, Wis.  
 Perronne, Herold, Rt. 3, Plymouth, Wis.  
 Perronne, Louis, Rt. 3, Plymouth, Wis.  
 Peters, Edgar E., Plymouth, Wis.  
 Peters, John H., Plymouth, Wis.  
 Peterson, Peter, Sparta, Wis.  
 Petzold, C. F., Kiel, Wis.  
 Pevonka, James J., 313 Ruder St., Wausau, Wis.  
 Piller, Ray, Rt. 1, Oshkosh, Wis.  
 Plansky, William, Pauly & Pauly Cheese Co., Escanaba, Mich.  
 Pohl, Roland, Rt. 1, Glenbeulah, Wis.  
 Peters, Alfred, Plymouth, Wis.  
 Peters, E. H., Sugarbush, Wis.  
 Peters, L. W., Bear Creek, Wis.  
 Parsons, M. H., Dorchester, Wis.  
 Puten, R. H. Vander, Antigo, Wis.  
 Raasch, Obert, Shawano, Wis.  
 Radke, Richard, L., 1028 W. Sommer St., Appleton, Wis.  
 Radloff, Max, Hustisford, Wis.  
 Radloff, Roland, Hustisford, Wis.  
 Rader, Harvey, Sheboygan, Wis.  
 Reif, Arnold, Peshtigo, Wis.  
 Reber, Fred, Rice Lake, Wis.  
 Regez, E. A., Plymouth, Wis.  
 Rehm, L. O., Kiel, Wis.



Reif, J. L., Muskego, Wis.  
 Repitz, Martin, Kewaunee, Wis.  
 Reisner, G. F., Shawano, Wis.  
 Reisner, L. H., Suring, Wis.  
 Richter, Joseph, Watertown, Wis.  
 Risch, Ed., Vincennes, Ind.  
 Rindfleisch, Walter, Marshfield, Wis.  
 Ringle, Louis, Shawano, Wis.  
 Risch, John A., Vincennes, Ind.  
 Risdon, R. H., Green Bay, Wis.  
 Ritter, Adolph, Oconto Falls, Wis.  
 Robazdek, Frank, Sobieski, Wis.  
 Rogner, H. J., Poy Sippi, Wis.  
 Rohde, L., Plymouth, Wis.  
 Rohde, Frank J., Sheboygan, Wis.  
 Rose, Robert, Fond du Lac, Wis.  
 Rosik, Victor, Rt. 2, Denmark, Wis.  
 Rowe, R. J., Fond du Lac, Wis.  
 Roycraft, A. J., Chippewa Falls, Wis.  
 Reutten, Hubert, Dodgeville, Wis.  
 Running, C. J., Waukesha, Wis.  
 Ruprecht, Oscar H., Morton Salt Co., Milwaukee, Wis.  
 Richsteiner, John, Blue Mounds, Wis.  
 Roosli, Joseph, Glenwood City, Wis.  
 Sachs, Milton, Rt. 1, Seymour, Wis.  
 Sammis, J. L., Madison, Wis.  
 Sampe, J. H., Vincennes Ind.  
 Sanford, J. R., Willard, Ohio.  
 Scannell, Geo., Eden, Wis.  
 Scannell, John, Rt. 2, Plymouth, Wis.  
 Shaaf, Milton, Sheboygan Falls, Wis.  
 Schermetzler, Clem., Rt. 1, Athens, Wis.  
 Schmelzer, Roy, Sawyer, Wis.  
 Schmid, Joe, Beaver Dam, Wis.  
 Schmid, John, Rt. 4, Beaver Dam, Wis.  
 Schmidt, Arnold J., Rt. 2, Sheboygan Falls, Wis.  
 Schmidt, W. F., Richland Center, Wis.  
 Schmidt, Walter R., Rt. 4, Sheboygan Falls, Wis.  
 Schneider, Earl, Star Route, Denmark, Wis.  
 Schneis, Albert, Sturgeon Bay, Wis.  
 Schockmel, Dennis, Rt. 1, Glenbeulah, Wis.  
 Scholten, Gilbert, Cedar Grove, Wis.  
 Schreiber, E. E., Cecil, Wis.  
 Schreiber, Roland, Kiel, Wis.  
 Schroeder, E. H., Glenbeulah, Wis.  
 Schroeder, Elmer, Rt. 2, Greenleaf, Wis.  
 Schuelke, C. W., Cobb, Wis.  
 Schuknecht, H. E., Chicago, Ill.  
 Schuler, Ray, Rt. 1, Vandyne, Wis.  
 Schultz, Alfred, Rt. 1, Oostburg, Wis.  
 Schuster, A. G., Bangor, Wis.  
 Schwanke, August, Rt. 2, Reedsville, Wis.  
 Schwenzen, Elmer, Adell, Wis.  
 Schwenzen, Erwin, Plymouth, Wis.  
 Scott, R. M., Blatchford Calf Meal Co., Waukegan, Ill.  
 Seray, Ed., De Pere, Wis.  
 Seefeldt, John, Seymour, Wis.  
 Sibilsky, Herman, Algoma, Wis.  
 Singler, Walter M., Appleton, Wis.  
 Suidzinski, Steve, Rt. 2, Denmark, Wis.  
 Slater, E. K., Milwaukee, Wis.  
 Smith, C. E., Spring Green, Wis.  
 Specht, George F., Sheboygan, Wis.  
 Specht, Theo., Sheboygan Falls, Wis.  
 Speicht, F. H., Pittsville, Wis.  
 Spence, Byron, Little Falls, New York.  
 Solvrud, N. L., Green Bay, Wis.  
 Stark, Larry, Appleton, Wis.  
 Steinfeldt, R. G., 719 N. Chestnut St., Green Bay, Wis.  
 Steinhart, George F., Shawano, Wis.  
 Stemper, A. G., Rt. 1, Clintonville, Wis.  
 Stockhausen, Edward, Milwaukee, Wis.  
 Stoelting, Otto A., Kiel, Wis.  
 Strang, Oscar, Woodman, Wis.  
 Subora, E. J., Appleton, Wis.

Swetlik, Stephen, Rt. 1, Whitelock, Wis.  
 Schulte, Arthur, Marathon, Wis.  
 Schalk, Wm., Stratford, Wis.  
 Sonnenburg, E. K., Cato, Wis.  
 Sutter, Martin, Blanchardville, Wis.  
 Schulz, Alfred F., Phlox, Wis.  
 Schiefelbein, W. F., Burnett, Wis.  
 Schlagenhaufen, Ernest, Brodhead, Wis.  
 Salathe, Fred, Darlington, Wis.  
 Thiel, A. M., Rt. 1, Menasha, Wis.  
 Thielman, Edgar, Rt. 1, Chilton, Wis.  
 Thielman, Jacob, Rt. 2, Chilton, Wis.  
 Thilke, John, Pound, Wis.  
 Thompson, O. R., Rt. 1, Rim Lake, Wis.  
 Thompson, P. J., Arena, Wis.  
 Thorison, Claire, Mineral Point, Wis.  
 Tibbetts, H. L., Green Bay, Wis.  
 Tollefson, J. F., Portage, Wis.  
 Totman, Ward, La Belle Apts., Oconomowoc, Wis.  
 Trier, Edward H., Trier Cheese Co., Sheboygan, Wis.  
 Trier, Paul P., Sheboygan Bandage Factory, Sheboygan, Wis.  
 Truttschel, Arthur, Rt. 2, Sheboygan Falls, Wis.  
 Tjepkema, Dick J., Brantwood, Wis.  
 Tlachac, M. S., Green Bay, Wis.  
 Thalman, Otto, Basco, Wis.  
 Vanistine, L. N., 213 Miller St., West De Pere, Wis.  
 Valleskey, Adolph R., 1405 S. 11th St., Manitowoc, Wis.  
 Versouteren, J. P., Wausau, Wis.  
 Viktora, Paul, East Dubuque, Ill.  
 Voechting, Victor, 2036 N. 20th St., Sheboygan, Wis.  
 Voechting, Walter, Rt. 1, Sheboygan, Wis.  
 Voechting, Mrs. Walter, Rt. 1, Sheboygan, Wis.  
 Vogel, H. C., Blatchford Calf Meal Co., Waukegan, Ill.  
 Voight, C. A., Watertown, Wis.  
 Vorpapel, Le Roy, Adell, Wis.  
 Wagner, E. O., Winneconne, Wis.  
 Wagner, H. H., West Blumfield, Wis.  
 Wagner, H. J., Rt. 2, Greenleaf, Wis.  
 Wagner, Theo., Plymouth, Wis.  
 Wagner, W. E., Chicago, Ill.  
 Warner, Milton, Cleveland, Wis.  
 Warren, F. H., Farge, Wis.  
 Watt, Harlan, Box 506, Richland Center, Wis.  
 Weber, Earl, Beaver Dam, Wis.  
 Weimar, A. C., 6703 W. Lloyd St., Wauwatosa, Wis.  
 Wenger, Fred, Juneau, Wis.  
 Westphal, F. C., Randolph, Wis.  
 Wettstein, Gregor, Jackson, Wis.  
 Wheeler, J. H., Chicago, Ill.  
 Whiting, Earl B., Gillette, Wis.  
 Wiskow, H. G., Red Granite, Wis.  
 Wifler, Ray, Glenbeulah, Wis.  
 Wilbert, Herbert, Sheboygan, Wis.  
 Winder, William, Richland Center, Wis.  
 Winter, E. F., Rt. 1, Cecil, Wis.  
 Wirtz, Godfrey, Rt. 1, Argyle, Wis.  
 Witt, A. R., Rt. 1, Gilman, Wis.  
 Wohlt, Ed., Fremont, Wis.  
 Woldt, Art, Reedsville, Wis.  
 Wrensch, L. A., Rt. 1, Menasha, Wis.  
 Wright, Fred, Gillett, Wis.  
 Wussow, George, Cedarburg, Wis.  
 Willie, Leo, Calamine, Wis.  
 Willie, Nick, Argyle, Wis.  
 Wirz, Eugene, Rice Lake, Wis.

## WISCONSIN CHEESE MAKERS' ASSOCIATION

Williams, B. R., Cambria, Wis.  
Wunsch, Jos., Marshfield, Wis.  
Wolfgang, Arthur, Muscoda, Wis.  
Yordi, Otto, Hortonville, Wis.  
Zahn, Edward, 5330 N. 39th St., Milwaukee, Wis.  
Zastrow, W. F., C. A. Strauble Co., Freeport, Ill.  
Zbaren, Fred, Blanchardville, Wis.  
Zeichert, Fred, Box. 453, Weyauwega, Wis.  
Zeidler, E., Marshfield, Wis.  
Zelm, A. F., Plymouth, Wis.  
Zietlow, W. A., Marion, Wis.  
Zillmer, E. K., Rt. 3, Shawano, Wis.  
Zimmerman, Ervin, Rt. 3, Plymouth, Wis.  
Zimmerman, F. W., Sheboygan Falls, Wis.  
Zuberbuhler, Carl, Juneau, Wis.  
Zorn, E. A., Plymouth, Wis.

REVENUES 1937-1938

Balance on hand November 12, 1937.....	\$2,129.43
Nov. 13, 1937 All Steel Truck Co., booth.....	30.00
Nov. 17, 1937 Arps Corporation, booth.....	30.00
Nov. 15, 1937 Marathon Paper Mills Co., book ad.....	17.50
Nov. 15, 1937 Superior Metal Prod., book ad.....	9.00
Nov. 17, 1937 Bay Appliance Co., booth.....	30.00
Nov. 13, 1937 Diversey Corp., book ad.....	9.00
Nov. 16, 1937 Damrow Bros., booth and book ad.....	110.00
Nov. 12, 1937 De Laval Separator Co., booth and book ad.....	80.00
Nov. 16, 1937 Creamery Package Manufacturing Co., book ad.....	17.50
Nov. 17, 1937 The Progressive, booth.....	5.00
Nov. 11, 1937 Emil Althause, membership.....	1.00
Nov. 8, 1937 David Gobeli, membership.....	1.00
Nov. 6, 1937 Emil Stoller, membership.....	1.00
Nov. 6, 1937 Edward Finkelmeier, membership.....	1.00
Nov. 6, 1937 W. A. Deering, membership.....	1.00
Nov. 6, 1937 Leonard Dasck, membership.....	1.00
Nov. 6, 1937 Elmer Tesch, membership.....	1.00
Nov. 6, 1937 C. F. Heckman, membership.....	1.00
Nov. 8, 1937 E. H. Fisher, membership.....	1.00
Nov. 8, 1937 A. H. Ohlrogge, membership.....	1.00
Nov. 8, 1937 Mike Dahler, membership.....	1.00
Nov. 10, 1937 Werner, membership.....	1.00
Nov. 10, 1937 H. C. Ohlrogge, membership.....	1.00
Nov. 10, 1937 Alfred E. Giese, membership.....	1.00
Nov. 10, 1937 Fred Wuethrich, membership.....	1.00
Nov. 10, 1937 John Blickenstorfer, membership.....	1.00
Nov. 10, 1937 Arnold Thuli, membership.....	1.00
Nov. 11, 1937 Calhoun, R. L., membership.....	1.00
Nov. 9, 1937 John Kowalczyk, entry fees.....	2.00
Nov. 9, 1937 Ben Henningsen, entry fee.....	1.00
Nov. 9, 1937 George Koenig, entry fee.....	1.00
Nov. 9, 1937 Earl Schneider, entry fee.....	1.00
Nov. 9, 1937 Joe Drab, entry fee.....	1.00
Nov. 9, 1937 Alfred Pagel, entry fee.....	1.00
Nov. 9, 1937 Ray Wifler, entry fee.....	1.00
Nov. 9, 1937 Ed Wolechka, entry fees.....	2.00
Nov. 8, 1937 Walter Rindfleisch, entry fee.....	1.00
Nov. 8, 1937 C. F. Heckman, entry fee.....	1.00
Nov. 8, 1937 Fred Fentz, entry fee.....	1.00
Nov. 8, 1937 Arnold Thuli, entry fee.....	1.00
Nov. 8, 1937 Otto Anderegg, entry fee.....	1.00
Nov. 8, 1937 Fred Wuethrich, entry fee.....	1.00
Nov. 17, 1937 Diamond Crystal Salt, book ad and booth.....	39.00
Nov. 17, 1937 Beaver Dam Dairy Supply Co., booth.....	30.00
Nov. 17, 1937 Dance Receipts, dance profits.....	122.15
Nov. 20, 1937 Cheese Sales, cheese sales.....	128.68
Nov. 20, 1937 Check issued for change, state appr.....	50.00
Nov. 18, 1937 Registrations, membership.....	643.00
Nov. 18, 1937 Colonial Salt Co., book ad and booth.....	39.00
Nov. 18, 1937 Penn Salt Co., book ad.....	9.00
Nov. 20, 1937 Reisner Dairy Supply, book ad.....	9.00
Nov. 20, 1937 Erwin Schwenzen, book ad and booth.....	77.50
Nov. 22, 1937 Suhm Co., Inc., book ad and booth.....	47.50
Nov. 24, 1937 C. J. Ebert, cheese sales.....	4.95
Nov. 24, 1937 Lathrop-Paulson Co., book ad.....	17.50
Nov. 19, 1937 Mojonnier Bros. Co., book ad.....	9.00
Nov. 20, 1937 Hotel Northland, book ad.....	17.50
Nov. 23, 1937 J. B. Ford Co., book ad.....	8.82
Nov. 23, 1937 J. B. Ford Co. (stamps), book ad.....	.18
Nov. 24, 1937 Candy and Co., Inc., book ad and booth.....	39.00
Nov. 26, 1937 Bingham and Risdon Co., book ad and booth.....	69.00
Nov. 27, 1937 Rockford Chemical Co., book ad.....	9.00
Nov. 27, 1937 Kraft-Phenix Corp., cheese sales.....	1,640.11
Nov. 27, 1937 Citizens State Bank, book ad.....	9.00
Dec. 3, 1937 Reynolds Metal Co., book ad.....	17.50
Dec. 6, 1937 W. D. Carpenter Co., book ad and booth.....	24.00

Dec. 7, 1937	National Cheese Institute, book ad	17.50
Dec. 13, 1937	Cleveland Cliffs Iron Co., book ad	9.00
Dec. 9, 1937	John D. Cannon, cheese sales	11.78
Dec. 21, 1937	F. Hurlbut Co., book ad	9.00
Dec. 24, 1937	Underwood Elliott Fisher Co., booth	15.00
Jan. 7, 1938	E. B. Whiting, cheese sales	20.34
Jan. 7, 1938	State of Wisconsin, state appropriation	45.00
Jan. 13, 1938	Cheese Makers' Mutuals, booth	30.00
Jan. 20, 1938	Wisconsin Dairy Laboratories, book ad and booth	39.00
Apr. 8, 1938	Peter Fox Sons Co., book ad	9.00
Apr. 29, 1938	D & F Kusel Co., book ad and booth	129.00
Aug. 5, 1938	State Treasurer, state aid	555.00
July 28, 1938	Midwest Creamery, book ad	9.00
Aug. 4, 1938	Fairmont Creamery, book ad	9.00
Aug. 12, 1938	Superior Metal Products Co., book ad	9.00
Aug. 29, 1938	Wisconsin Dairy Laboratory, book ad	9.00
Sept. 15, 1938	Hotel Antlers, book ad	9.00
Sept. 29, 1938	Chippewa Cheese Corp. (Shawano), prize money	10.00
Oct. 1, 1938	Walter Voechting, book ad and booth	39.00
Oct. 7, 1938	Walter Voechting, booth	5.00
Oct. 26, 1938	Sheboygan Falls Creamery Co., book ad	9.00
Oct. 26, 1938	Pauly & Pauly Cheese Co., book ad	9.00
Oct. 26, 1938	C. Reiss Coal Co., book ad	9.00
Oct. 27, 1938	C. A. Straubel Co., book ad	17.50
Oct. 26, 1938	Angliker & Mueller, book ad and booth	44.00
Oct. 27, 1938	Peter Fox Sons Co., book ad	9.00
Oct. 27, 1938	Winnebago Cheese Co., book ad	9.00
Oct. 27, 1938	Ruggles & Rademaker, book ad	9.00
Oct. 27, 1938	Johnston Tin Foil and Metal Co., book ad	17.50
Oct. 27, 1938	Armour Creameries, book ad	9.00
		<b>\$6,692.44</b>

## DISBURSEMENTS 1937-1938

Nov. 16	Northland Hotel, change	\$ 50.00
Nov. 16	Landsman Printery, stationery	5.05
Nov. 18	A. F. Van Denberg, orchestra	91.00
Nov. 18	A. J. Kaempfer, convention reporting	50.00
Nov. 19	Inez Braun, office work	6.00
Nov. 19	L. E. Kopitzke, director's expense	54.45
Nov. 19	A. M. Johnson, director's expense	19.10
Nov. 19	Steve Suidzinski, director's expense	33.75
Nov. 19	A. L. Janssen, director's expense	61.70
Nov. 19	A. M. Johnson, director's expense	63.70
Nov. 20	Wisconsin Public Service Corp., theatre tickets	18.00
Nov. 20	Norbert LeFebvre, display photo	3.00
Nov. 20	O. W. Uecker, display material	3.86
Nov. 20	O. W. Uecker, superintendent service	55.00
Nov. 20	Orpheum Theatre, tickets	29.30
Nov. 20	W. R. Schmidt, salary and expenses	80.35
Nov. 20	Bay Theatre, tickets	12.90
Nov. 20	Strand Theatre, tickets	3.00
Nov. 20	Cheese Reporter, stationery	4.50
Nov. 20	DeClerc's stage decorations	2.50
Nov. 20	A. T. Jones, signs	53.00
Nov. 20	E. B. Whiting, postage, telephones and expenses	292.45
Nov. 20	Citizens Insurance Agency, treasurer's bond	10.00
Nov. 20	Glenora Hagen, service at dance	3.00
Nov. 20	National Cheese Institute, cheese week	25.00
Nov. 22	Checks for cheese in Class 1	259.88
Nov. 22	Checks for cheese in Class 2	245.29
Nov. 22	Checks for cheese in Class 3	229.64
Nov. 22	Checks for cheese in Class 4	79.64
Nov. 22	Checks for cheese in class 5	503.87
Nov. 22	Checks for cheese in class 6	24.86
Nov. 22	Checks for cheese in class 7	9.03
Nov. 22	Checks for cheese in class 8	49.00

Nov. 22	Checks for cheese in class 9.....	9.39
Nov. 22	Checks for cheese in Honor Class.....	3.68
Nov. 23	Adeline Popp, office work.....	47.00
Nov. 24	Mrs. D. D. Kinsman, prize.....	5.00
Nov. 24	E. F. Horn, director's expense.....	52.20
Nov. 24	Hotel Northland, hotel expense.....	55.50
Nov. 24	Guertin Amusement Co., decorations.....	10.00
Nov. 24	Katherine Hoffman, office work.....	76.00
Nov. 24	Edward Mader, hauling office equipment.....	8.00
Nov. 26	John Kowalczyk, prize money.....	6.00
Nov. 26	John Kowalczyk, prize money.....	2.50
Nov. 26	Earl Schneider, prize money.....	2.50
Nov. 26	Ben Henningsen, prize money.....	2.00
Nov. 26	Joseph Drab, prize money.....	2.00
Nov. 26	Alfred Pagel, prize money.....	1.50
Nov. 26	Joseph Koenigs, prize money.....	1.50
Nov. 26	Edward Winter, prize money.....	5.00
Nov. 26	John Tischhauser, prize money.....	3.00
Nov. 26	Chippewa Cheese Corp., prize money refund.....	2.00
Nov. 26	O. H. Yordi, prize money.....	5.00
Nov. 26	John Cannon, cheese scoring service.....	25.00
Nov. 27	Arthur Schabow, prizes.....	84.50
Dec. 4	Steve Suidzinski, display material.....	2.72
Dec. 4	Sheboygan Falls Postmaster, stamps.....	6.00
Dec. 4	John Cannon, hotel expense.....	12.65
Dec. 4	Cheese Reporter, convention ad.....	13.00
Dec. 4	J. H. Peters, director's expense.....	37.50
Dec. 15	Caroline Telephone Co., service.....	6.25
Dec. 15	F. J. Mader, postage.....	10.00
Dec. 15	C. H. Cook, decorations.....	5.00
Dec. 15	C. J. Ebert, director's expense.....	66.04
Dec. 29	Walter V. Price, cheese scoring service.....	15.50
Dec. 29	C. J. Ebert, annual salary.....	400.00
Dec. 29	Mike Dahler, correction.....	1.00
Dec. 29	R. A. Lensmire, correction.....	1.00
Jan. 4	Carl Herrmann Co., stationery.....	1.72
Jan. 4	Soo Line Ry. Co., cartage.....	.66
Jan. 4	Caroline Telephone Co., service.....	1.55
Jan. 8	A. H. Ohlrogge, correction.....	1.00
Feb. 1	Gresham State Bank, secretary bond.....	5.00
Feb. 3	Soo Line Ry. Co., telegram.....	.66
Feb. 3	Caroline Telephone Co., service.....	.65
Feb. 12	Soo Line Ry. Co., telegram.....	.85
Feb. 25	Damrow Bros. Co., prizes.....	14.70
Feb. 1	F. J. Mader, postage.....	5.00
Mar. 1	Caroline Telephone Co., service.....	2.65
Apr. 16	Urban Telephone Co., service.....	1.80
Apr. 16	Soo Line Ry. Co., telegram.....	.79
Apr. 26	A. J. Kaempfer, balance reporting convention.....	25.00
May 5	Urban Telephone Co., service.....	1.40
May 12	F. J. Mader, postage.....	10.00
June 3	Urban Telephone Co., service.....	B.C.F.
June 3	F. J. Mader, postage.....	6.00
June 17	Soo Line Ry. Co., cartage.....	2.56
June 17	Cheese Reporter, printing proceedings books.....	341.97
July 6	Urban Telephone Co., service.....	4.60
July 19	Bureau of Purchases, postage.....	.40
Aug. 6	Shawano County Journal, stationery.....	5.00
Aug. 6	C. J. Ebert, part 1938 salary.....	300.00
Aug. 6	Urban Telephone Co., service.....	2.65
Aug. 6	F. J. Mader, postage.....	10.00
Aug. 10	Remington Rand Co., office supplies.....	2.65
Aug. 30	Volsbote Printery, stationery.....	5.50
Aug. 30	C. J. Ebert, director's expense.....	70.56
Aug. 30	E. B. Whiting, telephone and director's expense.....	119.70
Aug. 30	E. B. Whiting, State Fair cheese factory supplies.....	7.03
Aug. 31	Republican Hotel, fair cheesemaking expense.....	20.35
Sept. 3	Urban Telephone Co., service.....	6.30
Sept. 24	Soo Line Ry. Co., cartage.....	1.13
Sept. 24	F. J. Mader, postage.....	10.00
Sept. 29	Volsbote Printery, printing.....	10.00
Oct. 7	Urban Telephone Co., service.....	1.05
Oct. 8	George Te Ronde, float.....	96.00
Oct. 8	Jos. Siebold, for 1928 check.....	3.58
Oct. 22	F. J. Mader, postage.....	60.00



Oct. 22	Soo Line Ry. Co., cartage	2.55
Oct. 22	Error on check No. 135	.27

Total	\$4,637.44
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Total receipts	\$6,692.44
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Total disbursements	4,637.44
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Balance carried forward	\$2,055.00
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## Report of Board of Audit:

We the undersigned have audited and found the secretary's books correct in every way.

Signd: E. F. HORN  
 JOHN H. PETERS  
 A. M. JOHNSON  
 A. L. JANSSEN

## LIST OF EXHIBITORS AT THE 1938 CONVENTION

## Class 1

Entry No.	Name	Score	Bal. Due
101	Herman Mayer	92.50	\$ .53
102	Val Kohlman	92.50	1.42
103	W. A. Zietlow	93.75	1.31
104	Henry J. Loehr	95.00	1.80
105	Emil . Sonnenburg	98.50	
106	Lester W. Casper	94.75	2.63
107	Earl B. Whiting	95.00	1.31
108	H. J. Kuschel	94.00	.20
109	Alfred Hoffman	93.75	.20
110	Richard A. Lensmire	94.50	1.86
111	Art H. Wolddt	96.75	1.20
112	A. G. Stemper	95.00	1.42
113	C. C. Brick	91.50	.42
114	Charles G. Melbauer	90.25	.31
115	Joe Wunsch	93.50	.35
116	Jos. A. Lensmire	93.50	1.42
117	Louis F. Perronne	92.50	1.80
118	Henry Bulli	92.25	1.31
119	M. S. Tlachac	93.00	1.74
120	Carl H. Luebke	92.75	.20
121	G. H. Scannel	93.00	1.80
122	Roman Birkholz	92.75	.25
123	H. J. Roegner	91.75	1.20
124	Walter R. Schmidt	94.50	1.80
125	Ed. Grimm	94.50	1.80
126	Steve Suidzinski	98.00	1.75
127	Edward J. Kust	94.50	.20
128	H. W. Behrens	93.25	.64
129	Joseph J. Krall	92.50	1.47
130	Hubert Ruetten	92.75	1.53
131	Edward J. Finkelmeier	94.50	.75
132	John F. Hinz	92.50	1.86
133	Ray E. Wifler	92.00	1.86
134	Chris. Dethlepen	88.50	.31
135	Arthur A. Bauch	93.00	.53
136	Paul Viktora	94.50	2.96
137	Lawrence Huss	94.50	.20
138	J. L. Reif	93.00	1.58
139	Karl Zuberbuhler	92.00	.25
140	William Schalk	93.50	.25
141	L. E. Kopitzke	97.50	1.20
142	John Kowalczyk	94.50	1.36
143	Alfred P. Ast	92.25	1.46
144	Leo J. Dochnahl	92.25	1.41
145	Richard Daun	95.25	1.42
146	Arthur Wolfgang	94.50	.42
147	Brown Milstead	92.75	.20
148	William Kupsh	94.50	1.33
149	August Brandt	96.50	.53
150	E. W. Meinhardt (Complimentary)	93.25	.26
151	I. J. Kashab (Complimentary)	93.50	1.42
152	William F. Meyer	93.75	1.64
153	Robert Papendieck	92.00	1.47
154	Martin Baton	92.75	.31
155	Dick J. Tjepkema	94.50	6.03
156	H. J. Howe	94.25	.75
157	Otto H. Yordi	97.75	1.20
158	John Lensmeier	94.75	.47
159	Earl Schneider	95.75	1.20

## Class 2

Entry No.	Name	Score	Bal. Due
201	H. L. Mehlberg	96.00	\$ .25
202	Paul Viktora	95.50	2.74
203	Steve Suidzinski	96.50	.20
204	H. J. Kuschel	95.00	1.20
205	John F. Hinz	91.50	1.86
206	Earl Schneider	95.50	1.20
207	Emil K. Sonnenburg	94.00	.36
208	Ed. N. Heinen	92.25	5.48
209	Alfred R. Hoffman	94.25	1.36
210	Joe Wunsch	92.50	1.42
211	Carl H. Luebke	94.00	1.20
212	E. H. Peters	95.00	.64
213	C. H. Heckman	93.00	.91
214	John Kowalczyk	92.50	.85
215	Mike R. Lauer	91.25	1.31
216	August Brandt	95.00	1.64
217	H. W. Behrens	92.50	1.86
218	Art H. Woldt	93.50	1.20
219	Thomas Kobes	92.75	.31
220	L. E. Kopitzke	92.50	1.47
221	Milfred Peters	91.50	.75
222	Earl B. Whiting	97.50	—
223	Adolph Guthertz	93.00	.64
224	Jacob Tjepkema	91.75	7.03
225	Edward J. Kust	94.00	1.20
226	Martin Repitz	94.50	.20
227	E. E. Schrieber	96.75	.20
228	Henry Nolte	91.00	.32
229	Arthur Wolfgang	94.75	2.74
230	P. J. Thompson	92.75	7.25
231	Ray E. Wifler	92.00	1.75
232	William F. Meyer	93.75	1.58
233	John Lensmire	93.00	.33
234	Fred J. Chapman	91.25	1.75
235	Otto E. Heller	93.00	1.90
236	Merle A. Emond	92.00	5.11

## Class 3

Entry No.	Name	Score	Bal. Due
301	Herbert J. Dirkse	93.00	\$ .75
302	Alfred R. Hoffman	93.50	1.31
303	H. L. Mehlberg	95.50	1.25
304	J. L. Reif	94.00	1.64
305	Art H. Woldt	94.50	1.20
306	Henry J. Loehr	92.00	1.80
307	L. W. Peters	92.50	1.52
308	E. H. Fisher	92.50	6.92
309	H. W. Behrens	94.00	1.86
310	William F. Meyer	93.50	1.75
311	Leo F. Manske	92.00	1.36
312	L. J. Koschak	93.00	.47
313	Theo. Hansmann	93.00	.42
314	Joe Wunsch	94.25	1.42
315	Emil K. Sonnenburg	94.50	2.96
316	Alfred Berweger	93.50	2.79
317	Milfred Peters	89.00	1.79
318	Leon A. Laack	91.75	.69
319	Steve Suidzinski	94.00	1.86
320	Ed. Grimm	90.75	1.86
321	H. J. Kuschel	95.25	1.20
322	John Lensmire	92.00	1.42
323	Jos. A. Lensmire	91.75	1.42
324	Careh Luebke (Complimentary)	93.50	.37
325	A. G. Stemper	92.50	1.64
326	Edward J. Kust	93.25	1.20

327	Martin Repitz	93.75	1.20
328	Thomas Kobes	89.75	1.42
329	Fred J. Chapman	94.00	1.80
330	August Brandt	94.75	1.58
331	Paul Viktora	93.50	2.78
332	P. J. Thompson	93.50	1.38
333	Hugo C. Kielsmeier	91.00	1.85
334	M. Mullins	95.00	.80
335	Henry Matthias	92.25	1.80
336	Mike Dahler	90.75	1.36
337	G. H. Scannell	91.00	1.42
338	Alfred Ott	92.75	.53
339	Otto H. Yordi	94.75	1.47
340	John Kowalczyk	94.00	1.25
341	Jos. J. Herold	94.00	.80
342	Herman Mayer	90.50	1.31
343	Arthur Wolfgang	96.00	-----
344	Ray Grebe	93.50	.31
345	Mike R. Lauer	93.00	1.31
346	Art Clarkson	93.00	.25

Class 4

Entry		Score	Bal. Due
No.	Name		
401	Martin Baeten	94.50	\$ 1.42
402	Ed. Finklemeier	92.00	1.75
403	Arthur Schulti	91.25	.20
404	Henry Nolte	93.25	1.69
405	Guilford Mueller	92.25	.42
406	Steve Koenegs	90.50	1.36
407	Henry Haesler	93.50	2.63
408	Walter Huegli	94.25	3.50
409	David Gobeli	92.75	3.28
410	Alfred F. Schulz	91.00	.53
411	George Mintzloff	90.00	.20
412	Steve Suidzinski	92.25	1.80
413	Arthur Truttschel	94.75	1.58
414	Gottfried Moser	87.50	.75
415	Henry J. Lochr	94.00	1.20
416	Alfred Ernisse	92.25	1.75
417	L. E. Kopitzke	92.50	1.20
418	Peter H. Eiler	95.00	-----
419	W. F. Schiefelbein	91.00	.80

Class 5

Entry		Score	Bal. Due
No.	Name		
501	Gottfried Friedli	92.50	\$33.00
502	Leo Willie (Complimentary)	92.50	33.17
503			
504	Arnold Gudel	92.50	27.35
505	John Stettler	94.00	31.37
506	Otto Thalman	91.50	27.42
507	Fred Reber	92.50	29.50
508	Fred Baub	93.00	28.97
509	Nick Willie (Complimentary)	93.00	38.42
510	Alex Hoerburger	92.50	32.42
511	Gottfried F. Wirtz	93.50	28.92
512	E. Schloginhaufen	94.50	34.57
513	Joseph Roosli	95.00	26.70
514	Walt Jegerlehner	93.00	27.22
515	Fred Salathe	92.50	23.72
516	Eugene Wirtz	92.50	27.05

## Class 6

Entry No.	Name	Score	Bal. Due
601	Fred Salathe	95.00	\$ 4.07
602	Ulrich Furrer	94.50	2.72
603	John Erb	94.00	2.55
604	John Rechsteiner	95.50	-----

## Class 7

Entry No.	Name	Score	Bal. Due
701	Emil Frehner	95.00	\$ .76
702	Joseph Konrad	95.50	-----
703	Walter Minnig	94.75	.40
704	Fred Gurtner	92.50	1.40
705	Ulrich Naef	92.50	1.88
706	Ernest Kellenberger	94.50	3.36
707	Walter Mueller	91.00	.58

## Class 8

Entry No.	Name	Score	Bal. Due
801	John Bieri	92.00	\$ 1.76
802	Ernest Aschliman	92.50	1.36
803	John Inabnet	92.00	1.18
804	Gottfried Hanni	93.00	1.30
805	Martin Sutter	91.00	.76
806	A. H. Graf	93.00	1.52
807	John Luthi	93.00	.64
808	Emil Gruber	92.50	.40
809	W. Gempeler	93.00	.52
810	Ben R. William	92.50	.94
811	Fred Hasler	93.75	.88
812	Gust Drachenberg	92.00	1.36
813	Fred Wenger	95.50	.52
814	John Erb	95.00	1.40
815	Karl Minnig	96.00	-----
816	Jacob Disler	92.00	1.66
817	Adolph Gurtner	93.00	1.76
818	Fred Dauwalder	93.50	2.00
819	Fred Heim	92.50	.82
820	Fred Zbaren	95.00	.76
821	Fred Bleuer	94.25	1.52
822	Alfred Huggler	93.00	.82
823	Ernest W. Jung	90.50	1.40
824	Walter Schiefelbein	92.50	1.28

## Class 9

Entry No.	Name	Score	Bal. Due
901	Fred Wenger	95.00	\$ 1.58
902	George Mintzloff	92.00	1.64
903	John Erb	92.00	1.46
904	Paul Hilfiker	92.50	.28
905	Fred Heim	94.50	1.88
906	Gottfried Hanni	95.75	-----
907	Ernest W. Jung	94.00	1.58

# Honor Class

Entry No.	Name	Score	Bal. Due
	Robert Hermann	95.75	\$22.62

Thirty-two counties were represented in the cheese exhibit at the 1938 convention in the following order; Dodge County sharing honors with Sheboygan as to number of entries:

County	Entries	County	Entries
Dodge	22	Marinette	5
Sheboygan	22	Outagamie	5
Manitowoc	19	Washington	5
Brown	18	Lafayette	4
Shawano	11	Clark	3
Green	9	Wood	3
Iowa	9	Columbia	2
Marathon	9	Polk	2
Oconto	9	Price	2
Dane	8	Ashland	1
Fond du Lac	8	Door	1
Barron	6	Portage	1
Grant	6	Langlade	1
Waupaca	6	St. Croix	1
Calumet	5	Waushara	1
Kewaunee	5	Winnebago	1

## HIGHEST SCORERS IN EACH CLASS WERE:

Emil K. Sonnenburg, Cato	Class 1	Score 98.50
Earl B. Whiting, Gillette	Class 2	Score 97.50
Arthur Wolfgang, Muscoda	Class 3	Score 96.00
Peter H. Eiler, De Pere	Class 4	Score 95.00
Joseph Roosch, Glenwood City	Class 5	Score 95.00
John Rechsteiner, Blue Mounds	Class 6	Score 95.50
Joseph Konrad, Monroe	Class 7	Score 95.50
Earl Minnig, Mt. Horeb	Class 8	Score 96.00
Gottfried Hanni, Mayville	Class 9	Score 95.75
Robert Herrmann, Dallas	Honor Class	Score 95.75



## SECRETARIES OF REGIONAL AND BRANCH ASSOCIATIONS

Northeastern Wisconsin Cheese Makers' & Butter Makers' Assn., A. H. Graf, Zachow.  
Southeastern Wisconsin Cheese Makers' Assn., E. A. Indermuehle, Woodland.  
Central Wis. C., B. & Dairymen's Advancement Assn., M. H. Parsons, Dorchester.  
Shawano County Cheese Makers' Association, Louis Ringel, Shawano.  
Northern Wisconsin Foreign Type Cheese Makers' Association, John Erb, Rice Lake.  
Platteville Cheese Makers' Association, Paul Viktora, East Dubuque, Ill.  
Kewaunee County Cheese Makers' Association, Leo Doperalski, Kewaunee.  
Boscobel Cheese Makers' Association, C. A. Clarson, Boscobel.  
Thorp Cheese Makers' Association, W. F. Winger, Lublin.  
Fond du Lac County Cheese Makers' Association, Glenn C. Weiss, Eden.  
Spring Green Co-Op Cheese Makers' Association, L. A. Dederich, Plain.  
Cheese Makers' Association of Sheboygan County, E. J. Conger, Plymouth.  
Calumet County Cheese Makers' Association, Gus. E. Plate, Brillion.  
Clintonville Cheese Makers' Association, O. R. Schwantes, Clintonville.  
Marinette County Cheese Makers' Association, William Champeau, Beaver.  
Outagamie County Cheese Makers' Association, Milton Sachs, Seymour.  
Lincoln County Cheese Makers' Association, Earl Rindt, Merrill.  
Manitowoc County Cheese Makers' Association, Rudolph Jaehnig, Two Rivers.  
Edgar Cheese Makers' Association, Herman Marquardt, Edgar.  
Gillett Cheese Makers' Association, Ray Nelson, Oconto Falls.  
Dodgeville Cheese Makers' Association, Robert Flynn, Dodgeville.  
Price County Cheese Makers' Association, L. Telsman, Phillips.  
Richland County Cheese Makers' Association, L. S. Adsit, Richland Center.  
Highland Cheese Makers' Association, Clem Imhoff, Highland.  
Foreign Type Cheese Makers' Association, Werner Stauffer, Riley.  
Fremont Cheese Makers' Association, J. H. Wagner, West Bloomfield.  
Marshfield Cheese Makers' Association, J. A. Boehnlein, Auburndale.  
Brown County Cheese Makers' Association, Peter H. Eiler, De Pere.  
Greenwood Cheese Makers' Association, George E. Foelsch, Greenwood.  
Osceola Cheese Makers' Association, E. H. Blaschke, Osceola.  
Sturgeon Bay Cheese Makers' Association, Mrs. Arthur Klessig, Brussels.  
Soldiers Grove Cheese Maker' Association, W. G. Price, Soldiers Grove.  
Friesland Cheese Makers' Association, Elmer Tesch, Friesland.  
Abbotsford Cheese Makers' Association, H. H. Solie, Curtiss.

## A DIFFERENT SLANT ON PRODUCTION FIGURES

(Reprinted from the December 2, 1938, issue of THE CHEESE REPORTER)

Recent figures released by the United States Department of Agriculture, showing the cheese production by states during the year 1937, as compared with 1936, make interesting reading, to say the least.

This article, then, shall be a summary of production figures for these two years, and for the last 12 years, as well as a discussion on the decrease in the manufacture of small styles of American cheese here in Wisconsin.

Probably the most important thing in the whole picture is the increase in production in southern states—concerning which you've read considerable already. However, here in brief is what has happened:

1. Alabama—Production figures were not given for the years 1926-1927, but in 1935 production was up to 1,723,000 pounds; in 1937 it had increased to 1,972,000 pounds!

2. Arkansas—First production figures quoted are for the year 1928 when 450,000 pounds were produced; in 1935 the figure was 1,687,000 pounds, while last year it leaped to 3,279,000!

3. Kentucky—Production here has jumped from 70,000 pounds in 1928 to 5,989,000 pounds last year.

4. Louisiana—First figures here were given in 1929 (108,000), by 1936 this had increased to 705,000, while last year's figure is set at 745,000 pounds.

5. Mississippi—In 1927 a total of 15,000 pounds of cheese was produced—10 years later the figure is 9,305,000 pounds!

6. Missouri—Production figures show a tremendous gain here, too: 484,000 pounds in 1927, 7,639,000 pounds in 1936, and 10,142,000 pounds in 1937!

7. Tennessee—172,000 pounds in 1926; 2,386,000 pounds in 1932; 8,113,000 pounds in 1936, and 9,832,000 last year!

8. Texas—Here is the clincher: 983,000 pounds in 1928, 6,641,000 pounds in 1932, 15,484,000 in '36, and 18,683,000 in 1937!

Four states—two in the west and two in the east, also give Wisconsin manufacturers cause for alarm:

1. Idaho—7,986,000 pounds in 1926, 10,269,000 pounds in 1936, and 11,027,000 pounds in '37.

2. Oregon—In 1926, 11,517,000 pounds; in 1936, 16,690,000 pounds; in 1937, 19,385,000 pounds.

3. New York—50,183,000 pounds in 1936, and 58,402,000 last year.

4. Pennsylvania—In 1926 the "Keystone state" had a total production of 1,681,000 pounds but in 1936 this had increased to 3,972,000 pounds; in 1937 the figure is given at 5,269,000 pounds.

Now let's take a look at the figures in four states "closer to home":

1. Illinois—The "Sucker state" settled for 2,902,000 pounds in 1926; 8,529,000 in 1932; 26,443,000 pounds in 1936—but the figure for 1937 has risen to 37,812,000 pounds!

2. Indiana—This state has shown a steady increase of recent years: 234,000 pounds in 1926, 11,243,000 pounds in 1930, 24,386,000 pounds in 1936, and 26,118,000 pounds last year.

3. Michigan—The "Wolves" have increased their make from 6,827,000 pounds in 1926 to 14,582,000 pounds in 1937.

4. Minnesota—Our neighbors have made steady strides, also: 8,984,000 pounds in 1926 as compared with 14,232,000 pounds last year.

Such is the trend in the states mentioned above, and perhaps to a lesser degree in quite a few other states. Now then, what has Wisconsin been doing all these years? Well (for American cheese) from the figure of 248,059,000 pounds in 1926, PRODUCTION IS LESS THAN THAT EACH YEAR UNTIL 1934 WHEN THE FIGURE HIT 252,105,000 POUNDS! In 1936, the figure decreased to 243,003,000 pounds! Of recent years, there has been a slight decrease in the total amounts of Swiss, brick, Muenster, and limburger manufactured nationally, and a slight increase in the total number of pounds of Italian cheese.

Wisconsin is manufacturing a smaller percentage of the nation's cheese each year, AND IN THE MANUFACTURE OF AMERICAN CHEESE IN THE STATE THE TREND IS DEFINITELY TO THE LARGER STYLES IN INCREASING AMOUNTS! For instance, the approximate number of boxes of longhorns produced in 1925 was 1,205,036; from 1933 to 1937 this is how the production has decreased: 727,195—704,141—710,562—675,665—and last year 546,066 boxes.

In the manufacture of daisies, there has been a corresponding decrease in the number of boxes produced—even barring poor production in “drought years.” In 1935, daisy receipts total 4,827,286 boxes and in 1933 this had dropped to 3,412,580 boxes. In 1934, the receipts rose a bit (or to 3,555,803 boxes) while in 1935 they dropped to 3,324,647 boxes. 1936 saw the receipts mount a bit, or to 3,425,529 boxes, while last year they decreased to 2,858,056 boxes.

Production of the larger styles, on the other hand, has shown a corresponding gain. In 1925, for instance, cheddar receipts were given at 443,779, while in 1937 the figure was set at 1,266,148 boxes—only 9,689 boxes less than in 1936. Longhorn receipts, for the same two years, show a corresponding drop of 129,600 boxes in 1937—known as a “poor production year.”

Thus, with no attempt at “moralizing,” we have given you a “different slant on production figures.”

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