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## **Wisconsin Cheese Makers' Association proceeding of the 53rd annual meeting and post-war cheese clinic held at the city of Milwaukee, Wisconsin Hotel Schroeder Oct. 31, November 1, 2, 1944.**

Wisconsin Cheese Makers' Association  
Madison, WI: Cantwell Print. Co., [s.d.]

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# PROCEEDINGS

OF

## *Wisconsin Cheese Makers' Association*

### FIFTY-THIRD ANNUAL MEETING

-- AND --

### POST-WAR CHEESE CLINIC



OCTOBER 31, NOVEMBER 1, 2, 1944

MILWAUKEE, WISCONSIN



**WISCONSIN CHEESE MAKERS'  
ASSOCIATION**



**PROCEEDINGS OF THE  
53rd ANNUAL MEETING**

-- AND --

**POST - WAR  
CHEESE CLINIC**



**HELD AT THE CITY OF MILWAUKEE, WISCONSIN  
HOTEL SCHROEDER**

**Oct. 31, November 1, 2, 1944**

## WISCONSIN CHEESE MAKERS' ASSOCIATION

Incorporated February 2, 1899

### OFFICERS

#### Address:

LEONARD E. KOPITZKE, President.....	Marion
C. C. BRICK, Vice-President.....	Brillion
A. H. GRAF, Secretary.....	Zachow
GEORGE E. HERNKE, Treasurer.....	Hilbert
H. P. MULLOY, Field Manager.....	Sheboygan
PAUL H. RAIHLE, Attorney.....	Chippewa Falls
GEORGE L. MOONEY, Executive Secretary.....	Plymouth

### DIRECTORS

#### Term Expires.

E. W. MARTEN, Spencer.....	1945
WILLIAM CHRISTMAN, Phillips.....	1945
EDW. F. HORN, Beaver Dam.....	1946
EDGAR E. PETERS, Plymouth.....	1946
JOHN FISCHER, Boaz.....	1946

## JUDGES OF THE 1944 CHEESE CONTEST

### American Cheese

Frank M. Broreren, Thorp  
Fred Buss, Clintonville

### Swiss and Limburger Cheese

Gottfried Galli, Rice Lake

### Brick and Muenster Cheese

E. W. Jung, Juneau  
Fred Bleuer, Cambria  
Henry Haesler, Oconomowoc

### SUPERINTENDENT OF EXHIBIT

H. P. MULLOY

### OFFICIAL CONVENTION REPORTER

A. J. Kemper, McFarland

### LIFE MEMBERS

E. L. Aderhold, Neenah	J. L. Sammis, Madison
C. D. Cannon, Neenah	O. A. Damrow, Sheboygan Falls
A. T. Bruhn, Madison	Al. Winkler, Cumberland
Fred Marty, Monroe	H. P. Dillon, Oshkosh
Math Michels, Fond du Lac	John H. Peters, Plymouth

### OFFICIAL ORGAN

The Cheese Reporter, Sheboygan Falls

**LETTER OF TRANSMITTAL**

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Plymouth, Wisconsin  
December 1, 1944.

To His Excellency,  
Walter S. Goodland,  
Governor of Wisconsin.

The members of the Wisconsin Cheese Makers' Association are pleased to present a complete report of the proceedings of their 53rd annual meeting.

The industry has been complimented on all sides for the production record it has made, but available skilled help in 1945 is deemed our present problem and is now receiving our full attention.

Respectfully submitted,

GEO. L. MOONEY,

Executive Secretary.

GLM/YZ

## OFFICE OF THE PRESIDENT

Marion, Wisconsin  
December 1, 1944

Fellow Cheesemakers:

We are again pleased to present a report of our annual meeting,—the proceedings of our 53rd annual meeting held in Milwaukee, Wisconsin.

The state-wide support of the Association by about twelve hundred cheesemakers evidenced a faith in our efforts which made the work of the past year a most pleasant task.

During 1945 the industry will face and experience many handicaps, including a critical labor shortage, transportation problems, etc., this will be true in many other industries. We shall do everything possible to reduce these handicaps.

LEN. E. KOPITZKE,

President.



EDMUND J. SCHULTE  
Accountant and Industrial Engineer  
SHEBOYGAN, WISCONSIN

Offices: 2nd Floor  
424-426 N. 8th Street

Telephone  
2828

October 19, 1944

Wisconsin Cheese Makers' Assn.  
Plymouth, Wisconsin

Mr. George L. Mooney, Executive Secy.

Dear Sir:

In accordance with your request I have made a Cash Receipts and Disbursement Audit from the books and records of the WISCONSIN CHEESE MAKERS' ASSOCIATION, of Plymouth, Wisconsin, for the period from November 1, 1943, to October 17, 1944. The expenses used in this report are up to September 30, 1944, only.

I verified the receipts and disbursements and was satisfied that all receipts had been properly accounted for and disbursements made only on duly authorized vouchers. The Bank Balances were verified and found same to be in agreement with the Bank records.

Respectfully submitted,  
EDMUND J. SCHULTE

## FINANCIAL REPORT

### WISCONSIN CHEESE MAKERS' ASSOCIATION

#### STATEMENT OF RECEIPTS AND DISBURSEMENTS

For the Period from November 1, 1943, to October 17, 1944

#### BALANCE NOVEMBER 31, 1943

In

Farmer's State Bank, Potters.....	\$10,130.41	
Savings Account, Citizens State Bank.....	5,000.00	
Petty Cash Fund.....	100.00	
		\$15,230.41

#### RECEIPTS

From Nov. 1, 1943, to October 17, 1944 .....	\$33,798.93	
Interest on Savings Account.....	37.56	
		\$33,836.49
TOTAL TO ACCOUNT FOR.....		\$49,066.90

#### DISBURSEMENTS

Salaries and Commissions.....	\$14,076.27	
Traveling Executive Secretary.....	1,053.45	
Traveling Others.....	3,894.44	
Rent .....	390.00	
Printing and Stationery.....	482.02	
Telephone and Telegraph.....	776.38	
Postage and Express.....	561.02	
Social Security.....	154.24	
Public Relations.....	10.00	
Convention Expense.....	4,838.63	
Sundry Supplies.....	248.88	
Organization and Membership Expense....	1,638.25	
Office Furniture and Equipment.....	189.41	
Miscellaneous .....	566.61	
Old outstanding check.....	7.62	
Check returned not sufficient funds.....	12.50	
		\$28,899.72
TOTAL CASH ON HAND.....		\$20,167.18

#### CASH ON HAND AND IN BANK

Farmer's State Bank, Potters.....	\$14,029.62	
Citizens State Bank, Savings Account.....	5,037.56	
United States Bond, Series G.....	1,000.00	
Petty Cash Fund.....	100.00	
		\$20,167.18

**APPLICATION FOR ACTIVE MEMBERSHIP**

I hereby apply for membership in the

**Wisconsin Cheese Makers' Association**

and agree to pay the annual membership dues applicable to my classification and milk receipts listed below and indicated by me:

Licensed Cheesemaker (employee).....\$ 12.50

**Plant Operator:**

Up to 2 million lbs. milk annually..... 25.00

2 to 4 million lbs. milk annually..... 50.00

4 to 7 million lbs. milk annually..... 75.00

Over 7 million lbs. milk annually..... 100.00

Dues shall be payable semi-annually in advance unless otherwise ordered by the Board of Directors.

Retirement as a cheesemaker for any reason shall void this agreement.

.....  
Name

.....  
Address

.....  
County

.....  
Name of Factory

.....  
Date of Application

**Return to**

**WISCONSIN CHEESE MAKERS' ASSOCIATION**

**Plymouth, Wisconsin**

**APPLICATION  
FOR  
ASSOCIATE MEMBERSHIP**

\* \* \*

The undersigned hereby applies for Associate Membership in

**Wisconsin Cheese Makers' Association**

for the year 1945, as authorized and provided for in the By-Laws.

Minimum annual dues are \$25.00 payable in advance.

.....  
Name

.....  
Address

.....  
Address Mail to the Attention of

Date.....

**Return to  
Wisconsin Cheese Makers' Association  
Plymouth, Wisconsin**



## ARTICLES OF THE WISCONSIN CHEESE MAKERS' ASSOCIATION

(As Amended November 12, 1942)

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### ARTICLE I

The undersigned has 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 cheesemakers and all associations of cheesemakers in Wisconsin under a state-wide plan for united action on all state-wide problems affecting cheesemakers.

### ARTICLE II

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

### ARTICLE III

The association shall be a corporation without capital stock.

**Active Membership.** Any cheesemaker, past or present, in Wisconsin, may become an active member in this association, with the right to vote and speak in all association meetings by paying the annual membership fee, as fixed by the By-Laws, 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 and attend all meetings of the association, but not to vote, by paying in advance the annual membership fee, as fixed by the By-Laws, to the Association Secretary for the current calendar year.

#### ARTICLE IV

**Section 1.** The general officers of said Association shall consist of a President, Vice-President, Secretary and Treasurer and a Board of Directors consisting of five members of the Association together with the officers.

**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 each meeting of the members of the Association there shall be elected directors for the term of three years to replace directors whose terms are expiring. The election of officers and directors shall be by ballot, except in case of a single nominee, when election by acclamation may be substituted. A majority of all the votes shall decide an election.

#### ARTICLE V

**Section 1.** The principal duties of the president shall be to preside at all meetings of the Board of Directors and of the members of the Association during his term of office. He shall appoint special committees. 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. 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 or other evidence of membership and every person joining the Asso-

ciation shall receive one signed by the Secretary, Assistant Secretary or by any proper authorized field man or solicitor of members.

The Secretary shall qualify for office by filing with the President a satisfactory bond at the expense of the Association.

**Section 4.** The principal duties of the Treasurer shall be faithfully to care for all monies entrusted to his keeping, paying out the same only on proper authorization. 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 shall 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, make all rules and regulations pertaining thereto and pertaining to exhibits and make arrangements for reception committees, hotel rates, hall 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 satisfactory bond 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 corporation shall hold a meeting of members annually during each calendar year at such time as may be determined by the Board of Directors.

**ARTICLE IX**

**Section 1.** To promote united action by all cheesemakers and associations within the State, any cheesemakers' association in Wisconsin, all of whose members are also members of the Wisconsin Cheese Makers' Association, shall be an affiliate of the State Association. Each such affiliate shall aid in the state-wide work of this Association as required by these Articles and By-Laws, but each affiliate shall be independent and self-governing in all its own local affairs and business.

**ARTICLE X**

Members of this Association, who in the future, are found guilty of repeatedly violating the State law or whose activities are in conflict with the best interests of the Association may be barred from membership in this Association at any time by a majority vote of the Directors.

**BY-LAWS**

of

**WISCONSIN CHEESE MAKERS' ASSOCIATION****ARTICLE I****Appointive Officers**

In addition to the officers provided for in the Articles, there shall be chosen by the Directors for a term not to exceed three years an Executive Secretary, and, for a term not to exceed one year, a Field Manager and a General Counsel.

**ARTICLE II****Duties**

The Executive Secretary shall assist all officers, and, under the direction of the officers and Directors, he shall devote full time to the management of the Association and promote the general welfare of the Association and the cheese industry.

The Field Manager shall assist the officers and Executive Secretary, assist the members wherever possible and generally promote the organization throughout the State.

The General Counsel shall assist and advise the officers and the members.

**ARTICLE III****Salaries**

The remuneration of all officers and employees shall be fixed by the Board of Directors.

**ARTICLE IV****Membership Dues**

The membership dues of the Wisconsin Cheese Makers' Association shall be fixed by the Board of Directors. Until changed by the Directors, annual membership dues shall be as follows:

**Active Members:**

Licensed Cheesemaker (employee).....	\$ 12.50
Plant Operator:	
Up to 2 million pounds milk annually.....	25.00
2 to 4 million pounds milk annually.....	50.00
4 to 7 million pounds milk annually.....	75.00
Over 7 million pounds milk annually.....	100.00
<b>Associate Members—Minimum.....</b>	<b>25.00</b>

## ARTICLE V

### Official Publication

Membership in the Association shall include subscription to the official publication designated by the Board of Directors.

## ARTICLE VI

### Fiscal Year

The fiscal year of the Association shall commence November 1st.

## ARTICLE VII

### Amendments

These By-Laws may be amended at any regular meeting by a majority vote of the members present.

## PROCEEDINGS

### First Session, Tuesday, October 31, 2:30 P.M.

#### Council Meeting

The 53rd Annual Meeting and Postwar Cheese Clinic opened at 2:30 p.m., when President Kopitzke called the annual council meeting to order. About 250 licensed cheesemaker members attended the session to discuss various problems. It was a closed meeting, held for the benefit of our licensed members.

At the invitation of the Association's Board of Directors, Arthur Erekson of Plymouth and Dr. Walter V. Price of the University of Wisconsin held a discussion on the pasteurization of milk for cheese-making. Whey as a cheese factory problem was also given consideration. After forum discussions of other problems and questions, the council meeting closed. It was very successful.

### Second Session, Wednesday, November 1, 11 A.M.

**PRESIDENT KOPITZKE:** All right folks, we will now call the meeting to order, and we will open this session with the invocation by Rev. Myrus L. Knutson. We can certainly be happy that we are living in a country like we are, and we can start our meetings in this way. I will now present to you Rev. Knutson.

#### INVOCATION

Rev. Myrus L. Knutson

Let us stand as we pray. Our gracious Father in heaven, we thank Thee for a country that offers us the opportunities of freedom of worship, freedom of speech, and freedom from want; but we also realize that of what worth are these freedoms. The freedom of worship—if we have a less enlightened faith; the freedom of speech if we have only the lower forms of speech to express our thoughts, the freedom from fear, if we can only fear the things that can crush us from the outside. We pray our faith as we bow, that it be not out of sheer tradition but out of an earnest desire that each of us here grow more manly in our personalities, to be and to live on a higher level of morality for our group who work with machines. We can get along with the milking machine, and the wrenches and the tire tools. Our chief difficulties in life are the getting along with other people. Thou alone hast the ability that creates a new personality of unselfishness of love and appreciation of brotherhood, and realizing also that our businesses, our trades, and our professions can go to pieces and neglect, so too we

thank Thee that our faith now may not be neglected; that it may be built by a reconsecration. We pray in the name of Christ, the Minister of mankind. Amen.

PRES. KOPITZKE: Thank you, Rev. Knutson. We will now have singing led by Mr. McNamara, accompanied by Mr. Charles Hanke.

(Whereupon a number of songs were sung, led by Mr. McNamara.)

PRES. KOPITZKE: Thank you. I am certainly happy to have you gentlemen with us to again lead us in singing. It is a good way to start off a meeting. The next on our program is the address of welcome, and as Mayor Bohn is at a very important meeting this morning, we are going to hear from his Secretary, Mr. Joseph Swiderski.

#### ADDRESS OF WELCOME

By Joseph B. Swierski, Secretary to Mayor John Bohn, of Milwaukee

Mr. Chairman, distinguished guests, ladies and gentlemen of the convention: I am certainly happy to be here with you this morning as the representative of the greatest city in the greatest cheese state in the nation. I am happy to be here this morning to extend a few words of greeting and welcome to you for his Honor, John L. Bohn, Mayor of the City of Milwaukee. His Honor was unable to be here in person this morning because he is attending a very important meeting, and I might just as well tell you what that meeting is about. They are having a meeting this morning with Major Lord of Chicago, who was the gentleman—the engineer responsible for the Chicago World's Fair. I think you will be interested in this because the State of Wisconsin will take part in the plans that the City of Milwaukee is making for the observance of its centennial which falls in 1946.

The State of Wisconsin will have its centennial in 1948. Originally we intended to have our observance in 1946 but upon conferring with Major Lord and some other officials who know something about running celebrations of this kind, it was decided to combine the observance of the City of Milwaukee's centennial and the observance of the centennial of the State of Wisconsin in 1948.

Incidentally, the University of Wisconsin will also be one hundred years old in 1948, and I think we will have a triple celebration. So Major Lord is in Milwaukee this morning conferring with

our Mid-Summer Festival commission on what plans to make for the observance of this centennial, and inasmuch as Major Lord could not stay very long in the City of Milwaukee, the Mayor just had to be present at that very important meeting. However, his absence gives me the opportunity to be here with you to say a few words of welcome on his behalf.

The Mayor has asked me to express his sincere regrets and to express his best wishes to the convention.

Now, what beer is to Milwaukee, I am sure cheese is to the State of Wisconsin. The fact that the two, beer and cheese, are well-mated is attested to by the experiences—millions of experiences of millions of individuals in this country, and especially by those of us who live in beer-drinking Milwaukee.

Cheese has made Wisconsin famous. It is one of the things that has made Wisconsin famous. Cheese, like so many other things, has gone to war today. It is a weapon of war, and we civilians on the home front have been deprived of much of it, but I am sure that we are willing to make that sacrifice for the promotion of our war effort, so that the boys, the men and women in our armed forces can get our good Wisconsin cheese. And I am sure that you gentlemen in the cheese making industry are willing to continue making that cheese for the war in spite of the various problems, the various obstacles that you meet in your industry,—manpower shortage, all kinds of price restrictions and other restrictions, and so forth and so on.

Your contribution to our war effort has been great, and I know that you will continue like most of us on the home front until the war is won and peace is here once more.

Now, I notice that chief on the matters which you are planning to discuss at this convention is the subject of post-war planning for your industry. It seems that everybody now-a-days during the war is planning for the post-war era, and that is as it should be. Many of you will remember that during the prosecution of the last world war nobody was planning for the peace that was to come, and as a result we had a great depression. Now, we want to avoid that after this war, and we are all planning. And I just want to say one word about what Milwaukee is doing in post-war planning for the peace that is to come.

Milwaukee is one of the leading communities in our nation in planning for the post-war era. We have a so-called six-year program which began this year. We are not waiting for the war to

end, but which began this year, which will continue for six years through 1949, and will be a continuous program for after the war. A program which calls for such projects as our public buildings, the further development of our beautiful harbor, street widenings, and other projects which are not made-work, such as leave raking, but substantial down-to-earth things that will help make our city a better place in which to live after the war.

I am sure that all of us are interested in making our great State of Wisconsin a better place in which to live after the war. God knows that our State of Wisconsin is a pretty good place in which to live now, but we all hope, I am sure we all are thinking in terms of making our State even a greater place, and you, ladies and gentlemen, are planning to continue Wisconsin in first place as a cheese making state, and all of us are interested in seeing to it that Wisconsin after the war will be in the forefront of the states in progressive planning and progressive thinking and progressive action.

Wisconsin is already known and has been known for many years as one of the most progressive states in the nation. And so I am confident that in considering these problems for the post-war era, I am confident that you ladies and gentlemen of the convention will meet those problems and lay adequate plans to solve them after the war, not only to keep Wisconsin the greatest cheese making state in the nation but the greatest progressive state in the nation.

The future belongs to those who are preparing for it; to those who are planning for it, and I am confident that you ladies and gentlemen as well as we in the City of Milwaukee and the rest of the State of Wisconsin will be ready to tackle the job when it comes after the war.

And so it is a real privilege to be here this morning to extend a most cordial welcome to you to our city. On behalf of the City and on behalf of his Honor, John L. Bohn, our Mayor, we want you to know that we are happy to have you here and we sincerely hope that you in turn are happy to be here and we sincerely hope that your convention will be the great success that it deserves to be and that I know that it will be.

In concluding I also want to express the hope that you ladies and gentlemen will have an opportunity during your stay in Milwaukee to visit some of our world famous breweries and that you will have a chance to mix some of your product with some of our product—beer, and that you will have a very nice time doing it. Thank you very much.

PRES. KOPITZKE: Thank you, Secretary Swiderski. I am sure these words came directly from his heart and we are happy to be here in Milwaukee. However, we are having a little trouble, Secretary Swiderski; in fact, quite a little bit of trouble with a lot of our cheesemakers who are not able to stay over for tomorrow's session because they haven't a place to sleep. I wonder if there is anything you could tell us, what could we do? Can you help us out with that problem?

MR. SWIDERSKI: Maybe I can help you. Mr. Chairman, downstairs in the lobby we have a staff of three girls, together with a battery of telephones and about five or six hundred rooms in private homes, so that there is nobody has to leave Milwaukee tonight for want of a bed. We will take care of you somewhere; it may not be at a hotel because of conditions but we will have a place for you and it will be a place we are sure will be satisfactory. So if there are any or if you hear of any man attending the convention that doesn't have a place to stay, just tell them to come downstairs in the lobby of the hotel and we will be there to take care of them.

PRES. KOPITZKE: I think it is up to me to do the thanking, thanks a million, because that is a question asked me by every other fellow I met this morning—Len, where the heck are we going to sleep tonight? I thank you a lot. Now our problem is solved.

Our next speaker needs no introduction because he has been making cheese in the state for a long time, and he has been a director of our organization for a long time and he is none other than Charles Brick of Brillion, Wisconsin, who will now give the response.

### RESPONSE

By C. C. Brick

Mr. Chairman, Mayor Bohn's representative, fellow cheese makers, ladies and gentlemen: I notice in the Cheese Reporter of this week's issue where one concern said, "How about the convention of 1997". I am just wondering what about our convention in 1950.

These are trying times for the cheese makers. I think we all agree on that, and it is at a convention like this that we really should get together and work out our problems so that we can go home and feel as if we can really stay in the cheese business another few years at least.



I am happy to know that our members are taken care of as far as rooms are concerned, because I know I have heard this for quite a few weeks, some fellows could not stay because there was no place to sleep, but this will be taken care of.

I hope that you will all get your discussions in in time so that we can work them out and that is about all I have to say. Thank you.

**PRES. KOPITZKE:** Thank you, Charlie, thanks a lot. I didn't mention but you remember some years ago the cheese makers of the State of Wisconsin decided that they ought to get out and advertise and publicize their product. At that time you organized what was known as the Publicity Association, and Charlie Brick was also president of that organization at that time.

Now, perhaps a lot of you think, well, what about the publicity association. That is gone. It is all right. It is gone but not forgotten, and I want you men to know I am still proud I was a member of the publicity association, and that the cheese makers had backbone enough to try and get out and advertise their product. After we got another start. And I am going to introduce the next speaker who is right in the midst of this advertising and publicity program. He is a man you all know and he is well known in the State of Wisconsin, and has cooperated very much with the Wisconsin Cheese Makers' Association. Milo Swanton went with me and Mr. Mooney to a lot of these different agencies trying to help keep these cheesemakers back home here, and it is really a privilege to present to you at this time Milo K. Swanton, Secretary of the American Dairy Association.

#### **ADDRESS**

By Milo K. Swanton

Mr. Chairman, and I am going to say Fellow Dairymen: Everybody, whether he milks a cow or makes cheese for a living is a dairyman. As I look over this audience this morning I see a lot of big cheese leaders of the great cheese state, Wisconsin; and of course, we realize that of the total milk produced in this state, a larger percentage is made into cheese than any other product. For instance, I see Ed Horn over there—always a leader in cheese circles. Ed. has always been a leader wherever he was, and he was a leader when he was a boy.

They tell me a yarn about him. It so happens there was a funeral over there, and in the good old days Ed. had a fine horse

and buggy and they needed a snappy horse and buggy that Ed. used to drive around in when he went to see his girl. I don't know whether it is the same girl but at any rate they wanted to borrow that horse and buggy to lead the funeral procession with for the minister. And Ed. offered the high-stepping horse and buggy and the preacher got in to lead the procession, and this horse led the procession right up into Ed's girl's yard.

Ed. has been leading the cheese industry, through all these years, with their ups and downs, some prosperous years and some years that haven't been so good, and as your chairman just pointed out, you have been going through one of the most stringent years that I think we have ever faced.

Mr. Chairman, I want to say that although I am not a cheese-maker, I do milk cows for a living, I have some connection with the cheese industry. It so happens that in 1884 a great-grandfather of mine and a grandfather of mine came from Hirkimer County, New York, to make cheese over in Jefferson County, and then we got to be cheese farmers.

I am glad to be here today to bring you a message from the American Dairy Association of Wisconsin. I want to say Mr. Chairman, we have enjoyed at all times the cooperation that the Wisconsin Cheese Makers' Association has given the American Dairy Association.

When I came here this morning the first thing that greeted my eye was an old American Dairy Association picture out here which you people have provided for my association, and I am not unmindful of the fact that you people have given great support to the program of the American Dairy Association.

We have been going through what I choose to term a weaning process. In other words, our dairy products have gone to war. You and I are proud of that fact they have been good enough to pass the examination and be requisitioned at the battle fronts, and so our cheese, our butter, our evaporated and our dried milk are today on every battle front wherever our soldiers, sailors, and marines may be. We are glad they are there. We are glad they are being sustained in no small measure by these same dairy products and yet while those dairy products have been away at war, some things have been happening at home.

We all know there is a great shortage of butter and there are various reasons attributed to that shortage. We know that the draining-off to feeding our forces and the lend-lease has accounted

for much of it. Personally I feel that an unbalance of price schedules has discouraged the production of butter unnecessarily. Incidentally we drifted from a per capita consumption before the war of nearly 18 pounds to 12.2 in 1943. That was the lowest, ladies and gentlemen, in 72 years. This year we are down to around 9 pounds per capita available, and as near as we can tell, that is the lowest in all recorded American history.

Now, it took butter seven years after the last world war to come back to its pre-war level of consumption. From these unprecedented depths how long will it take it to come back after this war?

We have stepped up our production of cheese to meet the requirements. We have done it with less manpower. And yet today there has been a decrease of approximately 30 per cent in the per capita consumption of our cheese. Now, can we readily come back? What are the facts.

The American Dairy Association naturally has made a survey and it shows that 7 out of 50 housewives are using less dairy products and expect to continue using less dairy products after the war. 3 out of 10 said that they had learned to use substitutes, for dairy products of one kind or another, and expect to continue to use these dairy products after the war.

That points to a very definite trend in which you and I as producers and processors and makers find ourselves. We are very much interested in the outcome and what is happening.

Speaking of this shortage of cheese, it so happened the other day that some people over there in Madison wanted some cheese. They wanted some aged natural cheese, and you know how hard that is to get. And so they went to quite a distance from town because they knew a fellow that had some aged natural cheese, and they said: We have the money and the points and we would like to get some of that cheese. Well, the fellow said, I will tell you: I am not so worried about your money and I am not so much concerned about the points. I tell you, I will give you a pound of this good old aged Wisconsin cheese for each pair of woolen socks you can bring me. Well, after some time the thought came to the woman's mind, there is that woolen blanket we have at home. I think I can fix that up. So she went home and knitted a pair of wool socks by unraveling this wool blanket and they brought the socks out to the cheesemaker and he gave them a pound a cheese. That was fine.

A little later they wanted some more cheese and so she again unraveled this woolen blanket and got some more cheese. That continued until they got to the end of the blanket. And the last day she had just one sock. So they thought they would go out anyway. They said, now if you can't give us a pound, give us a half pound. The cheesemaker said, "no, I will give you a full pound. You see, it is this way: My wife is knitting a wool blanket and she needs that much wool to finish it up."

There isn't everybody that will remember but that good old cheese taste will come back. There are many, many people that are learning to eat something else. They say absence makes the heart grow fonder and sometimes continued absence causes you to forget, and that is what is happening too.

Now, we are not in a position to quarrel with the need for rationing. Certainly we must accept rationing during these war restriction days. Certainly we are in a position where we are going to expect, I believe Mr. Chairman, a certain amount of price control. We farmers, however, we producers, along with you cheesemakers, are much concerned about such pricing as Plymouth plus. We are very much concerned about the inability to get consumers styles of cheese. We believe that also is terrible in addition to the normal shortage due to export demand for war effort, to curtail the amount available and therefore the restrictions, and in a sense continue this weaning process. No, we are not going to quarrel with this matter of price regulation, and you and I whether we are making cheese or producing milk, are going to do our utmost to help in this battle against inflation.

I never think of this battle against inflation without returning back to Northern Wisconsin, where I happened to have been doing some extension work as far back as 1916, and it was in the city of Rhinelander one very cold morning. Most of us had made our train that morning and were waiting for the train to pull out when we noticed an old-fashioned carry-all coming down the Main Street of Rhinelander. You fellows all remember that. The driver sat in the high seat curling the whip over the horses. Coming down the Main street of Rhinelander as if he was going to a fire. He had only one passenger. It was 22 below zero that morning. That passenger got out and rushed into the railway coach and laid his coat on the back of the seat and then he turned to me, with his lips tightly drawn, and he said: "You know, that is the coldest place I got into. They don't call you in time to meet the train, and he said, "you know, it was so darn cold I couldn't get my false teeth out of the glass this morning."

Well, in these days that followed, you know what happened after the last war. You know what came along in 1932 and 1933, and I personally went into debt and spent some time in getting out of debt. And I have often thought of that little old man with the frozen assets. I am afraid we may have them again, so let's not at any time feel we want to defeat a program of inflation control.

We in the dairy industry, producers and makers alike, are interested in a program of control that takes into consideration our cost of production on the farm, and our cost of production in the factory. And it is important that we see this in the light of a fair price to all concerned, that will reflect these various costs.

When it comes to the program of the American Dairy Association—it has been referred to as an advertising program. Advertising, as you know, is a process of moving consumers to the product and the American Dairy Association is speaking for the dairy farmers and the dairy interests from coast to coast.

You have seen some of our advertisements on billboards, in national magazines and in the newspapers. In other words, by the printed word tell the story of the goodness, the essential goodness of the dairy products. And it is during these days of shortage and rationing that this work should be continued.

There are people who say, there are two or three or a dozen customers for every pound of cheese. What is the use of advertising. Folks, it is more difficult to keep a desire or want alive, whether there is a sufficient quantity to go around than when there is an adequate supply for people to purchase.

You have seen on the billboards, and on the magazines, advertisements telling about automobiles, telling us about the telephone service, railways, and again they are not trying to sell more, but they are trying to keep alive an understanding and appreciation of the value of those services and those commodities. And remember this, in the days of rationing there is a different effect upon consumer goods, particularly dairy products than upon consumers durable goods. You can postpone the purchase of a machine or car and still buy that when the goods are available, but in the case of food, you can't turn back to that same desire and satisfy that. That one is gone. Remember this also, those that consume the most are the ones who have suffered the most during these days of rationing, and if we are to consume the amount of cheese now made in America, it will be necessary to consume at least 7.6 pounds per capita, and recall this that prior to the war we had gotten up to a little under 6'

pounds. It can be done but it needs the support of the entire industry.

The American Dairy Association is not stopping with advertising. Many of you have referred to it and heard it referred to as an advertising program. It is also a merchandising program, and merchandising is the art of moving the commodity to the consumer, just as advertising was the art of moving the consumer to the commodity. Merchandising means that we are getting cheese, butter and various products out of hiding, out from behind some corner somewhere, or in some business out from some concealed place in the refrigerator, out in the open where the public can see it. It also consists of attractively displaying our dairy products.

We have at the present time Mr. Wakefield who is doing some advertising for the Dairy Association and we are glad he can be here at this convention, because he is just one of the many men who prior to the war was demonstrating how to cut cheese, wrap a package, and prepare and present them in such a way that the consumer would want to buy it.

Very often you go to the self-service stores and we did not intend to buy this and that, and we walked out with more commodities than we had expected to take when we first went in. In other words, the American Dairy Association has demonstrated in the stores of America from coast to coast what can be done in the way of bringing our dairy products out to where the customers can see them and want them. And I want to say, too, that I believe in this merchandising program, the cheese branch of the dairy industry probably has most to gain.

I am not going to quote a lot of figures to you today. Time is short now, but I want to say here that merchandising program has been carried on in certain key cities, comparing the increase in butter sales in one city as with another that didn't have the merchandising program of the American Dairy Association. The butter sales increase with the aid of the merchandising program was 65 per cent greater than the increase in butter sales that didn't have it. And in the case of cheese, the increase, the percentage of increase in the city where the stores had access to the A.D.A. merchandising program was  $2\frac{1}{2}$  times greater than the percentage of increase in the city that didn't have the program. Of course, today with the inability to get the product, the program has been curtailed but when we have these products again available, the American Dairy Association, I assure you, will be out in the major consuming areas of this country demonstrating what can be done, not to show you

what can be done, but to help bring up the per capita consumption of our cheese, butter, and other dairy products to the level we must get it to in order to save ourselves and the industry from a post-war collapse.

The A.D.A. is not only advertising in merchandise; it is also a national research program. In other words, we are going to the leading colleges and universities of America this coming year and we will spend about fifty-five thousand dollars getting the very best scientists to find not something on our side, but to find the facts whatever the facts may be.

There are many food industries that have to be fed upon a selfish belief and approach, but in the dairy industry we have the arguments on our side and this research at Wisconsin, Minnesota, Cornell, Rochester and other places has already gone a long ways to prove the superiority of our dairy products.

Now, the story about the Irishman who was a sort of bragging kind of fellow. He had just one sin, however, and that is that he kissed his neighbor's wife. And the good Father said, is that the only sin you had? Well, what do you mean? Well, I wonder, did you kiss only one or two of your neighbor's wives. He said, listen father, I didn't come here to brag; I just came here to confess.

And so in this dairy promotion program, in the research program of the American Dairy Association we don't have to do any bragging. All we need to do is get the fact, get the facts based on scientific data. That is one of the essential programs of the American Dairy Association. And then this program of national advertising over the radio, telling these facts and pleading these facts to the consumer of America. The American consumer today is also the voice of the dairy farmer.

This A.D.A. program, coast to coast hook-up is heard every Sunday, the voice of the Dairy Farmer. It started here in Wisconsin with Minnesota and Iowa, a tri-state movement. A year later there were five states and then nine states; then fourteen. Last year eighteen states and now nineteen states. And I am happy to say as I stand here this morning that eleven more states are now in the process of organizing and getting ready to come into the program. It is truly a nation-wide program, and I am glad to say that the cheese industry is supporting this program with everything that it has.

I am happy to say as I stand here today at the present time, or rather as of October 28th, we had collected 62 thousand dollars here

in the state, and we are just in the midst of those collections, which is 41 per cent more than it was a year ago. It reflects a new interest and a new realization that this weaning process has been going on. It reflects a realization that we must be interested in our post war markets if we are going to save ordinary industry from a post-war collapse.

Yes, you cheese people have much at stake. We are working together, and I want to say that the program is just as strong as the people out on the farm who support it, and we work, of course, through the dairy plant, the cheese factory, and whatever dairy plant it may be.

Your chairman informed you to the effect that I had been with your officers in Washington. I want to say, Mr. Chairman, to these people this morning that I saw your secretary and president in Washington, giving every bit of energy that they had in their drive to save your manpower problem here in Wisconsin. No branch of any industry that I know of has suffered the manpower shortage that you have suffered in the cheese industry, and certainly your association has not in my opinion gotten all the results you and I like but they have gotten a lot more than you would have if they hadn't been down there working diligently for you.

That reminds me of another story about an old civil war veteran. It seemed he lived from day to day, month to month, just to collect his pension check at the end of the month, and he was very proud of it. And I recall one day when he had the bank check, he said, "look here, there is the signature of the chief of the veteran's bureau, there is the signature of the secretary of war, and there is the signature of the secretary of the treasury, but that check isn't worth a darn until I turn it over and put my name on the back."

Folks, your Cheese Makers' Association and our American Dairy Association isn't worth a darn until it is endorsed and subscribed to by those who are in the field doing the job, supporting that organization.

The A.D.A. is doing a splendid job. It will help in the future to salvage us from that danger we see ahead in the post war days, and if we are going to meet those problems that lie ahead, ladies and gentlemen, we are going to have to season this rationing I have been speaking about with a certain amount of salesmanship, and unless we season this rationing now with salesmanship and prepare in an organized way, representing every branch of the dairy industry as the A.D.A. does, we are going to have quite a jolt when that



post-war era comes. I thank you, Mr. Chairman, for this opportunity.

**PRES. KOPITZKE:** Thank you a lot Milo Swanton. You can hear by the applause that they really enjoyed it. He was certainly right when he said the dairy products were going through a weaning process.

We are very fortunate in having a couple people here from WLS and be able to broadcast part of our program for about 30 minutes, and I am very happy to introduce to you at this time Art Page. He and Mrs. Della Louie are in charge of this program.

**MR. PAGE:** Friends, we are going to go on the air in about 3½ to 4 minutes and I would like to have some of you get up on the platform. I am sorry we don't have any upholstered seats. I want Mr. Ed. Peters, the vice president, Paul Raihle of Chippewa Falls, Mr. Button of the Department of Agriculture and Mr. Milo Swanton who did such a good job. We will have to have an encore, and I would like to have Mr. Mooney up here as well as Mr. Horace Mulloy. If you folks will come up on the platform it will be a little handy. This is a program we have to build as we go along. We try to get as much as we can the spirit of this whole convention in a fairly short time and we have actually about 28 minutes. We are going to switch back a little earlier. There is a situation in the weather that needs a little handling. I understand there is quite a storm coming from the Northwest and they are putting out some warnings and the weather bureau said it wasn't as bad as we thought but it will be pretty bad in Minnesota and the Dakotas. We will switch back a little early, about 28 minutes after 12.

I would like to have you feel this is entirely an informal program, always is, has been for twenty years, and if anybody says anything you like, you want to applaud, just go ahead and applaud. I don't think anybody will say anything funny—I don't know, they might. I don't know as there is anything funny in the cheese business, but if anybody does, go ahead and laugh about it and feel right at home.

Now, the lady over here is Della Louie, Wisconsin Field Editor of the Prairie Farmer. She knows a lot of you face to face and she has been helping with the arrangements. The last time I saw her she was up with the Bee Keepers at Fond du Lac.

**MRS. DELLA LOUIE:** Bees and honey go together; I think bees and honey and cheese.

MR. PAGE: I expect we ought to have when we get our signal and I ask how many of you are here?—we ought to have a little applause so that they know we have a sort of ground crew. I understand the Mayor of Thorp isn't here.

Hello, everybody. This is Dinner Bell Time, brought to you by Prairie Farmer. The last time we talked to you from Wisconsin we were with the Bee Keepers at Fond du Lac. Today we are at Milwaukee, attending the 53rd annual meeting of the Wisconsin Cheese Makers. We are in the Schroeder Hotel, and this is not only an annual meeting but it has been called also a post-war cheese clinic, and they are talking about problems of the industry here.

I understand there are some problems of the industry. In fact, we have been hearing about it a lot down at Prairie Farmer and today we are going to try in this short time to bring you some of the things these cheesemakers of Wisconsin are thinking about and talking about here at their convention.

Bear in mind as we talk to you today we are speaking from the greatest cheese making state in America, and we have here with us in this room the greatest cheesemakers, the largest producers of cheese in America, right here, taking part in this hearing.

To get us started, I want to first ask Della Louie, Editor of the Prairie Farmer to address the president of the association.

MRS. LOUIE: I am very proud to do that, Art, because the president of this association is not a man with his head in the clouds. He is a cheesemaker himself. He has owned and operated his factory for at least 19 years, made cheese before that and he was of course vice president of this organization for 9 years and has been the president since it was re-organized in 1940.

I said he was a cheesemaker. He is also one of the best cheesemakers in the state because he has brought home about as many prizes as any cheesemaker here, and he is one of the winners of the Governor's sweepstakes at the State Fair, and it takes a good cheesemaker to win that award.

MR. PAGE: Mrs. Louie, do you think he has got any of that fine old aged cheese that they make up here in Wisconsin?

MRS. LOUIE: I am telling all these things in the hopes I might have some, and I would like to present Leonard Kopitzke of Shawano County, the president of the Wisconsin Cheese Makers' Association. (Applause).

MR. KOPITZKE: Thank you, Della Louie, and Mr. Page. I certainly have some of that old cheese. I have some about two years old and if you ever get near Marion I would be glad to hand some out to you.

MR. PAGE: We will be right up.

MR. KOPITZKE: I want to say we are having a very wonderful convention. We only have one big problem—where will a fellow sleep tonight but that is solved because they say they are going to take care of them. I wish all you folks could be with us this afternoon and we have some interesting subjects. We have with us Senator Wiley, Wilbur Carlson and Mr. Wheeler. I don't want to take up a lot of time because there are a lot of people here want to talk to you.

MRS. LOUIE: I want you to tell us what you are going to have tomorrow, because maybe these that can't come tomorrow will have a chance to know what is going to happen here.

MR. KOPITZKE: That is fine. We will have Mr. Attilio Costigliano, President of the Stella Cheese Company, speak to us tomorrow afternoon, and also Milton Butts, the Director of the Department of Agriculture. We will have two good speakers tomorrow afternoon. Thanks for reminding me of that.

MR. PAGE: Thank you. I thought maybe Mr. Kopitzke was going to boast about the association, but he is a modest man. He didn't tell you, there are 968 active men according to my figures—968 active members of this association. That represents the cheese production.

MR. KOPITZKE: We have some 1100 now, I am happy to report.

MR. PAGE: That is fine. It is making progress, because I counted this list a while ago. This is a great organization.

You know, I told you about the Bee Keepers, when we met with them they looked like a group of poets and philosophers. That is true about Bee Keepers. That is what they looked like. These folks, in all frankness, they may be that but they look like a group of scientists. This is true, ladies and gentlemen. You do, you look like the sort of folks you find around laboratories and experimental work and that sort of thing. That is really true of these cheese-makers because they do have a great many laboratory processes and scientific processes involved.

Now we ask Mr. Edgar Peters, the vice president of this association to tell us something about the history of cheese making in Wisconsin. It says here, the 53rd annual meeting of the Wisconsin Cheese Makers, but Milo Swanton a while ago was making a speech here and he said his folks were making cheese 70 years ago. So Mr. Peters, I would like to have you and Mr. Raihle tell us something about the history of this organization, in Wisconsin.

MR. PETERS: Thank you, Mr. Page. In order to start off on the history of cheese making, I would like to ask Mr. Raihle a question. When was cheese first made?

MR. RAIHLE: So far back that nobody really knows. Cheese making is referred to in the Bible. When it originated there is no recorded history. The story is told of the shepherd boy in Palestine, who while tending his flocks carried milk in a pouch made of the stomach of a calf. When he came to refresh himself he found that the milk coagulated and had become cheese, and that is the story generally accepted as the origin of cheese.

MR. PETERS: I wonder, Mr. Raihle, if you could tell this audience how cheese was first made.

MR. RAIHLE: The modern history of cheese as we know it, the cheese was first made in the farm homes. During certain seasons of the year there was a surplus of milk and as a means of keeping it cheese was made in the homes. Then gradually neighbors got together and made it together in the homes, and from that the factory developed.

The factory that we recognize as the first factory in the state is that of Chester Hazen at Ladoga, Wisconsin, in Fond du Lac county. That was established in 1864. However, prior to that there were some smaller organizations that might be called curd factories that made cheese or partly made cheese and also sold cheese. They say the first man that sold cheese in Chicago hired the buyer at \$1.50 an hour to look at his cheese. Cheese has come a long ways since then, Mr. Peters.

MR. PETERS: Yes, it has, Mr. Raihle. Today Wisconsin manufactures over 55% of the nation's cheddar, Swiss, Limburger and Munster and in later years Italian types are being made in this state. Today Wisconsin can rightfully claim the title of the nation's leading dairy state.

MR. RAIHLE: That developed from the fact that a little bug came to the state at one time and spoiled us as the leading wheat

state. At one time Wisconsin was one of the leading wheat states and at one time Milwaukee was the largest port for the shipment of wheat and then the cinch-bug came and the farmer in desperation turned to cheese making and dairying as a way out and that is the way we really became a dairy state.

MR. PAGE: Mr. Raihle, that is the first time I heard anything good about a cinch-bug for a long time.

MR. RAIHLE: Mr. Peters, of the various brands of cheese we have in this state, of which we have many, how many of them are of American origin or are they of a foreign origin?

MR. PETERS: Well strange to say, while we claim to be the leading dairy state of the nation or of the world, all of these cheeses are of foreign origin with the exception of one, and from the name one would suppose that would have a foreign origin too. The cheese I refer to is Liederkranz.

MR. RAIHLE: Liederkranz, I understand obtained its name from a singing society in New York where it was first served.

MR. PAGE: You mean after they ate this cheese it made them sing?

MR. RAIHLE: Yes, they were feeling better, too. How has Wisconsin kept its pre-eminent place as a leading cheese state in the nation, Mr. Peters?

MR. PETERS: Well, by being favorably blessed with soil, climate and the water, and I think one of the principal reasons is the good type of cheesemakers we have got in this state.

MR. RAIHLE: We really have the best cheesemakers in the state then, Mr. Peters, you admit that?

MR. PETERS: That is right. (Applause).

MR. PAGE: I heartily agree with you on that, Mr. Peters. Before you and Mr. Raihle get away I would like to find out because I don't know too much about it, how many different kinds of cheeses are there, would you say. You have mentioned Italian, Swiss and Brick and Limburger and Liederkranz. How many different kinds of cheese would you say there are.

MR. RAIHLE: I would say there are probably four or five hundred different kinds of cheeses. Some of them are just a variation of some general type, but when we come to discuss cheese—in Japan they make cheese out of soy beans. In some places they

make cheese out of plants. It is pretty hard to say what they are unless you first define what cheese is. There are many different kinds.

MR. PAGE: Thanks, gentlemen. I have got to look up the cinch bug and see if we can find some other thing for the cinch bug to do in other territories. We may have some use for him.

Now, we have the director, Mr. Milton Button. I am awfully glad he is here because the state of Wisconsin has done one thing in recent years. They have been working at it a long time but one thing with reference to the quality of cheese. The quality program is improving what already was a good product. I hope that Mr. Button will say something about that. Mr. Milton Button, Director of Agriculture.

MR. BUTTON: Ever since the first Wisconsin cheese was made in the farm kitchens, Wisconsin citizens have prided themselves on their cleanliness,—the quality of their product. That is probably one of, if not the major reason the people of this nation have favored Wisconsin cheese. One of the chief reasons why Wisconsin has developed into the greatest cheese manufacturing states of the Union.

Recognizing this fact, the cheese industry, the Wisconsin Department of Agriculture, and the College of Agriculture, about four years ago launched an intensive quality program. Through school house meetings most of the farmers of the state were contacted. Cleanliness of all milking equipment, the barns and cattle, was emphasized. Proper methods of taking care of the milk was discussed. A milk house building campaign was undertaken that has resulted in the building of thousands of modern new milk houses.

The cheesemakers cooperated by making their factories models of cleanliness. They accepted milk only from farmers who were giving it proper attention. They ran millions of sediment and methylene blue tests to determine the quality of the milk. When a farmer was having trouble in his attempts to produce good milk, the cheesemakers and the inspectors from the Wisconsin Department of Agriculture helped him locate his trouble. If the cheesemaker was having trouble, representatives of the Wisconsin Department of Agriculture assisted him in finding and correcting his trouble.

These things were done selfishly, of course, in the interest of the Wisconsin cheese industry, but they were also done in the interest of the consumer. I welcome this opportunity to say to the American consumer of Wisconsin cheese, "You have always enjoyed

a wholesome, tasty, Wisconsin cheese, but when this war and rationing is over, you can again purchase good Wisconsin cheese, cheese that will be even better than you enjoyed in pre-war times. Be watching for it, for it will be back just as soon as rationing is over, plus the time necessary to age the cheese to the flavor of your choice. It will be available to you in all the old familiar forms, types and sizes, plus new small packages, designed for the convenience of the American housewife. (Applause).

**MR. PAGE:** We will certainly look forward to that day when you can go out and get some of the fine cheese you would like to have without any difficulty and without carrying along a little book to tear out stamps. We are looking forward to that in the post-war era.

Now, Milo Swanton, Secretary of the American Dairy Association, and also secretary of the Wisconsin Council of Agriculture. He said a while ago his folks were back making cheese in 1854 which is 90 years ago by my figures. Milo is, folks, to my way of thinking and I have said it before, behind his back and I say it to his face, he is one of the statesmen of the dairy industry for Wisconsin, and for the whole country. It is especially fine to have him here to talk when we are thinking about post-war problems of the cheese industry. Milo Swanton.

**MR. SWANTON:** Folks, the fact is that cheese along with other dairy products has gone to war, and we dairymen are very proud that cheese has been so much needed in the war effort that it has been, no, invited, but requested to go to war.

As I said a few moments ago, while cheese went off to war, something has been happening at home, and that is, the consumption of cheese has been dropping and the American Dairy Association is interested in seeing to it that the consumer of America is ever mindful and kept mindful during these shortage days of the goodness of cheese.

Somebody said a moment ago that there were four or five hundred different kinds or types of cheese made. Well folks, there are thousands of different uses of cheese, and we have only just begun to learn how to use cheese. It is a food, it is a flavor, it is one of the most concentrated foods we know of, and the American Dairy Association through its advertising and research program is doing its level best to keep people mindful during the shortage days that cheese is essential in the diet and one of the best food nutrients and we want to keep people mindful of that, so that they will appreciate the value of cheese as a food.

Somebody said, Pat, why don't you eat limberger cheese, it is good for you. Pat said, it may be good for you but I don't like it. Somebody said, did you ever eat it and he said no, I didn't eat it. He said I am glad I don't eat it because of I ate it I would like the darn stuff and I don't like it. Many people are that way.

We will have to step up that per capita consumption, Art, so as to take care of the post-war era.

**MR. PAGE:** Well, you know, I am learning to eat cheese right now. Of course, that isn't the problem. Where are you going to get some of that fine cheese we have been used to, and we have been awfully glad to hear you men say here today that before very long we are going to be able to get the quality of cheese again and get it more easily.

Now, this industry has had many problems. It was said here this morning at the meeting this is probably the most strenuous year that the industry has had—the last two years, because cheese has gone to war, and there have been many difficulties. Cheesemakers have had to meet all sort of things. We are going to call on Mr. H. P. Mulloy of Sheboygan, who is field agent of the Cheese Makers Association. Mr. Mulloy has been out among these problems and of course, we can't begin to appreciate all of them. Mr. Mulloy, what are some of the things that have made it difficult for the cheese industry and how are you going to get those solved for this post-war era we are talking about?

**MR. MULLOY:** Well, Mr. Page, one of the problems that is serious—very serious now—is the labor situation. Due to the war drafting of skilled cheesemakers, higher scale of wages in some of the other plants, particularly war plants attracting some of our men, it has been a problem to continue making the quality cheese in the ever increasing amounts that we are used to turning out. However, I am mighty glad that Milton Button emphasized quality here a few moments ago, and I am glad to report in spite of the labor difficulties that we have had the whole year, our cheese exhibit in connection with the convention this year scored a higher average than in the history of the entire exhibit. (Applause). So perhaps there is something to what Peters said, when he said Wisconsin has got the finest cheesemakers in the world.

Regarding the gripes, you understand Mr. Page, I could stay here for the rest of the afternoon just on that but I am not going to do it. There are a few though that I think we ought to call attention to right now. It is said that the small independent cheese factories and industries are being squeezed out of the picture by price



economics and regulations of the OPA. We have known this for quite a little while and have tried to do everything we possibly could to try to correct some of the things, but don't make very much headway.

One of the bad features right now is the provision that distributors have got to have a warehouse within 50 miles of their distributing point, and the little fellows just can't maintain that facility, and it is hurting. Another result that is bad for the future of the Wisconsin cheese industry as a result of the regulations is the leasing and buying of cheese factories by large distributors who have the price advantage. For example, the average price for cheddar cheese today is 24c, while some of these large distributors enjoy a price as high as 48c on certain cheese foods. Well, the little fellow is automatically out, and being squeezed out farther. No ceiling price on milk enables those large distributors to lease and buy those plants and compensate the farmer just a little better and squeeze the little fellow out. I think what we will have to do and do shortly, is to thoroughly educate and awaken our farmers to the dangers that exist in that. If we are to continue to lose all of those little local markets, the farmer is eventually going to be left holding the bag and he will have no selection as to where he can go with his product.

There are a number of other things but we have one or two more speakers, so that is everything for the time being.

MR. PAGE: Thank you, Mr. Mulloy. You know, he makes contacts all over the state and he could tell us a lot more things. There are more difficulties, and we talk about them over the news and we talk about them over at Prairie Farmer, and Della Louie informs us there is a serious problem in Green County now.

Mr. George L. Mooney, Executive Secretary of the Association. (Applause). Mr. Mooney, we are going to have you here. I want you to know Mr. Mooney we have one more speaker after you. We just found him and we want to hear from you as Secretary of this organization.

MR. MOONEY: Thank you Mr. Page. I have been amused here for the past half hour, just wondering how hungry you people out in the radio audience are after you heard this talk about cheese—not cheese, but the best cheese in the world.

A week ago I understand you were at the Bee Keepers meeting. Goodness knows, I think that is proof Mr. Page that Wisconsin is the land of milk and honey. (Applause). I think that all subjects have been covered. This convention here in Milwaukee, the 53rd the

Wisconsin Cheese Makers have held, is going to write history—write history, maybe not in immediate changes, needed changes to improve and encourage an important industry, but at least they will make the recommendations and hope and pray that changes will come promptly.

I heard a man say the other day, talking in terms of post-war, there is one thing we must do: We must go back to the old fundamentals and we should look forward to them with Faith, Hope and Parity. (Applause).

MR. PAGE: Faith, Hope and Parity—that is a good one. We will remember that one. That was Mr. George L. Mooney, secretary of the Wisconsin Cheese Makers' Association.

Now Della Louie, we would like to have you bring up this young man you just found here in the audience and tell us who he is and what about him.

MRS. LOUIE: Thank you, Art. This, folks, is Emil Aderholt of Neenah. He really is a young man. He is a life member of this organization but he tells me he has attended each one of the 53 annual meetings. Will you tell us something about that, Mr. Aderholt? (Applause).

MR. ADERHOLT: About ten days ago I got a letter from your Mr. Mooney asking me to be sure to attend this convention. Well, there were two reasons why I thought I ought to attend. The one was that I really feel as though I would like to be here, but the other was, I wasn't sure you could pull off a successful convention without me. It has never been done before.

Just going to tell one little incident during the early times of this association, when this was organized, they were making some filled cheese in Wisconsin, and one of our by-laws was that anyone connected with the manufacture or handling of filled cheese could not become a member and I think it was either the second or third convention we had when one man came up and paid in his dollar membership and some one put in a kick and they handed him back his dollar because he was connected with the manufacture of filled cheese, and he was at that time the assistant dairy and food commissioner of Wisconsin.

MR. PAGE: You know folks, there is one thing I have noticed. I have been coming into Wisconsin for 31 years and visiting with lots of people, and there is one thing about it, don't ever try to guess the age of people because if you are used to people in other parts

of the country, you will miss. I tried it myself last week over in Fond du Lac. I guessed the age of one person and I just missed it by ten years because the people stay younger for their years here in Wisconsin. It must be on account of the cheese. Mr. Kopitzke, and the honey and all those things they produce here so well.

Friends, we have been broadcasting from the 53rd annual convention of the Wisconsin Cheese Makers' Association which they are calling a post-war cheese clinic. It is in the Schroeder Hotel here in Milwaukee. We think maybe you will want to be sure and hear about the weather situation, and so we will switch back early and you will be taken back to the Prairie Farmer Station of the City of Chicago there now.

MRS. LOUIE: Thank you, Len, and folks, it has been mighty fine being here. We can't get the whole story into a half hour but if we can get the people thinking Wisconsin is the greatest cheese state, and Wisconsin is the finest cheese, it may do some good. We are happy to have been here.

PRESIDENT KOPTIZKE: I certainly want to thank Mr. Page and Mrs. Della Louie for giving us this opportunity to be heard on the air. This is the first time in 53 years our convention has been broadcast so that thousands of people could hear us. We are certainly happy to have you here with us and we hope we can have that opportunity again.

I also want to thank everybody that took part in the program. Be here promptly this afternoon because we are going to start on time and we have several good speakers.

### **Third Session, Wednesday, Nov. 1, 2 P. M.**

(This session was opened by singing, led by Mr. McNamara, and Mr. Hanke at the Piano).

PRES. KOPITZKE: Outside of my address we will have a very nice meeting this afternoon and I have got to give that first, so I hope you will bear with me for a time, and after that we will have some very good speakers.

### **PRESIDENT'S ANNUAL ADDRESS**

**November 1, 1944**

L. E. Kopitzke, President, Wisconsin Cheese Makers' Association  
December 7th is not far distant. This day will mark the end

of another year of bitter struggle for your freedom and mine. Freedom of worship, speech, etc.

While these gallant men are fighting on the far-flung battle-fronts, we must be on our guard here at home so we do not lose the very things we are fighting for. There are certain individuals, who would be delighted to undermine and rob us of our independence. Another year of wrestling with federal regulations that affect our industry has also been made history. Maximum Price Regulation No. 289, a Christmas gift of 1942, with added amendments, is still with us. This and other regulations penalize the cheese industry of our state to the extent that we are led to believe that an undeclared war is being waged against us by certain selfish interests.

During the past few years the making of cheese from pasteurized milk has increased considerably. In my estimation it will continue to increase. However, I feel positive that there will always be a good demand for cheese made from quality unpasteurized milk. Certainly pasteurization should be voluntary and not compulsory.

Just before price ceilings went into effect, some dealers intimated that they would pay a premium for high quality cheese made from unpasteurized milk. Our problem is to learn what the consumer wants. Some relish limburger cheese while others prefer not to sit at the same table where it is being served. It is just impossible to satisfy the tastes of consumers who like a sharp, aged cheese with a pasteurized cheese that has a mild flavor.

California has recently passed a law which requires all cheese to be made from pasteurized milk or that the cheese be aged for at least sixty days. New York is contemplating issuing an order similar to the California law and no doubt other states will follow. This would create a serious condition in the Wisconsin cheese industry as there are still approximately a thousand factories in our state that are not equipped to pasteurize and with very little equipment available.

The holding order would also create a hardship. No one would want to hold cheese when the market is weak. Furthermore, there would not be sufficient storage space to carry the cheese for sixty days. We do not want a repetition of what happened in 1942 when storages were filled to capacity and many cheese factories lost their market outlets.

On June 9, 1942, Ralph E. Ammon, who then was director of the Department of Agriculture, called a meeting of farm leaders, officials of cheesemakers' associations and cheese dealers in order

to try and relieve this serious storage situation.

To my knowledge, no outbreaks of diseases have been traced to Wisconsin cheese so I do not feel that there is cause for any great alarm by public health officials or others.

There will be plenty of markets available for natural cheese after the war. We should start to build up that market now, but before we can we must have a ceiling price that will permit aging and the cutting and packing in consumer size cuts.

We must continue to use every effort to secure the best quality milk so we can produce high quality cheese. It is also very essential that the consumer is constantly kept informed as to the value of our product. This can be done if we support the American Dairy Association who are doing a swell job to accomplish this task.

Never before in the history of the dairy industry have our opponents (who produce substitutes) had such a grand opportunity to wean the consumers from eating our products. We must put forth every effort to gain these markets back after the war. During the war, butter production has decreased sharply owing to the low price which has been out of line with other dairy products. No one can afford to make it and the scarcer it gets the higher the point value, so many consumers are forced to buy substitutes with a low point value.

One of our most serious problems we have had to deal with during the past year has been the labor problem. Although the cheesemakers at the cross-road factories who finish the farmers' product are just as essential as those engaged in farming and should be classed as agriculture, the interagency committee did not see fit to put them on the critical list.

After a hard fight last March in which most of the large farm organizations cooperated, Mr. Mooney and I did succeed in making arrangements with state headquarters to get postponement of induction for many cheesemakers until the August call. The latter part of July, we again took the matter up with national and state officials, for we knew that it would be impossible to replace the men if called in August.

Our conference in Washington seemed to be very successful. Upon our return, we discussed the matter with Col. Mullens and Prof. Marvin Schaars who also led us to believe that they were willing to cooperate. Two weeks later, we had another conference

with Col. Coatsworth of Washington and state officials at Madison. At that time, however, it was very noticeable that the atmosphere had changed. Evidently, someone must have convinced them that we did not need the cheesemakers or the cheese factories.

Not being able to get any cooperation from national or state officials, we sent a bulletin to our members advising them to try and get a postponement from their Local Boards. According to Selective Service Regulation No. 6332-B, Local Boards have the power to grant postponements for sixty days in case of an extreme emergency. The fact that these men could not be replaced constituted an extreme emergency in our opinion.

State officials thought otherwise, however, and that's where the controversy began and has been continued. Some of the Local Boards cooperated and used the powers granted them but many did not. If your cheesemaker was inducted and it has created a hardship as it has in some factories where children and women are working like slaves, do not place the blame on the Wisconsin Cheese Makers' Association, but on the people who inducted them, where it belongs.

I am very happy to report that we now have over eleven hundred active members which gives us a real representation. Although the work has been hard at times your wonderful cooperation has made it a pleasure for Mr. Mooney and me to carry on. Much credit for this large membership must go to our friend, H. P. (Horse Power) Mulloy, for his untiring efforts and to you members for your cooperation.

In closing, I want to say that it has again been a pleasure to work with the other officers, directors, Mr. Raihle and you members during the past year.

I thank you!

I know all you members know the cheesemakers' problems have been a great many, and we have made many trips to Washington, to the OPA and the ODT and many other agencies, and I want you to know we have received some very good cooperation from some of our representatives down there, and especially our good United States Senator Wiley who is with us this afternoon and whom you are going to hear very soon. I want to say that he has cooperated just wonderfully with us down here.

We have had access to his office, and they have done everything they could for us, and he has made contacts with the different

bureaus. There is no one else like a senator that can do that as you well know, and I now deem it a privilege and pleasure to present to you our United States Senator Wiley.

### ADDRESS

U. S. Senator Alexander Wiley

My good friend Len, ladies and gentlemen: It is good to meet with friends—old friends. It is good to be back here in this fine city of Milwaukee. Yes, I can go farther than that and say it is a delight to be back in Wisconsin.

As I came in the doors I met a friend I hadn't seen for a number of years. He said to me, why you are looking fine. I should think you would be looking a lot older. How do you do it. I said, my panacea is very clearly, don't take yourself too seriously. Be able to live with yourself; be able to live with your friends; and then remember what Booker T. Washington said: "I pray God that no man will draw me down so low that I will hate another."

When I talk to cheese men who know cheese and the problems related thereto, I come to learn not to teach.

You and I remember the serious price situation of cheese back in 1939, the year I went to Washington. You remember, of course, the drive that was put on in Washington to sell the people of the country the advisability of eating more cheese. Milk at that time was selling in most of Wisconsin at not to exceed \$1.25 a hundred.

In collaboration with the Department of Agriculture of Wisconsin we arranged a "big show" on Capitol Hill. I got Mrs. Garner, the wife of the Vice-President, Jack Garner, to ride with me on an immense truck, and on this truck was a 2200 pound cheese, and then we had three young ladies dressed as dairymaids, and we drove that truck in front of the Capitol and distributed to the citizens who viewed the sight small portions of wrapped up cheese. Besides that we put on a cheese feed in the restaurants and distributed cheese generously among the representatives and senators. Besides that there was a bust of Jack Garner carved out of cheddar cheese which we presented to the Vice-President and his wife. Movies and pictures were taken and cheese as a basic food was "sold" to the country. In Washington alone the consumption increased 300 to 400% in a short time.

The entire Wisconsin delegation joined in the sales campaign.

On April 17, just previous to this cheese campaign which took place between April 25 and May 1, I got the attention of the Senate and spoke as follows:

"Having had recently, through the courtesy of the distinguished Senator from Florida, a repast of grapefruit, and having, through the courtesy of my distinguished colleague from California to my left (Mr. Downey), enjoyed the celebrated American dish of ham and eggs, I am thinking that no meal can really be complete without a bit of Wisconsin cheese.

"Mr. President, there is something about cheese that is productive of good. It does not create gas on the brain, and, without gas on the brain, this country will not go to war.

"Cheese will not cause one to make a wild statement. It will not make one hate the Germans, the English, the French, the Italians, or anyone else; but it will make one love his own country; and, Mr. President, a little more thought about America and a little less sandbagging of European ideologies would not be so bad. Remember, I am speaking in 1939. I mean that. I think if some us in the Senate would be a little more thoughtful and reasonable in our statements the people back home would get a clearer picture of what is going on here. So I said humorously I advise the Members of the Senate to eat some cheese to keep them a little more rational and reasonable.

"Mr. President, for months now I have sat listening to the deliberations of this the greatest deliberative body in the world, and I have come to the conclusion that what the Senators need and what the country needs is more Wisconsin cheese.

"I am creditably informed that the reason so many persons are "on the nerve" and I presume everyone knows that "on the nerve" means "flies off the handle" is because, as I learn from good medical authority, they are deficient in certain food elements in their bloodstream. What is the remedy I ask, when one's blood is deficient? It is Wisconsin cheese."

I understand that my job here today is to discuss the postwar problems which will confront the dairy industry and the cheesemaker.

Frankly, as I said before, I think you know more about those problems than I do — and I don't mind adding that I believe you know a great deal more about them than most of the so-called Washington experts with whom I have conferred.



Throughout this war period, it is apparent that the dairy industry in Wisconsin has demonstrated its ability to produce huge quantities of milk and other dairy products despite the many tremendous wartime handicaps.

I think each of us here can feel a very justifiable pride in the fact that the State of Wisconsin ranks first in 1943 cheese production with 496,157,000 pounds of cheese, which means that in 1943 Wisconsin produced 49.9% of all the United States cheese produced, and of course, the next state in production volume only produced 7% of the total cheese production of the nation.

That is an outstanding record, and it points to two very obvious conclusions, one of which I have already mentioned:

- (1) Wisconsin can produce the cheese.
- (2) There is a market for the consumption of that cheese.

In connection with this last point that there is a market for our cheese production, it is interesting to note that not all of the increased consumption of Wisconsin cheese has originated with military and Lease-Lend requirements. The Bureau of Dairy Industry of the United States Department of Agriculture says that by far, the greatest demand for more dairy foods has come from our own civilians, and that fact, of course, has tremendous significance for the future of the dairy industry.

The Bureau of Human Nutrition and Home Economics has pointed out that our civilian population requires more dairy products. In 1942, before rationing and before food shortages, it has been estimated that at least one-third of American families had diets deficient in calcium, riboflavin or both.

In other words, if all the families in America were to follow a food plan which would give them the amount of dairy products necessary for good nutrition, the average per capita consumption would be equivalent to 275 quarts of milk a year — and that includes fluid milk and cream and the fluid milk equivalent of evaporated or condensed milk, ice cream and cheese.

Our present average is about 231 quarts of milk equivalent. If, in the postwar period, we succeed in hitting the necessary nutritional level of 275 quarts a year, it will mean an increase of 19% in the consumption of dairy products.

Now, the dairy industry has expanded its production tremendously in an effort to meet the war requirements. A great many peo-

ple feel that the demand for dairy products will decline when the war is over. I believe that the market can decline, but I do not believe that such a decline is necessary — or inevitable.

I do feel, however, that the Wisconsin dairy industry faces a highly critical period.

The postwar period could easily be a period of surpluses and dangerously rapid price declines.

Now then, we have heard a great deal about educating people to the nutritive value of dairy foods. It is quite apparent that there will continue to be a vital need for promotional work to safeguard markets for dairy products after the war. Such a program, in order to be sound, must be accompanied by a continued, intensive research plan, not only in connection with the quality of dairy products, but with the economic stability of the industry itself.

Wartime conditions have, of course, by-passed the ordinary law of supply and demand, and it is conceivable that in some channels there may be a costly erosion of established dairy markets.

This industry will need an aggressive business building drive.

I want to make it perfectly clear also that in my judgment, such an aggressive business building drive can be successful only when the adverse forces of centralized interference and hamstringing regulations from the Federal Government are reduced to the lowest possible point.

In 1932, milk dived to 89c a hundredweight in the State of Wisconsin. We must prevent a repetition of conditions which would adversely affect the dairy industry as a whole and also the cheese industry.

A drop of only one cent a pound in the price of cheese because of cheese surpluses would cost our Wisconsin dairy farmers three-quarters of a million dollars a month. In the postwar period we do not want to see dairy cattle slaughtered; we do not want to see milk poured down the sewers. We want to see a sustained demand which will maintain our industry and which will maintain our people at a healthy nutritive level.

A collapse of the dairy industry in this state would affect the economic life of every village, every town and every city in this state and would affect the physical wellbeing of the entire country.

Now, in my recent travels throughout the state, I found three cheese factories closing in Green County. They were one-man

plants producing 400 to 600 pounds of cheese a day. I don't believe that the closing of these small plants since the war is an indication of the postwar trend—though I do believe that it is an indictment of government policy which has not taken steps to avert the closing of these small but vital plants.

I have seen in my recent travels throughout the state—I have seen the cheesemaker's wife helping out with some of the lighter work in a cheese factory, but it is perfectly apparent that women cannot take the place of regular helpers whose duties include heavy lifting.

That is particularly true in those factories where the milk hauling is done by the cheesemaker or his helper. The manpower situation has been extremely critical for many dairy processing plants. I have consistently felt that if Uncle Sam needed the highest possible production of milk and milk products, it was vital to leave enough experienced men in the milk processing plants to accomplish it.

The situation has been particularly critical in many of the smaller plants where the loss of one man could mean closing the factory because he couldn't be replaced.

Competent dairy plant operators are not trained overnight.

The manpower situation has been one which has dangerously threatened the production of your war needed products.

In general, I feel that in the postwar period, it is possible to maintain an expanded consumers' market for your products. I believe that a sufficient volume can be maintained. I believe that a high quality of product can be maintained. I believe that Wisconsin cheese production can be put on a completely efficient basis, and I believe that we can establish sound market practices.

In order to achieve these things, however, I believe that we have to straighten out the hopeless conglomeration of federal orders under which your industry has been laboring for some time.

Your industry has never quarreled with legitimate and necessary regulation, but your industry has rightly protested regulation which at times has been described as "discriminatory, unfair and unnecessary".

If you will pardon a personal note, I might interject that I have worked with Mr. Mooney and with Mr. Kopitzke on these problems which have confronted your industry. Your industry has

given its loyal support in terms of almost unbelievably long hours to win this war, to insure the peace and to maintain the kind of life that you and I know and respect.

The policies of the executive heads of federal agencies in Washington have frequently harassed the cheese industry which has always operated under the most rigid regulations and sanitary controls.

You have had to work under some very difficult price ceilings on Cheddar cheese. You have had a difficult problem in the grading of Swiss cheese and in the experimental moisture regulations. You have faced the continual possibility of unnecessary changes in certain established grade practices and in general, your problems have been many and serious. The history of your industry in recent years in Washington has been the history of a sincere, honest group being given relatively little consideration for an industry as important as yours. I have every faith, however, in the future of the dairy industry if we maintain an adequate volume and a high quality product, efficient production and sound marketing practices with an elimination of any unwarranted government regulations.

The dairy industry in Wisconsin is an outstanding example of the system of individual effort and private achievement. This industry grew to greatness because it was not restricted to an unwarranted degree. It can grow to still greater heights if it is not restricted to an unwarranted degree. It is your business and mine to see that it isn't.

This country needs and desires better nutrition.

Our great dairy industry can produce the highest quality of dairy products and can develop the greatest efficiency in their production and distribution.

We cannot control consumer purchasing power, but we can control the continued high quality of our product, and we can, to some degree at least, control our marketing practices—and it is my fervent hope that to some degree at least, we can control an unbridled growth of bureaucratic regulations which frequently have hampered the dairy industry. If, after this war, we, in this land, and people in other lands are to strive to rebuild war-battered humanity, one great contribution which we can make will be to raise nutritional standards to the highest possible level. Our search for new and expanded markets after the war will not be wholly in terms of self-seeking interest, but must also be part of a crusade to raise nutrition-

al standards and to lift the sights of all men toward a healthier and a happier world.

Now, my friends, in conclusion may I relate a little story or two. The story is told of Admiral Byrd. In 1929 when he went to discover the South pole, he landed in Little America. I think it was Balcan who was in charge of the airplane that was to fly over the pole.

Now, they loaded that plane and got off and as they got off the earth and headed for the mountain range beyond which was the South pole, Balcan saw he couldn't clear it. So he asked for instructions and Byrd said, unload, unload. The products that they had taken on they unloaded. First 200 pounds, another 200 pounds, another 200 pounds. Finally they were practically all clear of their baggage, and he cleared the mountain range and they flew over the pole, circled around it and came back, came back to Little America. They had discovered and been over the South pole.

To me this beloved country of ours in order to meet the problems that are up ahead has to get rid of a lot of unnecessary baggage to get back to sanity and the American way. We have got to learn to play ball together. We have got to cast out a lot of foreign methods and ideas. We have got to get back to the American concept that our fathers wrote into the constitution and that is, that the federal government is a government of limited power, and the balance of the power resides in the people and in the states.

When that is done, problems that are strictly local or should be handled by the states will be looked after by the states and by the local communities. That is very important. No bureaucrat in Washington can tell Len Kopitzke how to make cheese and get results by even long distance or radio. That is just one example.

Now, one other story that some of you heard me tell. In the south land some years ago an old darky 80 years of age lost his home. He wandered out through the south from village to village, through the lanes and highways and by-ways of the south. No place to rest his head. Finally he came to a village and there was a fellow who took pity on him, and he said, you can go up and live in that shack at the top of the hill with the half acre lot.

He went up there and when he got up there he saw a shack with the roof tumbling in, with the doors off the hinges, with the windows broken in. He looked over the half acre lot. There was shrubs and weeds and rocks and poison ivy. But he went to work. In the succeeding summer the negro parson came by that place and

he looked at it in amazement. It had been repaired, rehabilitated. The roof was fixed. The cottage painted. The door and the windows were fixed and over the fence there were climbing roses and the half acre instead of having rocks and weeds and poison ivy, had flowers that blossomed and roses growing. And he went up to the old colored man and he said: Mose, you and God sure has done a great job here. And Mose said: You should have seen it when God had it alone.

Well, my friends, this isn't politics when I applied that little story, the moral of it, to our beloved America. Thank God, the roof isn't shoved in, but there are a lot of fungus growths in the land. Bureaucracy is one of them. The tendencies toward state socialism is another. The idea that racketeers shall have anything to say in government is another. This is your half acre lot, my friends, and mine, and by the Grace of God if we expect to hand it down unimpaired to our children and grandchildren, we better go to work like the old darky and grub out the weeds and plant in their places the roses of brotherhood and decency and Americanism and tolerance and get rid of those who would change our American system. Thank you very much.

(Long continued applause).

PRES. KOPITZKE: Thank you, Senator Wiley. I see that everyone surely enjoyed it. Now people, I want you to know that our organization is not interested in politics, and when I say these things about the Senator, it wouldn't make any difference to me whether he would be a Democrat or Progressive. It just so happens he is a Republican. Our directors met over a year ago and we decided this organization would play no part in politics. However, we should remember the man regardless of the party that they belong to, when they have done us some good, and Senator Wiley certainly has. It is just a shame in some of the papers they published that Senator Wiley started a fight on selective service too late. Men and ladies, that is a lie. Your good Senator worked with us as early as last February and I am positive in spite of the work we did, if we didn't have the contact of Senator Wiley and a few congressmen we wouldn't have accomplished our purpose.

I thank you again, Senator Wiley.

We will have the drawing of the door prize first. It is a \$25 bond donated by the Northern Wisconsin Produce Company, I believe.

(Drawing for prize)

Well, what do you know about that! I guess this is for anyone in the crowd and it goes to our own friend and attorney, Paul H. Raible of Chippewa Falls. Paul, this is one convention that isn't going to cost you quite so much. Congratulations.

You are now going to hear from our good friend, the good Swede, and if you think they can't make good sausage you are mistaken. My wife and I went down to Madison when he was down with the Department and we were invited to his place for breakfast. Most of you men are well acquainted with him. I am going to present now Wilbur Carlson, who was with the Department and now is with the Kraft Cheese Company.

### **CHEESE PROSPECTS—AN INDUSTRY OPPORTUNITY**

#### **ADDRESS**

By Wilbur Carlson

Thank you, Leonard. Ladies and gentlemen, I don't know what my wife's good farm relations would think when it is reported she is an expert at making Swedish sausage. She will have to handle that herself. Leonard, I don't know whether I am going to be able to make all the announcements you asked me to make or not, because after that fine address of the Senator, and getting up here after such an illustrious gentleman, I am a little bit taken aback.

I don't think there has been nearly enough said so far about the history of the Wisconsin Cheese Makers' Association—and this isn't part of my script. They argued this noon about how many members there were. Art Page said 980 some and Len said, wait a minute, that is 1100.

Len, you and a lot of the boys remember when you were wondering whether there would be 250 at the end or the opening of a day's session of the convention. The cheese industry owes a great deal to that development.

Many things I am going to say to you might be a bit of repetition of other things you heard today and undoubtedly will hear tomorrow. But I couldn't come before a group of Wisconsin Cheese Makers or Dairymen without paying public tribute to the magnificent job of production that has been done in meeting the war time emergency for food, to serve our armed forces, our allies, and our civilians. I have tried to analyze how in the world this could happen. Think of the impediments, think of the difficulties. I guess I

would have to tell you not to think of them because they are with you all the time.

So in trying to make an analysis, I have made up my mind that it has happened only for one reason, and that is that in spite of these difficulties and in spite of casual misunderstandings and bickerings, there has been a coordination of purpose. There has been understanding that has enabled us as an industry to write history. After all, a mutual understanding and a huge quantity of milk were about the only things we did have to start the job. Those two important factors made it possible for the industry to reach the tremendous production goals that were set and so gloriously met.

We don't have to think very hard to call to mind the difficulties you and everyone else had in the industry as a result of the material and labor shortage. Our efforts have been directed constantly toward solving the many problems that arose from it, and in our own plants, the plants of our company, and in the cheese factories of many of those from whom we purchase cheese, we too as distributors and processors have had them. Sometimes you have helped us—most of the times you have helped us and often we have been privileged to help and assist you. And with the guidance of some clear thinking public officials in the state and the guidance of your state association, you have had one little something to add to the great understanding that made meeting these goals possible. So much for what has been done.

The splendid record of accomplishment on the part of the cheese industry to meet war-time demands—military and civilian—makes it almost impossible for anyone to speak before representatives of the industry without an acknowledgment of the magnificent job that has been done under the most severe conditions. That record was made when we were called upon to fill the demands of our armed forces, our allies and our civilian population at home. It is a record of which we can be proud.

During this time we have heard rumblings of differences that are supposed to exist between various branches of our cheese industry. Perhaps those rumblings have been magnified by the adjustments we have all had to make to meet the wartime emergency. However, when we look at the job that has been done we must admit there has been a heartening amount of coordination, team work and understanding among the various branches of the industry. This in spite of any outburst we may hear or see to the contrary.

A mutual understanding and a huge quantity of milk were about the only things we did have to start this job. Those two important



factors made it possible for the industry to reach the tremendous production goals that were set and so gloriously met. We don't have to think very hard to call to mind the difficulties you and everyone else in the industry experienced as a result of the labor shortage and restrictions on material. Our efforts have been directed constantly toward solving the many problems arising from it, both in our own plants and in the cheese factories of many of you who are among our source of supply. That we have done as well as we have, is a real tribute to the effort we have put in.

So much for the past and present. Now let's consider for a few minutes just what lies ahead. In all lines of endeavor people are thinking of postwar possibilities and potentials. I'm sure that the cheese industry is no exception. When giving this matter consideration, there are specific premises on which we can base our consideration, there are specific premises on which we can base our considerations. We can acknowledge the fact that we are going to have a lot of milk. There is going to be a lot of cheese to sell. In fact, we are going to have quantities of some agricultural commodities which are far above what we formerly considered as normal supply.

The record of American agriculture shows that when a period of increased production of a farm commodity develops, then what previously had been considered a normal supply adjusts itself to the high level reached at or near the peak point of output. To illustrate the point, I might mention a cheese factory operation. Let us say that a particular factory formerly had a flush of 20,000 pounds, and in this period of emergency production, found it possible to increase the milk supply to a 25,000 pound flush. The factory is looking forward to a continuation of that 25,000 pound flush operation and has forgotten that at one time 20,000 pounds was the peak load.

With this in mind, let us not forget that we have achieved our emergency production goals because of teamwork among the various branches of the industry. Therefore it is obvious that the job of turning postwar responsibilities of marketing our increased production into golden business opportunities is a ringing challenge to every branch of the industry to achieve even greater teamwork and coordination.

"How many branches are there to this industry of ours?" might well be the first question. Well, I think it would be quite simple — and fairly well agreed upon — if we would list three: First, the farmer; second, the cheesemaker, and third, the processor and distributor.

In analyzing the various responsibilities of these three branches, let's start with the first member of our group—the milk producer. On almost every dairy farm there is a definite job to do—that of combining all efforts so the returns from milk production will be at a favorable level.

Logically, the farmers' efforts fall into two classifications: First, that of producing milk of the highest quality; second, that of producing milk on the basis of the highest efficiency. The latter includes many phases, but the two most important are breeding and feeding. I think it is agreed that the best production, under any and all circumstances, result from a combination of efficient breeding and carefully planned feeding. Truly, the combination of quality milk production and efficient dairy herd operation can be termed the outstanding aim of the dairy farmer.

Now we come to the second member of our group—the cheesemaker. Just what are his responsibilities in this picture? Generally speaking, there are two of such major importance that it is necessary to discuss them here: First, plant sanitation, and second, proper manufacturing techniques. The first is self-evident, and we should elaborate on the latter point to include with it the necessity for constant alertness in keeping step with all new developments within the industry which might help to make a better product and increase consumer acceptance.

While dwelling on the responsibilities of the cheesemaker, there are a few other items we must remind ourselves of in this self-analysis. First is the much-discussed subject of plant size. Even in the great dairy state of Wisconsin it is difficult to point to any particular production figure and state that "this is the proper volume for the most efficient operation." I am sure you will agree that there are sections of the state where the milk supply indicates that perhaps a 15,000 pound factory is the proper size. There are other sections where the figure will be several times that amount.

While talking about the matter of cheese factory size it is interesting to note statistics for, say, the past 13 years. It isn't necessary to quote too many detailed figures. Let's start in 1930, when in Wisconsin there were 2,245 cheese factories which produced a total of 313,000,000 pounds of cheese that year. Six years later—in 1936—the number of factories had fallen off to 2,070. But production had increased to 357,000,000 pounds. In 1943 there were 1,700 cheese factories with a total production of 497,000,000 pounds.

There you have it. In 1930 the average cheese factory in Wisconsin produced a little over 139,000 pounds. In '36 that figure

mounted to 172,460 pounds of cheese per factory. And, in 1943, the 1,700 factories operating had an average of 304,000 pounds.

I wonder how many of you men here remember eight or nine years ago—and many times since—when I first spoke my pet phrase on cheese factory size. I have frequently reiterated the statement, "It is not that the small cheese factory must disappear from the scene; it is that the small factory must grow." That, I believe, is just what is happening.

Like other men in the industry, I believe there is a definite place for both the large and small factory. They can and must continue to exist side by side. Each has its advantages, regardless of size. Each makes its specific contributions to the industry. The smaller, independent factory always has furnished strong, healthy competition within the industry. The larger companies, too, have made a considerable contribution through the years. Neither can be overlooked in the complete picture. Despite size, we must all look upon ourselves as an integral part of the same industry. Then those "rumblings of differences" will disappear completely.

In this line of thinking, let's remember that changes in every industry are inevitable. The motor truck, new factory techniques, precision cheesemaking, increased use of by-products, milk pasteurization and more rigid sanitary requirements are factors which point automatically toward the direction of plant growth and consolidation. This means larger factories. And, remember, I said "larger", not large. I may be spending too much time on this subject, but it is one we must consider. Whether we are an individual operator or cooperative factory.

The highways of Wisconsin are dotted with many well-managed, progressive factories making good cheese. They have a volume of milk sufficient to permit a well-rounded operation. These factories have nothing to fear from the future.

There are other factories, and all of us know them, which lack in one or more of the essential respects. They are the ones which, in particular, must insist upon a real analysis to see which way they can go to make the most progress. Whatever the fault may be — poor management, lack of facilities or insufficient volume—they must consider taking some action to remedy the situation.

All of us are familiar with cases where factories with an insufficient volume to provide efficient operation and decent livelihood for the cheesemaker have combined operations in such a manner as

to provide both. Such consolidations have preserved the advantages of local enterprise, whether individually or cooperatively owned.

Co-existent with the progressive small factory will be the larger plant with product flexibility and completely equipped for by-product manufacture. There is a rightful place for both, and each can help the other. If we would all recognize that and spend less time arguing the merits and future of this or that particular section of the industry, it would help us to work harmoniously. It would help us in our joint task of making and selling more cheese. As we plan the future, this is one goal we should place high on the list.

With good milk, good factories and well-made cheese, the rest of the job is up to the processor and distributor. This brings me to the third of the three branches of the industry.

On this third branch rests many responsibilities closely allied with those of the farmer and cheesemaker. First of all comes the responsibility for developing and maintaining markets, which, summed up, amounts to the responsibility of merchandising and selling cheese and cheese products.

These subjects do require research in marketing, but under the subject of "Research" will fall many other items of a technical nature, most of which involve cheese manufacture. For instance, more attention must be paid to efficient methods of quality cheesemaking procedures. In addition, research must be carried on which will serve as a guide in factory sanitation. Much has been done, but much more will be and should be done in research on milk products of all types.

For instance, although it has no direct bearing on cheese factory operation, any powdered milk activity, whether whole or skim, which brings wider acceptance of dairy products, has a favorable impact on the general level of all dairy prices. Inasmuch as cheese and cheese by-products are a part of the general economic structure of the dairy industry, this research is most important and will be a telling influence upon the welfare of the dairy farmer.

Another type of research which is the responsibility of the distributor and processor concerns the various trends taking place in the industry. This factor cannot be overlooked. It requires constant vigilance on the part of every branch of the industry. Take, for example, the development this past summer which brought to the front the question of pasteurization of milk in cheesemaking. Many of you know the general nature of past developments, and I'm

sure you received much more specific information when you held your conference Tuesday.

There have been many interesting developments, all of which should make for progress in the industry. But most of these developments could have worked several hardships if various branches of the industry hadn't worked together for a common cause. They helped develop an understanding on the part of public health authorities, so that when the matter of regulatory measures arose in any area, the hardships to the industry would be minimized through a standard form of legislation.

Uniform regulations are being developed and accepted. Some legislation along these lines already is on the statute books, or is in the regulations of several states. We of the industry can look forward to a minimum of confusion in the trend toward making cheese from pasteurized milk and distributing cheese after it has been held for a longer period. It is our obligation to work constructively with public health officials so that whatever is done may be worked out both in the public interest and with due regard to industry problems.

Now to discuss the final item listed under responsibilities of the distributor and processor. It also could be listed under the heading of "research". You will agree to that when I mention it has to do with developments on types, styles and varieties and packages of cheese, and the impact they will have on consumer acceptance.

We in the industry must recognize the fact that we have and will continue to have the old taste for cheese to be satisfied. In addition, many new ones must be developed so we can raise consumer acceptance and demand to what we consider favorable levels.

At the outbreak of war, the per capita consumption of cheese in the United States was a little more than six pounds. The best estimate on 1944 consumption is that it will total a little more than four pounds—possibly as high as four and a half. This is a challenge and, in recognizing it, let's talk a little while about what has taken place.

It wasn't much more than 20 years ago that the per capita consumption of cheese amounted to only 3.7 pounds—approximately one pound less than today, despite the many current restrictions on distribution. In that 20-year period, many developments have taken place in the cheese industry. Most vital was the great impetus given distribution and merchandising of cheese.

Processed cheese came along with all its types and forms. This, coupled with the millions of dollars spent on advertising and merchandising, developed a cheese market to the extent that we had sufficient consumer acceptance to raise our per capita consumption to 6.3 pounds in 1942—or a 62 per cent increase over the figure of 1922.

Beginning on the day when we start normal distribution again, we are going to have to recapture 50 per cent of our business just as quickly as possible because our job is first to get back to the 6.3 pound level, then use this level as a springboard to developing wider acceptance. We want our per capita consumption to reach a level which will carry the industry on the road to progress. It's going to be a job, but if we face it in the same way we faced our emergency production job, I think there is plenty of reason to look at the picture with a most optimistic view, and to know that it can be done.

Consider the case of our company. We pioneered the development of processed cheese. We pioneered in assisting the Wisconsin cheesemaker in problems of sanitation. We pioneered research and production in the use of whey powder. And we have been and are pioneering in efforts to find new outlets for natural cheese.

In all this activity, working closely with the milk producer and cheesemaker, we have found the kind of teamwork and understanding that simplified what might have been a complicated job. That is the way it will be in the future—not only in our relations with the producer and maker but with everyone in the distributing and processing end of the industry. Only through this kind of cooperation will we be able to convert our present responsibilities into the golden opportunities of the future.

When George Mooney asked me if I could appear on this program, I was quite modest, just about as modest as old Pat was the Sunday morning when he met the minister, when he was walking down the street. The Father said, Good morning, Pat; and Pat said, Good morning, Father. The Father said, where are you going, Pat. He said, I am going down to get drunk, Father, and be jabbers how I hate it.

**PRES. KOPTIZKE:** Thank you, Wilbur. I am sure the people all enjoyed you talk. Harry Kovenack, Price Attorney for the OPA is in the building, and if anyone would want to see him about any OPA problems, they could go to the desk out there and be able to meet him any time during the day, and also tomorrow.

There are only about 500 banquet tickets available, so get your

tickets early, and in case you do not happen to be able to get any and they are gone, we want you to come in for the program anyway.

I am certainly happy to think that I am facing the largest crowd we have ever had at any Cheese Makers Convention, and I certainly appreciate that very much.

Wilbur talked about team work and about bureaucratic organizations. That reminds me of a little story. A fellow met a friend on the street and he said, how are you. Your brother who was trying to get the government job so hard, what is he doing? Nothing, he got the job. Talk about team work in our problems. We appreciate the team work we had from our friends, the Senator and also it behooves us to cooperate with the farmers and cheese dealers and we have done just that.

The fellow I am going to present to you now certainly showed a very cooperative spirit toward our organization. I know he has something very interesting to give to you this afternoon, and I am very happy at this time to present to you J. H. Wheeler, of the Wheeler Cheese Corporation.

#### ADDRESS

J. H. Wheeler

Mr. Chairman, Members of the Wisconsin Cheese Makers' Association, Fellow Businessmen, Ladies and Gentlemen:

I wonder if ever before cheesemakers have been saluted as businessmen. I do not think that many heretofore have regarded them as businessmen. In Washington there has been appointed, by the government, a committee to defend the little businessman but it seems to me that everybody has thought of the cheesemakers just as tradesmen and not as little businessmen.

It seems to me that the 1,600 cheese factories in Wisconsin are full-fledged little businessmen. They own their real estate, their buildings and their equipment and have just as many problems and require executive ability just the same as the big corporations of this country. The only stigma against them, if there is any stigma, is that they are little.

So today in talking to you I feel a lot better talking to you as little businessmen rather than as cheesemakers for I, too, am a little businessman. I own my little business in Wisconsin just as you own yours and, therefore, I like to think that I am on common ground with you.

Here in Wisconsin we have about 1,600 cheese factories, all trying to survive and compete with large corporations. Most of these cheese factories are family-owned and represent their life savings produced by long hours of work. Pitted against these 1,600 little businessmen and families are a few large corporations whose only thought is to put them out of business. It is only natural that a family, whose entire fortune is invested in a cheese factory, would worry about their future. Therefore, when a very few large corporations start purchasing cheese factories in Wisconsin it could be expected that these families would worry about their future security. They know, only too well, that they have little chance to survive against large corporations with assets running into hundreds of millions of dollars. It, therefore, follows that these little businessmen and their families are worrying these days about their future and I, personally, do not blame them for worrying. I, too, am doing a little worrying as one of the small businessmen of Wisconsin.

A year ago I predicted, in an advertisement in *The Cheese Reporter*, that the big dairy companies were about to take over control of the entire Wisconsin cheese industry. How true that statement was is proven by the fact that the very things that I predicted a year ago are now happening. Cheese factories in Wisconsin are now being purchased or leased in a wholesale way by, at least, two large dairy corporations and, no doubt, this is only the opening shot of taking over complete control of the largest milk producing state in the Union.

In a full-page advertisement appearing in *The Dairy Record*, published in Minneapolis on October 18, 1944, one of these large dairy companies announces to the public that four new, large plants are now capable of handling 2½ million pounds of whole milk per day. Now I want to translate this in figures of cheese production because they are openly boasting about these large plants in this advertisement so let's bring it back to Wisconsin where we can understand it.

These stupendous figures to the layman are beyond power of vision so let's get it down to daily cheese production. These four factories, capable of receiving 2½ million pounds of milk per day, could produce 250,000 pounds of cheese per day. Let's get it down to individual plants, which would mean 67,500 pounds of cheese per day. Now you can see what is going to happen. Listen to this: Forty plants in Wisconsin, as large as those claimed by this company, could manufacture all the cheese now being produced in Wisconsin. And what is the answer? Forty of these type



plants in Wisconsin could put out of business, within a year or two, some 1,500 or 1,600 small businessmen operating cheese factories now.

Think of that, you small businessmen of Wisconsin, when one big company boasts about four plants that can receive and manufacture 2½ million pounds of milk per day. What chance have you to survive? I am not surprised that each and every one of you are wondering whether to sell out to these big corporations or to keep on fighting.

Just last week one of these large concerns announced the purchase of one of the largest Swiss cheese factories in Green County. They justify the purchase of this factory by calling it a "pilot" factory for research work. Another big dairy concern, a few months ago, purchased a factory up in Sheboygan county for research work and I have heard that recently some 12 or 14 factories have been purchased by a concern in Sheboygan. I do not know whether this Sheboygan concern bought these factories but all I know is that this Sheboygan company, according to Department of Justice reports, has been closely allied with one of the big dairy companies. Proper investigation will smoke that out later on.

It is very interesting to note that in the case of one large national dairy company in connection with the purchase of the large Swiss cheese factory in Green County, one of their employees stated, according to the Monroe Evening Times of October 20, 1944, that the purchase of this large "pilot" factory is all the plant buying that his company contemplated. The man who made this statement is not an officer of the company. In The Cheese Reporter of October 20, 1944, one of the officers of this same company also announces the purchase of this "pilot" factory for research work, but very noticeably, he does not state in the news release, that his company does not propose to buy other cheese factories. I think, therefore, that we small businessmen can assume right now that the large companies are planning to proceed with their purchase of key cheese factories as rapidly as possible. They may call them "pilot" factories during the period of purchase and they may buy them under cover, but in the end, they will all be owned by a few large companies.

Despite all this, I now predict that the future of Wisconsin's 1,600 cheese factories is brighter than it has ever been before. You now have a strong association to fight for you and these companies are not going to succeed in controlling the greatest dairy state in the Union, a state that has 10% of all the dairy cows in the Union.

Wisconsin can fight and it will fight with all its might. To you small businessmen I say today, as I said in Shawano last week, do not give up. Go right ahead and plan on improving your factories and do not sell out. Do not be afraid of intimidation and you will continue to prosper and will likewise help your farmer patrons who are working so hard to make Wisconsin the greatest dairy state in this nation.

I tell you now that there is not a big corporation in the United States that can produce cheese in any plant in Wisconsin as efficiently as you little businessmen. Way back in 1928 the Lakeshire Cheese Company of Plymouth, Wisconsin, of which I was then president and organizer, built a plant in Loyal, Wisconsin, that was supposed to be the last word in efficiency in the manufacture of dairy products. We spent plenty of money on this plant and from the day it started it lost money every month. That plant is now closed because the company found that it could not manufacture Cheddar cheese in competition with the privately owned cheese factory. In my opinion, every factory now being bought by large corporations will be unable to compete, unless they can secure special privileges.

So to all of you small businessmen I again say, go ahead with your plans. Do not worry about these large companies for, in most cases, they are poorly managed so far as production is concerned. They cannot compete with you in operating costs. You can make a profit while they are losing money. Do not sell your plants to them but keep on building for the future. Improve your plants and try to make good cheese and you will win out.

I predict that a few months after the end of the war every cheese vat in this state will be overflowing. Cheese factories all over Wisconsin will have more milk offered to them than they can possibly handle. I know that this may seem like an overly optimistic statement at this time but I can give you facts to bear out this prediction and I am sure that all of you will agree that they are sound.

All of you know that the price of butter for the past two years has been out of line with all other dairy products. Milk and cream has been diverted from the butter industry to produce cheese, evaporated milk and milk powder to meet the war effort. With the end of the war this condition will no longer exist. The demand for these products will decrease almost overnight and most of this diverted milk will naturally flow back to the creameries for the manufacture of butter.

Since the war the consumption of oleomargarine has increased enormously for the following reasons:

- 1—Oleomargarine sells at half the cost of butter.
- 2—Lower ration point value.
- 3—Shortage of butter.

Prior to Pearl Harbor most 'margarine was made from imported cocoanut oil. Since Pearl Harbor the 'margarine industry, cut off from cocoanut oil, has found new ways of manufacturing 'margarine from cotton seed and soy bean oils. Now note, both of these oils are produced domestically and, therefore, we may expect that future legislation will not be as hostile to 'margarine as it has been in the past. 'Margarine, because of its low cost, is a long-profit product. Millions of dollars will be spent on high-pressure advertising campaigns to increase its consumption in future years. Butter, on the other hand, is a low-profit item. The largest people in the industry have never been able to carry on an extensive advertising program on butter. That is why many thinking people in the dairy industry are wondering if the butter industry, after the war, can stand up under the shock of reconversion of dairy products.

I do not need to tell you men here that up until recent years skim milk has always been a by-product of butter. After the war we may find that butterfat is to be the by-product of skim milk. The 'margarine industry could not exist without skim milk. The domestic consumption of skim milk powder is increasing enormously. And to produce large quantities of skim milk, what is going to happen to the price of butterfat? Certainly, the creameries of this country cannot absorb all this butterfat if consumption of butter is to be cut into by 'margarine.

That is why I think that the cheese industry, which utilizes all the butterfat in milk, is going to have to stand a big part of the shock of dairy reconversion. Likewise, that is why I tell you today that your vats will overflow when that reconversion takes place. To me, it is one of the great problems facing the dairy industry. The "vegetable cow" is here to stay now that the vegetable fat is produced in this country and not imported.

Now just a word about Plymouth-Plus that we have heard so much about in the last two years. In the years of 1943 and 1944 Wisconsin has produced at least 800 million pounds of cheddar cheese. Under the Plymouth-Plus plan, Wisconsin has received for this 800 million pounds of cheese at least  $\frac{3}{4}$ c per pound less than the average of all other states in this nation. When you think of

$\frac{3}{4}$  c per pound it does not seem like much. You have to look at the total figures for the two years to visualize remotely what Plymouth-Plus did to Wisconsin. As near as I can figure, this  $\frac{3}{4}$  c per pound amounts to six million dollars that Wisconsin lost in 1943 and 1944. This is not hay. No one can say that six million dollars is hay.

Here we are in Wisconsin, producing the best cheese of the nation, and are penalized in two years to the extend of six million dollars. I do not blame the farmers and cheesemakers of Wisconsin for being disgusted about a situation that compels by law that the finest cheese in the nation and the largest quantity be sold at less than any other state in the nation.

Not being satisfied with having just Cheddar cheese on a Plymouth-Plus basis, a few months ago OPA issued a new order placing Limburger, Brick and Swiss on a Plymouth-Plus or Monroe-Plus basis. There is where Wisconsin stands today. Every pound of cheese produced in this big dairy state must be sold at a lower price than in any other state in the Union. I have fought consistently and so has your Association, to have this situation corrected. I am sorry to say that there is not any hope of relief. The only hope left to us is that OPA will soon pass out of existence and that Wisconsin can again assume its position of receiving a premium over all other states as we did before the war.

Before closing I wish to discuss briefly with you the War Foods' limitation order on cheese. I thought when this order was issued it might result in production of more Cheddar cheese but, in my opinion, that has not been the case. It is my opinion that the limitation order has worked out to a distinct handicap to certain foreign-type cheese. I have in mind Swiss, Brick and Muenster.

I am informed from reliable sources that in Green County the order has been intolerable. Because of the increased milk supply, most Swiss cheese factories in the state have had to close down and turn over their milk supply to evaporators. Swiss cheese factories have no equipment to make Cheddar cheese and, therefore, have no alternative but to close up their factories for a period of, at least, two months.

Unfortunately, when the limitation order was issued, it did not limit production of foreign-style cheese to definite varieties. Anybody producing foreign-style cheese could steal the quota of other foreign-type cheese factories. As a result of that error the Italian cheese industry has stepped into the Dodge County area and taken over in a large way, the quotas of both Brick and Muenster. Because of this error, Brick and Muenster are now practically off the

market. I, therefore, feel that the limitation order has worked out badly as far as the well-known varieties of foreign-type cheese is concerned. It is accomplishing nothing but reducing consumption of Swiss, Brick and Muenster.

After giving all of this consideration, I am now prepared to recommend to this meeting that the limitation order on cheese be annulled as quickly as possible, excepting only, cream cheese. I do not think that the cream cheese should be released from a limitation order due to the present shortage of butter.

Now just one more word before I close. I wonder if the future of the dairy industry does not lie in the segregation of the several branches of the industry. I like to think of the Carnation Milk Company, when I say this. This big company, from the day they started, have confined themselves exclusively to production and promotion of evaporated milk all over this country.

"They pioneered evaporated milk for infant feeding and opened up one of the greatest markets we know today. This company, which I use as an example, has not bothered with making a substitute dairy product but has plowed steadily ahead and very successfully, with just one product, evaporated milk. They have specialized in this one product and have been successful because of that policy. I, therefore, am wondering if future legislation should not compel large corporations to specialize in one product in the future. Personally, I think a better job could be done by corporations if they were confined to a single dairy product rather than to consolidate all phases of the industry into one large corporation. To me, it seems that is the solution of the problems that confront this dairy industry and I, personally, would like to see more big companies pattern after Carnation Milk Company.

**PRES. KOPITZKE:** Don't run away folks, we are going to have a demonstration of packaging cheese and after that again there will be some door prizes given away. The people who are taking part in this are L. H. Jones, of the Goodyear Tire and Rubber Company, Charles Kropp, Jr., of the Candy and Company, and Paul Hultkranz of the Milprint, Inc. It is a pleasure to present them to you at this time. Mr. Wegner couldn't be here. The first gentleman to speak to you is L. H. Jones of the Goodyear Tire and Rubber Company.

**DISCUSSION:** Packaging of Natural Cheese.

**MR. JONES:** Mr. Chairman, members of the Wisconsin Cheese Makers' Association and visitors: I think perhaps before we start

our talk, perhaps everyone would like to stand up and give a stretch and sit down. Would you like to do that?

Now perhaps we had better get started, because the sooner we do the quicker we will get rid of this performance. We are mighty happy, or at least I can say for myself, I am mighty happy and also highly commended to be permitted to speak before your assembly, especially when it comes to the importance of cheese making in the state of Wisconsin. I don't want to speak for the other members; they can speak for themselves. So I will turn it over to Mr. Kropp.

MR. KROPP: Mr. President, fellow members: The packaging of small cheese has not been a new idea. I can recall back in 1934 when certain individuals tried to merchandise something in a small unit. At that time we found there were very few things in the line of a paraffine or wax or paper that would protect this little piece of cheese from molding.

After experimenting and developing materials from different compounds of wax, we finally did develop a small unit and did merchandise it very successfully. At that time loaf cheese became very popular, the 2½ pound processed loaf.

In order for a man to develop a small unit of cheese, regardless whether it is cut from a rindless cheddar or a cheese from a hook, he has to get his materials together and play around with it, just like everybody else does before he can possibly ship any of that out. It may lay in the store even two, three or four weeks.

In building a small cheese it requires different plant accommodations. If you have the equipment it will make a difference in your rooms; you have cooling units, and keep the air out and continually changing of things until you can really keep your stuff, from the cooler and back into the cooler, without sweating.

Mr. Paul Hultkranz has about eliminated some of these things.

MR. HULTKRANZ: This thing was supposed to be more or less a round table discussion. We don't have enough mikes and we couldn't all talk at once, so we are changing our plans a little bit. We want to, before we get through, have all of you enter into this thing. There are a lot of problems that you have been thinking about. Everybody is thinking about packaging cheese and we probably will not cover the whole subject, and then a little later have questions.

The idea of packaging is nothing new. We have packaged everything you can think of aims., and it is packaged first for pro-

tection. That is probably the first thing anyone will look for when they think about packaging the item they manufacture.

The next thing is identification. Without packaging you have no identification. Until somebody christened me and gave me a name, I was just a child. With my christening they called me Paul, and I go through life identified as Paul. You can do the same thing with your package, and I think that is the important thing that you give it identification.

Everybody in their own mind feels they are making the best, and unquestionably Wisconsin makes the best cheese that there is. They make the most of it. However, how many of you when you go to the store pick out Paul's cheese. You go and buy cheese, but immediately you lose the thing you have been striving for, the thing you are proud of, the thing you are jealous of, and that is your ability to get the best cheese. I think that there is no measure as to what is the best cheese.

In selling or in making cheese you are trying to make a product that tastes good. Now, if you have been successful in making that product that tastes good, then why don't you say that is Paul's cheese. It is always the same. That is the way it tastes.

The art of packaging is something Mr. Jones is going to talk about. The value of packaging is something I would like to put over to you, and it is the advertising. Packaging with your name on it is advertising. A lot of companies today are spending big sums of money to advertise. Nobody can deny that, but can you tell of a better way to advertise your name than to put it on the actual package that lays on the counter in thousands of stores all over the country. In doing that you get point of sale advertising, which is the most valuable of all kinds. A billboard is swell. It reminds the consumer on the way to the store that there is Paul's cheese. It is good, but when you get to the store where the consumer is going to buy then if you have got your cheese identification — we are speaking of cheese, whether it is cheese, macaroni or what it might have been—when you get to the store or the consumer gets to the store, he sees Paul's cheese and knows that is the one he wants.

You have the power to tell the consumer what you have to sell or what your product is, if you will print it or write it on the wrapper,—if you will package it.

You take the day of the big cheese as we know it, as they stand in the store and they cut off a piece every time somebody wants it—that day is going very fast. There are very few things today that

don't go to the point of sale, packaged at the point of sale. This will give an opportunity for every factory, I don't care how big you are or how much your production is. You can take and identify your product, merchandise it, package it, and sell it for more money. I think that the end result of all our efforts is the same. We are all striving to make a good product and to make money. I know very few people are in business for the same reason that they go fishing. A fellow likes to go fishing but you are all in business to make money and I think that you have ahead of you an opportunity to open up new fields, and to become individually known, not as a cheesemaker, but as the manufacturer again, if we can say, Paul's plant, and the whole world is at your feet, because this proposition of packaging cheese is comparatively new.

Charlie Kropp knows in his many years of experience that fellows started packaging long, long ago, and a lot of you people in this audience know more about packaging than I can tell you, but from the standpoint of an industry as a whole the packaging of natural cheese is in its infancy, and you can start today. You don't have to wait until tomorrow to lay your plans and make your arrangements to put your name on it as an individual.

I heard here one of the speakers just a short time ago encouraging you men to carry on, to continue. I don't think you have to be encouraged to carry on or to continue. I think you have got an inspiration ahead of you. You have got an opportunity that is wide open. There is nobody going to sell you out of business. If you take and stand on your own, your name and your product, and the effort of packaging it, you can't help but go forward. There is so much that can be said about packaging.

Prior to the war we had ideas that were almost fantastic. The big gag was at one time they were going to deliver all babies in transparent material and keep them fresh. Well, maybe there is an idea. It just keeps one mindful of how conscious everybody is about packaging. Which one of you people that go down to buy cigarettes will go down and buy cigarettes out of a basket or box or take a handful. Start with cigarettes and go down the line through most anything you can think of. If you want to know what that product is, who is behind it, and what it has been before, and by the same reason if you will do that with cheese, you have got a place in this thing. Believe me, the time is coming quicker when they are going to quit selling cheese unpackaged. That is true.

MR. JONES: The making of package cheese brings up a multitude of questions. These questions embrace separate categories,



and those categories are best named after groups, the questions and their relationship to each other.

Let's assume you are starting off and you can handle the matter of preliminary questions and plant facilities. Let's assume we are up to the point where we have to consider making the package. Immediately to mind will come the size of the package or the number of sizes of packages which you intend to have in your line. Then will come up the wrapper, most of the brands just talked about. The identification that is needed on the printed matter, colors and make-up, and so forth. Then will come up your merchandising plant and such matters as the machinery you need in your plant; machinery adapted to the wrappers or protective covering on your cheese, and also adapted to the volume of the business you intend to carry out and then will come up legal questions. We put them last, because right today they are probably the most important, the law questions.

I happen to know at this very time two very well qualified men in the Department of Agriculture at Madison are engaged practically full time in setting up the standards by which you will be guided in the making of natural cheese packages when the war is over, or when natural cheese packaging might be resumed earlier, if OPA regulations are altered to permit of that legal phase of the situation, which will be mighty important. I have reason to believe having worked with these men in Madison, and when restrictions emanate from that source they will be very ambitious in the cheese industry, and they will be very helpful to each other and to every one who intends to go into the packaging of cheese. And I have an idea, too, that important help and much help can be had from the department in the matter of having to do with setting up these standards by consulting with the Head of the Dairy Division, the Division of Markets, representatives of the Weights and Measures and those in the department who are concerned in the administration of Wisconsin's laws that have to do with foods, and packaging and merchandising of them.

Now we get down to the package and we have a problem on our hands which is to protect the contents of that package so that they can ride out in commerce and be displayed and be sold safely, and so that they won't start back with great loss, because in history natural packaging business is filled up not only with a lot of pleasurable experiences but bitter experiences which runs into five figures.

So then let's consider what the problems consist of. The things we have to contend with stem from the characteristics of the product. We all know natural cheese tends to mold. We know it dries.

up in any atmosphere which is less moist than the cheese, and as it dries out it loses weight and texture and becomes unattractive as food.

We also know that natural cheese boils out in all temperatures at 60 degrees or higher. Therefore, we must protect against that somehow or other. We must carry that through with our retail clerks and those who handle it so that they will treat it properly. After we have found out these problems we must solve them in the packaging of the cheese and the men who sell the packaged materials. The men who actually call on the factories with those materials for sale, those are the sources for information, and if you will put yourself into their confidence they will show you how best to make the package. Always mindful of the fact that they know the peculiarities of the products that they recommend that you use, and therefore they are mighty apt to know some reason why it should be done this way rather than some other way you might think it be better to do it.

After that, as Mr. Kropp says, there should be a room for this package, and after the war is over and after we get down to making a package of cheese, let's go down to the room and clean that. Let's disinfect it thoroughly and paint it and clean it out. Let's arrange for adequate ventilation without drafts and let's arrange to have it very well lighted, and then let's resolve daily to clean that room and disinfect it because only in that way can we know that we can maintain in the package after it leaves our place the kind of quality the state standards are set up. Then let's keep in mind this: that a man's habits are no better on Wednesday perhaps than they are on Monday, and therefore, let's make it a habit to watch this problem from the very start. Cleanliness begins at the intake and continues throughout the making of the cheese, and continues throughout the curing room. And let's see that the curing room is kept as clean as the packaging and finally, let's all resolve every day we can look into that room to start the day's work to maintain the high standard of cleanliness from the word go.

I thank you, gentlemen.

PRES. KOPITZKE: I certainly want to thank Mr. Kropp and Mr. Jones and Mr. Hultkranz. You certainly have been very attentive and I imagine the situation is getting very hard. But first we will have the drawing of the door prize and that will end our session until tomorrow morning at 10:30. This prize will be a \$25 bond from the Wisconsin Cheese Makers' Association, provided the winner is in the room.

The following names were drawn for this prize:

O. R. Thompson, Rib Lake. (Absent)  
Lester W. Stolzman, Hilbert. (Present-winner).

MR. MOONEY: The former prize was awarded by the Northern Produce Company.

#### FOURTH SESSION, THURSDAY NOV. 2, 11 A. M.

Door prize of \$15, donated by Northern Wisconsin Produce Company, Manitowoc, was awarded and the following names were drawn:

Walter Schmidt, Sheboygan Falls (Absent)  
Adolph Brick, (Winner)  
Eversharp Pencil  
Ruben Laack, Brillion  
C. F. Grundeman, Kewaskum  
Emil Ponzer\*  
E. W. Marten, Spencer  
Herbert Mueller, Shawano\*  
Harry Laack  
Len. Kopitzke, Marion\*

(\* Winners)

PRES. KOPITZKE: This afternocn, folks, at the beginning of the session there will be another ten dollar door prize given away. I wish you would cooperate with me and be here on time. There are a lot of us have to make trains.

Friends, we will get along with our program now. Our first speaker I think most of you know, is a man very much interested in Italian cheese business of Wisconsin, and I understand he makes some very fine stuff. He promised to send me a piece but I never got it but I imagine we will get it some time. He also works on one of our committees and it has been a pleasure to work with him. He is none other than Attilio Costigliano of the Stella Cheese Company.

#### ADDRESS

Attilio Costigliano, Stella Cheese Co.

President Len, fellow members, friends: There was a minister once who was called upon to deliver an address from the pulpit.

This happened in the upper peninsula of Michigan, and I was there with a very dear friend of his during the course of the morning and during lunch.

The speech was to take place during the afternoon. The minister didn't eat lunch. I did not know him so well, so I could not ask him for the reason why he was not eating, but my friend who was his intimate friend asked him. He says, Reverend, why don't you eat.

He said: I am going to make a speech this afternoon and I want to have a clear mind.

So, in the afternoon he made this speech. We got together again for supper. He had an excellent appetite and during the course of the dinner my friend said: My dear friend, you could have afforded this morning to have not only one lunch but two.

Well, this morning I got up not too early down at the farm, and my wife was in a hurry to get to Milwaukee to shop. So she prepared no breakfast, and I am here before you, trying to get this thing over in a hurry so that I can go out and have lunch. So if I don't make a speech but just ramble around, you will know it is because I didn't have breakfast.

I generally don't prepare speeches because Governor Warner of Michigan, whom I happened to have known many many years ago, one day being called upon to make an address at a very important political convention stated this: You gentlemen think that I am a speaker. But I am not. I am the Governor of Michigan, and a cheesemaker; and I frequently have thought that was a glorification of our colleague.

So I am no speaker, and I hope you will give me the honor of calling me a cheesemaker.

I was very sorry that I was not able to be here yesterday and the day before, but from the reports I have received You have had an excellent convention.

At this time I believe it is my pleasure, first of all, to thank President Len, Secretary George, the members of your board of directors, for having extended to me the invitation of talking to you today. In the second place, to extend my congratulations for the success of this convention.

I have attended the conventions of the Wisconsin Cheese Makers first as an outsider, then as an observer, and during the last few

years as a member, and I have noticed with a great deal of pleasure that the tune, the purpose, the atmosphere has changed an awful lot.

I remember way back ten years ago, my friend John would come down here, and my friend Jim would come down here for the purpose of getting together once again to renew old acquaintances, to get the drift of the industry, and more particularly to fraternize on this particular occasion. Well, generally conventions were of that nature throughout the nation, whether they were professional, trade convention, or not—of course, not political. But during the last few years conventions have become something different. We have come to understand that it is necessary to chart the seas on which we are going to travel and the purpose of the convention is to do that charting. And I hope that out of this convention there will come a problem for action for 1945 for all of us.

It has been my pleasure during the last year to make some very small but—I would dare say very sincere—efforts toward the welfare of this association, and the cheese industry in general; but particularly it has been my pleasure during the last two years to have a close and direct and personal association with your president, Len. As you know, he is a member of the advisory committee to the War Price Administrator, and to the OPA, and because of that we have met at Washington and in Chicago many times. And I want to tell you this: There is one man, that no matter what kind of wind blows, whether it is a sixty mile an hour gale, or whether it is a breeze of spring, he doesn't change. He is there to protect your interests, my interests, the interests of the cheese industry in Wisconsin, and the interest of the cheese industry of America.

I have had many things to do with George for the last twelve years, and I remember this, in the old days of the NRA, I came to the Midnight Club of Chicago with Mr. Frigo one morning and while this morning I didn't have time to have breakfast, that time I didn't have time to shave. I came there in my working clothes, and George and Bill Huber were there, but out of the entire bunch representing the cheese industry there, there was only one man that greeted me and that recognized me, and that was my good friend, Harry Hoffman. So it was necessary to break through the outer wall of the cheese industry of America.

So I went to George. I said, my name is so and so, I represent the Stella Cheese Company, and here is Mr. Frigo representing the Frigo Brothers Cheese Company. We would like to have the opportunity of joining with you in writing this particular order, or rather this particular—they used to call it in a different way—what was it, George?

Mr. Mooney: The Cheese Code.

So George said: Before you can join this association you have to have your code. I said, how long a time have I got to write this code. This was twelve o'clock. You have got to be here with your code at one o'clock. So I got Mr. Frigo over in the corner, and I said, Louis and Pasqualle, what are we going to do about this code. Well, he said, what does it mean. It means that we have to put ourselves in a straight jacket. We have got to do something about the cheese industry, and we must make the nation know that we are cheesemakers and that we produce good cheese, and we want to do the ethical thing in the cheese industry. That is all it means.

Well, it ought not to take too long a time. So we got a public stenographer and George gave me the code of the cheese industry, and so armed with those instruments we went to a public stenographer and at 1:15 we came back to the club and I said to George, here is the Magna Carta, you can have it; it is the code of the Italian cheese industry. I am not bragging but I am just telling you, to get this code over in Washington today does not take an hour and a half but takes a year and a half. That shows what it means when you are up against the wall, you have got to do it and you will find me doing it, and we did it.

Well now, of course, during the last twelve years if I have not made that penetration at that time, maybe I wouldn't be here to use your time but I hope that something will come out of the few things I am going to tell you today.

Yesterday my secretary asked me if I had my speech written. The Cheese Reporter had asked me to send a copy of the manuscript. Well, I said to my stenographer-secretary, I said—This reminds me of another story.

Once I went to Rochester, Minn., to attend a very important meeting, but this was supposed to be just a very personal and certainly not a large affair, but when I got to Rochester I discovered that Plummer Hall in the Rochester Clinic was full of people waiting for a few words from me. When I entered that room, Charlie Mayo and Bill Mayo were at the door. They greeted me, and asked me if I was ready. Ready for what! These people are expecting a speech from you. So they took me up to the platform and Bill Mayo was on one side and Charlie Mayo on the other and I looked at all these dignified doctors, beautiful nurses, newspaper reporters, photographers and what not, and I said, what am I going to talk about. So I had to do the thing I did this morning while a

very good friend of mine was driving me from the farm to Milwaukee. The radio was going and my wife was talking to him and I was scribbling down the speech which I am going to give you now. So I am just giving you the reason why this speech is not going to be a tremendous document or tremendous speech.

The historian of the Rochester clinic came to me and asked me for a copy of the manuscript. I said there is no such animal. You go and ask the Associated Press and you will have the most correct version of my speech, and that was that. So whether the representatives of the press are here, I don't know, and the thing I am going to tell you does not fear any kind of publicity, and we welcome the largest possible publicity, not because I am talking but because of the things I am going to tell you.

I do not believe that a cheese industry of the nation has ever in its history gone through such a terrific year as we have had so far in 1944. I do not know of any year, and I have been in the cheese business since 1917, and I have traveled the country over. I do not know of any year in which the cheese industry generally has faced so many problems as it did face in 1944. They were of all kinds, coming from all angles and from all sources. Some of these problems, a very few of them, were within the scope of our industry, and the solution of these problems were to a small extent left to our effort and to our judgment, but most of these problems and most of the difficulties which we did face during this year, came from sources entirely new to us. We did the best we could and I want to compliment the Wisconsin Cheese Makers' Association for having answered at all times the call of emergency that came, not once but many times during the year; and again I want to tell you that if you go through the record or the performance of your good president, you will find that those problems remain close to his heart. He gives to them the best of his consideration and attention and effort, and if we are as we are today, and no worse than we are—God knows we are bad enough—it is because of some of his efforts.

We met in Madison many times, and I want to tell you here now, I am not a politician and I am not speaking politics, but the stand taken by the good Governor of the State of Wisconsin insofar as the cheese industry of the nation and the cheese industry of Wisconsin is concerned, deserves recognition and it deserves our appreciation and it further deserves, I would say, our enthusiastic support.

The Commissioner of Agriculture and Markets, acting upon the suggestion of the Governor, was at our elbow at all times. They assisted us in every way possible. They put at our disposal the

legal department; they gave lots of their valuable time to us. They kept us posted on many things and we naturally feel that Commissioner Button and all his colleagues are deserving of recognition and appreciation.

But so far I have spoken of the past. We have before us the most portentous, the most difficult year that the industry generally has ever faced in its history. Here we have limitation orders as far as cheese of foreign type is concerned. Straight-jackets all over, insofar as the distribution of cheese. If you move one direction you are liable to find this particular amendment. If you move in another direction you may find another section of another amendment. If you sell so many pounds of cheese you are not sure that you are going to exceed the volume assigned to that particular level; and if you sell another volume you find something else.

In addition to that we have a condition in the state that has no parallel in the history of any industry, leaving aside the cheese industry only. You have this: Here is a plant that sells fluid milk to the army. It is next door to your cheese factory, and this is in the northern part of Wisconsin. Here is another plant that sells fluid milk to Chicago. The Chicago milk shed has moved to the customary area, up to the north. So that you have a region over there customarily and historically a cheese district. Today what have you got. Have you got the competition of the cheesemakers? No. You have the competition that belongs to the next door of Chicago. You have prices that are prohibitive to the cheesemakers, no matter whether they make cheddar cheese, Italian cheese, Swiss cheese, or any other kind of cheese.

And then, what have we got. Unfortunately we have this—people go to Washington and they tell all kinds of stories, and they tell OPA a long line of story again. These people are paying impossible prices, prices that the cheddar cheese industry cannot pay.

All right, let's examine the facts. Recently I told a very distinguished member of the cheddar cheese industry at an important meeting, and that man is a dear friend of mine besides—I said: If you can prove that we have exceeded the prevailing price of the region you will have a thousand dollars cold cash, and that thousand dollars is here. Some of you gentlemen were present when I made that statement, and that man never said a word after that, because he couldn't prove it.

Now, it is those sort of things that are doing damage to us because it is that kind of language that has poisoned the minds of some people in Washington, that some section of the cheese industry is



having too much gravy and therefore they are in a position to pay prices which other sections of the cheese industry cannot pay, and that is not the truth.

Would it be more desirable if an industry went in the Rice Lake territory, for instance, in 1935, when the cheese factories were numerous, when Swiss cheese factories, Brick cheese factories, cheddar cheese factories were competing against each other, but all in a friendly way, and then be faced today with fluid milk as they roll in and control in competition in the district.

Will these people who have invested several hundred thousand dollars in the development of modern plants, who have done a job, who have placed that particular argument of the cheese industry on record and been a credit to the cheese industry generally and to the nation, be moved out because so and so sends milk to Florida, to the army, and so and so sends milk to Philadelphia and so and so sends fluid milk to Chicago?

What are we going to do. We have got to remain in that district whether we like it or not, because this is not a permanent thing. It is a temporary thing, and the cheese industry after the war will have to face again as we did before the blunt of the situation and we will be called upon to absorb a large and important part of the surplus milk which our good farmers are producing today and which they will continue to produce in the future. Now that is the situation we are facing.

I have no resentment. I wasn't born that way. I forget and I condone and I feel all those things are true in our industry and are true in all industries, but it is important to have these things present.

Now, when we think and talk about the Swiss cheese industry, we speak with respect and do you know why? Because I know Switzerland; because I know how the Swiss cheesemaker has learned his trade. Because I have seen him work in Switzerland, and because to him belongs the credit of having moved that industry from Switzerland to Wisconsin, to Ohio, to Wyoming, and to other parts of the United States. I have this feeling toward them because I have seen them work; because I know of their struggle; because I know that those people have made an important and vital contribution to the cheese industry of Wisconsin and to the cheese industry of America.

But unfortunately until a very few years ago that feeling that I have, and that I know that my friends who are producing cheese of the common variety, and toward the Swiss, the Brick, the Munster

and Limburger, and other foreign type of cheese—that feeling did not exist toward the Italian cheese industry generally. They thought we were intruders. They thought we did not belong here. They thought we were strikers. Gentlemen, it is not true.

It is easy for anybody who is planted into the cheese industry at a particular level to say, I am producing so many million pounds of this or that other variety of cheese but I have seldom seen a farmer in my life who gets up very late in the morning—I do not know what time of the morning the cheesemaker gets up, and I do not know the problems that involve the transportation of milk. The control of the milk, the control of the men in the plant, particularly during war times, and to know what it means to make a cheese today in the month of November, 1944, and sell it in the spring of 1946.

Do you know what it means to put together all these big plants and warehouses and carry on this tremendous inventory? These people don't know those things, and I wish they would come with me or would go with my friends the producer of cheese that requires a long time of curing, and see what it means to buy milk today, and be certain that that milk is of high quality, because it is your money that goes there. You don't sell that cheese four days after it is made, but you sell it three months, six months, a year a year and a half, two years after it is made. That means knowing something about what you are talking, and this is the work that I have done since 1927, to now. And if I get a little bit hot under the collar once in a while, and it has been my misfortune to be placed in that position during the last year more than once, it is because I feel that a man who has given that much interest and contribution alongside with the contribution given by men who perform and do the identical same thing should be entitled to at least the respect of the public.

I said we do not resent criticism; we do not resent even insinuation once in a while, but at this moment in which we are all assembled for this convention, I want to give credit to the Board of Directors, I want to give credit to Len and George for having given recognition to the Italian cheese industry in the State of Wisconsin. You have consulted with us, you have asked us to make contribution, which we gladly made, and we hope that this feeling and this spirit shall continue. You can call upon us for anything we can do for you for the cheese industry of Wisconsin and we will be very glad to make as many contributions as it is within our power to make.

But here again, what are we facing today? I want to tell you specifically a few things. We are facing the importation of cheese from abroad again. Let's not forget that. In one year from South America alone 19 million pounds of cheese came to the United States. South America is there; Argentina is there. I understand they are modernizing their plants. They are getting better personnel into their organization, and when the war is over we will be again flooded by cheese that comes from Argentina, where butter fat only costs 15 cents and where a good man in the cheese factory only earns \$18, and they will again be in a position to drown us under their volume of production and on export.

Incidentally, you may not know who are these cheesemakers in Argentina. What are they doing? What assistance do they receive from their own government. If you go to New York you will know that the Argentine Chamber of Commerce in the United States, the personnel of the Argentine embassy in Washington, and special delegates and missions came to this country from Argentina to protect the cheese industry of Argentina, to drum up business in the United States for the cheesemakers of Argentina.

And who are they? Gentlemen, most of them are excellent cheesemakers who used to have their industry in the Po Valley of Italy, but then when certain regulations and rules and impositions came to them, some of them very similar to the ones that we are contending with today, they looked around for a better atmosphere and for a better opportunity and they went to Argentina. So there you will find the Italian cheesemaker of the Po Valley producing no longer the specialty of Lomberto, but producing Parmesan cheese, producing some other kind, producing some bleu cheese, but they are there and these people, naturally they are interested in producing the best cheese and moving it to the United States.

Then again when the war is over, Italy will come again to this country with its cheese. But I am not disturbed so much by that for this reason; the people in the United States have come to understand that Parmesan cheese made here is as good or better than the best Parmesan cheese made in Italy. The Gorgonzola produced in the United States is as good or better than any Gorgonzola produced over there. And we have proven that the Industry in America has almost completely closed its door to this kind of cheese.

And how was this made possible? This was made possible by the endeavor and perseverance of the individuals who were thinking of their industry first and quality first, and profit after. These people have built in America a respect in the hearts of the consumers for

the cheese of their production, and no matter whether there is going to be a cheese coming from abroad, whether it be Argentina or Italy, the cheese produced in Wisconsin, the Parmesan cheese in America, the Gorgonzola produced here, the Asiago produced in Wisconsin, will still range supreme and the consumer of America will recognize that this cheese is produced under sanitary conditions, under the control of the State that knows all about sanitation and all about cheese, and it is enforcing this law, and that this cheese is an integral part of the cheese industry of America; and it is an integral part of the agriculture of our country, and therefore they will give us their support, I am sure.

There is only one thing that worries me at the present time, and that is we have in the cheese industry limitation order 92. We have in the milk industry limitation order 79. If tomorrow, perchance, I abrogated, put aside, these people who are anxious to get more fluid milk, and you know to what extent fluid milk consumption has increased—will they enter our milk territory and pay prices we will not be able to pay. But that will reflect not only against Italian cheese Industry, but against the cheese industry generally.

So if there is going to be any change in the policy of the government, I do not know if there are any representatives here or not, I would suggest that those two orders be tied together, so that the abolition of one or the abrogation of the other, will not work to the detriment of the other section of the dairy industry.

The time is getting late. I have kept you here for a longer time than I expected to. Well, in closing I want to tell you this: We are proud to be a direct and integral part of your organization. We are perfectly willing to assume whatever responsibility belongs to us. We have assumed it and we have proved it to you. All we are asking from our friends who produce cheddar cheese, Swiss cheese, Limburger, Munster or any other variety of foreign cheese, that you have for us the same degree of respect and consideration that we have for you, for your officers, for your board of directors, and for your membership, and I thank you very much.

**PRES. KOPITZKE:** Thank you, Mr. Costigliano. I am sure with such a forceful speaker on the program like that we don't have to sing this morning. We enjoyed it very much and I want to say, working on these committees Mr. Costigliano has told you about, it has always been a pleasure to work with him. Our next speaker practically all of you know him, and he has been around for quite some time and he is usually here at our conventions, and as Mr. Costigliano has said, he has been very closely connected with the

cheese industry, and I am now presenting to you our own Mr. Milton Button.

### ADDRESS

Milton Button, Director, Wisconsin Department of Agriculture

Mr. Chairman, friends of the Cheese Industry: The morning is drawing to a close after a day and a half of speeches. I am happy to see there are a few who have survived the speeches in the evening and are here this morning. I may even say that the group is larger than I expected to see when I saw the hour the dance closed last night.

You have had some very fine speeches. You have had scholarly speeches, speeches inclined to be a little rhetoric, and some of them that even had a tinge of politics, and some of them that used humor stories, and so forth. You might even perhaps characterize some of them as even slightly bombastic, but all of them have told the story, some part of the story that I have planned to tell. So there won't be very much new in what I have to say today.

We are meeting today in the midst of what is without question a most important period in the history of America.

The end of the second Great War within our memory is approaching rapidly, we trust,—and it is my earnest and sincere hope that this will be the last annual meeting of you association held under war conditions.

These are critical times—not only for the future well-being of the world, but also for the continued success and future prosperity of America's great dairy industry.

This nation's greatest dairy state—Wisconsin—has a tremendous stake in the future of the American dairy industry, and it is vital to our future welfare that the leaders of every branch of our industry do some serious thinking and planning for the post-war period.

Today I have been asked to speak on Post-war Planning for Natural Cheese, a matter which I know comes very close to the hearts of everyone who is associated with the production of this leading Wisconsin dairy food.

Let me repeat, the future of the natural cheese industry is dependent upon the future of the entire American agricultural and dairy industry and its future success depends upon intelligent, constructive planning plus hard work.

Postwar planning is patriotically essential. Just as military experts plan well in advance what they will do after an objective has been taken, so the cheese industry must plan ahead now for a peacetime food program of production, distribution and marketing.

The future must be planned in the light of the past superimposed upon our experiences in the present. We have no other guideposts pointing the way into the unknown tomorrow. Therefore, in this light, let us take a brief survey of what has happened in recent years in the dairy industry.

### **Production Giant Created**

The demands of war have brought tremendous increases in production. When America entered the war, the government set up production goals. In spite of handicaps, especially labor and machinery, the dairy industry has done a remarkable job of stepping up production. The national dairy herd has increased in size from 23,000,000 cows in 1930 to 24,926,000 in 1940 and 27,607,000 cows at the beginning of 1944, an increase of 10.8 per cent over 1940. Production of American or cheddar cheese has been increased from 509 million pounds in 1935-39 to 916,000,000 in 1942 and 753 million pounds in 1943. A production giant has been created in the dairy industry.

Now what about consumption of dairy products?

### **War Changes Food Habits**

The war has changed the food-eating habits of entire nations. Nutrition programs have been inaugurated and promoted. Vitamins and protein foods are the subject of general discussion in nutrition circles. For shipping overseas and cope with transportation problems concentrated foods have been emphasized. This trend has been particularly significant in the dairy industry where cheese, butter, evaporated milk, and dried milk, because of their concentrated nutritive value have been in great demand. Under this program with government leadership new consumers have been captured for dairy products.

But while war conditions have been developing new foreign markets, home shortages of natural cheese and butter have prevented the increased use of these two important products.

In other words, while our production has climbed steadily, the natural cheese industry has been unable to capitalize on this increased production because natural cheese has been used primarily

for exports, and in the main processed cheese has been left to feed our own people.

For this reason, the natural cheese industry in the post-war period will find it necessary to start from scratch in developing a program to rebuild its pre-war domestic markets. Of this problem, more will be said later.

### **Foreign Market Future**

First, let us consider briefly the foreign situation. To hold and increase these new markets after the war offers one of our great opportunities, an opportunity however, about which I am not too optimistic.

Correspondence received by the state department of agriculture reveals that there will be a temporary foreign market for Wisconsin natural cheese in the postwar period. Lend-lease shipments of cheese have been heavy and have had a definite influence on foreign consumption. It is probable that lend-lease will continue to demand huge amounts of dairy products in the immediate future, (1) to feed the allies and armed forces used to police Europe and fight the Japs; (2) to feed the liberated nations until they can again get into dairy production; (3) to supply food to conquered enemy countries.

Such great dairy countries as Holland, Belgium, Denmark, Switzerland, and New Zealand, however, will eventually and perhaps quickly make a recovery. The great dairy herds which have been decreased by war in these countries will one day be back in production. These peoples are proud of their heritage and will not long be content to look to America as the leading source of their dairy products.

### **Home Market Tremendously Important**

The home market still offers the best opportunities for bigger cheese sales and increased consumption. Eleven million fighting men returned to their homes with a greater appreciation for cheese, provided they have jobs and an assured income, offer a challenge to the best efforts of the cheese industry.

### **Challenge of Competing Foods**

There is another challenge facing the cheese industry in its post-war program. It is the challenge of competition. Many new foods and food products are being developed in the research labora-

tories of commercial organizations throughout the country. Competition of new foods will be the greatest in history.

How will the cheese industry meet the challenges with which it is confronted?

The cheese industry is equipped with three powerful weapons to do the job. They are:

- (1) quality production.
- (2) new natural cheese packages.
- (3) research, promotion, and advertising.

#### **Quality First Consideration**

Wisconsin has always carried high the banner of quality production. No state can produce better natural cheese than Wisconsin's best.

Wisconsin has what it takes to produce top quality cheese—soil, climate, water, land topography, and a people of the right disposition and temperament. Quality starts on the farm in the production of good milk. Quality must be continued in the factory to convert quality milk into quality cheese. Quality must be Wisconsin's first consideration in postwar planning for the natural cheese industry. Through continued quality production Wisconsin can and will maintain its position of world leadership in the cheese industry.

#### **Challenge of Packaging**

Next comes the package problem. For many years there has been little change in the sizes and shapes of cheese varieties and styles. In many instances these sizes and shapes do not lend themselves to easy merchandising. The average housewife wants an attractive package in which she can see the product without opening the package. She wants the package small for several reasons: (1) it's more convenient; (2) it can be served more rapidly and has less chance to dry out; (3) it fits her pocketbook and buying habits; (4) it has no waste in rind.

To help solve this merchandising problem, the state department of agriculture began an experimental cheese packaging program five years ago. While the problem has not been solved, satisfactory progress has been made. Approximately 75 kinds of wrapping materials have been used in our experimental work. Not all have



stood the test, but a number of them offer definite possibilities.

New methods of manufacture have been developed. New sizes and shapes of natural cheese and newer, faster curing procedures have been devised. Many valuable suggestions and contributions in this program have come from the cheese industry itself.

It was the original hope that the 20 lb. block could be cured in a wrapper and that a lighter weight wrapper could be used for the consumer package, and considerable work has been done with this size package.

### **Desired Package Properties**

Because of the importance of the wrapper, several large commercial concerns were invited to assist the department in developing a cheese packaging material which would have the following properties:

1. Prevent oxidation or drying out of the cheese surface, and keep the cheese soft and moist for long periods in both the retail and the consumer's refrigerator.
2. Be transparent to permit an attractive showing of the cheese.
3. Prevent mold for reasonable periods of time.
4. Would not flavor the cheese or permit carbon dioxide or other gasses to accumulate in amounts sufficient to cause bad flavors.
5. Would be suitable for printing so that it could carry attractive identification and package information.

It was a discouraging job, but piece by piece the parts of the puzzle were put together. At the end of two years, a wrapper had been developed and methods of applying it partially solved. An experimental sales program was attempted in Detroit and despite the fact that the consumer was totally unfamiliar with natural package cheese it had an encouraging acceptance.

### **Fundamentals of Cheese Packaging**

There were several things that the men who worked on this first product found to be fundamental.

First, the cheese must be uniform and of fine quality.

Second, the cheese must have uniform appearance and flavor.

One of the most serious problems of the natural cheese industry is the frequent lack of uniformity and the inability of the consumer to purchase the kind of cheese they want at all times and in any retail outlet.

Third, in order to secure uniformity, the cheese making procedures must be more completely standardized. There has been practically no low grade packaged cheese in the entire program when quality milk was used and standard making practices were followed.

### **Cheese Industry Takes Over**

From its inception the department's experimental cheese program was designed to help the cheese industry. Therefore, it offered all its findings to the natural cheese industry with the knowledge that the work was far from complete and that it would take years of practical manufacture and sale before the problem was finally solved.

Therefore, department executives were very happy when the industry began an active program of manufacture and sale. A number of cheese factories made thousands of pounds of this new style cheese; and in every case results were very satisfactory both from the standpoint of manufacturing and consumer acceptance.

Another development of the department's experimental cheese packaging program was the restaurant five-pound natural package. For years, serving natural cheese in the restaurants of America had been costly, inconvenient and not particularly lucrative due to high cheese waste. The five-pound process loaf was almost universally used.

### **New Natural Loaf for Restaurants**

The 20-pound block was ideal for the development of the five-pound package.

Here again the success of the natural loaf exceeded expectations. Restaurant acceptance was immediate with a large restaurant chain and dozens of restaurants, particularly in Milwaukee and Detroit, using the new natural loaf exclusively.

But when rubber went to war, packaging materials that were being used disappeared and the program had to be discontinued. However, no one questions the fact that there is a tremendous post-war market waiting for the natural cheese industry, a market which will help materially to create new customers for natural cheese.

### Packaging Foreign Type Cheese

About a year and a half ago the work of bringing foreign type cheese into the packaging field was begun by the department. From the outset, the department employees working on this new program realized that the development of a package for Swiss and Brick offered more difficulties than did the American.

On the other hand, cheese manufacturing and merchandising leaders were frank to admit that the market for Swiss cheese was seriously limited for the following reasons:

1. Unwieldy wheels ranging in size from 125 to 225 pounds.
2. The rapid drying of the cut surfaces.
3. Heavy rind.
4. High merchandising costs.

Here were handicaps that limited sales of Swiss cheese principally to large specialty stores with rapid cheese turnover.

### Progress With Swiss and Brick

During this period interesting progress has been made with Brick and Swiss. Hundreds of packages of Brick and Swiss have been made. Much work has been done in manufacturing procedures. Packages of both Brick and Swiss have been made which have met the following four tests of a successful package:

1. No mold on the surface developed in lengths of time far beyond the usual period between manufacture and sale.
2. Developed no off flavors, at the same time retaining all surface characteristics of the shelf-cured cheese.
3. Developed satisfactory body, and in the case of Swiss good eye formation.
4. Made an attractive small package, uniform in size, shape, and flavor.

The work done by the department during the past five years is offered to the Wisconsin cheese industry as a needed contribution to postwar natural cheese manufacturing and sales procedures. Much remains to be done—improvements that large scale manufacture will bring.

### **New Packages Significant**

It is our sincere belief that the new natural cheese package will create countless new customers for Wisconsin natural cheese; that it will permit successful merchandising of natural cheese of nearly all types in both small and large retail outlets, and it will have a profound and far reaching influence on the entire future of Wisconsin's cheese industry.

The implications of the new packaging program are tremendous. One of the most important is that it will offer to our dairy farmers and cheesemakers additional opportunity to control the marketing of their own products. The new markets, both wholesale and retail, will offer them a new independence and will give new financial incentives to the quality milk producers and cheesemaker. This new natural cheese package is easily adaptable to a price premium for a superior product.

And finally, promotion is the third weapon with which the cheese industry is equipped to capture and hold new markets for increased cheese production following the war. Promotion means a continued and widespread advertising program. Promotion means constant research to develop new products and new packages and to bring to public light presently unknown nutritional values.

No industry can long survive without a planned promotion program. Competing foods are using this means of increasing sales with telling effect. The cheese industry cannot afford to stand by and let the parade pass. The cheese industry must lead the parade.

The promotion work so well begun by such organizations as the American Dairy Association, the National Dairy Council, and the dairy promotion division of the Wisconsin State Department of Agriculture must be continued, encouraged and expanded with greater vigor than ever.

The State Department of Agriculture realizes that postwar problems are problems of the entire dairy industry. We cannot solve the problem of cheese production and consumption apart from the same problems in the related dairy industries. We do recognize that the time is ripe when a definite program must be worked out, a program which has the support of the entire industry — the cheesemakers' association, the cheese manufacturers, and the dairy farmers. Our problems are mutual and the future is as bright as we make it.

In most dairy states there are two gold standards upon which

the prosperity of the dairy industry is grounded. These two are fluid milk and butter. Figures for the nation show that approximately 45 per cent of all milk produced reaches the consumer in the form of fluid milk and 33 per cent in the form of butter. This accounts for 78 per cent of the milk produced.

But in Wisconsin it is our good fortune to have another gold standard, our great cheese industry, a third strong foundation for our dairy prosperity. The figures for 1943 show that where fluid milk used 20.6 per cent of our total milk production, and butter 16.7 per cent, natural cheese manufacture absorbed 36.6 per cent of our entire production—practically as much alone as the other two gold standards combined.

In view of these impressive figures I want to repeat: In natural cheese lies the hope of the Wisconsin dairy industry in the approaching postwar period.

Let me give you, as representatives of the cheese industry, a pat on the back. According to the federal government, cheese was the Victory food that in the time of crisis did more to feed our armies and alleviate hunger among the civilians of our allies than any other food.

Our cheese industry has written into the annals of a fighting nation a record of production that may never be equalled in world history. The sacrifices and patriotism of our cheesemakers and dairy farmers are bringing victory just as certainly as are the soldiers who are closing in on the German and Japanese empires from every side.

And so, with every confidence in our great cheese industry, I face the future of the entire dairy industry in the approaching postwar period with growing optimism. We will have our problems, we will have serious situations to face, but we are better prepared to meet them than many dairy states — largely because of the strength and intrinsic soundness of Wisconsin's natural cheese industry.

Before I close, there is one more thing which I would like to impress upon you. And that is the need for a strong, virile, active cheesemakers association. Any industry that uses 36 per cent of the product of 2,300,000 dairy cows should have a dominant voice in formulating the present and future dairy policies of our state. I have welcomed the continued growth of the Wisconsin Cheese Makers' Association and have been happy to sit with you at your council-table in the preparation of plans for the future of our industry.

I believe that the leadership of your organization has a splendid grasp of the entire dairy picture. They see the need of the industry as a whole and are formulating constructive plans for the Tomorrow which holds such a bright hope for us all.

But,—unless these men are backed by every cheesemaker in our state,—unless they speak for all of you, their voice lacks the ring of authority which is so essential if they are to be able to carry out their plans. The responsibility does not stop with your leaders. For every Moses leading his people through the wilderness of trial and difficulty there must be an Aaron who can sustain his tiring hands. That is the challenge to us in the ranks, to keep this organization growing, to maintain its close contacts with the taproot from which it springs, and to make it a present power and the cornerstone of an aggressive postwar dairy policy.

In closing I want to do two things. First, I want to congratulate you as good soldiers of production who have won a tremendous victory on the food front. And then, I want to offer to you every facility of the Department of Agriculture in furthering the growth and development of Wisconsin's great cheese industry. Call upon your department. We sincerely believe that our job is to work with you and to help build our dairy empire!

PRES. KOPITZKE: Thank you, Mr. Button. We certainly do know your facilities have been available, and we appreciate it very much.

Now, the ballot box will close at 2:30 this afternoon and we will try and call our meeting promptly at 1:45, and I would like to now appoint the tellers.

O. R. Thompson, of Rib Lake. Is he in the room?

Walter Mueller of Mt. Horeb,

Atlee Maedke,

Jake Muetzenberg.

Let's try and start promptly at 1:45. Thank you for your kind attention, see you this afternoon.

**Fifth Session, Thursday Afternoon, November 2**

A \$10 door prize was awarded and the following names were drawn:

W. S. Wuetherich (Absent).

E. F. Horn (Winner).

**PRES. KOPITZKE:** The first subject for discussion this afternoon I notice is post-war planning. It is just a little after two now and at 2:30 the ballot box will be closed. I don't believe there will be any more voting done. I see we have some men with us here that are with us practically every convention and have been around for a long time, and I am going to ask a couple to say a few words. I see we have our good friend Paul Donovan here with us from the Wisconsin Cheese Exchange. He has always had a good word for us and for the association and I would like to call on Mr. Donovan and have him make a short statement.

**MR. DONOVAN:** Thank you, Len. If you don't mind, I will get up here where I can look at them and they can look at me. The cheese industry as such owes a debt, and a very deep debt to the Wisconsin Cheese Makers' Association. It has been my privilege to have been associated with the Wisconsin Cheese Exchange and in the capacity of attorney for a number of years. We have gone through some trying times, including a trial of nine weeks in the federal court of Chicago and during that time when the going was really tough, and the Wisconsin Cheese Exchange and those of us who believe that the Wisconsin Cheese Exchange has a part in the cheese industry in the State of Wisconsin, had the whole-hearted cooperation of your President, Len Kopitzke, of your Secretary, George Mooney, of Horace Mulloy and all the rest of you men who have done so much to make the cheese industry of Wisconsin what it is.

I am only too glad to be here and publicly announce the debt that we owe to you and to say to you on my own behalf, and certainly I can speak on behalf of the Wisconsin Cheese Exchange, when I say if at any time any of us can be of any service to your association, to your officers, or to the cheese industry of the State of Wisconsin, it will be our privilege to have you call on us and we will be only too happy to do whatever we can, how little it may be.

**PRES. KOPITZKE:** Thank you, Paul Donovan. We are always glad to have you with us.

MR. DONOVAN: I am always glad to be here.

PRES. KOPITZKE: Besides Paul Donovan we have another fellow from the Wisconsin Cheese Exchange, its president, also a gentleman who has so much interest in the Wisconsin cheese industry. About a little more than a year ago when we had possibly six or seven meetings in Chicago, Mr. Leffler was at every one of those meetings, working hard and putting in long hours and putting in something feasible for the cheese industry. I am going to ask Bob to say a word or two.

MR. LEFFLER: It won't be necessary to come up there, will it? I haven't a very powerful voice. Mr. President and Wisconsin cheese makers: This is entirely impromptu. I just came up on the elevator and the man says, they are calling for me inside. As your president said, we have worked with the association in the past year or two on many matters which have come up. It has been a great pleasure and it has been the policy of the Exchange when a matter of importance to the industry comes up, we will do whatever we can for the industry.

PRES. KOPITZKE: Thank you, Mr. Leffler. We had another gentleman with us who has attended a great many of our conventions, most of them for a long time, and I am certainly happy to have him with us this year. He is a fellow we had quite a lot of doings with and he has always had a warm spot in the heart of the cheese makers and I am sure it is a great pleasure indeed to have Mr. J. W. Moore get up and say a few words.

MR. J. W. MOORE: Mr. President and members of the Association: I enjoyed meeting with this association—always did and I surely do now, and glad to note the great progress we are making now and hope the cheese makers' association will be what we hope it to be for a great many years. We congratulate ourselves on the membership and the support they have given.

I have been connected with the dairy industry for quite a number of years. The first was in 1896. Had a great deal of experience in that line, and it is encouraging to see how cheese makers and the whole organization has backed the industry with the uphill job they have had during the war. I can't imagine an industry that has been given such poor consideration as ours during this time.

I enjoyed being here and will enjoy being here in the future. I feel more at home in the cheese room than any other place I have ever been. Thank you.



PRES. KOPITZKE: As I said, we have a subject here for discussion, post-war planning and Association activities for the coming year. Would anyone like to say a word on that? If not, we have here one of our directors who is also a member of the Board of Agriculture, and maybe he could start off a little fireworks on this post-war planning.

MR. E. F. HORN: Mr. President, in a way what little I have to say won't take but a minute. I have talked with all the officers of this organization and I was glad to see such a crowd as we had yesterday. The registrations were wonderful. The people who attended were very helpful in proposing things we should do and what we shouldn't do, and I am quite sure that the seed that was planted September 18, 1942, will grow and keep on growing.

PRES. KOPITZKE: We have heard quite a bit about post-war planning in some of the speeches in the past few days, and I guess we all admit one of them is to make a good quality product after the war, and another is to see that we get out and find a market for it. I agree with Mr. Button when he said this morning, the main thing will be to increase that consumption right here at home. I am sure if we all put our shoulder to the wheel we can increase our consumption here to something what it is over in the foreign countries.

I am looking now at Otto Andereg from New Glarus. He knows all about Switzerland. Do you think I am right, if we get down to business and they take those points off we can possibly increase it to eight or ten pounds?

MR. ANDEREGG: I haven't got much to say, but in behalf of the foreign type cheesemakers I want to thank you officers of the Wisconsin Cheese Makers' Association for the help they have given us in different problems that we have had. Thank you.

PRES. KOPITZKE: We certainly want to thank you for your cooperation. And if you are going to hold that annual meeting down there in Monroe, just let us know when it is, we will be down there.

I just got a telegram here, "Greetings, unable to attend. Present motion retaining state grading on Swiss as has been practice. Instead federal grading due to greater expenses to producers." This telegram is from Albert J. Gafner. How do you feel about that? Aren't you on the resolutions committee?

MR. ANDEREGG: State advisory committee.

**PRES. KOPITZKE:** You are on a committee of our association, but when will it be the best time to bring up this telegram to see if we can do something about it? Would it be a good time now? Will you look at it and see whether we want to take any action on it? Now, is there anyone else who wants to say a word or so on post-war planning? Mr. Bleuer, what about you, president of the Southeastern Association.

**MR. BLEUER:** I am happy to come down and meet all the cheese makers. We had our convention last week at Beaver Dam and I met some of you over there and it is nice to meet you over here again. As far as the post-war planning is concerned, I am not much familiar with whatever we have to do. But we should do the best we can.

**PRES. KOPITZKE:** Thank you, Mr. Bleuer. I want to say I attended their convention and they had a very nice crowd and nice convention. That also goes for the Central Wisconsin Association and their convention last week at Marshfield with an overflow crowd. And the Northeastern and Southwestern also had a good convention at Boscobel and Shawano. We have got about ten minutes to go yet. Well, I think the ballot box could be closed now. There is nobody out there voting now, if these tellers want to get busy and count the ballots, just so we can keep rolling along. We do have time for some more discussion on this post-war planning. If nothing else, we will have to call on Mr. Mulloy.

**MR. MULLOY:** Mr. Chairman, ladies and gentlemen: On post-war planning I want to say just this. We have got a fine organization now. There are plenty of possibilities for increasing its membership and even making a bigger and better organization. I want to throw this suggestion out. As a post-war planning project I would like to see a reorganization of all the different cheesemakers associations in Wisconsin. We have several regional organizations and several more county organizations. I would like to see the regional organizations expanded, built up and made stronger and the county organizations that now exist work out into additional regional organizations, and then I would like to recommend that we have a meeting in each one of those regional organizations at least once every sixty days with a determined effort to get every cheesemaker within the area of that regional present at this meeting, to put on an educational program that will take care of his interests in the post war conditions that we will have to meet, and I would also suggest that at those meetings we do not overlook the importance of having the farmers in that area or at least several farmers from each cheese factory present at those meetings and educate those farmers

to the value of retaining the local markets that he has enjoyed for his milk at the little cross road cheese factory for 80 years. That is my suggestion for post-war planning.

PRES. KOPITZKE: Thank you. That was a good suggestion.

MR. EDGAR PETERS: Mr. Chairman, ladies and gentlemen: This post-war planning, as I look at it, we have to make up our minds to do a number of things. One of them is to increase the growth of our organization, because only in an organized effort is anything going to be accomplished which might help all of us. One of our jobs is going to be to maintain a higher standard of quality products than we had up to now. Competition is going to be keener after this thing is over, more than it ever has been before in our history. No doubt you are going to have to have something better than the next man, otherwise his product will be sold and yours won't. That is one job. I think we can do that through an organization such as ours, and also through an organization like the American Dairy Association. Some of you heard Milo Swanton yesterday and you know the work they have been doing.

Another job I think we are going to have to do is to maybe get rid of some of these alphabetical headaches that we have got. That is one of the jobs that I think we are going to have a little fun with. We have had these alphabetical headaches now for a couple years, and I don't think they are going to step out unless we kick them out. We can do that better with an organization than we can individually. Individually we will never do it. That is about all I have to say.

PRES. KOPITZKE: Thank you, Edgar Peters. I just see George Mooney got in here now and I wonder if he wouldn't want to make a short report or say a few words on post-war planning, and in the meantime I want to thank you people for your cooperation, and glad to see some of you didn't have to make the train at noon.

MR. GEORGE MOONEY: Mr. President and members and ladies and gentlemen: There isn't much I could say now to add to the success that you have made of this convention. You might be interested in knowing that in 1938 when you met in Milwaukee there was a total registration of 402. Yesterday we hit the 800 mark. That was quite a crowd. That is an attendance. The membership you were told is now reaching up to the 12 hundred mark of actual members, some of whom have more than one factory, so we feel a reasonable number of factories actually represented by membership is now between 13 and 14 hundred in the association.

Associate members haven't been solicited, but we have nearly a hundred. They are coming in and laying their dollars on the line and you would hardly believe the support that has been given and has been offered to the association and that includes financial.

When I say that you should wonder just what are our finances. January 1st, 1943, we started our new staff with permanent officers and we started with \$1,204 in the bank. A year ago today at the Fond du Lac convention I reported to you about 14 or 15 thousand dollars in the bank. I can report to you now that an audit by Mr. Schulte, an auditor of Sheboygan, who audited your books on the 17th of October, last week reports a cash balance of better than \$21,000.

We have not been spending all your money. We have, however, represented you at every meeting we thought you would want to be represented at, and I believe Mr. President, that includes every meeting that we know of where the subject of cheese was receiving consideration. We will continue to give that type of representation.

We have had a few battles. We don't like to have—oh, let's say fights. We try to avoid fights. We believe there are times when those that differ with us were wrong and we were right, or vice versa. We had occasion sometime back to take up with the Office of Price Administration a ruling that involved the rule on aged cheddar cheese, when it was still under 280. They ruled against us at Fond du Lac. You recall the meeting in the spring. I announced a letter from the OPA giving the ruling on that. Several weeks later I received a letter from the Milwaukee office calling my attention to the quoting of their letter at Fond du Lac and that I was wrong in placing my interpretation on it, that that letter dealt with foreign type cheese and not cheddar. I took my time and briefed the law on that and I got to a point where I finally received a letter from the Milwaukee office, Mr. Kovenack, who has been here yesterday afternoon and today, price attorney, in which he wrote back and said he was sorry, they were wrong and we were right.

We battled this summer for three months with selective service on a question where we thought they were wrong and we were right. We didn't hear from them until we finally said we want an answer and decision on this point. We didn't get it, we then gave them (at nine o'clock in the morning), we gave them until 12 o'clock noon to give us an answer or we would go into federal court and get one. We had an answer before 12 o'clock noon. It did admit again that we were right.

We have tried through bulletins to keep you informed of mat-

ters we thought were of vital interest to you. We have not adopted the policy of issuing a regular periodical. When we want to reach you with matters of general interest you will find that in the Cheese Reporter because your membership includes a subscription to it, and we can reach you every week through that medium. We will not, however, pass on to you as a member through the Cheese Reporter matters we think the association expended money to get and it may mean money to you and as a member you should have it and non-members should not have it. That type of information goes to you through bulletins.

From the very beginning your board of directors and your officers have invited you, and we again invite your criticism, comment and suggestions from each one of you. When you think we are doing something we ought not do, you call our attention to it. You might be wrong, maybe we are wrong, but if we keep on moving on that basis, friends we will build an association in this state. First of all, it represents about 125 million dollars a year. That is the value of the Wisconsin cheese at today's prices. That is quite an industry. That means on our shoulders there is quite a responsibility.

We are not prophets. We do know that some day we will face the post-war future. Our post-war planning at this convention—I think the high spots were hit yesterday. We covered nearly everything in the talks that were given to you.

The emergency orders we are dealing with and laboring under that has us so harnessed, including the prices, we can't do much more than just sweat it out until they are removed, and they will be removed.

The question of merchandising was discussed fully. The plan of the ADA was covered by Mr. Swanton, Packaging natural cheese was covered by the three companies yesterday afternoon. That is the program we are working on. We just hope that a year from today we can step up and again report to you definite steps forward.

You know that in 1945 the Wisconsin legislature will be in session. We may have some problems down there, but at all times we want you to feel your best interests are being advanced by, protected by, and defended by your association and its officers, and again I invite you to send in your criticism. We want them. Thanks a lot.

PRES. KOPITZKE: Thank you, George. That was a nice speech. I know they all enjoyed it although so many went home already. I wonder how the tellers are coming. We can have the report of the Resolutions Committee first. Mr. Raihle, if you are

ready, I understand Mr. Guth had to take the train to get home, so Mr. Raihle will read the resolutions.

**MR. RAIHLE:** Mr. Chairman, ladies and gentlemen: Your Resolutions Committee consists of Marvin Guth, as chairman, Ernest Jung, Obert Raasch, Paul Viktora and Martin Parsens.

#### **RESOLUTION No. 1**

**WHEREAS,** It has pleased Almighty God to take from our midst our beloved brother Harry Fitch, and

**WHEREAS,** the memory of the fine qualities and leadership of Harry Fitch will long be appreciated by our Association,

**THEREFORE, BE IT RESOLVED,** That as a mark of respect we all rise for a moment in silent prayer in memory of our departed brother, Harry Fitch.

(Adopted.)

#### **RESOLUTION No. 2**

**WHEREAS,** It has been the small locally owned cheese factory that has made Wisconsin the leading cheese state of the nation, and

**WHEREAS,** We are today witnessing an alarming number of sales and leases of cheese factories to National Cheese Distributors, which we believe in time will destroy our protected markets by the elimination of our cheese factories, through their inability to meet resulting competitive conditions,

**THEREFORE,** We recommend that our Board of Directors initiate such action or legislation as will preserve and protect this important Wisconsin industry and protect the Wisconsin milk producers' market.

**MR. RAIHLE:** This resolution was discussed by the Resolutions Committee and it is brought here without recommendation. So that you can discuss it among yourselves. There has been no recommendation, that is just submitted to the body. They could not agree on it and so they decided to leave it to the convention.

**PRES. KOPITZKE:** How do you feel about Resolution No. 2.

**A VOICE:** Mr. President, may I ask that the resolution be read once more?

(Resolution re-read).

MR. MOONEY: Mr. President, may I speak on the motion.

PRES. KOPITZKE: Yes.

MR. MOONEY: Speaking for myself as executive secretary, and speaking for the president and for the board of directors, I would like to see the resolution adopted. We do not know what is coming in 12 or 15 months. We do know what we are witnessing during the past four or five months and if the time came that we felt the only thing for the protection of the Wisconsin industry was to step into the state or federal court, we would like to know that the 1944 convention placed trust and confidence in its officers and voted us that authorization. I would like to see the motion adopted.

MR. E. F. HORN: I move the motion be adopted.

(Motion seconded and carried).

#### RESOLUTION No. 3

WHEREAS, our Association has endorsed the American Dairy Association in regular convention for the past several years, and

WHEREAS, each year more cheese plants are supporting the American Dairy Association,

THEREFORE, BE IT RESOLVED, That we urge all of our members to support that Association and recommend the securing of the full time services of Milo K. Swanton as general manager of the American Dairy Association of Wisconsin.

(Adopted).

#### RESOLUTION No. 4

BE IT RESOLVED, That we urge the establishing of a price differential to encourage the ageing of cheese for the civilian market.

MR. RAIHLE: This resolution was submitted at the request of the Wisconsin Cheese Makers' Association. Mr. President, I move the adoption of the resolution.

(Adopted).

#### RESOLUTION No. 5—Withdrawn

MR. MOONEY: Mr. Chairman, may I make this request along with the resolution now tabled. I would like to see the record stricken of all reference to the resolution, stricken from the record and not incorporated in these proceedings.

PRES. KOPITZKE: Any one any objections to that? It not, O. K.

### RESOLUTION No. 6

WHEREAS, The transportation tax situation is so confused with uncertainty and governmental red tape,

BE IT THEREFORE RESOLVED, That we drop the entire matter, pay the tax and charge it back to the farmers.

MR. PETERS: Mr. Chairman, what are they doing? Some of them pay now and some of them not?

PRES. KOPITZKE: I suppose most of them are paying. Is there anyone on the Resolutions Committee who would like to talk on that resolution a little bit?

MR. PARSENS: I know in our territory some of them haven't paid it yet. It puts the follow not paying in a little bad spot. I think the thing to do is endorse it.

MR. BLEUER: I don't see why a cheesemaker should object to paying that tax. After all, he is not paying that tax; he charges it back to the farmer. As I recall yesterday in the council meeting room, there are still some cheesemakers hauling milk for three cents and five cents.

MR. MOONEY: The last ruling on that this summer, ruling out of Washington, that you are liable to a tax. Any cheese factory hauling milk is liable on the theory you do not get title to the milk at the farm unless you have a written contract with the farmer. I don't know of any written contracts between cheesemakers and the farmers but that is the ruling of Washington. We still claim there are some cases. I don't think my office has more than 15 or 20 transportation cases of factories in Wisconsin involved. Nearly all the others are paying. Washington says you must all pay it unless you have that contract with the farmers.

PRES. KOPITZKE: Thank you, George. Any more discussion on that?

A MEMBER: Mr. Chairman, might I ask Mr. Mooney a question. Is it obligatory that we charge that tax back to the farmers if we pay it? In other words, must we pay it if we absorb it? It is a nuisance tax; it costs me more to have a girl to sit and figure the transportation tax than if I paid it every month myself. Must we charge it back to the farmers or absorb it?



MR. MOONEY: Uncle Sam doesn't care where the money comes from as long as he gets it. If you want to pay it, I don't think he will care.

MR. HORN: I can see no reasonable connection between this resolution and this organization. This organization has an obligation to its members through its officers to advise them as to what the law is and that they have a guidance. The collectors of taxes as Mr. Kopitzke says, don't care and don't give a darn where it comes from, and neither has this organization a right, I believe, to request of its members that they all pay the tax. If there are some that are getting away with not paying them, I give them a lot of credit for saving a few pennies. The amount is small, that is very true.

The remark was made here it wouldn't cost you much. The farmers have a subsidy now for this month, I believe 80 cents or 60 cents. Uncle Sam isn't reimbursing you for even that three per cent you are paying, and if you charge immediately and make the farmer conscious of the extra tax he has to pay, let it all come through the higher-ups. I think we will convert a hell of a lot of votes for next Tuesday.

PRES. KOPITZKE: Well, if the motion don't receive a second it will be dead. The motion is declared lost for want of a second.

MR. RAIHLE: Mr. President, I have a resolution that has been submitted from the floor, also endorsed by telegram.

#### RESOLUTION No. 7

WHEREAS, There seems to be a move to establish federal grading of Swiss cheese,

THEREFORE, BE IT RESOLVED That we use our influence to retain our Wisconsin system of grading Swiss cheese.

Introduced by Otto Anderegg from the floor, President of the Foreign Type Cheese Association, and also Albert J. Gafner, President of the Barron and Dunn County Swiss Cheese Association.

Mr. President, in behalf of those associations I move the adoption of that resolution.

(Adopted).

#### RESOLUTION No. 8.

WHEREAS, all milk from which cheese is made is purchased on a butter fat content basis,

BE IT RESOLVED, That our Association go on record as favoring the sale of cheese on the butter fat basis.

MR. RAASCH: Mr. Chairman, I believe that resolution was handed in in spite of myself. They said they wanted to hear a speech. I am just going to fool them. I am not going to oppose it. I opposed it in other years. I don't believe it is workable. I don't believe it is justifiable to buy cheese on the butter fat basis. I stated my reasons for the last two years and I am just going to let it ride. If the members here want to buy cheese and they can induce the buyers to buy cheese on that basis, if the buyer sees fit, they can take a 99 score cheese with 51% of butter fat in it, or if they can take an 85 score cheese off flavor and sell it for a premium above the 99 score, let them go to it.

MR. PETERS: I agree with Mr. Raasch. I don't think that resolution, or that practice of buying cheese on a butter fat basis would work. We are selling cheese on a moisture basis now, ched-dars. But if the system of buying on the butter fat isn't going to be any more equitable than on moisture basis, I think you will have nothing but arguments and headaches. You all know the difficulties we had with moisture and you will have that same trouble with butter fat. I don't think it is workable at all.

(Not adopted).

#### RESOLUTION No. 9

WHEREAS, the cheese industry has been plagued and harrassed by OPA orders, rules, regulations and amendments, and

WHEREAS, said orders, rules, regulations and amendments here to neither control inflation or the price structure but instead encourages bottlegging and blackmarketing and favor the large distributive combines, and

WHEREAS, said OPA orders, rules, regulations and amendments are not understood by the best legal minds, let alone the OPA officials and the trade, and

WHEREAS, said rules are being constantly changed and the various OPA officers and officials give confusing and conflicting interpretations thereof, and

WHEREAS, the OPA is setting up a Gestapo system of investigation and interference with lawful and honest conducted businesses,

THEREFORE BE IT RESOLVED, that OPA be urgently re-

quested to repeal unnecessary and unfair regulatory orders and to simplify its orders, rules and regulations, so that they can be understood by the trade, and

BE IT FURTHER RESOLVED, that we condemn the Un-American Gestapo methods practiced by OPA in Wisconsin, and urge that OPA be administered according to American standards.

(Adopted).

#### RESOLUTION No. 10

RESOLVED, that we request the Wisconsin Department of Agriculture to reconsider its "Daisy Brick" decision. We maintain that the name "Daisy Brick" allows the defrauding of the public and will ruin the natural cheese industry. We are opposed to our state giving its stamp of approval to the mislabeling and misbranding of any cheese.

(Adopted).

#### RESOLUTION No. 11

Resolved, that we urge our state legislature to enact suitable legislation for the erection of an ample Dairy Building where research may be conducted for the good of the entire dairy industry.

(Adopted).

MR. RAIHLE: Mr. President, the next resolution pertains to you and your office. Maybe you would prefer to call the Vice President to the chair.

#### RESOLUTION No. 12

WHEREAS, L. E. Kopitzke has met unexpected demands upon his time in the performance of the duties of his office as President of our Association, at a salary which does not properly compensate him,

THEREFORE BE IT RESOLVED, that we, the members in annual meeting recommend that our Board of Directors grant President Kopitzke a substantial increase in salary for the coming year.

MR. RAIHLE: Mr. Peters, I move the adoption of that resolution.

MR. GRAF: Seconded.

(Adopted).

MR. RAIHLE: Mr. Chairman, that concludes the resolutions of the Resolutions Committee.

PRES. KOPITZKE: Thank you, Mr. Raihle, and thank you members. I don't know exactly what more to say. I think at this time I will call on our treasurer, Mr. Hernke, for a treasurer's report. I want to say he has been sticking right to the job. I think that is one of the worst jobs anyone can have in this organization.

MR. HERNKE: Wisconsin Cheese Makers receipts as of Oct. 17, 1944, were audited by Edwin J. Schulte, accountant, Sheboygan. Letter, Wisconsin Cheese Makers Association, Plymouth, Wisconsin, to Mr. George L. Mooney, Executive Secretary, and the auditors report was then read and will be found printed in full on pages 6 and 7.

PRES. KOPITZKE: Thank you George for that very nice report. You have done a swell job. Now, what will we do with the treasurer's report. Have a motion to adopt it or are there any questions on it? If not, there will be a motion to adopt the report.

(Treasurer's report adopted).

PRES. KOPITZKE: Now, we would like to have the result of the election. Mr. Mulloy, will you give them that? I want to thank the tellers for counting the votes.

MR. MULLOY: The result of the election shows for President, L. E. Kopitzke, received 81 votes.

For vice president C. C. Brick, 80 votes, and E. W. Martin of Spencer, 1 vote.

For Secretary, A. H. Graf, 74 votes, and for treasurer, George Hernke, 78 votes.

For director, E. E. Peters, 72 votes; for director, John Fischer, 69 votes; for director Otto Anderegg, 2 votes.

Mr. Kopitzke receiving the largest number without any opposition for president, Mr. Brick by far the largest for vice president; Mr. Graf and Mr. Hernke the largest for secretary and treasurer respectively, and Mr. Peters and Mr. Fischer for directors, it seems they are elected very nicely.

PRES. KOPITZKE: Just one thing about this folks, it don't make me feel any too good. We had around 800 registrations and it seems people don't care very much who is in office.

MR. MULLOY: Mr. Chairman, I beg to differ with you on that view. I think because there was no opposition the members all felt the present officers were doing such a splendid job they just didn't feel it was necessary to cast their ballot.

PRES. KOPITZKE: I hope you are right on that, Horace. Now, is there anything else to come before the meeting?

MR. MULLOY: If we haven't anything else, we have some door prizes to be awarded.

PRES. KOPITZKE: I want to say thank you to all who have been here and all the exhibitors. Now, we will have the door prizes and that will be the end of our convention for 1944.

MR. STEFFEN: As you know, the licensed cheesemakers who attended our booth over here, booth No. 10, we asked them to register on a ticket for these door prizes. Last year and the year before we tried to give a piece of furniture or some piece of equipment. This year we decided possibly the easiest thing to transport home and the thing we could mail to you easily would be war bonds. So our first drawing will be for a \$50 war bond and we will have two additional drawings, second and third prizes for a \$25 war bond each. Thank you.

PRES. KOPITZKE: At this time we certainly want to thank you for the important part you always played at our conventions.

MR. STEFFEN: Certainly glad to be here.

Ticket No. 186754, any one present who has it? The lucky party is Leo J. Gaynor, Richland Center, \$50.

The young lady is now drawing for prize number 2, \$25 bond.

Ticket 186743, Henry J. Loehr, Calvary, \$25 bond.

Edward M. Boenle, Wausau.

If we find Mr. Boenle is a licensed cheesemaker we will issue a \$25 war bond to him, and if not we will pass it on to the next drawing.

Herman D. Liegel, Eagle.

Now then, we have a report here on the first prize of a \$50 war band, Mr. Gaynor is not a licensed cheesemaker. Is there any one here that has any further information on that? In that case Mr. Loehr would be advanced to first prize. If we find Mr. Boenle is a licensed cheesemaker he will be advanced to second, and Mr. Liegel will be eligible for third prize, unless he is advanced. We better

have one more drawing.

George Huibregtse, Fredonia.

MR. MULLOY: We have five other door prizes offered by the Topp Oil and Supply Company, Milwaukee. The first three will be each 100 pound bag of trisodium phosphate. This will be delivered by the Topp Oil and Supply Company. The first three tickets will be the winners.

L. E. Kopitzke, Marion.

Emil H. Ponzer, Pine River.

Chas. Winter, R. 2, Neenah.

MR. MULLOY: Two additional prizes, a case each of Salvo Scale, and that will be delivered by the Topp Oil and Supply Company to the first two names, drawn out of this box.

Oswald Schneider, Hortonville.

Harold H. Wagner, Rosendale.

VICE PRES. PETERS: I don't know how to officially close except to say we are all through and thanks for coming and hope to see you next year.

Respectfully submitted,

GEORGE L. MOONEY,  
Executive Secretary  
Plymouth, Wisconsin.

ALEXANDER J. KEMPER,  
Official Shorthand Reporter  
Orange City, Iowa.

## C H E E S E   S C O R E S

WISCONSIN CHEESE MAKERS' ASSOCIATION  
ANNUAL MEETING AND POST-WAR CHEESE CLINIC

Milwaukee, Wisconsin

October 31 - November 1 - 2

Pooled prize money contributed permits an award of \$4.40 per point.

CLASS 1—AMERICAN CHEESE

Made Prior to January 1, 1944

Entry No.	Score	Cash Award
101 Ronald E. Johnson, Plymouth.....	95	\$17.60
102 Edward A. Kust, Oconto Falls.....	96	22.00
103 Hugo Kielsmeier, Fond du Lac.....	94	13.20
104 Val Kohlman, Malone.....	92	4.40
105 Emil C. Hoppe, Abrams.....	97	26.40
106 Erhart Brandt, Kewaunee.....	93½	8.80
107 Raymond Grebe, Glenbeulah.....	96	22.00
108 Louis B. Kohlman, St. Cloud.....	93	8.80
109 W. A. Zietlow, Marion.....	96	22.00
110 John H. Peters, Plymouth.....	95	17.60
111 George H. Scannell, Eden.....	93	8.80
112 Walter Blandschein, Clintonville.....	95½	17.60
113 Armin Hernke, Hilbert.....	95½	17.60
114 Gus E. Plate, Brillion.....	98½	30.80
115 Art Truttschel, Sheboygan Falls.....	92½	4.40
116 L. E. Kopitzke, Marion.....	93½	8.80
117 John Babler, Campbellsport.....	93	8.80
118 Norbert Schmitz, Newton.....	92	4.40
119 John Babler, Campbellsport (Complimentary).....	92½	
120 Paul Viktora, East Dubuque, Ill.....	93½	8.80
121 Arnold Ohlrogge, Denmark.....	96	22.00
122 Thomas Kobes, Denmark.....	95½	17.60
123 John F. Lensmeier, Marathon.....	98	30.80
124 Steve Suidzinski, Denmark.....	99	35.20
125 Ervin Schreiber, Cecil.....	94	13.20

**CLASS 2—AMERICAN CHEESE****Made Between Jan. 1, 1944, and July 31, 1944**

201	Reinhold Pipping, Glenbeulah.....	95½	17.60
202	Ronald E. Johnson, Plymouth.....	96¼	22.00
203	Bernard Oskey, Denmark.....	93½	8.80
204	Bernard Herold, Denmark.....	93½	8.80
205	Steve Suidzinski, Denmark.....	97¼	26.40
206	Arno W. Sass, Plymouth.....	97	26.40
207	Henry Metzgi, Fremont.....	96	22.00
208	William J. Kusta, Bonduel.....	97	26.20
209	Raymond Grebe, Glenbeulah.....	94½	13.20
210	Leland Pagel, Denmark.....	97½	26.40
211	Gus E. Plate, Brillion.....	94	13.20
212	A. N. Kanstrup, Livingston.....	95	17.60
213	Henry Regner, Poy Sippi.....	92	4.40
214	John Kowalczyk, Denmark.....	94½	13.20
215	Nelson and Peterson, Montfort.....	95	17.60
216	Paul Viktora, East Dubuque, Ill.....	93½	8.80
217	Harold H. Luther, Loganville.....	94½	13.20
218	Val Kohlman, Malone.....	93	8.80
219	Edw. J. Kusta, Oconto Falls.....	94½	13.20
220	Louis B. Kohlman, St. Cloud.....	90½	
221	Jake Mutzenberger, Atwater.....	91	
222	John Sibilsky, Algoma.....	95	17.60
223	Wilfred Retzlaff, Brussels.....	93	8.80
224	Ernest W. Jung, Juneau.....	94½	13.20
225	Armin Hernke, Hilbert.....	93	8.80
226	Norbert Schmitz, Newton.....	95	17.60
227	W. A. Zietlow, Marion.....	98	30.80
228	Harry Pankow, Hortonville.....	92½	4.40
229	William F. Meyer, Oostburg.....	92½	4.40
230	Arnold Ohlrogge, Denmark.....	94	13.20
231	L. E. Kopitzke, Marion.....	94½	13.20
232	Emil K. Sonnenberg, Cato.....	91	
233	Leonard Jantsch, Dorchester.....	94½	13.20
234	Eugene M. Stecker, Manitowoc.....	93½	8.80

**CLASS 3—AMERICAN CHEESE****Made on or After August 1, 1944**

301	Harry Benecke, Denmark.....	92½	4.40
302	Clarence Hruska, Luxemburg.....	92½	4.40



303	Ed. Kramer, Denmark.....	94	13.20
304	Ray Benecke, Denmark.....	92	4.40
305	Edward Kust, Oconto Falls.....	95½	17.60
306	Walter Blankschien, Clintonville.....	92½	4.40
307	Ruben L. Laack, Brillion.....	95½	17.60
308	Edgar E. Peters, Plymouth.....	92½	4.40
309	Arno Sass, Plymouth.....	94	13.20
310	Glenroy Thielmann, Chilton.....	94	13.20
311	Paul Viktora, East Dubuque, Ill.....	95½	17.60
312	John Babler, Campbellsport.....	92	4.40
313	Richard Daun, Luxemburg.....	94½	13.20
314	Ted Lendwehr, Denmark.....	95	17.60
315	Ed. Rott, Maribel, Rt. 1.....	92½	4.40
316	Alfred Pagel, Kewaunee.....	95	17.60
317	Anton Peters, De Pere.....	94½	13.20
318	Adolph Kolarik, Algoma.....	94	13.20
319	A. N. Kanstrup, Livingston.....	93½	8.80
320	August Prellwitz, Cato, Rt. 2.....	92	4.40
321	Reinhold Pipping, Glenbeulah.....	94	13.20
322	Martin Kading, Cadott.....	95	17.60
323	Leland Pagel, Luxemburg.....	92	4.40
324	Joseph F. Drab, Kewaunee.....	96½	22.00
325	Donald Crary, Cazenovia.....	94	13.20
326	Joseph F. Drab, Kewaunee.....	92	
327	Joseph Bauman, Denmark.....	94	13.20
328	David Gubeli, Watertown.....	93	8.80
329	Louisa Pelishek, Denmark, Route 3.....	92	4.40
330	H. A. Olson, Abbotsford.....	92½	4.40
331	Ben Henningsen, Mishicot.....	92½	4.40
332	Roman Birkholz, Black Creek.....	93½	8.80
333	Wilfred Retzlaff, Brussels.....	94½	13.20
334	Frank Mock, Cambria, Route 2.....	93½	8.80
335	Ernest Niklaus, Weyauwega.....	92	4.40
336	Ruben L. Laack, Brillion.....	94	13.20
337	Armin Hernke, Hilbert.....	93	8.80
338	Emil Hoppe, Abrams.....	96	22.00
339	William Meyer, Oostburg.....	94	13.20
340	Eddie Huebner, Neenah, Route 3.....	95	17.60
341	Norbert Schmitz, Newton.....	94	13.20
342	William Preuss, Seymour.....	97	26.40
343	Charles Winter, Neenah, Route 2.....	95	17.60
344	Harold Luther, Loganville.....	95½	17.60
345	Gilbert Engelbert, Kewaunee, Route 3.....	93	8.80
346	Gerold Glick, Hillsboro.....	93	8.80

347	Erhart Brandt, Kewaunee.....	97½	26.40
348	Carl Ruetten, Soldiers Grove.....	93	8.80
349	William Kusta, Bonduel.....	94	13.20
350	Emil C. Hoppe, Abrams (Complimentary).....	93	
351	Gus Plate, Brillion.....	93	8.80
352	Ronald Johnson, Plymouth.....	94½	13.20
353	C. A. Kraack, Richland Center.....	92	4.40
354	Steve Suidzinski, Denmark.....	93	8.80
355	John Fischer, Boaz.....	92	4.40
356	Vernon C. Gerbig, Marion.....	94	13.20
357	L. E. Kopitzke, Marion.....	93	8.80
358	Emil Sonnenberg, Cato.....	92½	4.40
359	Thomas Kobes, Denmark.....	93	8.80
360	John Lensmeier, Marathon.....	93	8.80
361	James Hoffman, Denmark.....	94½	13.20
362	J. Koschak, Thorp.....	95½	17.60
363	Andrew Dahler, Mt. Horeb.....	93	8.80

**CLASS 4—COLBY CHEESE****Any Style or Age**

401	Arno Sass, Plymouth.....	93	8.80
402	H. A. Olson, Abbotsford.....	92	4.40
403	Armin Hernke, Hilbert.....	92	4.40
404	John Lensmeier, Marathon.....	91	
405	L. E. Kopitzke, Marion.....	92	4.40
406	Vernon Gerbig, Marion.....	93	8.80

**CLASS 5—DRUM OR BLOCK SWISS**

501	John Stettler, Clayton (Complimentary).....	94½	
502	Casper Thoni, Belleville.....	94	13.25
503	John Rechsteiner, Blue Mounds.....	94	13.20
504	Casper Jaggi, Brodhead.....	96½	22.00
505	Gottfried Wirtz, Argyle.....	95	17.60
506	Gottfried Erb, Mt. Horeb.....	94½	13.20
507	Albert J. Gafner, Prairie Farm.....	98½	30.80
508	Walter Jegerlehner, Darlington.....	94¾	13.20
509	Fred Huser, Rice Lake.....	94½	13.20
510	Albin Seeholzer, Argyle.....	93	8.80
511	John Stettler, Clayton.....	96½	22.00
512	Fred Reber, Rice Lake.....	98	30.80

513	Ulrich Furrer, Hollandale.....	97½	26.40
514	Ernest Herrman, Prairie Farm.....	98¼	30.80
515	Casper Furrer, Hollandale.....	95½	17.60

**CLASS 6—LIMBURGER**

601	Emil Gertsch, Juneau.....	96¼	22.00
602	Walter Minnig, Monticello.....	95½	17.60
603	Werner Streit, Beaver Dam.....	96	22.00
604	Fred Gurtner, Hartford.....	95¾	17.60
605	Fred Balmer, Juneau.....	95¼	17.60
606	Paul Milz, Monticello.....	95¼	17.60

**CLASS 7—BRICK**

701	E. C. Abegglen, Dalton.....	94-1/6	13.20
702	Max Rentsch, Iron Ridge.....	94½	13.20
703	Fred Heim, Clyman.....	97-1/6	26.40
704	Fred Bleuer, Cambria.....	96-5/6	22.00
705	Adolph Gurtner, Rubicon.....	96½	26.40
706	D. J. Horn, Beaver Dam.....	94	13.20
708	Gust Drachenberg, Watertown, Route 5.....	95-1/6	17.60
708	Walter Hugeli, Woodland.....	96½	22.00
709	Rudolph Streit, Juneau, Route 3.....	94-2/3	13.20
710	Henry Haesler, Oconomowoc.....	91-5/6	
711	Ewald Jung, Juneau.....	94½	13.20
712	Fred Wenger Juneau.....	94-1/6	13.20
713	Fred Balmer, Juneau.....	97½	26.40

**CLASS 8—MUNSTER**

801	Ewald Jung, Juneau.....	95-2/3	17.60
802	Fred Bleuer, Cambria.....	94	13.20
803	E. C. Abegglen, Dalton.....	92½	4.40
804	Carl Eicher, Mt. Horeb, Route 1.....	96-5/6	22.00
805	Rudolph Streit, Juneau.....	94-1/6	13.20
806	Gottfried Boss, Waupun.....	96-1/3	22.00
807	John Schmid, Beaver Dam.....	96-1/6	22.00
808	John Inabnet, Randolph.....	93-2/3	8.80
809	Adolph Gurtner, Rubicon.....	95	17.60
810	Ernest Jung, Juneau.....	97½	
810	Ernest Jung, Juneau.....	97½	26.40

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CHEESE MAKERS AND BUTTER MAKERS**

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Erwin Schreiber, Cecil.....	Secretary
Allen Stemper, Clintonville.....	Treasurer
A. H. Graf, Zachow.....	Director
Henry Gipp, Suring.....	Director
L. E. Kopitzke, Marion.....	Director

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C. A. Kraak, Richland Center.....	Treasurer

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