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Proceedings of the Wisconsin Cheese Makers' Association forty-second annual convention November 15, 16, 1933 assembled in the Eagles Auditorium Sheboygan, Wisconsin. 1934

Wisconsin Cheese Makers' Association
Madison, WI: Cantwell Print. Co., 1934

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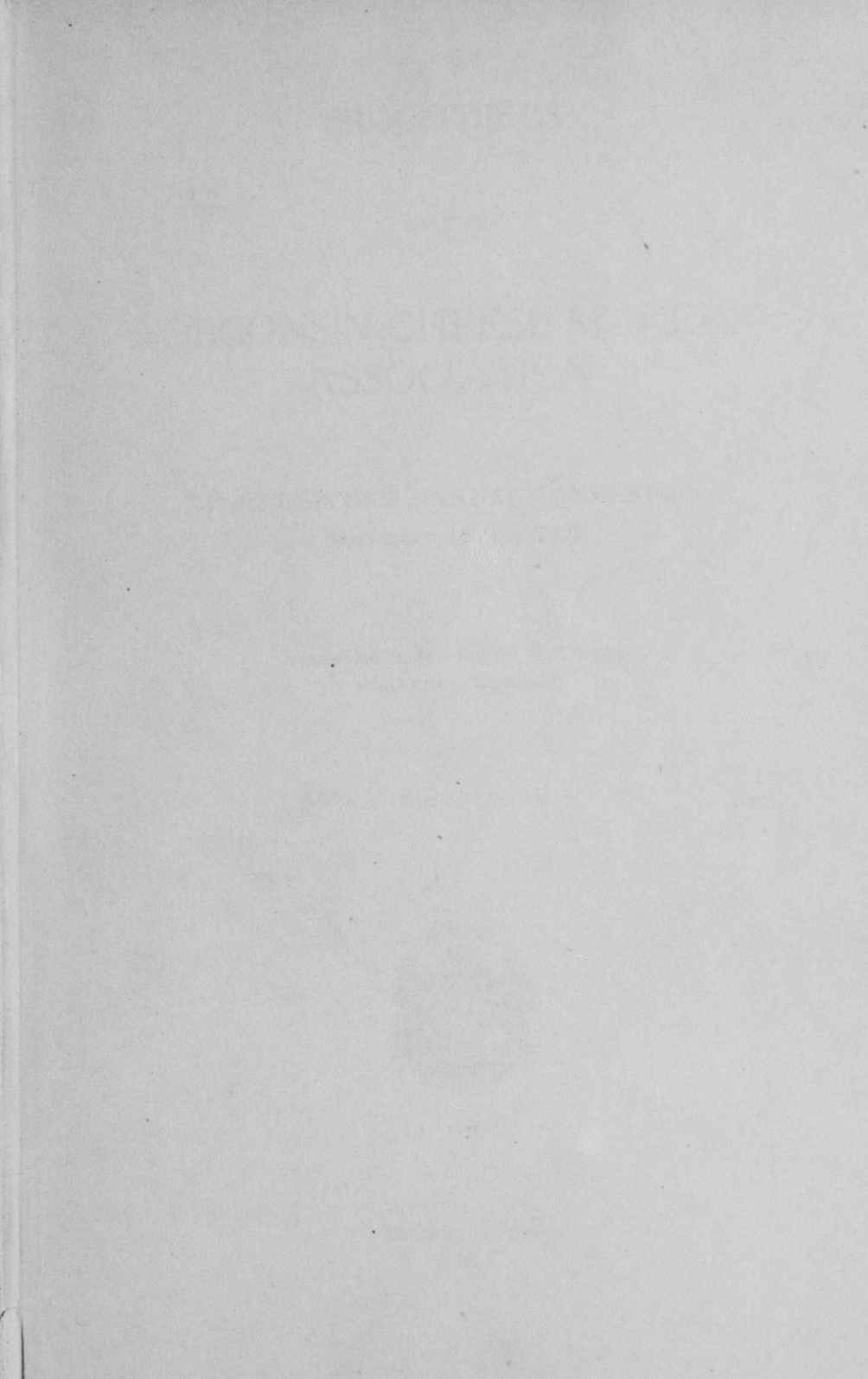
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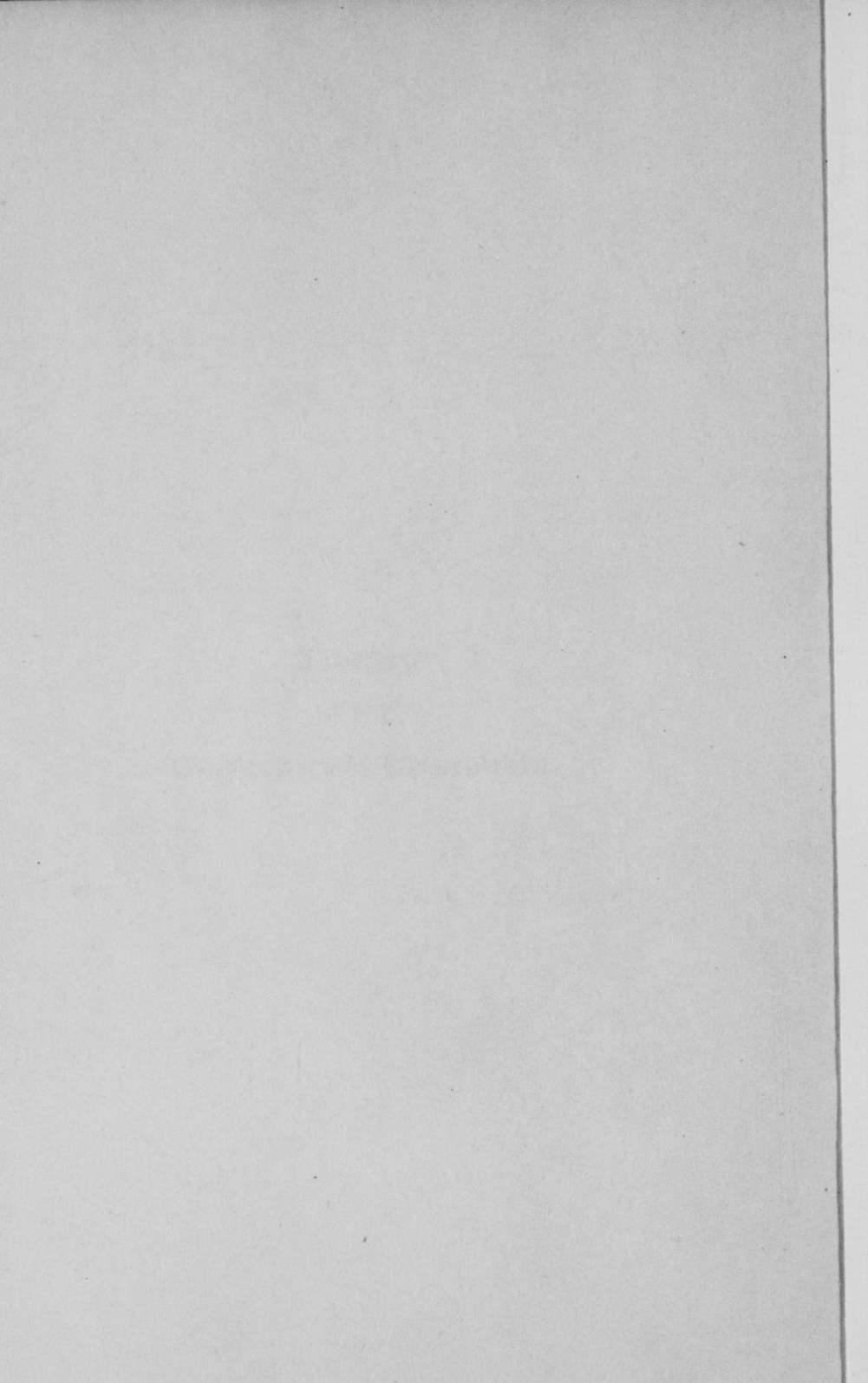
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PROCEEDINGS
OF THE
WISCONSIN CHEESE MAKERS'
ASSOCIATION

FORTY-SECOND ANNUAL CONVENTION
November 15, 16, 1933

Assembled in the Eagles Auditorium
Sheboygan, Wisconsin

J. L. Sammis, Secretary



Madison, Wisconsin
1934

WISCONSIN CHEESE MAKERS' ASSOCIATION FORTY-SECOND ANNUAL MEETING

Eagles Auditorium, Sheboygan, Nov. 15, 16, 1933

1933 OFFICERS AND DIRECTORS

A. H. GRAF, President.....	Zachow
L. E. KOPITZKE, Vice-President.....	Marion
J. L. SAMMIS, Secretary.....	Madison
WALTER R. SCHMIDT, Treasurer.....	Sheboygan Falls
EARL B. WHITING, Director, 42, 43, 44.....	Gillett
J. GEMPELER, Jr., Director, 42, 43, 44.....	Monroe
E. F. HORN, Director, 41, 42, 43.....	Beaver Dam
JOHN H. PETERS, Director, 40, 41, 42.....	Plymouth
M. M. SCHAEZTL, Director, 40, 41, 42.....	Athens

JUDGES OF CHEESE

American Cheese

A. T. BRUHN.....	Madison
------------------	---------

Swiss, Limburger Cheese

FRED MARTY.....	Monroe
-----------------	--------

Brick Cheese

WALTER KRAMER.....	Madison
--------------------	---------

SUPERINTENDENT OF CHEESE EXHIBIT

J. W. CROSS.....	Milwaukee
------------------	-----------

LIFE MEMBERS

E. L. ADERHOLD, Neenah	FRED MARTY, Monroe
P. H. KASPER, Bear Creek	W. F. HUBERT, Sheboygan
J. D. CANNON, New London	MATH. MICHELS, Fond du Lac
J. W. CROSS, Milwaukee	J. L. SAMMIS, Madison
JOHN KIRKPATRICK, Richland Center	OSCAR DAMROW, Sheboygan Falls
JACOB KARLEN, Jr., Monroe	A. T. BRUHN, Madison
AL. WINCKLER, Cumberland	

NOVEMBER, 1933, HONORARY MEMBERS

C. E. BROUGHTON, Sheboygan, elected November 16, 1933

C. J. FOKETT, Manitowoc	A. H. GRAF, Zachow	CHRIS. KRAACK, Richland Center
JOHN H. PETERS, Plymouth	E. F. HORN, Beaver Dam	HENRY NELSON, Richland Center
M. M. SCHAEZTL, Athens	OTTO JANKE, Platteville	GUY FRIDAY, Viola
CHAS. C. MANNING, Boscobel	WILL CAMPBELL, Platteville	C. A. BENNING, St. Cloud
FRANK KASPER, Edgar	LOUIS NACHREINER, Platteville	JOHN WUETHRICH, Greenwood
JAKE PREISIG, Stratford	J. C. McCUE, Cuba City	E. MECH, Greenwood
MELVIN MULLINS, Edgar	RAY STANFLEY, Cuba City	FRANCIS KNOPS, Greenwood
CLARENCE READY, Marathon	H. K. DAVIS, Mineral Point	RAY WIFLER, Glenbeulah
JOHN LENSQUIRE, Marathon	PAUL VIKTORA, Belmont	EDW. T. PECK, Coleman
BEN WIENDENHAFT, Gillett	LOUIS HETZEL, Spring Green	WM. E. MITCHELL, Suring
RAY MOLITOR, Lena	WOLFGANG WITTMAN, Dodgeville	A. J. REISS, Plymouth
FRANK EBERT, Oconto	P. E. KAMPINE, Pound	ART TRUTFSCHEL, Sheboygan Falls
RAY NELSON, Oconto Falls	J. L. REIF, Peshtigo	LOUIS PERRONNE, Plymouth
GLEN C. WEISS, Campbellsport	OTTO SCHWARTZ, Porterfield	ART OLM, Plymouth
D. J. FITZGERALD, Fond du Lac	THEO. G. WOLDT, Thorp	EDW. KUSH, Coleman
HARRY MORGAN, Eden	M. WOHL, Thorp	VERNAL REIF, Peshtigo
STEVE KOENIGS, Fond du Lac	F. J. MATHEWS, Stanley	CARROLL CLARSON, Boscobel
HENRY KOHLMAN, Calvary	A. T. STEWART, Withee	O. R. SCHWANTES, Clintonville
L. B. KOHLMAN, St. Cloud	JOHN FISCHER, Boaz	L. E. KOPITZKE, Marion
WM. KRAUS, Fond du Lac	JACK MELLEEN, Richland Center	
E. B. WHITING, Gillett	L. S. ADSIT, Richland Center	
WALTER R. SCHMIDT, Sheboygan Falls		

Official Reporter, ALEX KAEMPFFER, 438 Caswell Block, Milwaukee

Official Organs, The National Cheese Journal, Milwaukee, Wis.

The Cheese Reporter, Sheboygan Falls, Wis.

Official Cold Storage, Sheboygan Dairy Products Co., Sheboygan, Wis.

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LETTER OF TRANSMITTAL

Office of the Secretary,
Wisconsin Cheese Makers' Association,
Madison, Wis., 1934.

TO HIS EXCELLENCY A. G. SCHMEDEMAN:
Governor of the State of Wisconsin.

I have the honor to submit report of the forty-second annual meeting of the Wisconsin Cheese Makers' Association, showing the receipts and disbursements reported, also containing papers, addresses and discussions had at the annual convention held at Sheboygan, in November, 1933.

Respectfully submitted,
J. L. SAMMIS, *Secretary.*

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JACOB GEMPELER, Jr.
Monroe, Wis.

Born Feb. 6, 1889—Died Jan. 19, 1934
Director, 1924–1934

HIGHEST HONOR, CLASS A, CHEESE MAKERS

P. H. KASPER, Bear Creek, American Cheese
First Sweepstake Prizes, 1900, 1922, 1923, 1924, 1927

GOTTLIEB WERREN, Blue Mounds, Block Swiss
First Prizes, 1921, 1923, January 1924

OSWALD SCHNEIDER, Appleton, Brick Cheese
First Prizes, 1911, 1915, 1919, 1926, 1927, 1928

ROBERT HERRMANN, Dallas, Drum Swiss Cheese
First Prizes, 1930, 1931, 1933

EMANUEL HESS, Belleville, Limburger Cheese
First Prizes, 1927, 1929, 1932

ELMER J. SCHNEIDER, Appleton, Brick Cheese
First Prizes, 1931, 1932, 1933

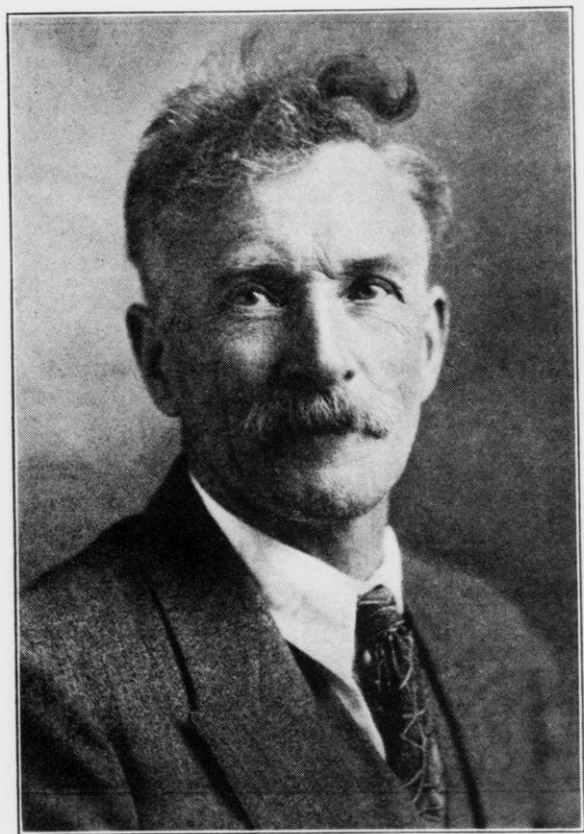
Resolution adopted in 1928:

Resolved, That this Association, in order to do greater honor to our best prize winning cheese makers, adopt the following rules:

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

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

3. Members of this class shall hereafter compete only for such prizes as may be offered for this honor class.



ROBERT HERRMANN
Dallas, Wis.

HIGHEST HONOR, CLASS A, CHEESE MAKER
First Prizes, Drum Swiss, 1930, 1931, 1933



EMANUEL HESS

Belleville, Wis.

Born Oct. 22, 1899—Died Nov. 27, 1932

HIGHEST HONOR, CLASS A, CHEESE MAKER

First Prizes, Limburger, 1927, 1929, 1932



ELMER J. SCHNEIDER
Appleton, Wis.

HIGHEST HONOR, CLASS A, CHEESE MAKER
First Prizes, Brick Cheese, 1931, 1932, 1933



WALTER A. SCHUBERT

1884-1954

HIGHEST HONOR CLASS A. CHEESE MANE

THE STATE OF CALIFORNIA

ARTICLES OF INCORPORATION OF THE WISCONSIN CHEESE MAKERS' ASSOCIATION

Incorporated February 2, 1899

Article I

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

A further aim is to unite the 2000 or more cheese makers, and all associations of cheese makers in Wisconsin under a state wide plan for united action, on all state wide problems affecting cheese makers. (Adopted 1931.)

Article II

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

Article III

The association shall be a corporation without capital stock.

Active Membership. Any cheese maker, past or present, in Wisconsin, but not a helper, may become an active member in this association, with the right to vote and speak in all association meetings, and to receive legislative bills, annual reports, etc., by paying the annual membership fee of \$2.00 in advance to the secretary of the association, for the current calendar year. (Adopted 1931.)

Associate Membership

Any other person, not eligible to become an active member may become an associate member of this association, with the right to

receive legislative bills, annual reports, etc., and to attend all meetings of the association, but not to vote or speak, by paying in advance the annual membership fee of \$2.00 to the association secretary for the current calendar year. (Adopted 1931.)

Subscribing Memberships

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

Article IV

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

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

Article V

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

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

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

He shall also procure certificates of membership, and every person joining the association shall receive one signed by the president and countersigned by the secretary.

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

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

Section 6. The committee on programs 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 officers or officer, or such other person or committee as the corporation or Board of Directors may authorize.

Article VI

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

Article VII

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

Article VIII

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

Article IX

(Adopted 1931)

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

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

Amendments Adopted

(See Annual Reports)

(1) The secretary shall qualify for office by filing with the president a satisfactory bond in the sum of \$4000, at the expense of the Association. (See 1929 Annual Report, page 90.)

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

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

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

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

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

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

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

(9) Hereafter, Class 1 of the prize exhibits shall be American cheese made before September 1. Class 2 shall consist of all styles

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

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

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

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

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

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

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

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

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

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

Forty-Second Annual Convention
OF THE
Wisconsin Cheese Makers' Association

Held at Sheboygan, Wisconsin

November 15 and 16, 1933

At the Eagles Auditorium

President A. H. Graf, Zachow, called the convention to order at 10:00 A. M., Nov. 15, 1933.

In the absence of Mayor Willard M. Sonnenburg of Sheboygan, Alderman Messmer gave the address of welcome.

ADDRESS OF WELCOME

By ALD. MESSMER

Members of the Wisconsin Cheese Makers' Association: On behalf of our mayor, Dr. Willard M. Sonnenburg, who is unavoidably detained in Washington, I am asked to extend to you a message of greeting from the City of Sheboygan. I do so most heartily.

In extending to you the official greetings of the City of Sheboygan, we feel doubly honored that you have come here, because we realize that the Cheese Makers' Association has on only very few occasions met at any other city than Milwaukee.

This convention is more or less a contribution from a financial standpoint in a certain sense, the effort of a group of our esteemed citizens here in Sheboygan, including Charles Broughton, editor of the Sheboygan Press. We feel very kindly towards Charley here and we feel kindly towards the Wisconsin Cheese Makers' Association in that they have made such a concession to Sheboygan and to Mr. Broughton and have come here because of these reasons.

Sheboygan is known principally for cheese. From the old slogan we used to have on the picture postcards, Sheboygan is noted for cheese, chairs, churches and cheer, as you no doubt will find out after you visit any of our places of cheer. In fact our cheer and our cheese go very well together.

Since our good friend Charley Broughton over here has succeeded in repealing the eighteenth amendment, our cheer has taken on a

still more spicy quality which you will find out for yourselves if you will investigate. Here is a telegram.

Cheese Makers Convention,
Sheboygan, Wis.

Am sorry that sudden urgent necessity requires my presence in Washington in connection with relief for unemployed. However, I extend to you my welcome to the original center of America's cheese industry. Extend best wishes for your success in solving problems of your hard pressed industry.

MAYOR SONNENBURG.

We always have open house here, so that anybody who feels he wants the key to any place in town should simply feel themselves at liberty to go and find out for himself what we have here. The City of Sheboygan through me as representing the mayor, gives you a hearty welcome and hopes that you will enjoy yourselves here.

RESPONSE

By E. F. HORN, Beaver Dam

Mr. President, Ladies and Gentlemen, Ald. Messmer: In behalf of the Mayor of Sheboygan who has handed you the key to Sheboygan, let's not abuse the use of that key and try to open sacred doors. He has bid us welcome and we are all going to take advantage of that welcome by enjoying ourselves, and also by attending to business in the two days that we are here.

I want to point out especially to the cheese makers that there are a lot of things to be done in 1934 that were unfinished in 1933 and former years.

The convention came here, largely because Mr. Broughton was responsible in bringing it here, and also in honor of one of the greatest cheese-producing counties in the State of Wisconsin. I believe we are more or less indebted to Mr. Broughton, not only in getting the convention here but in many of the battles he has fought for the farmers of Wisconsin and the cheese makers in particular through his editorials. He is always a free speaker and I haven't seen up to this day, where anyone contradicted his editorials. There is still a lot of work to do, and through Mr. Broughton's presence, possibly others will follow in line, and we can whip some of the things that actually are ruining our good cheese-producing state.

You all know that Wisconsin has been noted everywhere for its quality and also quantity of cheese. The quantity is in jeopardy. Many other states today are making cheese in large quantities where they have never made it before. There is a reason for that. And the big reason is that many of our good cheese makers from the state of Wisconsin were driven out of the state and have gone to other states to establish their trade. One big reason is the competition among the cheese makers themselves as to selling their labor for a

price such that a street worker out here would get a better price for the hours he is putting in. I was told this morning that somewhere up in the northern section a man is working for thirty-five cents a hundred pounds of cheese. He is getting a nice flow of milk but when it gets up to 20,000 pounds he has to hire a couple of helpers. That means the man next to him is eventually driven down to where he can't charge any more for his labors than this particular man. A uniform system of wages for cheese makers should be adopted. Most of you have been afraid to open your mouths and say anything. Time and time again you get into a small group and discuss these things. Yet when you can get up in front of a bunch of farmers you can't say a word. That is where you have got to say it, because they have been grinding you down as well as they have ground themselves down. They have been hiring these cheap men to turn out inferior goods and this is what is knocking Wisconsin down. And gentlemen, quality is what will keep Wisconsin in the cheese business.

You have got to weed out those men. You can't continue that way. You are making a living but you are also sacrificing your health in those same factories. And you have got to, in some way, lay up for a rainy day, but you can't do it with that kind of a wage.

Then comes another side of that story. The factory operator has one factory, possibly more, making cheese for a cent and a half, one and three-quarters, some for two cents, furnishing all his labor and the supplies. In the Journal this last week some cheese maker from somewhere asked Professor Sammis that particular question. I have a chance to rent a cheese factory at one and three-quarters cents a pound for making. Some of you possibly have seen that same item in the last week's Journal. You have been told time and time again by people who actually have the figures that cheese cannot be made for less than two cents, and stay in the business for any length of time.

From the different associations we hear complaints right now that the bandages are too high, the boxes are too high. Are they really too high? I wonder. Isn't your making price too low? Possibly these box manufacturers and bandage manufacturers haven't had a profit for a long time. They actually used the capital laid aside in former years.

You have gone ahead, some of you and say we are going to build our own box factories and bandage factories. Well, I will say before you go that far, find out whether that man is charging too much. I am not a bandage manufacturer or box manufacturer but I know something about this, and the other man's business always looks as though he can make a greater profit than you can in your own.

During this convention try to accomplish something in establishing some kind of an agreement whereby all of you can live up to and stick to charging a price whereby you can remain in your business so that you don't have to be driven out of Wisconsin and go down to Illinois, Missouri, or anywhere else you may pick up a plant so that you can make a living.

I know the conditions and I know the farmers' conditions. They

are both in poor shape, but when the farmers accuse those cheese makers of robbing them, it is about time that they try to run their factory business, if they can run it more economically. But for heaven's sake, boys, don't work for thirty-five cents a hundred pounds because you are going to go broke.

Now then just another subject. This association has always been helped along by the different organizations, supply men and so on and has gotten an appropriation from the state, but I believe the time has come when you will have to consider ways and means of self-support. There is no reason why approximately 1,900, 2,000 cheese makers can't support an association of their own and finance it and actually accomplish something. So when that subject comes up, give it some consideration.

Then I have a little plea to make. You all know Mr. Gempler of Monroe, who has been a director of this organization for a good many years and has been a hard worker. He has spent a lot of time in keeping this organization together. He has been sick for quite a number of months and before this convention is finished I would like to see the members request the secretary in behalf of the association to give Mr. Gempler thanks for all the work that he has done, possibly to cheer him while in the hospital.

REPORT OF THE AUDITING COMMITTEE

THE PRESIDENT: I certainly want to thank you for the fine talk you have given us. Next we will have the report from the auditing committee of the board of directors. Now I want to state that several of the members of the committee couldn't be here due to the farm strike. We really can't blame them for not coming yesterday because they have to look after their property at home, but Mr. Peters is here and he will make a report for the board of directors.

MR PETERS: We, the auditing committee have examined the treasurer's and secretary's books and found them to be correct. Signed, John H. Peters, Walter Schmidt, A. T. Bruhn, committee.

REPORT OF THE TREASURER

MR. SAMMIS: There is nothing new to say. The treasurer is hard at work downstairs and he is going to report on every dollar that you hand him.

FINANCIAL REPORT OF THE SECRETARY

By PROFESSOR J. L. SAMMIS

THE SECRETARY: Mr. Chairman, Ladies and Gentlemen: The association has been running along for the last ten or a dozen years in about a uniform way. In a financial way, they have carried over each year from one convention to the next somewhere between a thousand and fifteen hundred dollars. That money is carried along to take care

of some emergency, just as you keep some money in the bank for old age or for some time when a depression arises and you can't make any money and you have got to have some reserve. There is no particular profit in running a convention. The membership fees have been kept down as low as possible just to keep even. The charges made for the booth exhibitors have been kept as low as possible. The prices for advertising in the convention book have been made as low as possible, just to pay the bills and keep up this association from year to year. The same condition exists this year.

The auditing committee found last night that we entered this year with something over \$1,000, about the same as in the past, but I don't want to talk too much about the past.

This association was organized at Madison at the dairy school forty years ago. Ever since that time the dairy department of the university has done all it could to promote your work in a quiet way. They never passed any resolutions, they never handed in any money or a check or a donation, nothing of that sort, but they did what is still more effective. They have permitted the teaching force, the employees of the dairy department of the university through all these years to help in any way possible. The employees have been instructed, been advised, been urged to help the association in any way they could, going to the meetings to take part, judge the cheese, do this and that, whatever is necessary, and say nothing about it and doing it on the time paid for by the university and by the state. So that we have received in these past years a great deal of help from the State of Wisconsin.

The Department of Agriculture and Markets, and the Dairy and Food Department through all these years have permitted their employees to take part and help in any way and to come down here and judge cheese. This is nothing new, it is what has always happened. This year, we have three men whose time is paid for by the state judging cheese here, spending approximately a week's time more or less, with nothing said to you about it. Their salary is paid by the state. That is a donation to the association.

The commercial firms downstairs in the booths pay more for their booths than the cost of erection of those booths. Every year they give you from \$500 to \$1,000 over and above the cost down there which goes into your treasury. The state legislature for many years has donated \$600 cash to this association to help you print the annual report.

Now as Mr. Horn said a few minutes ago, a lot of these things are apt to come to an end. The last legislature, for instance, repealed the act which gave this association \$600 a year, and at the last moment the governor vetoed the bill to repeal that act. The result is that for the present biennium the association still gets the \$600. So you see we pretty nearly lost it last time, and you see what the temper and feeling of the legislature is about it. They wonder why it is that a forty-year old institution is so much of an infant that it still has got to be fed, shall I say bottle fed, has still got to be helped along at the

age of 40 years and they wonder whether it will have to be kept up until we are 80 years old, or at what time this association will be able to stand on its own feet and pay its own bills and not have to lean so much on others. I don't know exactly how much donation has been given, but I am going to risk this estimate that during each of the past years this association has received at least \$2,500, perhaps \$3,000, donated in services and time from all sources, whereas the members have paid in about five or six hundred dollars membership fees.

So the question appears to be—and it is not a question for me particularly but a question for the members to consider and to settle,—how long is this going to continue? It wouldn't be very surprising if the next legislature would repeal your \$600 appropriation and leave it repealed.

The budget director down at the capitol at Madison has asked me during the past year two or three times, "Why is it that your forty-year old association is still coming around here begging for money?" What is the reason? The College of Agriculture, the dean of the college, and the head of the dairy department are asking the same question. How soon is your association going to be able to pay its own bills?

In the last two years about half of my time as a member of the Dairy Department has been spent, with the permission of the Dairy Department, upon the work of organizing and encouraging the twenty-seven branches of this association that we now have all over the state, and the other half of my time has been spent on doing strictly the work of the Dairy Department at Madison; that is, visiting cheese factories who ask for somebody to come out there and give them help and advice. The College of Agriculture and the Dairy Department didn't ask me to tell you this, but I think you ought to know it for your own good, just to know how the cards lie on the table. They ask me, since the Association requires about half of your time, why can't the Association pay for about half of your time and traveling expenses. Well now, is that a fair proposition, or is that foolish? What do you think? Think it over. I have discussed the matter with a number of members as I had opportunity. They all say we ought to pay our own bills and it is for you, each of you and all of you, to make up your minds during this convention as to what you think ought to be done.

Now, to split the subject up a little bit into details, I would like to speak of one feature. During the past two years we organized about twenty-seven County branches around the state. Now, just for a moment will you be kind enough to let me know how many of you belong to some of those branches? The room is well filled now. Will you hold up your hands? A large proportion of you do belong to branches. You can see that the branches are doing something right here today for the attendance and support of this state convention, and I have no doubt it will continue and this room will be more than filled to the doors tomorrow.

Now, then, the question is do you want this work that we have been

doing for two years with the branches to continue. That is to come up for you to discuss and settle before the convention closes. There are more branches that should be organized. There are counties in the state where the makers only meet about once a year and seldom get together, and only a very small percentage of them get in at that. They need the same thing that you have got. Do you want this work with the branch organizations to continue?

Some of your members of branches recently asked me to come to a particular meeting you were going to hold, and I had to reply that I couldn't come. During the past two months I couldn't go to your meetings for the reason that the past two months lie in the period when the Dairy Department didn't pay my traveling expenses to go to your meetings. Beginning from next week up to April of 1934, that is for five months while we are having this list of eighteen schools outside of Madison, the traveling expense and the salary will be paid by the Dairy Department.

Then beginning in April when the schools close, and all through May, June, July, August, September, October, November, and December until—well, we don't know what will happen in the future,—but all through the summer and fall the Dairy Department does not pay my traveling expenses, and so I have to put it to you plainly. I am not asking you to hire me, but if you want the work with the branches and the news letters continued, it will be necessary for you to vote here sometime during the convention to recommend that the board of directors appropriate a sufficient amount of money, six or seven or eight hundred dollars, whatever may be necessary, to pay the traveling expenses through the summer and fall months—to appropriate that out of the treasury. We have the money in the treasury and if you recommend it to be done, then I have no doubt the directors will do it. But that is only a temporary measure. That just takes care of the traveling expenses during the present summer to keep up the work that is going on among these branches and to organize more of them.

From what I can see the association has come to an important point in the road where you have got to decide whether you will continue, and whether you will pay about half of the secretary's salary and expenses for the year if the other half is paid by the Dairy Department. Possibly you can find a secretary that has the time and facilities to work for you for nothing all the year. If you can, I would be pleased to have you find him.

At any rate, the suggestion is made that somehow or other the income of this association has got to be increased. If a man's only interest is to come here on Wednesday afternoon to go to a dance and then go home, if he doesn't want to come to the meetings, if he doesn't want to belong to a branch, if he has no use for the association, then all I have got to say about him is that he is the kind that you should work on to make a new member out of him. He belongs to the 1,500 cheese makers in the state that don't help us at all, don't do anything for us, don't come near, have nothing to do with the convention and

take no part in it. About five or six hundred cheese makers are the real live backbone of this association and the job is to get the other fifteen hundred into membership.

In every county you can measure your success by the number of new members you have received in the last year. Figure it out for yourself. You have made a good start and got along nicely and had some good meetings, but maybe some of you just barely held your own as to membership. But if you do real work, and get next to that fellow out in the country, and treat him like a man and a brother, you can bring him in and try to make him what he ought to be, and the result is that your membership roll grows. If you want all this to go on in the coming years, we will say next year, then it will be necessary to vote here, to instruct the board of directors to appropriate seven or eight hundred dollars or as much as is necessary to pay the traveling expenses from April to November, 1934. Then you should look forward and plan what other changes shall be made.

What shall the membership fees be next year? Here is another fact. The expense of running the cheese exhibit, handling the cheese, unpacking them, checking them, judging them, scoring them and awarding prizes amounts to more than the one dollar exhibit fee you pay in. Some people say, "I pay a dollar for a cheese score." It costs more than a dollar. There is no profit. That exhibit fee doesn't help this meeting down here. There is no surplus left over. It makes a bigger cheese exhibit, but there is no cash left over.

That is what the auditing committee found last night when they went over the books. Now I am going to suggest that you need, in addition to what you have, something like \$2,500 a year. You need a secretary who will put all his time on it, for half of the year or for seven or eight months in the year. I am paid for five or sometimes seven months by the University and there are about six months left. You will have to pay the salary of your secretary for a good half year if you want a secretary of that kind, and then you will have to pay his traveling expenses around the state. If he travels a good deal and works steadily the expense will come to about \$75 or \$100 a month and the whole thing will come to \$2500 or maybe \$3,000. If you decide just to take a wild shot at the matter, we will say that with 600 members every man ought to pay five dollars a year for membership. That might include his exhibit fee, legislative bills, news letters to every member, and admission to this convention. There are very few people who don't contribute five dollars a year to a church, or to a lodge or something of the kind. There isn't much you can buy for \$5.00 a year. Of course, if you don't want anything, you don't have to pay for anything. That is one suggestion. I am not advocating that particularly, but these suggestions have come to me. Some members have said, that everybody should pay a five dollar membership.

Other people say the admission at the door should be two dollars instead of one dollar and the exhibit fee should be two dollars instead of

one dollar. Those are suggestions. Another thing to think about is this: twenty-seven branches have been organized in two years. The twenty-seven branches have never been asked to pay one cent of expense connected with that organization work. This state organization has paid for the postals to call their first meeting. The branch paid nothing for somebody to come out and organize them. The branch paid nothing when we went to attend their meetings on their request. If a branch is worth having, is it possible that a branch might proceed to raise some money either by charging the members one dollar a piece, or by giving entertainment or dances or one thing and another, so as to raise one dollar a piece for each member and pay that into the state association as their contribution in return for the services they have received and should receive and will receive.

Now, this whole matter is nothing to get excited about. It is something to think about and consider. It is the matter of laying out your future, what you would like to do. You might drop your branches, and organize no more, you might stop all your news letters. If you want the news letters to continue throughout the rest of the coming year and into January 1935, when the legislature meets, I presume you will have to have a secretary on the job who sends those out every two weeks. In case you want to drop the news letters from now on, it will be a very simple matter to refund to each of the branches who have already paid in their money for news letters for the coming year.

Several of the branches, I might say, have already given dances and raised money and paid in cash one dollar a member in order that every single member of the branch might receive all the news letters and all the legislative bills from now on for the next year. The money is in the treasury. They have paid it in. I am not urging you to do anything. The modern way of doing things is to do what the membership wants. The only thing I suggest is various alternatives, one or the other, merely to bring it to your minds and let you decide what you want to have done.

I think that covers the financial situation at the present time. The question has come to a head, and been put to you very forcibly as a result of the action of the legislature and the university this year.

If I have omitted any essential details I will be glad to supply them. However, that is the financial report for the present moment. Thank you.

THE PRESIDENT: Are there any questions any one wishes to ask Professor Sammis?

THE SECRETARY: Mr. Chairman, those of you who will look at the program will find that tomorrow there is an opportunity on the program to take a vote on these subjects. Two years ago we voted to start having branches. Last year we took a vote at the convention and voted to continue. Tomorrow the questions asked on the program are: Shall the work with the county branches be continued? Shall the system of branch and monthly meetings be continued and

extended to other counties, where requested by makers? Shall the sending of news letters and so forth to members be continued? and the final question, How are you going to pay for it?

1933 HONORARY MEMBERS

THE PRESIDENT: The next number on the program is the reading of the list of honorary members and talks by honorary members. I just happened to glance back in the book, and I notice there are about 63 or 64 honorary members for 1933. I believe that is the most honorary members that we have ever had as long as the association has been in existence. Professor Sammis has worked with these men and if he cares to read all those names I would like to have him do so, and I would like to have him say a few words about the men and the work they have done for the association.

THE SECRETARY: Mr. President, I want to give these 64 men credit. These are the men who have done work of a certain kind for the association, definite work that we have record of. The number is large, as a result of the organization of twenty-seven branches throughout the state. In every branch we have two or three or four or more of these men who have done good hard work in their branch, who contributed to the success of this convention and in their own branch and they are the men whose names you read. Some have done more and some less, but they have all done what they could. There is room for plenty more, and as the branches grow and the association grows, possibly the list of honorary members who do this work may run down over another whole page. They deserve our thanks and appreciation and I wish we could spell their names out in larger type and put them up on the wall, and we would, if there weren't so many of them. But we appreciate them none the less because there are plenty of them. In the name of the convention I feel justified in thanking each one of the 64 for what they have done.

Appointment of Committees

THE PRESIDENT: The first man mentioned on each committee will be the chairman. The resolution committee will be: E. F. Horn, Beaver Dam; Stephen Suidzinski, Denmark; Earl Whiting, Gillett; Charles Laack, and L. E. Kopitzke, Marion.

On the nominating committee I have appointed Harold Winters as chairman, August Kautz, Clintonville, C. J. Westphal, Eland, John Babler, Campbellsport and Arthur Schmidt, Plymouth.

The men I have appointed on these committees no doubt know their duties and I don't think it will be necessary to discuss them very much, but if the several chairmen of the committees have anything to say I would like to have them speak up.

MR. HORN: Mr. President, I wish you would announce where the committees are to meet, immediately after this meeting, or at least before the supper hour.

THE PRESIDENT: One of the committees can meet in my room at the hotel.

THE SECRETARY: Mr. Chairman, I suggest to the committees that the secretary's office has typewriters and a couple of girls to run them if you want your reports typed at any time.

ADDRESS

By MAX LEOPOLD, Vesper, *Chairman* of the Governor's Fact-finding Committee

Mr. Chairman, Ladies and Gentlemen: I am not a cheese maker and I am not here to give you the report of the governor's fact-finding committee. I met Mr. Graf the first time sometime in August, I believe, and he asked me at that time whether I would have a chance to come and explain my opinion on the things I saw from the fact-finding committee as an individual. What I am going to say this afternoon may not probably be new to you cheese makers, but it was new to me as a private farmer.

I have lived in the same township in Wood County thirty years the first of May, 1934. I have seen a good many cheese factories come and a good many cheese factories go. Especially have I seen some of them go since 1922 or 1923 when we were fortunate or unfortunate enough to have Mr. Borden come up to Marshfield and A. & P. come to our part of the country. This group of nine farmers on the committee did not have any particular high school or university education. We were going in the wrong way, an uncultured way, if you please, to find out what is wrong with the cheese industry. If we had some background or university training or being a paid official or state employee for years back, we might have had an easy job because we would know something to go by, but just take nine farmers in your own community and say to them "You go and find out what is wrong with the cheese industry". It is quite a job. None of them were cheese makers, or cheese dealers, none of them a processor, and none of them sold cheese in any quantity with the exception that I was secretary of our cheese factory and we sent out cheese.

In the State of Wisconsin a greater share of our income is dependent on dairy, and less and less on other commodities. We found out that in Wisconsin in 1932, 28 per cent of all the milk has gone into cheese.

In 1895 we had 1337 cheese factories in the State and the average production per cheese factory was 39,253 pounds per year. We reached the highest in number of cheese factories in 1921 with 2,807 cheese factories, and at that time the average production per cheese factory was 106,424 pounds of cheese. We have dropped down to nearly 2,000 cheese factories in 1932; we are producing about 309,000,000 pounds of cheese and the average production per cheese factory has increased to 142,706 pounds. Nearly four times as much cheese was made in each cheese factory in 1932 as in 1895.

When I speak about cheese makers I mean all cheese makers, and

it is immaterial whether they own their own factory or are renting or work in a cooperative cheese factory. When I speak of the cheese industry in the State of Wisconsin I mean all cheese whether it is made in a cooperative cheese factory or a private cheese factory. If we are to bring back to our cheese factory a better return per hundred pounds of milk, those men who are making the cheese are going to have quite a job in helping to accomplish it. Not only one part of the makers but the whole group.

One of the questions that we asked at that time was: Have you men all got efficient units in which to make cheese? A lot of farmers have held meetings with their cheese makers. Some have said they have, and some said they haven't. What is the actual amount of milk the cheese factory has to have in order to call it an efficient economic unit? That is a question that many localities have a different answer to. We came to the question as to whether we have a good quality of milk in our cheese factories. We found the answer from a good many cheese makers. Some said as high as 90 or 95 per cent of their patrons are delivering what they call a good quality milk. A small number of patrons either are naturally opposed to do the right thing at the right time, or just fail to cooperate and don't bring us any good quality milk. At the present time with the conditions as they have been in the last four or five years in many localities, this cheese maker is forced to accept that poor milk and if he doesn't his competitor will. Those are the conditions. Before we go out and talk about an efficient plant, or economic unit, we must assure ourselves that we have in the first place a good, clean quality milk to make into cheese. I am sure that when this report is out, it is going to emphasize very much the responsibility for milk quality that the farmer has to assume in order to be able to receive high quality cheese product at the factory. That report should have an influence on the five per cent that is not willing to cooperate with the other 95% of the cheese men of their locality. Or the 95% should be willing to give encouragement to the cheese maker, and say no, we can't take that poor milk. A united effort on both sides, by producer and the man that makes the cheese, will solve for us the question whether we are able to make a good product.

An eastern distributor of cheese and butter said, when it comes to butter, we have created in the consumer's mind a demand for a certain brand of butter, and that consumer knows at all times that that label will daily give to him or her the same standard pound of butter. When it comes to cheese he may give consumers cheese made in Wisconsin or in Mississippi or in Illinois or Indiana, and most of the time they are not satisfied because the cheese they got yesterday was not as good as the cheese they got before and so he had no chance to develop the consumer's demand. When I speak about the cheese industry, I mean that natural cheese that you and I are interested in, not that part of the cheese that is being processed and packaged and made for the other fellow to eat. We have not been able to bring to the consumer of the big cities, the same kind of cheese day after day, so

that he knows it is exactly the same one day after another. Maybe the reason was that we didn't have that good quality of milk all the time. I don't know the reason why. This distributor said that he cannot daily, today, and every day deliver to the grocer the same kind of cheese. It may not be general all over the United States, but I am speaking about a distributor that is handling a good many carloads of cheese in the eastern part of this country. I believe that the cheese industry in Wisconsin will have to assume that responsibility in cooperation with the farmer to be able in the future to produce a uniform kind of cheese and to create a desire in that consumer for that kind of cheese day after day, in order that we will be able to return to that farmer a little more, if possible, for his milk.

Ten years ago we said that Wisconsin had produced 72 per cent of the cheese in the United States. In 1932, Wisconsin produced only 61 per cent. In the report that I have got here, I see Indiana has increased its production of cheese from 255,000 in 1925 to 15,265,000 in 1932. When we got those figures we were very much interested to know where that cheese is made in Indiana. How big a cheese factory they have. Is it just like we have in Wisconsin? Are they starting in the same footsteps we started here in Wisconsin forty years ago or so? To my surprise I found out that 90 per cent or a little better of all the cheese made of this 15,265,000 was made in plants that were owned by Kraft and Phoenix, and the amount of milk per plant is way above the biggest cheese factory in some counties of our own state. Going further along this line, they are actually trying to get that milk of a standard quality, trying to teach that farmer to produce a quality milk. The State of Mississippi in 1925 was not even reported as to the amount of cheese produced. But in 1932 that state produced 5,939,000 pounds. Are they producing a better quality of cheese than we could produce in Wisconsin, or is it because through force of necessity we have been neglecting our quality cheese and they found out they could make good cheese in other states. Those are the questions for you men to decide and not for me to tell you what to do. But those figures are facts and we must take notice of them. I am sure we are going to milk cows in Wisconsin after this year and when ten more years are over, I am satisfied the great share of our income will still be from dairying, and to the cheese maker I say again, speaking for the cheese industry as a whole, that this question of tackling quality cheese, this question of tackling a standardization piece of goods, which the consumer in the city could demand day after day, will be the job of the cheese makers of Wisconsin, and they have to answer the question themselves. Makers have a lot of investments and they are very much interested in their particular investment and they will have to solve this question in cooperation with one another and with the farmers. We know year after year that more of the natural cheese is going into processed cheese. Now, is this a sign for us to lay down and say that there is no demand for natural cheese, that process cheese under the present condition is the ultimate result?

I want to tell you men there are millions of people in the United States that like natural cheese and will like it a good many years from now. Will we in the State of Wisconsin be able to produce a better way in creating a better demand by the consumer for natural cheese? I believe in the minds of you men here, that if this question is placed clearly before you, the question will be solved so that there will be a big demand for a natural cheese. I believe that the question of bringing a better return to the farms of Wisconsin for milk will not be solved merely by making even a better quality cheese. It will be solved probably by all you men together when you have a better marketing system for that cheese.

When we were in Chicago, Mr. Graf was with us, and we tried to find out the reason for this spread in the price of cheese. We were at that time at the cheese institute meeting on the cheese code. Now the answer to that question was that we are not to blame, but the local grocery or the local store is to blame.

In Chicago, this question of a committee market came up. I am not saying that the prices that we have been getting from the boards were not all that we could have gotten even though there would have been a committee, but I say this much, that thousands of farmers in the State of Wisconsin have lost confidence.

Now I may be all wrong but I know from contact with farmers that there is a great demand for new marketing methods. That is not an idea sponsored by any government agency. That actually was forced on those government agencies. I have left with you three things in your mind. First that while our income from dairying is increasing year by year, our state's percentage in the number of pounds of cheese is decreasing year to year. In 1932 Wisconsin produces 20,000,000 pounds of cheese less than they did in 1925. And if this continues for ten years our percentage will be a whole lot less.

I want to leave with you today the thought that it will be our effort to see if we could not in the next years to come, (1) standardize if possible the class of milk we are getting to our cheese factories; (2) standardize if possible the class of cheese we are making in our cheese factories; (3) think about a better marketing for our cheese so that we are able to return a better income to our farmers. Thousands of cheese makers were absolutely interested in those farmers, in their community, regardless of what some farmer may tell you. I am trying to leave with you those four points, that in order to be able to bring for our farmers a better return for milk, we will have to standardize our cheese, and bring about a better marketing system; and lastly we will have to go out and create a desire on the part of the consumer to demand Wisconsin cheese, day after day.

DISCUSSION

MR. DAVIS: Mr. Leopold, will you let us know if you have the information on Indiana, what the butter fat test is.

MR. LEOPOLD: I haven't it with me, but it is a little bit higher than ours.

MR. DAVIS: That is, higher butter fat in cheese.

MR. LEOPOLD: That is what they are working on in that territory. There are more guernsey cows around there.

MR. DAVIS: I am just injecting this one phase, that you can't make the best cheese out of poor milk and the milk here in Wisconsin has been and is steadily decreased in fat, so that the food value of your cheese has decreased in the last years.

MR. LEOPOLD: I will ask you this much, Mr. Davis,—does the kind of milk delivered to us make any difference in the quality of cheese we are going to make?

MR. DAVIS: The Wisconsin law says you can't take in milk of less than three per cent butter fat. Ask anyone of these makers if they take under three per cent. If that law is on the statute and there is no way of enforcing it, what is the good of having it there? You were one of the governor's committee and I want to convey to you a thought that we have a surplus, and there must be some manner or means of reducing that volume. If you have a law limiting the quality of milk in cheese and you allowed the continuation of that inferior quality, you perpetrated a wrong right there.

MR. HORN: Mr. Leopold, I want to support Mr. Davis' statement. Only about fifteen years ago I got up on the floor in Milwaukee and made that same statement that our milk was getting thinner from year to year. I was laughed down at that time even by professional men from the department and said it made very little difference as to the quality of cheese, but in the last few years they have come to realize, and the farmers of Wisconsin must be acquainted with this fact, that butter fat must be increased to uphold the standard of quality of cheese. I had the pleasure of visiting Illinois this summer in July. I called on a factory down in Mackinaw, possibly some of you know the gentleman down there, he was from up in this section. He had a factory producing at that time about 26,000 pounds of milk and I thought he was spiffing me when he said his average test was 4.2 at that time. I as much as told him I didn't believe it. Consequently, he took me to his books and showed me and I couldn't help but believe it. Then I was interested and stopped at different factories and I found the same thing. I found one that had an average of 3.8, but I found another one that had an average of 4.5. Where do those cows come from? Certainly not from Wisconsin in the last five years.

MR. NOYES: I was down in a factory in Illinois two weeks ago and took samples, and the average test of that milk fat was five per cent, and the cheese moisture content was 34%. That cheese felt as though it was made up here in Wisconsin and had a moisture of 39%.

MR. LEOPOLD: I was just going to say that in Green County, there are still a good many factories that are not testing at all. I know they, Mr. Horn, in their part of their cheese programs, are asking that all milk be paid for on a butter fat test. Now, that is a part of the program that will have to be done when you men are organized to get more people to use Wisconsin cheese and to make something that will be used every day. The Wisconsin farmer has to look for fat. We have had an idea that casein made cheese, and that fat only put a little solid in there, but when we got into the matter deeper, it depends upon the fat.

MR. WESTPHAL: Mr. Chairman, there is a question in my mind in regard to the retail price of cheese in the different zones. We are confronted with the question from time to time that the retailer charges too much profit, or there is too much difference between what the farmer gets and what the consumer has to pay. Now, we had that question up here only a week ago in a meeting at one of the factories and I said this: Do you know whether that cheese is just a current made cheese or whether it is a year old or two years old,

where he charged twenty or twenty-five cents a pound? Do you know how much cheese that retailer sells? Do you know how much waste he has? I will grant maybe there are retailers that do charge too much difference between what they pay for the cheese and what the consumer has to pay, but I intend to talk about surplus. We have 30,000,000 pounds of cheese surplus over a year ago. I said now, I would like to have you answer this other question. What is the price of butter? Well, they didn't seem to know directly. I said twenty-three cents. Now then, these stores are selling butter day after day all over the country. What do you have to pay for butter in cartons, that is tub butter in Chicago, 92 score? What does it cost to put into cartons and wrap them? Well, twenty-four cents possibly the creamery gets, and then it has to be shipped. I said, what do you have to pay in stores for butter in prints? Now, we were paying twenty-six cents. Now then, if it is a fact that the consumer has to pay too much for cheese, then why is this a fact, then that there is one million pounds of butter more in storage now than a year ago? Can you answer that question? Isn't it a fact that meat is cheap, pork is cheap, eggs have been very cheap and that naturally puts the cheese down. People don't have to buy cheese and live on cheese if they don't want to, they can buy something else in its place. If it is all on account of charging too much for cheese, if that is why cheese isn't eaten, then on the other hand there shouldn't be any surplus butter today.

MR. LEOPOLD: I am going to make it short. Are we eating cheese in America at all? The facts are, we are not eating much cheese in America per capita, but from the amount of cheese we eat in America, we figure there would be a more even price to the consumer if he consumed more.

MR. HORN: I don't want to interrupt the speaker of the program, but the remark I made about butter fat in Illinois can be explained by Mr. Kenbey. I would like to have Mr. Kenbey tell what his factory is doing in the line of putting butter fat in the cheese.

MR. KENBEY: One of the experiences we ran down in Illinois were complaints on Wisconsin cheese due to the fact that they claim it dried out so quickly and the claim that cheese made with higher butter fat content seems to hold out better. Cheese that has a higher butter fat content feels as if it contains 41 per cent moisture and on the tests it comes down as low as 34 per cent. That high fat cheese is selling better than Wisconsin cheese due to the fact that the store keepers claim Wisconsin cheese dries out quicker.

DISCUSSION ON LOW TEST MILK

THE PRESIDENT: The subject of three per cent milk wasn't quite finished and Mr. Bruhn of the Department of Markets would like to answer Mr. Davis.

MR. BRUHN: I don't know whether Mr. Davis has been trying to draw me out to debate or not but it seems like he wants an answer. Now, the fact is, Mr. Davis or any of them can go to the division and get the records of prosecution of farmers that have been bringing milk with less than three per cent fat to cheese factories. The records are open to anybody and I think you can get them if you want them. If you want the records of cheese makers that have been prosecuted for producing cheese with less than 50 per cent fat, which is not only the state standard but also United States standard, you can also find those records there. I think I answered your question Mr. Davis. So far as the extra fat or above 50 per cent of fat in cheese, that is so valuable in good cheese, tomorrow afternoon I believe I will judge American cheese up here and I am supposed to give

a talk then and if the chair will give me time I will then discuss the matter of fat in the cheese.

MR. DAVIS: We are all human and we have our weaknesses and I don't believe that there is a single maker who receives milk from the farmer in the morning along in June and finds 2.8 that will turn it back. But there is a way for the state to enforce that law and compel the eradication of the branding of cattle for volume and not quality, and that is these inspectors as they go from one factory to another factory to inspect the milk situation, and see if the butter fat of each patron's milk, and if they find a cheese maker continuously taking the milk of farmers that are under in butter fat, warn them once or twice and take other steps on the third offense. Now we are confronted with a surplus of the product. You were confronted here in the State of Wisconsin with about the poorest cheese made in the United States from a food value. You are confronted with the fact that you by law are producing an article that the United States Government will not buy, and I tell you it is time for you to commence to think. You go back to your farmers and tell them that their butter fat in their milk they are bringing to the factories is too low.

MR. BRUHN: Mr. Chairman, it seems my debate is on. I would like to ask Mr. Davis if a farmer brings milk to a factory which, for instance, tests 3.2 per cent, if he doesn't think in that milk there is milk from some cows that is testing less than three per cent. That is question number one. Under those conditions can a cheese maker reject that milk? Question two is this: By that same line of reasoning if that cheese maker takes in milk from one farmer with less than three per cent butter fat and mixes it with the rest of his milk from other farmers so that it tests 3.6 milk or 3.2, is that milk unlawful for making cheese?

MR. DAVIS: I don't think there is anything in the law that says that the milk of an individual cow shall be the average of the milk in the daily herd of cows, so that if he has one cow that brings four per cent and another cow that brings two and a half per cent, and hitched together he has lawful milk to be received by that factory. Is that the answer to your question number one?

MR. BRUHN: Yes.

MR. KALK: What are you going to do when the farmers' milk don't test more than 2.3? What are you going to do with the farmers?

MR. BRUHN: Mr. Chairman, a few years ago, a number of years ago in fact, we checked up on milk in Green County. We found milk from one herd that tested 2.6. We went and checked up on the herd and when the milk came to the factory, it was exactly as produced by the herd. We could have stopped there and prosecuted the farmer but for the fact of helping him, the cheese maker and the farmer as well, we tested the man's cows. Out of the herd of 46 cows I think it was, he had four that tested 4.6 and were giving about 70 pounds of milk a day a piece. In that particular case the man was advised to sell those cows that did not produce milk testing three per cent fat, and that is the thing that has been going on right along as long as I have been with the department, where we find that the cows are actually not producing the milk testing three per cent, and they are advised to sell those cows so that they can get the herd milk to the legal standard. Where on the other hand, it is found that the milk has been watered or tampered with in any form, a prosecution as a rule follows those conditions.

MR. DAVIS: Mr. Bruhn, I want to thank you that the state has really been trying to do something.

MR. HORN: Mr. Chairman, I don't believe Mr. Bruhn is after the cheese maker at all. He has advised this man to sell the cows, and if he refuses to sell the cows and still delivers that 2.8 milk, what are you going to do with the cheese maker?

MR. BRUHN: As long as the cheese maker is producing cheese that is lawful and as long as we don't catch him accepting milk of that quality, we aren't going to do anything.

MR. HORN: And yet there is a law on the statute books demanding that no milk be sold to any factory testing less than three per cent butter fat.

MR. BRUHN: We are not going to do anything to the cheese maker, but we are going to do something with that farmer.

THE PRESIDENT: I think this subject has been pretty well covered and I want to thank Mr. Bruhn and everybody else. It is getting late and we still have one more subject and I promise it won't take over five minutes. I hope you will all stay and hear Dr. Price in regard to making cheese in four different factories and after that we will adjourn.

PROPOSED AMENDMENTS TO THE CONSTITUTION

MR. SAMMIS: To meet the requirements of the constitution and by-laws, if somebody will make a motion that the proposed amendment be read by title at the present time, that will answer the purpose.

MR. MALLOY: Mr. Chairman, does the constitution specifically state what the dues are?

MR. SAMMIS: It states some dues and various kinds of memberships and dues. The whole subject can be discussed after supper and tomorrow and at that time we will arrive at some definite conclusion, but to meet the requirement that something must be read today, it will be sufficient if you make the motion that this amendment be read by title only at the present time.

MR. MALLOY: Well, I will make a motion that the proposed amendment to the constitution regarding the dues be read by title at this time.

Motion seconded and carried.

MR. SAMMIS: The title of this proposed amendment is this: "An amendment to article three fixing the requirements for membership and dues." That has been read today and can be acted upon tomorrow.

REPORTS FROM BRANCHES

THE PRESIDENT: The next subject is Reports from Branches. Now, if there are any representatives of branches here, we can give you about a minutes time to say a few words about your branch.

MR. BRICK: We in Calumet county have about sixty members. We have had posters printed, some large and some small and got a big sign printed on highway 141, ten by twenty-five feet. It is electric lighted. We have a meeting once a month and we have been talking about starting a bandage factory.

MR. CONGER: The Sheboygan branch was organized December 2, 1932 with 34 members. We paid dues of twenty-five cents. At the present time we have 74 members. We held one picnic this year in August. At our last meeting we made the following resolutions: Motion that any member belonging to two or more branch associations is only eligible to prize money from the county in which he lives for high scoring cheese.

THE PRESIDENT: Is there anyone else wishes to report?

MR. LIEBZEIT: I don't think our secretary is present. We have had a very successful picnic this summer and had an attendance of 2,000 for the purpose of raising an advertising fund. We put out some posters and some of them haven't been put up on account of the roads and we had here another dance lately for the benefit of creating money in the treasury. We carry other funds, our advertising fund and our association fund and we have about 100 per cent members.

WHICH COWS SHALL BE ELIMINATED FROM PATRONS' HERDS?

By A. J. CRAMER

State Supervisor Dairy Herd Improvement, College of Agriculture, Madison

MR. A. J. CRAMER: Mr. Chairman, Members and Friends of the Wisconsin Cheese Makers' Association: I have a timekeeper in the back of the room and I told the man he should wave his hand when the time is up, and I am going to take up only half the time allotted to me. So I am going to stick to my subject by reading it and make it that much shorter.

I can answer in five words the question asked in the subject assigned to me, "Which Cows Should be Eliminated from the Patron's Herds?" by saying, "*cows which do not pay*". I'll answer this question more in detail at the close of my talk. At the present price for butter fat, the Wisconsin dairyman cannot afford to keep cows producing on an average of only 5500 pounds of milk containing 200 lbs butter fat per year or less. If he receives \$.90 per hundred for milk testing 3½%, he is receiving about \$.26 per pound for butter fat. The average cow in Wisconsin producing 5500 pounds of milk in a year, the milk when sold at \$.90 per hundred will bring \$49.50 on the market. If this average Wisconsin cow eats about \$38.00 worth of feed, as Association records indicate she leaves the dairyman only \$11.50 above feed cost for his labor, for taxes, insurance and other overhead expense. Suppose the dairyman keeps a herd of 20 such cows, he will realize only \$230.00 a year above feed cost on his entire herd. If his feed cost represents 40% of the total cost of keeping that herd, the dairyman should determine by testing if his cows are keeping him or if he is keeping his cows. The average Wisconsin cow does not pay her way.

Last year, the members in our 77 dairy herd improvement associations culled out 13% of their herds as unprofitable cows. If every Wisconsin Dairyman would cull 10% of his poorest cows for beef, it would mean that Wisconsin dairymen would be milking and feeding 200,000 less cows and that would keep 110,000,000 pounds of milk off the market. Some of our surplus cheese originates from some of these unprofitable cows that are being kept at a loss.

According to our association records, a cow producing 11,000 pounds of milk, or twice as much as the average cow, in the state will con-

sume about \$47.00 worth of feed in a year. That's \$9.00 more feed than the average cow of the state eats. Instead of leaving only \$11.50 above feed cost, this good 11,000 lb. milk cow leaves \$52.00 above the feed cost. Surely, this kind of a cow is losing the dairyman less money than the average cow in the state. This good cow produces 4½ times as much return over feed cost as our average Wisconsin cow.

Let us analyze this 20 cow herd averaging 5500 pounds of milk per year. There is a feed bill of \$760 on this 20 cow herd, while the feed bill on 5 good cows each producing 11,000 pounds of milk would consume only \$235 worth of feed—there would be a saving on the feed of \$525 a year with 15 less cows to milk and feed. The 5 good cows producing 11,000 pounds of milk each would put on the market only 55,000 pounds of milk, as against 110,000 pounds of milk from 20 poor cows. The milk market must absorb this additional 55,000 pounds of milk each year from the average herd, while the good 5 cow herd will make the dairyman \$30 more than 20 average cows. Why then keep 20 average cows when 5 good cows will cost him \$525 less for feed per year and will make him \$30 more above the cost of feed?

Most Wisconsin dairymen are keeping too many cows for the amount of feed they have on hand this winter. If the dairymen had fewer but better cows and fed these according to their needs and condition of the market, dairy farming would be a safer business. The dairyman who tests and who will make use of his records will sell all unprofitable cows for beef. He will lower the feed cost of producing milk and butter fat. He will learn the value of his herd sire through his tested daughters. He will take more interest in his cows, if he tests.

SMALL HERD WELL FED EQUALS INCOME OF LARGE HERD POORLY FED

No. Cows	Herd Aver. B' Fat	Market Price Paid for		Fd. Cost Per Lb. B' Fat	Grain Per Cow	Cost Per Herd	Returns over Fd. Cost	
		B' Fat	B' Fat				Per Cow	Per Herd
13 -----	400	21¢	11¢	\$15	\$197	\$39	\$513	
41 -----	300	20¢	15¢	16	666	14	557	
Difference								
28 -----	100	1¢	—4¢	—\$1	—\$469	\$25	—\$ 44	

The larger herd kept 70 per cent more cows than the smaller herd. The smaller herd produced 203,000 lbs. less milk to be sold as surplus.

The smaller herd produced 7,100 lbs. less butterfat with 28 less cows.

The smaller herd saved \$469 on feed bill.

The smaller herd cut the cost of producing a pound of butter fat.

The smaller herd comes near to producing at cost of production.

The smaller herd saved 4¢ per pound fat. This saving of 4¢ is the same as adding 4¢ to the price received.

Let me cite one instance of a dairyman benefiting from his change in feeding cows from a "scoop-shovel" method to the method of feeding according to the production of each individual cow in the herd.

Here's a monthly feeder's guide card, such as our testers leave in the dairymen's barn. There is space here for the names or numbers of each cow and the pounds of butter fat each cow produced during the month, along with her test for butter fat. There is another column headed, "grain per feed" for each of the cows as suggested by the tester. One dairyman tacked this card onto a shingle and then fastened it to a stick which he pushed down into the feed cart at feeding time. The tester recommended that each cow be fed differently and according to production of butter fat, and that no more total grain should be fed to the herd than was fed the first time he weighed the feed. A month later, the tester found that the herd was producing one-half can more milk per day with no more feed. This amounted to about two pounds more butter fat, which, when sold at \$.20 per pound amounted to \$.40 per day or \$12.00 per month. At that rate a member might pay for his year's testing fee by the saving of feed fed during the first three months. This dairyman saved at least \$100 on his feed bill in one year on his 13 cow herd and it only cost him about \$30 for his year's membership in the testing association.

There are many more benefits derived from testing. Every dairyman who is testing in a cow testing association should know:

1. How much each cow is making or losing and which cows to sell.
2. What it costs to produce one pound of butter fat and 100 pounds of milk.
3. What returns he gets above feed cost per cow and for the herd.
4. What are the returns for each dollar spent for feed.
5. How much it costs to feed one cow, or the entire herd.
6. How much milk and butter fat each cow produces in one year.
7. Which calves to raise and from which cows.
8. How much grain to feed each cow according to production.
9. How good are the daughters of the bull as compared to their dams.
10. How much can be saved on feed bills by culling poor cow.

He can cut the cost of production even if he can't get a raise in the price for his milk.

Many dairymen have cut their costs as much as 4 or 5 cents on a pound of butter fat, and from 10 to 50 cents on 100 pounds milk, by feeding only good cows according to production.

Cheese makers in many sections in Wisconsin are benefiting by the Cow Testing Association tester. The tester can test the patrons samples in the factory twice each month. This unloads the grief that many cheese makers must shoulder on complaints by patrons who think their tests should be higher.

Green County testers test patrons' samples at 36 cheese factories twice each month.

La Fayette County testers test patrons samples at 41 factories twice each month for the cheese makers.

Neighboring cheese makers feel the need for testing when some patrons take their milk to a neighboring factory where they are testing under the association tester. Some patrons have raised their tests from 2.5 to 3.5% by sending only the milk from high testing

cows and by using less cream on Sundays and at strawberry picking time. Which cows should be eliminated from the patrons herds? I would say, *Low testers, some old cows, crippled cows, aborters, and sterile cows, sick cows, broken hips, and big kneed cows, cows with udder trouble, and those which are not paying their way.* The Sheboygan County Agent, Mr. S. Mathiesen, said:

1. The cheese maker wants higher testing milk to make better cheese, as milk over 3% test.
2. The old cows which are not kept for brood cows should go to the block.
3. Diseased cows' abortion have cut the milk production $\frac{1}{4}$ to $\frac{1}{2}$ and a loss of calf crop.

If the cheese maker could get his patrons to pool their herds, they might get the abortion blood tests made by their local veterinarian at a very low cost per herd. The cow testing association will help take the guess work out of dairying.

DISCUSSION

MR. BRUHN: What is the cost of testing for abortion or disease?

MR. CRAMER: It depends upon the size of the herd and the distance the veterinarian would have to travel. If you have several in the group you can cut the price considerably, I don't know how much. I wouldn't dare to make a statement. We have a herd of 23 cows on record that made a production average of something over 300 pounds of feed and the herd brought in about \$375 above the cost of feed. Ten of those cows brought in \$485 above the cost of feed or the rest of the cows in the herd and the three other cows made that loss which was involved in that herd. Now with the larger number of cows there, there are probably more unprofitable cows.

THE COST OF MAKING CHEESE AT PRESENT

By E. C. DAMROW, Fond du Lac, Wisconsin

Your secretary has again requested me to give a report on the present cost of making cheese; so I have tabulated a list of all the equipment and supplies required in an up-to-date cheese factory, as of November 1 this year.

There are various ways of figuring the cost of making cheese, depending on how the factory is operated. For example, in one cooperative factory, the cooperative company may own the building only, and the cheese maker has to furnish the machinery, tools, supplies and labor; while in another cooperative factory where the farmers own the factory and equipment, the cheese maker is only required to furnish the supplies and labor. The type I considered in this "Cost of Making Cheese" is one in which the cooperative company owns everything—building and equipment, furnishes all supplies, and hires a cheese maker who just furnishes the labor.

In this type factory, the cooperative organization also has to furnish the family residence for the cheese maker. This is also covered in the report, together with all fixed expenses, such as insurance, taxes, inter-

est on loans or invested money, and depreciation. I am basing my figures on this type cooperative factory, because the majority of cheese factories in the state are of this nature. The results are about the same as when a cheese maker owns his own factory and furnishes all these items, including fixed expenses in figuring his cost.

This "Cost of Making Cheese" bulletin, which is being handed out today, was also published as a guide to help you make out your income tax report, which is required by the Tax Commission, so that you can figure the proper depreciation and make the deductions allowed by the state.

My main reason for compiling these figures is that I hope you will use this bulletin as a guide in figuring your own present cost in your own factory. Take an adding machine and spend an afternoon summarizing all your last year's bills. Tabulate them and set these figures aside of mine. How did you come out last year? Did you have 50¢ per hundred pounds of cheese you made for your labor, after you figured all the necessary expenses?

Also figure the present cost of supplies to estimate your cost of cheese making for next year.

Cost of Equipment

On page 4 of this bulletin is listed equipment for two different size factories; one, what is known as the small factory, running about 6000 pounds of milk daily in the flush; and the other, running three times that, or 18,000 pounds daily in the flush. There may be a few items in both lists which are not used in some factories, but there are also a number of items which are not included. For example, I have only listed daisy hoops for the small factory, whereas in a great many cases the factory is also using longhorn and twin hoops, which will add considerable to the cost of equipment. The same is true of the large factory.

On pages 2 and 3 you will find a variation of 2 mills, in favor of the large factory, in the cost of general supplies in the small and large factory. Since the bulletin was printed, there has been a slight drop in the cost of cheese boxes; this amounts to about .0018 for making a pound of daisies, .0011 for twins and .0016 for longhorns.

Labor Cost

For labor in the small factory I figured \$100.00 per month. This is for making about 100,000 pounds of cheese from about 1,000,000 pounds of milk annually, and amounts to 1.2¢ per pound of cheese. For the large factory 80¢ per hundred was figured, which I think is a very fair average for the various size factories.

These figures were arrived at after discussing the matter with a number of cheese makers in the vicinity, and were based on the more successful factories.

I discussed the wage proposition with the cheese maker of one of our cooperative factories, who has almost 3,000,000 pounds of milk

per year and receives 90¢ per hundred for making cheese. This factory has been paying the farmers more for their milk than almost any other factory in the neighborhood. Most of the credit, however, is due the cheese maker who watches closely every move of the factory. He bought bandages at the very lowest price about two years ahead, and still has bandages enough to last all next year. The same is true of cheese boxes and some other supplies. In this way, of course, he is saving a great deal for this cooperative factory. This factory has been charging 2¢ per pound for making cheese for the last three years; but they admit that if they had to buy at present prices it could not be done.

There are a number of factories that are charging somewhat less for making cheese, but they are not considering their depreciation or the fact that equipment will have to be replaced from time to time. They also may be hiring a cheese maker a little cheaper, but I always maintain that a good man is worth the extra cost and will earn his pay; whereas, a cheaper man may not take the interest in the factory, make a somewhat inferior quality cheese, and not get the yield. On the other hand, I also know of a great number of good cheese makers who have been working at a loss for several years.

I maintain that a man who is not at least breaking even when running a cheese factory or working for hire cannot and will not take the interest in his work that he would if he were really getting a good living out of it. This certainly is no credit to the industry.

The same thing is true of farming in general, especially of our agricultural farmers today; they are not even getting a living wage for feeding the nation.

A copy of this bulletin will be mailed to every cheese factory on our mailing list. If you do not receive one within the next two weeks, please write me and I shall be glad to send you one.

COST OF MAKING CHEESE IN AN AVERAGE FACTORY DURING 1933

1,000,000 lbs. Milk Annually, 6,000 lbs. Milk Daily (in flush)
100,000 lbs. Cheese Annually

GENERAL SUPPLIES

32 Gallons Rennet (5 gal. lots)-----per gallon	\$1.95	\$62.40
8 Gallons Color (5 gal. lots)-----per gallon	1.85	14.80
9 Barrels Salt -----per barrel	3.60	32.40
5 Gallons Acid -----		7.25
Misc. Supplies, Starter Neutralizer, etc.-----		10.00
Stationery and Milk Books-----		3.00
Cleaning Powders and Brushes-----		50.25
Oil for Engine and Separator-----		15.20
Glassware and Breakage-----		10.00
Retinning Hoops, average per year-----		14.00
Allowance for Repair-----		55.00
50 Ton Coal-----per ton	7.50	375.00

\$ 649.30

FIXED EXPENSES

Depreciation on Equipment -----	\$3,386.00	10.6%	\$358.92
Depreciation on Building -----	5,500.00	3%	165.00
Interest on Investment -----	8,686.00	6%	521.16
Insurance on Building and Equipment			40.00
Taxes -----			45.00
			<hr/>
			\$1,130.08

VARIABLE SUPPLIES

Single Daisy

5,000 Bandages 13½x6½" A Grade_per thousand	\$18.50	\$92.50
10,000 Circles 12½" -----per thousand	7.90	79.00
500 Press Cloths 14" -----per thousand	22.15	11.08
5,000 Boxes -----each	.12	600.00
10 Bundles 13" Scale Boards-----per bundle	2.10	21.00
		<hr/>
		\$803.58

Twins

3,125 Bandages 14½x8½", A Grade_per thousand	\$24.85	\$77.66
6,250 Circles 13½" -----per thousand	9.00	56.25
500 Press Cloths 14" -----per thousand	22.15	11.08
1,563 Boxes -----each	.22	343.86
¾ Bundles 14" Scale Boards-----per bundle	2.30	7.48
		<hr/>
		\$496.33

Long Horns

7,690 Bandages, 6x15½", A Grade_per thousand	\$21.65	\$166.49
15,380 Circles 5" -----per thousand	1.45	22.30
1,000 Press Cloths 6" -----per thousand	4.45	4.45
1,923 Boxes -----each	.22	423.06
4 Bundles 14" Scale Boards-----per bundle	2.30	9.20
		<hr/>
		\$625.50

COST OF MAKING ONE POUND OF CHEESE IN AN AVERAGE FACTORY

	Single Daisy	Twins	Long Horn
Cost of Different Styles -----	\$.00803	\$.00496	\$.00625
General Supplies -----	.00649	.00649	.00649
Total Cost of Supplies -----	.01452	.01145	.01274
Fixed Expenses -----	.01130	.01130	.01130
Cost without Labor -----	.02582	.02279	.02404
Labor Cost (\$1,200 year) ----	.01200	.01200	.01200
Total Cost of Making 1 lb. -----	\$.03782	\$.03479	\$.03604

The average cheese factory in Wisconsin runs about 1,375,000 pounds of milk during a year which makes approximately 100,000 pounds of cheese.

When a factory runs more or less milk the only difference in cost of making a pound of cheese would be the "Fixed Expenses" and "Labor Cost."

Whey Cream 3% 3,000 lbs. a year at \$.23 \$690.00. Cartage of Cheese and Coal done by the farmers.

**COST OF MAKING CHEESE IN A LARGE FACTORY
DURING 1933**

3,000,000 lbs. Milk Annually, 18,000 lbs. Milk Daily (in flush)
300,000 lbs. Cheese Annually

GENERAL SUPPLIES

96 Gallons Rennet (10 gal. lots)-----	per gallon	\$1.85	\$177.60
24 Gallons Color (5 gal. lots)-----	per gallon	1.85	44.40
27 Barrels Salt -----	per barrel	3.60	97.20
10 Gallons Acid -----			9.80
Miscellaneous Supplies, Starter Neutralizer, etc.-----			19.25
Stationery and Milk Books-----			4.00
Cleaning Powders and Brushes-----			87.70
Oil for Engine and Separator-----			22.40
Glassware and Breakage-----			18.80
Retinning Hoops, average per year-----			35.00
Allowance for Repair-----			75.00
80 Ton Coal-----	per ton	7.50	600.00
			\$1,191.15

FIXED EXPENSES

Depreciation on Equipment -----	\$ 5,737.00	10.53%	\$604.11
Depreciation on Building -----	8,000.00	3%	240.00
Interest on Investment -----	13,737.00	6%	824.22
Insurance on Building and Equipment			65.00
Taxes -----			70.00
			\$1,803.33

VARIABLE SUPPLIES

Single Daisy

15,000 Bandages 13½x6½" A Grade-----	per thousand	\$18.50	\$277.50
30,000 Circles 12½" -----	per thousand	7.90	237.00
1,500 Press Cloths 14" -----	per thousand	22.15	33.23
15,000 Boxes -----	each	.12	1,800.00
30 Bundles Scale Boards, 13"-----	per bundle	2.10	63.00
			\$2,410.73

Twins

9,380 Bandages 14½x8½" A Grade-----	per thousand	\$24.85	\$233.09
18,760 Circles 13½" -----	per thousand	9.00	168.84
1,500 Press Cloths 14" -----	per thousand	22.15	33.23
4,690 Boxes -----	each	.22	1,031.80
9½ Bundles 14" Scale Boards-----	per bundle	2.30	21.85
			\$1,488.81

Daisy and Long Horns

7,500 Daisy Cheese	150,000 lbs.	11,540 L. Horn Cheese,	150,020 lbs.		
7,500 Bandages	13½x6½"				
A Grade	-----per thousand	\$18.50	\$138.75	}	\$388.59
11,540 L. H. Bandages	6x15½" A	-----per thousand	21.65		
15,000 Circles	12½" -----per thousand	7.90	118.50	}	151.97
23,080 L. H. Circles	5" -----per thousand	1.45	33.47		
1,000 Press Cloths	14" -----per thousand	22.15	22.15	}	31.05
2,000 L. H. Press Cloths	6" -----per hundred	4.45	8.90		
7,500 Daisy Boxes	-----each	.12	900.00	}	1,534.70
2,885 L. H. Boxes	-----each	.22	634.70		
15 Bundles	13" Scale			}	45.30
Boards	-----per bundle	2.10	31.50		
6 Bundles	14" -----per bundle	2.30	13.80		
					<u>\$2,151.61</u>

COST OF MAKING ONE POUND OF CHEESE IN A LARGE FACTORY

	Single Daisy	Twins	Long Horn & Daisy
Cost of Different Styles	-----\$.00803	\$0.00496	\$0.00717
General Supplies	-----0.00397	0.00397	0.00397
Total cost of Supplies	-----0.01200	0.00893	0.01114
Fixed Expenses	-----0.00601	0.00601	0.00601
Cost without Labor	-----0.01801	0.01494	0.01715
Labor Cost (\$2,400 year)	-----0.00800	0.00800	0.00800
Cost of Making One Pound	-----0.02601	0.02294	0.02515

Whey Cream 3% 9,000 lbs. a year at \$.23 \$2,070.00.

Cartage done by the farmers.

EQUIPMENT FOR AN AVERAGE WISCONSIN CHEESE
FACTORY USING ELECTRIC CURRENT

6,000 lbs. Milk Daily (in flush)

1,000,000 lbs. Milk Annually—100,000 lbs. Cheese Annually

MAKING DAISY CHEESE

	Cost	Years in Use	Dep. in Year
1 7,000 lb. 20 ga. Vat-----	\$270.00	6	\$45.00
1 2 L. S. Cheese Press-----	172.00	12	14.33
1 12 H. P. Boiler-----	527.00	15	35.13
30 Daisy Hoops @ \$3.75-----	112.50	12	9.37
1 Damrow Elec. Forking Agitator-----	252.75	10	25.27
1 Set Hoisting Cranes & Irons-----	10.50	15	7.0
1 80 gal. Weighing Can & Opener-----	30.50	15	2.03
1 Weighing Can Strainer-----	13.00	10	1.30
1 20 gal. Starter Can, Elec-----	120.00	8	15.00
1 700 lb. Fairbanks Scale-----	59.40	10	5.94
1 100 lb. Howe Scale-----	23.00	10	2.30
1 Set 8" Curd Knives, ¼" cut large-----	12.00	10	1.20
1 Curd Mill, Electric-----	54.50	10	5.45
1 7' Cond. Head and Spout-----	7.00	7	1.00
1 Strainer Curd Pail-----	1.75	4	.44
1 Small Tin Tank 13x26x10"-----	6.50	5	1.30
1 Galv. Wash Sink, Round Bottom-----	18.00	4	4.50
1 18' Vat Cover-----	7.80	3	2.60
1 Curd Fork-----	2.50	3	.83
1 5700 lb. Baltic Separator No. 4 Motor Drive-----	889.50	12	74.13
1 6,000 lb. Tin/Whey Tank-----	142.00	10	14.20
1 D S K Vik. Pump-----	125.95	5	25.19
1 D K Vik. Pump-----	128.95	5	25.79
1 Sanitary Fittings-----	45.00	10	4.50
1 7,875 lb. Round Redwood Tank 31½ bbl.-----	49.86	12	4.15
1 6" Wood whey Pump-----	12.00	3	4.00
1 Adjustable Conductor Head and Spout-----	6.50	2	3.25
4 dozen ½ pt. sample Bottles with numbers @ \$1.90-----	7.60	3	2.53
1 24 bottle Babcock Tester Electric-----	58.00	12	4.83
1 Test Bottle Bath, 24 bot.-----	4.00	5	.80
1 Divider-----	.65	5	.13
1 Marschall Rennet Test-----	2.50	10	.25
1 Marschall Acid Test-----	5.00	3	1.66
1 Vacuum Sediment Tester-----	10.00	8	1.25
1 20 Sample Moisture Oven Electric-----	25.00	10	2.50
1 No. 1715 Torsion Balance-----	39.00	10	3.90
1 Daisy Curd Scoop-----	2.00	5	.40
1 Cheese Knife-----	1.00	10	.10
1 4 Quart Dipper-----	2.50	2	1.25
1 Cheese Trier-----	5.50	2	2.75
1 Pay and Record Book, 50 Patrons-----	3.00	4	.75
1 2x2x4 Galv. Water Tank-----	6.30	6	1.05
1 Steam Pipe and Fittings, Valves, etc., and Labor-----	60.00	16	3.75
Transmission, including 24' 1¼" Shaft @ 34c-----	\$ 8.16		
1 Shaft Coupling-----	2.75		
4 1¼" Hangers 14" drop \$4.55-----	18.20		
2 24x6 Wood Pulleys-----	14.85		
2 12x6 Wood Pulleys-----	7.35		
1 4x4 Wood Pulley-----	2.18		
	53.49	16	3.34
	\$3,386.00		\$360.14

Depreciation a year 10.6%

For Southern Factory
 Pasteurization equipment ----- \$1,500.00
 Refrigeration ----- \$2,000.00
 Boiler required when pasteurizing 20 H.P.

EQUIPMENT FOR A LARGE WISCONSIN CHEESE
FACTORY USING ELECTRIC CURRENT

18,000 lbs. Milk Daily (in flush)

3,000,000 lbs. Milk Annually—300,000 lbs. Cheese Annually

MAKING DAISY AND LONGHORN CHEESE

		Cost	Years in Use	Dep. in Year
2	10,000 lbs. 20 ga. Vats	\$328.00	6	\$109.33
2	2 LS Presses 20'	221.00	12	36.83
1	20 H. P. Boiler		15	44.40
	Two Sets of Hoops			
90	Daisy Hoops	3.75	12	28.13
96	Longhorn Hoops	3.70	12	29.60
2	Damrow Electric Forking Agitators	262.75	10	52.55
1	Hoisting Crane & Irons		15	.70
1	100 Gal. Weigh. Can & Opener		15	2.37
1	Weighing Can Strainer		10	1.50
1	1,000 lb. Fairbanks Scale 7 bm.		10	7.65
1	200 lb. Howe Scale		10	3.20
1	50 gal. Start. Can Motor Drive		8	21.88
1	Set Curd Knives 1/4" Cut Large		10	4.50
1	Curd Mill Electric		10	5.45
7	7' Cond. Heads & Spouts	7.00	10	1.40
2	20' Vat Covers	9.00	3	6.00
2	Strainer Curd Pails	1.75	4	.87
2	Sm. Tin Tanks 20x27x13	9.50	5	3.80
2	Curd Forks	2.50	8	.63
1	8,500 lb. Baltic Separ. No 6 Motor Drive			
			12	79.47
1	11,500 lbs. 20 ga. Round Bottom Whey Tank		10	24.30
1	D S L Vik. Pump		5	33.25
1	D K Vik. Pump		5	25.79
	Sanitary Fittings		10	6.00
1	20,000 lbs. Round Redwood Whey Tank, 80 bl.		12	10.88
1	7" Wood Whey Pump		3	5.00
1	Adj. Whey Cond. Spout		2	3.25
1	36 bot. Babcock Test elec.		12	6.23
8	Doz. 1/2 pt. Sample Bottles with Nos. & Chain	1.90	3	5.06
1	36 Bot. Test Bottle Bath		5	1.05
1	Gal. Wash Sink R'nd Bot.		4	4.50
1	Cheese Knife		10	.10
1	Speed Knife		8	.19
2	L. H. Scoops \$2 & \$3.25		10	.52
2	Daisy Scoops \$2.00 & \$3.25		10	.53
2	4 qt. Dippers 19" handle	2.60	8	.65
1	Cheese Trier		20	.27
1	Divider		5	.13
1	Marschall Rennet Test		10	.25
1	Marschall Acid Test		3	1.67
1	Vacuum Sediment Test.		8	1.25
1	Electric Moisture Oven		10	2.00
1	No. 1715 Torison Balance		10	3.90
1	Pay and Record Book		2	1.75
1	2x2x4 Water Tank		6	1.05
	Steam Pipes, Fittings, Valves, Etc. and Labor		16	9.37
	Transmission, including			
	30 ft. 1 1/2" Shafting, 48c	14.40		
	4 1 1/2" Hangers 14" drop \$5.50 each	22.00		
	1 Shaft Coupling	3.00	16	3.36
	2 14x8 Wood Pul'y	10.00		
	2 4x4 Wood Pul'y	4.35		
	4 Double Deck L. H.			
	Truck 80 Ch. 30.00		10	12.00
		120.00		
		\$5,737.10		\$604.56

Depreciation a year 10.53%.

For Southern Factory
 Pasteurization equipment -----\$1,800.00
 Refrigeration equipment -----\$2,500.00
 Can Washer \$1,000.00 to \$3,600.00

A 40 H. P. Boiler is required when pasteurizing and can washing.

COST OF MAKING CHEESE AT FOUR DIFFERENT CHEESE FACTORIES

By WALTER V. PRICE, Department of Dairy Industry,
University of Wisconsin

There are two fundamental reasons why cheese factories may be termed successful. They may be operated by skillful makers who succeed through the efficiency of their manufacturing methods. Other factories may be successful because the operator may be particularly skillful in purchasing supplies, in selling his cheese to a preferred market and in other phases of efficient business management. But, although we recognize that these factors are responsible for the marked success of some cheese factories, we have no guide to indicate how efficiently other factories may be operating in respect to the ideal or successful plant.

Other industries have been confronted with this same problem and have attempted to attain a solution by studying the individual operations in as many factories as possible. The results have been very good. One has only to consider the effectiveness of the activities of the International Association of Ice Cream Manufacturers, for example, to appreciate the values of such studies. Probably no branch of the dairy industry has been so zealous in obtaining significant information nor so generous in making a considerable portion of that information public property through the trade papers. Certainly the idea seems to be worth applying in the cheese industry.

A study of cheese factory efficiency has been started by the University of Wisconsin* and the State Department of Agriculture** and the results should be available in published form in a short time. Today I should like to use some of the results of this study to illustrate a few of the variable factors which help to determine the efficiency of business management.

Table 1

Factory -----	A	B	C	D
Milk received per year, lbs. -----	4,143,307	3,169,101	6,135,289	1,439,267
Fat in milk, per cent	3.30	3.78	3.61	3.35
Yield per 100 lbs. milk	9.30	10.04	9.95	8.79
Calculated yield -----	9.10	10.00	9.90	8.60

* Represented by H. H. Bakken and the author.

** Represented by C. N. Wilson.

Table 2

Factory -----	A	B	C	D
Annual Sales, cheese, etc. -----	\$49,717.58	\$41,177.80	\$78,642.85	\$15,478.42
Cost of labor -----	3,075.82	1,940.00	4,800.00	1,138.60
Cost of supplies -----	2,749.61	3,382.00	2,583.60	420.43
Cost of burden -----	2,663.29	2,296.08	7,201.99	727.80
Total cost of making \$ -----	\$ 8,488.72	\$ 7,618.08	\$14,585.59	\$ 2,286.83
Net income -----	\$41,228.86	\$33,559.72	\$64,057.26	\$13,191.59
Net income, per 1 lb. cheese -----	10.70¢	10.55¢	10.49¢	10.43¢
per 100 lbs. 3.5% milk -----	105.42¢	98.14¢	106.11¢	95.86¢

Table 3

Factory -----	A	B	C	D
Milk received daily for \$1000 of capital -----	4250	1704	1675	2042
Cheese made annually for \$1000 of capital -----	48173	36155	21531	30389
Total sales annually for \$1000 of capital -----	\$6215	\$4679	\$2773	\$1713
Net income annually for \$1000 of capital -----	\$5154	\$3814	\$2253	\$3160

Cost of Manufacturing One Pound of Cheese

Factory -----	A	B	C	D
	cents	cents	cents	cents
Labor -----	0.80	0.61	0.79	0.90
Supplies:				
Bandages -----	*	0.11	0.04	0.02
Rennet -----	*	0.11	0.05	0.05
Color -----	*	0.03	none	0.02
Boxes -----	*	0.72	0.29	0.20
Salt -----	*	0.09	0.04	0.04
Total -----	0.71	1.06	0.42	0.33
Burden:				
Washing powder -----	*	0.02	0.02	0.01
Repairs and miscellaneous -----	0.02	0.16	0.10	0.04
Telephone -----	none	none	0.01	0.01
Taxes -----	0.02	0.03	0.02	0.03
Insurance -----	0.09	0.01	0.05	0.02
Light and power -----	none	0.03	0.05	none
Trucking -----	0.20	0.02	0.43	none
Fuel -----	0.20	0.20	0.18	0.26
Depreciation -----	0.16	0.25	0.32	0.18
Total -----	0.69	0.72	1.18	0.55
Total Cost of Manufacturing -----	2.20¢	2.39¢	2.39¢	1.78¢

* These amounts were recorded by the factory as supplies and were not itemized.

These records have been based on the year beginning May 1, 1931, and extending to May 1, 1932.

The four factories which I intend to discuss were selected partly because the owners and operators were willing to help us get the information we needed. We are grateful to these men even though we cannot thank them personally by name at this time. These plants vary widely in size as well as in practically every other respect. It may seem to you at first glance that certain results of this study are related to the size of these factories, but I wish to state emphatically that I am firmly convinced if four other plants in the state had been selected with the same diversity of size that we might have reversed every conclusion which may seem apparent from the tables and graphs which are in your hands. No plants, however, could have been selected to illustrate better than these four the advantages which may be attained by careful study of the operation and management of a factory.

Table 1 presents some general information which will be helpful in considering the tables which follow. The figures in this and all other tables cover the observations of one year beginning May 1, 1931. The amount of milk received, which is the first item in the table, serves to distinguish the factories. They range in size from a one-man plant to one which employs several men. Figure 1 also distinguishes the plants according to the amount of money invested in land, buildings, and equipment. Factories B and C are relatively new plants, while the others have survived several depressions in the past few decades. The passing years have taken their toll from factories A and D until today their actual values are far less than their replacement values.

The second item in table 1 shows the variation in milk composition at the four plants and serves to explain to some extent the differences in the yield of cheese from 100 pounds of milk which are shown in the next line of this table. But this second figure is *calculated* to show what the yield should be at these factories when the composition of the milk and the moisture in the cheese are taken into consideration. Comparing the efficiencies of factories by the yield per 100 pounds of milk when the moisture of the cheese may be 35 per cent in one plant and 40 per cent in the other is misleading, but not more so than comparing the yields per pound of fat when the milk averages 3 per cent at one plant and 4 per cent at the other. I suggest that, when the cheese is made to suit the buyer, the efficiency of the factory would be indicated better by comparing the actual with the calculated yield. The calculated yield sets an individual standard determined by the fat in the milk and the moisture in the cheese. Anyone, knowing the per cent fat in the milk and per cent moisture in the finished cheese, can calculate this standard.

Table 2 shows the amount of money received from sales, the costs of manufacturing and finally the net income at the four plants. The sales receipts came from the sale of cheese, whey cream, milk, and butter. Cost of making consists of the items of labor, supplies and burden. In supplies are included bandages, rennet, color, salt and boxes. Burden, which is sometimes called "overhead" includes the ex-

penses of taxes, telephone, insurance, light and power, trucking, fuel, washing powder, repairs, miscellaneous and depreciation. Net income is calculated by subtracting the total cost of manufacture from sales. Net income, therefore, represents the money which must be used for paying for milk, interest, notes, mortgages, dividends, and finally profits, if any.

Like most certified accountants, those involved in this study did not include interest on the investment as a cost of production. Interest which is paid for the use of money is an expense to the business and as such must be deducted from the net income before a profit or loss can be declared. But interest payments for the use of capital should be regarded as an expense of organization or financing rather than a cost of manufacturing.

The net income in table 2 has been reduced to show the net income per pound of cheese and for 100 pounds of 3.5 per cent milk. The results are widely different for the four plants. Obviously these differences must be caused by excellent returns from sales or by low making costs. Examination of figure 2 and table 4 may throw some light on this point.

Figure 2 shows the costs of making a pound of cheese at the four different plants. Factories B and C have identical costs of making. Plant A has a slightly lower cost, but plant D is distinctly lower than all the rest. This figure is shown especially, however, to illustrate the differences in the costs of labor, supplies and burden at these four factories. Factory A divides the costs about equally between the three items,— $1/3$ to labor, $1/3$ to supplies and $1/3$ to burden. Factory B spends about the same as A for burden, reduces labor costs, but then throws away this advantage by spending almost as much for supplies as for the other two items put together. Factory C spends about the same as A for labor and sharply reduces his supply cost, but then finds that his large burden cost practically equals the total he spends for labor and supplies. Factory D spends more for labor than any of the other plants and then makes it up by reducing supply and burden costs to less than the amounts paid by any of the other plants. Each plant excels in some phase of production and then dissipates the advantage with a slump in some other phase. What would this picture have been if each operator had known his costs month by month and had been able to compare them with those of the others? We venture a guess that factory B, for example, would have watched his supplies more closely, and that factory C would have looked very critically into the item of burden.

But there are still some discrepancies because factory C with a high cost of making shows, according to table 2, a greater net income per 100 pounds of 3.5 per cent milk than any of the other plants, while factory D with the lowest making cost shows the lowest net income. This emphasizes the advantage which the C factory had in sales over factory D. Factory D made twins, perhaps because twins were the custom, so to speak, but the advantage in reduced costs because of

this choice was not great enough to offset the disadvantage in the selling price of the product.

Table 4 presents in detail the expenses per pound of cheese which were incurred by each of the four factories. This table is given to show how each item may be compared for each plant. Total costs, which have been discussed, only show the general region of an ailment, if any exists; detailed items such as those shown in this table permit the accountant to put his finger on the offending expense as accurately as a skilled surgeon probes for a painful appendix. The supply account of factory B, for example, needs a major operation according to this table. The operator was spending enough money for supplies to make two pounds of cheese instead of one—and that was before the prices of bandages and boxes went up, too. And so we might go through the whole table comparing the individual costs at each factory, pointing out the weaknesses and the good points of each, commending the one and looking for the reasons for the faults of the other.

Table 3 illustrates some interesting comparisons of the efficiency of the use of capital in the various plants. Such comparisons are helpful in considering new investments, or in planning new activities in the business. Factory A was not in good physical condition. The old building, badly worn machinery, poor floors, inefficient boiler, all could have been improved by the investment of more money and would undoubtedly have improved the morale of the patrons and operators. Despite the relatively favorable net income at this plant (see table 2) patrons were leaving it for neighboring factories during the period of study. Contrast with this condition that which existed in factory C. A high investment has produced a very attractive plant. An aggressive operator has literally bought new patrons with this high investment in modern machinery, trucking services, and the like. The factory increased its patronage by more than 1/3 during the course of the study and has about twice as many patrons today. The miserly policy of capital investment in factory A which was inspired partly by fear of competition and partly by local politics is like a brake which is gradually slowing the progress of this once splendid business. The investment policy of any factory calls for the exercise of the highest degree of business judgment. We believe that adequate records of successful factories in the state would be a wonderful help in solving this difficult problem.

And so the comparison of the various items of costs and sales might go on. It is clear, however, for the purpose of this discussion that all operators in this study would have been in a better position financially if they had possessed monthly records to show the trends of their own operations and to compare them with the operations of others. Such monthly records compiled from year to year, even in a single factory, furnish standards which are helpful in planning season purchases, estimating costs of operations, calculating income tax returns, detecting excessive expenditures, in addition to the advantage of showing the efficiency of factory operations.

Accurate records of expenses and income are almost useless unless they are broken down and studied, item by item, until every bit of meaning has been extracted from them. I venture to suggest that this association could undertake no program of improvement which would so easily and quickly put dollars back into the pockets of its members as to undertake the installation of uniform methods of accounting in cheese factories and to provide a central agency for the monthly analysis of these records.

Thursday Morning Session

REPORT ON CHEESE ADVERTISING

By ED. MALCHESKI, *Chairman of Committee*

MR. MALCHESKI: Mr. President, Fellow Cheese Makers, Ladies and Gentlemen: I am supposed to make a report on the resolution that you passed last year in which you named the committee to work out a cheese advertising program. I suppose a lot of you are disappointed because you wonder what the committee has been doing all year and you didn't get any action, and that is why I am here to explain to you, why the thing hasn't gone into effect. On that committee was Mr. Mooney and Mr. Laack, and Mr. Mooney has certainly given a lot of his time towards that work. Mr. Laack, who was in the legislature at that time, was very busy, but whenever he was able he came over and gave us assistance.

We had an idea the most there was to it, was just a radio advertising campaign for Wisconsin cheese. The Department of Markets has also rendered us support. They got some experts from Chicago to meet us to explain this national advertising program. Because none of us were experienced in that, we needed somebody who knew something about it. It was finally brought out, that to advertise cheese in a national way would take an awful lot of money and we found if Wisconsin alone was to go out on an advertising campaign it would have to take as much as a cent a pound for cheese to put on an effective campaign and that was impossible to do.

The program for Wisconsin would be for advertising cheese only, and to that effect we were figuring one-tenth cent a pound. With that one-tenth cent a pound you could have one of the large stations to talk cheese, say about twice a week for fifteen minutes, and then you would send out posters and you would have demonstrating agents throughout different states. You could probably take about three states at a time. For instance, in Sheboygan you would put on a cheese campaign for a week and here you would have a demonstrator where the women could come in and educate them how to use cheese in many ways. You would also get a lot of free publicity, that is your local stations in the different states would talk on cheese as a

food, but if you were to pay for all the publicity, one-tenth cent or one-quarter of a cent wouldn't get us any place. So that was the program that we as a committee agreed was the logical way to do. You would have some prominent doctor that would give a talk for it without any cost, because it was a matter of telling the people what is good for them to eat, and in that way we would get a lot of publicity, which if we had to buy it, would cost us thousands and thousands of dollars. As far as going out and advertising Wisconsin cheese only over the radio, they have convinced us that is impossible, because you know we couldn't convince our farmers we are going to take off a cent or more to advertise Wisconsin cheese. And another thing, there is so much cheese made in other states that the minute you are starting a campaign, it would reach clear across the other state and you might get some antagonism from the other state.

The next question was, how were we to get the money? We decided to call a state-wide meeting and before we called that, we called upon many of the farm organizations, trying to get them in line on that question. As you know, in Wisconsin you have got ten or fifteen different organizations, and unless you have sold the idea to them this meeting would have been a scrap. Some of them would have agreed and some wouldn't. We had quite a time to convince some of them, because they figured why should we advertise cheese if we can't advertise Wisconsin cheese. Others again said we can't advertise cheese until we have a specific brand. Then the strike came along and at no time during this summer was there enough harmony among the organization that we thought it was safe to call a meeting. So we went to Chicago and finally sold that idea to the farmer representatives there to add that into the code, if your code ever goes into effect. That means there would be one-twentieth of a cent taken out from every pound of cheese and that would be used in advertising, and we believe that the program that we worked out would be put into effect. That I believe would be the proper thing to do too, because it would be compulsory. In other words, the other states would have to contribute to that as well as we would, and you could talk American cheese and Swiss cheese and limburger cheese. In other words, if we eat enough cheese, our price will be fair. So that is where the thing ended up at this time. I suppose Mr. Mooney will give you more about that. Dr. Clyde King, who has charge of the dairy division on the code, was enthusiastic over it. So our hope to put this into effect will be through the code, and if it does not you will have to go back again and call the meeting at a time when we have some harmony among your farm organizations. The only objection we had was from one of the big dealers who thought it would cost him about \$20,000, because he had so many plants throughout the country. I think the cheese makers, the farmers and the dealers in general were all satisfied that this one-twentieth of a cent should be taken off. We wish it could have been one-tenth, but it was the farmer representatives that refused to allow it to go in at one-tenth of a cent. Here is a whole booklet on it but I have just outlined it

to you in a rough way. As I know this program is crowded, I am going to yield to the next speaker.

(EDITOR'S NOTE.) A plan for a Cheese Advertising Campaign, prepared by the 1932 committee, consisting of Ed. Malczewski, chairman, George Mooney, and Charles Laack, was sent to the officers and directors on March 13, 1933, but was not published on account of milk strikes, codes, etc.

This plan gave details of estimated expense, summarized as follows, prepared in conference with the National Dairy Council.

National Radio Campaign -----	\$ 12,300.00
Wisconsin Advertising Campaign -----	25,072.38
National Advertising Campaign -----	61,042.92
Special Advertising Campaign -----	37,910.00
Total -----	\$136,325.30

The money might be raised by cheese makers soliciting Wisconsin patrons for contributions, amounting to 1/10 cent per 100 lbs. of milk to cover the \$30,000 campaign, or 1/2 cent per 100 lbs. milk to cover the total.

The management of the entire radio and advertising campaign was to be placed with the National Dairy Council.

THE WORKINGS OF THE CHEESE CODE

By GEORGE MOONEY, Plymouth, *Secretary* National Cheese Institute

Ladies and Gentlemen, Cheese Makers and Guests: First of all, I want to convey to you the greetings of the members of the institute to you in annual convention, and to emphasize too that I don't believe the time was ever more opportune for accomplishing good by organizations than the present time. We are living in an age of organization. You are guiding, leading and promoting the best interests of the largest cheese state in the Union. That is some responsibility on your shoulders. I think at the outset that proper compliment should be paid when persons who have rendered a service have for the moment possibly stepped out and passed that work on to someone else. I don't know of a person in the State of Wisconsin who is entitled to more credit for the good that has been done by her, the interest that she has taken, the money she has spent out of her own pocket, the miles she has traveled to attend meetings to inform herself on the subject matter and given her views at those meetings, and that is Linda Bruhn of Auburndale, a wonderful example, a Joan of Arc of the Wisconsin cheese industry.

I want to say that today under the agricultural administration act, the triple A and all the different phases that are reaching out from it remain only temporary in character, but you here are laying the foundation for permanent changes in the industry, and are you going to take a fair share of responsibility, contribute your knowledge and your experience to a proper solution of those problems?

With reference to the code I believe it is no further today than it was a month and a half or two months ago. It isn't the intention to delay but it is a careful approach to a mighty delicate subject.

When the code finally is adopted, we will then have laid down rules for the industry which will apply to us and everyone else in the industry, and after two years have passed that code will still be the rules of ethics of your profession.

The model code that has been prepared and released, I think October 24, is practically a declaration that you agree to comply with all the dairy and food laws and it doesn't go much further than that. I see where that code would be somewhat appropriate for the patent medicine industry, but I don't think it applies to the cheese industry. There are other matters of unfair competition that are not touched upon.

You will remember sometime in the latter part of August a temporary labor code was approved for the industry. Expert employees engaged in the manufacture of original cheese were exempt from these provisions.

At this point I would like your convention to consider seriously the matter of appointing a standing committee, that we could get in touch with at any time on short notice because some of these calls come in a hurry. I am satisfied that during the next six months at least there will be pretty important matters for your committee to consider. Washington is doing its best to carefully and safely guide you through the matter of formulating a code with all that goes with it.

Today we are faced with this proposition: The President has delegated certain powers under the NRA to Secretary Wallace under the Triple A. That leaves the question as to whether or not our labor code, instead of going under the NRA, will come under Wallace, and he will have jurisdiction over us as a dairy industry and under agriculture, and even though it involves labor. He has that power under the order of the President on June 26. That is one picture. Secondly, you are then faced with this proposition. There are practically three things involved, one is a marketing agreement. The only ones approved up to the present time, are the ones on fluid milk in the larger sheds. Then you step from that to your labor code and from the labor code to the code of fair trade practices.

Secondly, last week in Washington, there were men from Alabama, Georgia, Florida, and Tennessee, and one of the Carolinas, and they advanced the view that of necessity, because of admittedly different conditions, different standards of living, there will have to be a differentiation between the labor wage. That is the principal worry we have, a minimum wage in the north as against the south, and you recall there is a differentiation in most codes, as in your textile industry.

If you people want to discuss as to what that proper difference will be, that is your privilege.

I have often been asked by cheese makers and by members of the institute why we don't send out a report every time I return from Washington. I will tell you why for the simple reason Washington

has asked us to work with them in solving these problems and in the end it will be worked out in conference and passed on by the legal departments, and then the answer that comes out is final, but we do not come back and make reports on these first personal views. Those things are all taking shape now and things will be so lined up that the labor code will be in by January first. By the way, I might say this: this statement has been published, I think by General Johnson, "If you haven't got a code by January first we will give you one." The NRA says you shall have a code by December first.

We are working now on a National cheese week. We started a week ago to give publicity to it although it was started by Governor Schmedeman at the Des Moines conference of governors about three weeks ago when he introduced a resolution as being a safe and sane plan, to stimulate consumption which will give Wisconsin about 65 per cent of the benefits of any effort on the part of anybody throughout the United States. The governors are working nicely on that program today. We are getting organizations to contribute time on the radio on National hookups. Some hookups run as high as 35 to 40 stations in one hookup and that means a lot in dollars and cents saved. Secondly, we are receiving wonderful support from hotel and restaurant associations all over the United States. We have gotten word back already from every single railroad in the United States and department stores and chain stores and the department of dairy, food and agriculture, together with Dr. Clyde King of the administration and such others there as he may think ought to go on the air during the week preceding and during the week of December 11. We are furnishing posters throughout the United States and orders are coming in by the bushels.

I am going to show you the interest some people take, by reading a letter from the Governor of Pennsylvania, written by his secretary, dated November 13.

"The Governor has asked me to reply to your letter. While he is entirely in sympathy with any movement which has for its aim the lifting of the burden of the farmer, he does not have sufficient information about your plan to permit the use of his name in connection with it. Moreover, the Governor is strongly opposed to the use of his name in any advertising material and he feels his participation in your campaigns might be regarded as violating that principal."

Our plans are endorsed by the conference of governors who sat in Des Moines, Iowa, with nothing before them but men praying for strikes, but the terrible situation of agriculture and dairying, and they stepped out and backed up Governor Schmedeman of this state with 55 per cent of the Nation's cheese struggling with 30 million pounds surplus. Those governors endorsed it and this governor is afraid to lend his name, although he favors anything that would help the farmer. It is time that type of man was told how much he was doing for the farmer and credit given to those who are doing something for the farmer.

One more matter that ought to merit your attention is the conver-

sion factors being used in the butter fat on different by-products of milk in determining the proper application of the processing tax. The processing tax, and in all possibility, it will be effective December 15, and if not then, January first. Secretary Wallace's order is already drawn but it has not yet been issued. The amount of the tax has not been determined; it may be a quarter, it may be a half or a cent, but in the end it is expected to total one cent per month for the twelve months and that is expected to yield approximately 27 to 30 million dollars. That money is intended to accomplish two or three things that of necessity must be presented as part of your plan before they O. K. a processing tax.

One of the first things you must present to them is a production controlled program before you can get an O. K.

Now then, the production controlled program is this. The first step is to extend the present campaign to exterminate or eradicate tuberculosis among cattle. It is expected they will take out low producing cows and high producing cows. It will take out cows that might not be taken out of a herd any other way. It will tend to put the stamp of wholesomeness and the more inviting label on the package when you don't refer to the tuberculosis and diseases among cattle.

Now, you say if we are producing 65 per cent of the cheese, look at the lion's share we are throwing into the processing tax. First of all, there are other states producing milk. Iowa can take half of her milk flow and make as much cheese as we do. Then, how to determine this tax, the day it becomes effective. For cheese they have American Cheddar cheese at 33 1/3 per cent, each cheese at 33 1/3 per cent butter fat would give you 66 per cent and leave you 34 for moisture. That should not be delayed because when the processing tax goes in, this will be the conversion factor used. We have discussed the matter with several people and I believe also with Mr. Sammis, with whom has been taken up the matter of the conversion factor. All of you have a butter fat test at the factory and know what your average fat for the month is, and it will be easy to determine how much butter fat was run and if it is one per cent, that is the tax your factory will pay. It may have to be used in some different way at different plants, but as far as cheese makers are concerned, I am satisfied that will be easily handled. I believe there are factories in Green County that don't have a butter fat test. If that is the case, you will have to take it up with the department as to how the tax is to be paid. By the way, we are sending a letter to every cheese factory in Wisconsin.

We certainly want Wisconsin back of this program. It started with the Governor and the Governor pulled in other governors with him and certainly as the cheese makers of this state, the largest cheese state in the Union, I believe you should adopt a proper resolution endorsing the program. You want one of these in the windows in your factory where everybody can see it. We are also reaching through the schools and superintendents. When you stop to think

that this big bad wolf surplus of 30 million pounds is just scaring the cheese price on your cheese, and there is no question, we don't know what to do with it, but with 120 million in the United States, if everyone took a quarter of a pound today, the surplus is gone. Isn't that a terrible problem?

DISCUSSION

MR. MALLOY: I move the rules be suspended and the association go on record as endorsing the National cheese week, December 11 to 16.

Motion seconded and carried.

MR. MOONEY: Mr. Chairman, may I suggest a telegram be sent to Governor Schmedeman advising him of your action just taken.

THE PRESIDENT: If we want to have a National cheese week we should have a good cheese to give the people. There was a gentleman here yesterday said we didn't have good cheese in Wisconsin.

MR. DAVIS: Mr. Chairman, now, Mr. Mooney just tells you that the government is considering a 33 1/3 per cent butter fat in cheese. Just bear this in mind, all of you, that your three per cent milk or 3.2 milk will not produce a 33 per cent butter fat. So I take the stand that years ago when we had in the State of Wisconsin a breed of cattle, and the makers were furnishing one pound of cheese for ten pounds of milk, that they had a better food value than you have got today when you are taking along the spring 11½ to 12 pounds of milk to make a pound of cheese, that you have not in that kind of milk a food value that you used to have. So today, from a food value, from a food standpoint you are producing a skim cheese as against what you used to produce.

Now, I am utterly opposed to the present moisture law where you have got a law in the State of Wisconsin that permits you to put 50 per cent water in that cheese. That water is not food and you had a gentleman stand up here yesterday from Illinois saying that the stores in that section of the country objected to Wisconsin cheese, because when the top dried out and cracked, while a high butter fat cheese was softer and don't dry out and crack. So I am making a point to a lot of cheese makers to go back to their homes and contact their farmers and try and call attention to the fact that the quality of milk of the State of Wisconsin has deteriorated, jeopardizing our known quality. So that if we can produce cattle for butter fat, which means quality, we will make better cheese in the State of Wisconsin, which I am sorry to say has been going the other way.

THE RECOVERY ACT AND ITS APPLICATION TO THE CHEESE MANUFACTURERS

By C. E. BROUGHTON

Mr. President, Members of the Wisconsin Cheese Makers Association, Ladies and Gentlemen and Friends: A year ago or more than a year ago, when I extended the invitation to have you meet here in my home city, I didn't know whether you were going to accept that invitation or not. It was a matter that rested entirely in the hands of the board of directors and the officers, as I understood. Later on I was informed that you were coming here, and I hoped that your visit here and during the remaining hours that you will be with us justi-

fies all that I said at that time, that I would endeavor to entertain you and give you a pleasant time.

Unfortunately, I was called to Washington yesterday or Sunday, and I couldn't be here at the opening and in my absence you took occasion to throw some bouquets. Now, it would be folly on my part to say that I didn't appreciate the kind expressions and yet a man's efforts are not judged by what he does in a year or in two years. My efforts, I hope, will be judged in the interests of your association. There are years that come when perhaps I can render in a meager way more than I have in the past.

I have just gone through your exhibit. I wish it was larger but I can realize too the obstacles that you encountered this year with the strike, with times not normal and under the circumstances I think it is a very fine showing. Your booths are attractive. All in all, you have everything here within this one building to make your convention a success, lastly those who are attending.

I want to say this afternoon, I don't know where you are going to meet next year, but if you like this old town of ours, if you like the surroundings, if you have had a good time and you are not going to offend anybody else, and if you haven't any invitation, then the same obligation rests upon me this afternoon to invite you to come back, and I will assume the same financial obligations for this hall and the booths that I assumed when I extended that invitation a year ago.

We are passing through trying times, difficult to the cheese maker, to the farmer that produces on the farm, the manufacturer and the retailer. We are all in one category. Everyone of us depended upon the other and as we find one line of business going by default, we assume proportions of almost a panic in this country and it was so back on the fourth of March last when there wasn't a single bank, except a little one up here at Merrill, Wisconsin, open for business in the entire United States.

My friends, in time of war things have been serious. They have threatened this state and that state; they threatened the people, they threatened the Nation, but at no time, under any circumstances, have we been to the point where our financial institutions had tottered, where they were compelled to close. They closed because of a lack of confidence. Now, in a short space—yes, in a short space of five months, to be exact, confidence was restored to a large extent in our financial institutions. That was the first step my friends. Then came after that various legislation, Nationally, and finally the National Recovery Act, and that National Recovery Act, as they say, has teeth in it.

I want to say to you this afternoon that it has teeth for those who are not willing to share with one another. If we assume that obligation that we have and want to be a brother to those in distress, then the NRA has no teeth, but if there is out here some chiseler, some fellow who is not willing to come under the NRA and render his service to the government in the greatest trial in the history of this Nation, then it has teeth, my friends, and it ought to have teeth.

We have to have teeth. And let me say the times are no worse now than they were in the World War, when General Johnson went out and conducted the draft. But my friends, we are fighting a different cause. We are fighting a cause today in the interest of humanity; we are fighting a cause not to destroy, but to save.

You remember well back in 1917 when they went throughout the width and breadth of this land and appealed to you to buy Liberty Bonds. Yes, and on that large poster appeared these words, "Until it hurts", and, my friends, it did hurt. And then when those Liberty Bonds were purchased, what happened upon the European front? And with the purchase of ammunition every one of those American bonds was punctured, its value reduced over a long period of years, with a spendthrift nation, so to speak, spendthrift because a war invites the largest expenditures.

We reached that point in the history of the country where we were bowed down, where industry was carrying a burden that it couldn't carry any longer, where the farmer was saving his place that he had toiled for throughout the years, and finally forced to put a mortgage upon it. He found that that mortgage was about to be foreclosed and he was to lose his habitation, the place where he had reared his children, where he had expected to spend his declining years. That, my friends, was vividly a picture extending from the time of that war up until 1933.

Now, friends, I want to say for this NRA, and I want to say to you factory men who have struggled through the years to preserve and keep the little corner cheese factory that has meant so much to you, that has built up a reputation here in Wisconsin for a high and wholesome article of cheese, that had a name and a reputation in the markets of the world, and then you saw that market depleted, that market gone and then finally as a last resort we come to the National Recovery Act, created with the idea of grouping all of our citizens, almost 130 million, into one great mass in order that we may win this war. And for what? The whole thing is summed up in these words: Not that we shall lavishly spend all that we gained out of this recovery act; not that we shall lavishly destroy in the war now or in the future, but that we shall put into gainful occupations thirteen and a half million men willing to work. And yet in this country of plenty, they have been denied the opportunity to work. Isn't that a fine set up, isn't that a marvelous drawing, a painting to put back of the NRA, looking through those lists, thirteen and a half million men asking for employment, and if we as American citizens accomplish the placing of thirteen and a half million men back into gainful occupations, taking them off the tax roll in this city, in every municipality, in every hamlet, in every town and village throughout the State of Wisconsin, for when they have a gainful occupation they are able to buy and they are no longer a drug upon the market.

The other day the President issued a proclamation or executive order to take virtually four million men and give them employment. And why not? Why shouldn't the government, if it is going to ask a

contribution from you, why shouldn't the government take four million men off of the townships and the villages and the cities and give them a wage where they can go out and buy in the markets, and on the other hand, the government of the United States, the father, so to speak, of all the people, has come forth with that idea that they will finance, until this individual willing to work, gets back into a gainful occupation, and it is a happy medium. It means that little boys and girls going to school are no longer going to be scoffed at because they are city charges. They are in the army of the United States—a peace time army, if you please, in the interest of humanity.

Now, my friends, they say that in the rural sections they are not accepting the NRA. That is a slander upon the rural sections. I know Wisconsin, I know the farmer, I know the cheese maker, and I know that they are back of the President of the United States one hundred per cent in his desires and aims to bring back to this country a normal condition, a condition where the average individual will be able to say this is the land of the free and the home of the brave.

Codes are being written. Your code is under consideration. I want to say to you this afternoon that it is the duty of every cheese maker to criticize and to strengthen that code so that you can give protection to you, who produce the cheese. It is not too late. The code that was drawn in Chicago is not the code that President Roosevelt will sign. I say you wouldn't recognize that old code when you saw it down there now, and some of these fellows here this afternoon can tell you that that code has been changed, and it has been changed in the interest of the producing people of this country and of Wisconsin.

My friends, when you talk codes you are talking your foundation stones of a structure that is going to continue until this depression is over. And it is opportune, it is proper, it is essential that the cheese makers of Wisconsin see that that code makes provision so that when it is approved by the President of the United States it shall be a message from you, your message so to speak, and I have every confidence in the cheese makers of Wisconsin that they are not going to, in this great crisis, ask anything that is unfair. It hasn't been your disposition in the past and it won't be your disposition in the future.

Now, these codes, as I said, are the foundation stones upon which we are going to build. We are going to build for two or three, perhaps four or five years. Yes, we are going to build for life. Yes, because out of this great controversy of codes will come a new day, a new beginning where cut-throat competition and those things that have been a detriment will be eliminated. Why, my friends, the first thing they did with almost the first code was to abolish child labor, and if they did nothing else over a period of the last five or six months than that, they have eliminated sweat shop competition, those who had no respect for the little boy and little girl eight or nine and ten years of age. They took them into sweat shops. They paid them what—fourteen and fifteen cents a day and denied them an education in a country where we have a free public school system. Oh, my

friends, that was a masterly stroke. That was a stroke brought about by a far-seeing president, your friend and mine.

That is not all. We are now in the midst of a code controversy. There is bound to be a lot of criticism, some warranted but a large part of it unjust. One of the greatest offenders during all this depression has been Henry Ford of Fort Dearborn, Michigan, a man who contributed more to this depression than any one other individual or any other one concern in the United States, and in making this charge this afternoon I do not want to say anything that will react to the disadvantage of a single Ford dealer. They have put out the Blue Eagle; they have exhibited it in their window. They have been sincere, but Henry Ford who dominates the industry has spoken and they cannot go forth.

Now, let's analyze Henry Ford a little, because I use this as an example to show you where the criticism is coming from in the plan to put over the National Recovery Act in the United States of America. Henry Ford was engaged in the tractor business. Every one of you who ever bought a Ford tractor know that Henry Ford specialized in that business during the depression, during those years from 1924 up until last year when the depression killed his foreign tractor business.

Now, my friends, in 1930 there was an agricultural or tariff act enacted by the Government of the United States and in it were listed those articles that came in free of duty, and under article two and schedule 16 there was listed farm implements that could be imported into this country free of duty. Now, in that list was tractors and automobile parts. What did Henry Ford do? Did he go to his plant at Fort Dearborn or the assembly plants in this country and build up under that tariff law machinery in competition with the other concerns in this country? No. He jumped over the tariff wall and went into Ireland, into the British possessions, into Switzerland, the Netherlands, in fact, in 37 nations of the world he constructed plants for making automobiles or automobile parts, and then his plant in Cork, Ireland was given over to the making of Ford tractors. Now, what happened, my friends? Tractors are admitted free of duty. He went over there and with sweat shop labor he built those Ford tractors and he brought them into this country duty free in competition with the J. I. Case and the Lawson Manufacturing Company of New Holstein out here, and he wrecked their tractor business and financially disabled the Lawson Manufacturing Company of New Holstein. And that wasn't all, my friends. While he was doing that, and while he was employing sweat shop labor, his plant closed at Fort Dearborn and he threw 37 thousand people out of work and upon the relief lists of this country. That is your Henry Ford who says he won't sign the code. He won't abide by the Blue Eagle, and I say that General Johnson will make that bird look into the face of the finest looking bird that was ever created, the Blue Eagle of the United States of America.

Now, friends, if there is anything that I can do or offer during your

stay in Sheboygan to make it pleasant—I know that we have lots of entertainment here, I know too that it wasn't fair for the gentleman leading the singing this afternoon, to ask the ladies to first sing that sweetheart song because the men should have made the proposal and not the women. I know that there isn't a salt concern in the United States that wouldn't make that proposal to the women, and I have been to your conventions here and in Milwaukee and in Beaver Dam, that is, some of them were just sectional, but you know these sectional conventions sometimes take on a lot of life after the business sessions are over. I want you here in Sheboygan to enjoy everything that we have. We pride ourselves in our beer. If you don't like it, give me a ring and I will tell them to put out a new brew. May be a little green but we will get some that is fairly seasoned, if we try.

If there is anything else I can do for you while you are here, I am at your pleasure and again, I want to say that I am happy that you have come, and I hope you will come back and as I stood with President Roosevelt Monday afternoon in his study and talked with him, I mentioned that I was going to or had to get back home in order that I might appear here this afternoon, and he said, will you take back a personal message from me, that the President of the United States is laboring in the interests of the people, that he is thinking in terms of Wisconsin, and all he asks is that you be lenient and think with him and act with him, for only by united effort can any cause so big, so worth-while be won.

I think, my friends, perhaps I have said this before, but there are many here this afternoon that have not been at the sectional meetings that I have addressed. I consider and feel and I have always said that I believe in our president, and now we are disregarding and forgetting party, because in this great conflict over the NRA there can be no party. Republicans, Democrats and Socialists have all got to act, all got to be of one great faith, and that faith has got to be uppermost in their country, and so I have said that our president, I believe, is a man of destiny. In every great crisis that has confronted this country from the day of Washington, through Lincoln's time, there is somewhere in some perhaps far distant place, where in a great crisis and in trying times a leader has come forth. I feel that it was ordained that our president should take the oath of office. I recall well his appearance in Chicago and I recall well his leaving on that trip previous to the fourth of March and coming back through Florida the attempt to assassinate him. It is unfortunate that another, the mayor of a great city, had to be offered as a sacrifice, but it goes to prove my friends, that it was ordained that that man should sit in the Executive Chair and there act for the great rank and file, the people, the common people, the plain people. In the final analysis, the Flower of America. I thank you.

THE PRESIDENT: I certainly want to thank Mr. Broughton for the fine address he gave us here this afternoon.

PRESIDENT'S ANNUAL ADDRESS, 1933

By A. H. GRAF, Zachow

The farm strike has kept most of us more or less occupied for about a month. This no doubt accounts for the absence of many prominent cheese makers who have been regular convention attendants for many years. We do not blame these boys for staying at home looking after their families and their property. Possibly we should also be home but we felt duty bound to come and help make this convention a success.

One of the largest conventions we ever had was held at Green Bay in 1928. History has been made in the cheese industry since that time, many important events have taken place during that time. The Whey Butter Label law has been repealed, the increase of the moisture content in American Cheese for local or immediate consumption, and the repeal of the moisture law on Brick Cheese. Cheese makers are now permitted to make a higher moisture cheese if they have a market for it. We do not know if this is for the good of the industry or is a detriment to it. We hope it is for the best.

Cheese makers have also awakened to the fact that it is very important to have representatives at Madison as important bills are to be acted upon by the legislature. The laws are made to regulate the conduct of the cheese makers, and we feel that they should have a voice in making these laws. We owe our thanks to Secretary Sammis for keeping us informed as to all the proposed laws and any attempt at repeal during the legislative sessions.

Another important development is the NRA and the Code. We are still in the dark as to how it is going to affect the cheese making profession. We hope it will be to the advantage of the industry as well as the cheese makers.

The past year has been a memorable one in all lines of business, it has been a survival of the fittest. Many businesses have gone into the hands of the receivers, banks have failed, moratoriums have been declared but through it all there are very few cheese makers who have actually failed. Many are working for very low wages but they are content because the farmer is not making any money either.

Cheese making is not only a profession, it is a profession and a business combined. A cheese maker must be able to make a quality product and also be a good business manager. He must be thoroughly informed in his line, as well as be able to converse intelligently not only in his line of business, but also in current events. He should at all times be interested in the welfare of his patrons, he should make it a point to help them eliminate their low producing and low testing cows, educate them on the care of milk, and keep them informed on all things that may be to their mutual advantage.

All cheese makers should give their support to the coming cheese week, which is to be staged or conducted during the week of December 11-16. We should do everything in our power to increase the

consumption of cheese and do away with this surplus that is at the present time hanging over our heads. During this week we should make a concerted effort to get the people to eat more cheese through putting on an educational as well as an advertising campaign. And we should also not forget to make it a point to not forget to have cheese on our own table during that time at least if we do not do it otherwise. We must make a cheese that the people want, and sell them a cheese that they will want again in the future. This cheese must be aged and have a nice appearance if we expect to get repeat orders. Let's all work together on this cheese week and let's see if we can't get the consumption of cheese per capita up to where it belongs in the United States.

In closing I wish to say that I am not a candidate for reelection because my business demands all of my time. I cannot do justice to both my business and the association affairs. I have enjoyed working with the officers and members and wish to thank you all for your cooperation and good will. Even though I cannot again serve as your president I shall at all times be interested in the welfare of the association. I thank you.

SECRETARY'S REPORT OF PROGRESS

By MR. SAMMIS

THE SECRETARY: Ladies and Gentlemen, Friends: The progress of this association lies in your own keeping. If you as an individual have made progress, then the association has progressed. If every one of you separately, or collectively in small groups have made progress, then the Wisconsin Cheese Makers Association as a large group has made progress this year.

The progress made by your association during the past year has consisted mostly in the organization of county branches throughout the state. There are 27 of them represented on this map. There is room for more. The presence of these branches of this association puts upon us some responsibility. You recommended that they start. You gave them a boost in getting started. They are in a way the children of this association. They are not over two years old. And we the forty year old association, the parent, should perhaps look forward to having a somewhat larger family, a good old-fashioned family. There are only twenty-seven children but there is room for a half dozen more on this map.

Also, these children should grow in their early years, and the parent association should look after them somewhat and give them a helping hand now and then, a few suggestions, because as the children grow so the family prospers. I wonder how many of you here today belong to some one of these branches. Would you just hold up your hands for a minute and let's all see. Look around, folks, and see all the hands. Our branches have contributed considerably to the attendance of this convention.

I feel sure that many cheese makers out in the state who in past years felt a little interest in the matter of getting organized have learned the advantages of getting together from the presence of a local county association in their midst, and have come to join in with us and are here today as the fruit of the work of the association during the past two years.

Another line of progress lies in the distribution of legislative bills and news letters. With all of these children living around in different parts of the state it is natural that they would want to hear from each other, and as they have a good many common interests and some special separate interests, it would be unfortunate if this large family wouldn't have a good, easy means of communication among themselves. To provide for that, two years ago this association approved the general plan of sending out news letters about twice a month to all the branches which asked for them, to all the members that wanted them. The news letter contains a brief account of what the other associations have been doing in the last two or three weeks, what they have been talking about and voting on, what they have accomplished, what plans they have, how much money they made in their dances, and what time they had at their picnic, their activities in general—so that each branch might learn from the letter the experience of the other branches.

Also along with these letters were sent out legislative bills, printed copies of the legislative bills during the session of the legislature. Those two things, the bills and the letters go together in the same series. I want to tell you that ten thousand copies of bills and letters have been mailed out during the past year. Every one of the ten thousand is in an envelope addressed and stamped at the lowest postage rates available, usually one cent postage and with a large number to be printed the expense for each is at a minimum. This is the second piece of progress.

I might add that anybody who is interested in receiving these copies of legislative bills during the sessions of the legislature and in getting the news letters about twice a month, has simply to write to the association secretary and send along a dollar and he will receive a dollar's worth, which if they cost two cents a piece, would be about 50 letters, which being twice a month ought to last for quite some time. Of course, during the period of the legislature they come thicker and faster and so the money is used up a little faster.

Now then, with this in view I am going to suggest that you pass right along to the next number on the program in which I hope to get an expression of your opinion. This is the one place to find out and get more information than any other place that I know of, from the members of the association.

Shall the system of branches and monthly meetings be continued and extended to other counties where requested by makers during the coming year? Now, I suggest somebody make a motion about that and we will take a vote and see what it sounds like. I haven't asked anybody to make a motion. Anybody that feels like it can make it,

because if you don't want it continued the association will drop it. We began it because you asked for it and we continued it for two years because last year you asked for it.

Motion made by a member that we continue it. Motion duly seconded and carried.

On the second question here which relates to news letters and legislative bills, we don't want to assume anything, but we want your positive instructions in the matter. The question is, shall the sending of news letters and legislative bills and so forth be continued in 1934? Will you give us your instructions about that?

Motion made by a member that we continue it the same as before. Motion duly seconded and carried.

The next thing that I want to bring up here under this head of progress relates to the future. I spoke yesterday, to a much smaller group of you, and I told you that for many years past the association members were paying in four or five and sometimes six hundred dollars membership fees at one dollar per head each year, and the association has spent something like three thousand dollars, or twenty-five hundred dollars each year. Now, the difference between three thousand dollars and five hundred dollars has been donated mostly by the state, through one channel or another. But the state treasury during the last legislature is becoming limited. The last legislature actually repealed the section of the law that gives this association six hundred dollars a year, cut that out and said we can't afford to give it to them any more, but especially said they shouldn't need it, they are too big and too old. They are forty years old and there are two thousand cheese makers in the state and it ought not be necessary any longer for the legislature to make them a little present every year. They ought to pay their own bills.

In the same way the University Dairy Department for the last forty years, ever since this association was organized, has been giving the time of its various employees and about half of my time since I have been there and a great deal of time of the other people before I was in the Dairy Department at Madison. That has all been donated silently without any desire for credit, or thanks. They said to me, go ahead and do anything you can for these cheese makers, give them a hand, and do it on the time paid for by the state. You owe for forty years, donations made by the Dairy School of the University, the College of Agriculture, and all of this being money out of the state treasury. They have handed you each year three or four times more than you have contributed.

This present year, under the limitation of funds, the College of Agriculture has been obliged to cut that off in part. That is to say, beginning next April up to next November the College of Agriculture is not able to pay the travelling expenses of your secretary. They have cut off that appropriation in order to save money in the treasury. This is news; this has never happened before in forty years and it is fitting that you should be told about it and see what you are going to do about it.

It costs something like \$750 to travel over the state continuously during six, seven, eight months during the summer and fall, to organize new branches and visit old branches, to do this kind of work we have been doing in the past at state expense and the question is now, what are you going to do with it? It appears that you have in the treasury considerably over a thousand dollars accumulated in past years. That is your financial status at the present time. You have voted here that you wanted this work with the branches continued. Now it is up to you to get these two things together, and determine what are you going to do about it.

RESOLUTIONS ON EXPENSE AND FEES

MR. MALLOY: Mr. Chairman, there was pointed out yesterday, that if we were going to continue this branch activity, we would have to take steps to increase our revenue, and it was also pointed out that it might become necessary to amend the constitution to do so, and yesterday evening at the hotel immediately after the luncheon, we discussed this question considerably and a resolution to amend the constitution was offered here yesterday afternoon, as the constitution provides that resolutions to amend the constitution must be presented twenty-four hours before they are acted on, a few others and I interested ourselves sufficiently to have a resolution drawn up which I think we ought to present at this time.

Your secretary tells you that we have sufficient funds in the treasury to take care of this additional burden of expense for the coming year. However, it will be necessary to pass a motion here to ask the Board of Directors to appropriate enough of those funds to carry on the work for the coming year, and for the next year we will have to make provisions in the constitution. Now, I have copies of the resolutions here that I will present at this time for your consideration. To take care of the expense of the coming year I offer as a motion,

"That the directors be requested to appropriate \$750 or as much of that sum as is necessary to pay the travel expense of the secretary between April and November 1934".

Motion seconded and carried.

MR. MALLOY: Now, we are going to take probably \$750 out of our reserve funds during the coming year and that will pretty well exhaust them, so we will have to take steps at this convention, so as to continue successfully, to reimburse the treasury and how do you want to go about it. It will certainly depend upon you. A few of us discussed this thing last evening and we decided to offer this resolution:

"Moved to amend article three of the constitution, to read as follows: This association shall be a corporation without capital stock.

Active membership. Any cheese maker, past or present, in Wisconsin, but not a helper, may become an active member in this association, with the right to vote and speak in all association meetings, by paying the annual membership fee of \$2.00 in advance to the secretary of the association for the current calendar year. For any per-

son holding both an operator's license and a makers license the membership fee shall be \$3.00 per year.

MR. MALLOY: Mr. Chairman, there is another part of this motion I neglected to read:

"Subscribing memberships. Any person may become a subscribing member with the right to receive news letters and legislative cheese bills, etc., but not to attend state association meetings, by payment of \$1.00 for the current calendar year, in advance to the association secretary."

I might add it was estimated that raising your dues from one dollar to two dollars or three dollars in the case of a cheese maker holding both an operator's license and a cheese maker's license will increase our revenue by about \$500. I am offering that amendment to the constitution.

Motion duly seconded.

MR. DAVIS: We listened this morning to Mr. Mooney who told you he made five trips to Washington. That is expense. He has been hired by the cheese dealers, yet he is working in a measure for you. That has been a great deal of expense and I think that last year during this session of the legislature we all were grateful to have the news letters from Madison. Now Prof. Sammis this morning tells you fairly and squarely that the source of income is cut off. You voted here to have the continuation of those news letters without any method of getting them. Now, if you don't raise the money for this expense Prof. Sammis can't send those news letters to you. He also told you yesterday that he is only able to get pay for part of the year, so that if this association, the number of cheese makers have got where they don't want this information, then we have got to cut out the other resolutions that we have already passed, and I don't know why the two dollars as proposed by the gentleman is not a fair proposition, and I second the same.

THE PRESIDENT: Does your second still stand to this motion?

MR. DAVIS: Yes sir.

THE PRESIDENT: The motion has been made that we raise the annual dues according to this resolution to two dollars a year.

Motion carried.

MR. MALLOY: That takes care of that, Mr. Chairman, of one part of the resolution. What are you going to do about the second portion, "Any person holding both an operator's license and a maker's license the membership fee shall be \$3.00 per year."

MR. MALCZEWSKI: I move to table that resolution.

Motion seconded and carried.

MR. MALLOY: One more: "Subscribing memberships. Any person may become a subscribing member with the right to receive news letters and legislative cheese bills, etc., but not to attend state association meetings, by payment of \$1.00 for the current calendar year, in advance to the association secretary."

Motion seconded and carried.

MR. MALLOY: The last one, motion No. 3. "Exhibit fees. Any active member of the association may enter one exhibit of his own make, in each class, to compete for prizes at the convention, by paying the entry fee of \$2.00 in advance. Each entry shall weigh at least twenty pounds". It has been claimed that that part of our convention barely pays its own expenses. And it is estimated that doubling your dues to the association will raise approximately \$500 and it is hoped by doubling your entries we possibly can make up the additional amount that will have to be expended in order to maintain the service of your secretary, and this is offered as a further means of raising revenue.

Motion seconded and carried.

PRESENTATION OF HONORARY DIPLOMAS

THE SECRETARY: Mr. Chairman, some five years ago we started a new line of activity when we passed a resolution here creating a new special class of cheese makers which we called the highest honor class A cheese makers and these men were to earn this honor before they got it. At that time the honor was conferred upon Mr. P. H. Kasper, Bear Creek, for having won the first prize, highest score American cheese for five years. This honor was also conferred upon Gottlieb Werren of Blue Mounds for having won the highest score upon block Swiss at three conventions.

It was also conferred upon Oswald Schneider of Appleton for having won the highest score upon Brick Cheese at six separate conventions. Now, of course, we are very glad to do honor to these people and also, parenthetically, we might say in a low tone of voice that a lot of other cheese makers now welcome the opportunity to begin to earn some of the first prizes, because these high honor class cheese makers are now barred from getting any more first prizes by the resolution you passed.

This year we have to announce three more high honor class A cheese makers who have won first prize for their cheese at three conventions or more and these men are E. J. Schneider of Appleton, the son of old Brother Oswald Schneider. If he is here we would like to have him stand up so everybody can see him, because it is really a great distinction to have won the highest prize here for three years. Mr. Schneider isn't here.

The second maker that has won this honor is Robert Herrmann of Dallas who for three years won the first prize of drum Swiss cheese. That certainly is a real achievement. Anybody who knows about the difficulty for making the highest quality drum Swiss cheese appreciates that this is a notable distinction.

The third is Mr. Emmanuel Hess of Belleville. He has won the first prize in class 7 Limburger cheese in 1927, 1929 and 1932. These scores are all high. High scores they must be to win first prizes. If

Mr. Robert Herrmann or Mr. Emmanuel Hess of Belleville is here, please stand up. They are not present.

So now we have six of these highest honor cheese makers. May their tribe increase.

ELECTION OF OFFICERS

THE CHAIRMAN: The Nominations Committee has tried hard not to show any partiality and we have tried to select men of intelligence that we believe will serve the association to the best interests of all concerned. The nomination for president is Earl B. Whiting of Gillette.

THE PRESIDENT: Are there any other nominations?

MR. MALCZEWSKI: Mr. President, I want to say that Mr. Whiting has been a factor in our organization for many, many years. He has been one of the most faithful workers we have had and I would like to at this time second the nomination.

MR. MALLOY: Mr. Chairman, in view of the fact we have only one candidate for president, I move the rules be suspended and the secretary instructed to cast the unanimous ballot for Mr. Whiting as president.

Motion seconded and carried.

MR. WHITING: Gentlemen, I have worked with this association for quite a few years as a director and will try and do the best I can for its success, but we need your cooperation, and any time that we can do anything why we would like to hear from any of you. Thank you.

CHAIRMAN: For vice president we have selected Mr. L. E. Kopitzke of Marion, Wisconsin.

THE PRESIDENT: Are there any other nominations?

MR. MALLOY: If there are no other nominations, Mr. Chairman, I move the rules be suspended and Mr. Kopitzke be declared elected as vice president.

Motion seconded and carried.

CHAIRMAN: For secretary we have Prof. Sammis and C. J. Ebert of Gleason, Wisconsin.

THE PRESIDENT: Are there any other nominations? If not, I will declare the nominations closed.

Result of the ballot cast for secretary: 112 votes for Mr. Sammis, and 34 votes for Mr. Ebert. Mr. Sammis is declared elected for the ensuing year as Secretary.

THE SECRETARY: Well now boys, this means a continuation of what we have been doing. This year let's try and do it a little better, and a little more of it, and let's all stick to the job and we will all work together.

CHAIRMAN: The next nomination is for treasurer. We have nominated Walter Schmidt of Sheboygan Falls.

THE PRESIDENT: Are there any other nominations?

A VOICE: Move the nominations be closed and Mr. Schmidt be elected by acclamation.

THE PRESIDENT: All in favor of this motion say aye.
Motion carried.

CHAIRMAN: For director, M. M. Schaetzel of Athens, Wisconsin, and John Peters of Plymouth.

THE PRESIDENT: There are two directors whose terms of office have expired, Mr. Schaetzel and Mr. Peters. Are there any other nominations?

MR. SCHWANTES: I move that we suspend the rules and that the secretary be instructed to cast the unanimous ballot for Mr. Peters and Mr. Schaetzel for director for the ensuing three years. Motion seconded and carried.

CHAIRMAN: We have one more nomination for director and that is Steve Suidzinski from Denmark.

THE PRESIDENT: Are there any other nominations?

A MEMBER: I move that the rules be suspended and the secretary cast the unanimous ballot for Mr. Suidzinski of Denmark as director to fill the unexpired term of Mr. Whiting. Motion seconded and carried.

COMMITTEE ON CODE

MR. MALLOY: I was wondering whether we shouldn't make it a special order of business to see what the convention wants to do about a committee to work on the new code.

THE PRESIDENT: If the convention feels a committee should be appointed, I feel it is proper to vote on it at this time, and that the board be instructed to appoint a committee to work with the National Cheese Industry, to act on the cheese code.

MR. MALLOY: Mr. President, I make a motion that the president appoint a committee of three.

Motion seconded.

THE SECRETARY: Mr. Chairman, this proposition came along through Mr. Mooney from Washington as a request for a committee, so that if they want to ask the cheese makers something they would have a way and place to send a question and they hope to get a prompt answer. They thought we were organized well enough to give them a prompt answer when they asked for it and so if some question or other comes along that a small committee can answer, I suppose they will answer it, but if they feel in doubt about it they will probably want to have the question put in one of these news letters and sent out very promptly to all the branches of the state and with the hope they will hold a meeting right away and express their views on the matter. At any rate, I think something ought to be done about it in response to the request that has come through Mr. Mooney from Washington.

MR. DAVIS: Mr. Chairman, in the event Mr. Mooney will get a communication from the headquarters at Washington for an answer to certain questions—he at once gets on the telephone with the vari-

ous members of the institution to try and get a response or a reply. Appoint on that committee those that will exercise their best judgment for you. We may make mistakes but you have no time for debate to answer that question, so give three men as acceptable to Mr. Mooney as possible that will make up their minds and say yes or no or to what they want.

THE PRESIDENT: I fully agree with what Mr. Davis said. I have had the experience during the last year that sometimes things have to be done on the spur of the moment, and somebody has to take that responsibility, and to do whatever they see fit and they have this committee working for the interests of the association, but I don't think there is time enough at a certain time to take a vote of all the members. It just can't be done.

THE PRESIDENT: I think there is a motion before the house. The motion has been made that the president appoint a committee of three to work with Mr. Mooney on the cheese code. All in favor of that say aye.

Motion carried.

REPORT OF THE RESOLUTIONS COMMITTEE

MR. HORN: I herewith submit the resolutions for your approval or objection.

RESOLUTION NO. 1

Be it Resolved, By the Wisconsin Cheese Makers Association: That we extend a vote of thanks to Mr. C. E. Broughton and the City of Sheboygan, to the Eagles Building management, the Sheboygan Chamber of Commerce, to the Bankers and Merchants of Sheboygan and other counties who have contributed prizes to the program speaker, and all other firms, organizations or individuals who have contributed to the success of the 1933 Wisconsin Cheese Makers Convention.

Motion to adopt this resolution seconded and carried.

RESOLUTION NO. 2

WHEREAS, God, in His infinite wisdom has removed from our midst our esteemed members, Herbert S. Kalk, Birnamwood, for several years an officer of this association, and also Otto Weyer, Manitowoc, for several years treasurer, who have contributed generously of their time and experience to the benefit of the cheese industry and this association,

Therefore, be it Resolved, That we convey to the families of our departed members our sincere sympathy, and that the resolution be spread upon the permanent records of this Association.

Motion to adopt this resolution is seconded and carried.

RESOLUTION NO. 3

WHEREAS, We learn with sorrow of the continued illness of our highly esteemed Director, Jacob Gempeler, Jr., and we miss his genial presence and his wise counsel at our 1933 convention,

Therefore, be it Resolved, That we send our hearty greetings and best wishes to Mr. Gempeler and his family, hoping for his speedy recovery to health and activity among us.

Motion to adopt this resolution as read is seconded and carried.

MR. HORN: That gentlemen, are all the resolutions we have to present. At this time I would like to make a request. A man that has been working for this organization for a good many years and has contributed his time and is still working hard for the entire dairy industry, I would like to move that we accept this particular man as an honorary member in this association, meaning C. E. Broughton of Sheboygan.

Motion seconded and carried.

THE PRESIDENT: Now, we have one more subject for discussion, and that is the place and time for the next convention. We have an invitation from the city of Milwaukee to have the next convention there.

Milwaukee, Wis., November 11, 1933.

J. L. Sammis, Secy.,
% Wis. Cheese Makers Assn.,
Sheboygan, Wisconsin.

Dear Prof. Sammis:

When the time comes for consideration of the 1934 convention city, we should like very much to have it be known that the Wisconsin Cheese Makers Association is always welcome in Milwaukee, and we stand ready to do everything we can to contribute to the success of the meeting.

As we have discussed on numerous occasions, I feel that the membership of the Wisconsin Cheese Makers Association likes to come to Milwaukee because here they can combine attendance at the convention with the transaction of other business and with a variety of entertainment to meet all needs.

We do extend a most cordial invitation to the Wisconsin Cheese Makers Association to meet in Milwaukee in 1934. I am not sure whether it will be possible for me to be in Sheboygan on the 15th and 16th, but Mr. Grieb and I will try to make it, at least one of those days. If we should find it impossible to come, I hope you will be good enough to see that Milwaukee's invitation is properly presented at the right time.

Yours very truly,
MILWAUKEE ASSOCIATION OF COMMERCE,
By EARL L. FERGUSON,
Manager, Convention Bureau.

We also have an invitation from the city of Sheboygan to come back here next year. Now, the final vote on this always rests with the Board of Directors as I see it, but the Board usually likes to know how the membership feels about it, and they would like to have an expression of your ideas.

MR. MALLOY: I make a motion that we give Mr. Broughton an opportunity to spend another \$250 this year and come back here next year.

Motion seconded and carried.

Thereupon the convention stood adjourned.

A. J. KAEMPFFER,
Convention Reporter.

ASSOCIATION HISTORICAL DATA
Continued From 33rd Annual Report, Dec. 1924, Page 9

No.	Date	Place	President	Vice-President	Secretary	Treasurer	Directors	Entries	Members Attendance
34	Dec. 9-11, 1925	Auditorium Milwaukee	H. A. Rindt Clintonville	H. A. Kalk Sheb. Falls	J. L. Sammis Madison	A. F. Zelm Plymouth	J. Gempeler, Jr., Monroe J. H. Peters, Plymouth A. T. Bruhn, Madison	574	559
35	Dec. 15-17, 1926	Auditorium Milwaukee	H. A. Kalk Sheb. Falls	E. F. Winter Gillett	J. L. Sammis Madison	Otto Weyer Mantowoc	A. T. Bruhn, Plymouth A. T. Bruhn, Madison J. Gempeler, Monroe	515	530
36	Dec. 14-16, 1927	Auditorium Milwaukee	E. F. Winter Gillett	J. H. Peters Plymouth	J. L. Sammis Madison	Otto Weyer Mantowoc	J. Gempeler, Jr., Monroe Arno Schmidt, Sheb. Falls A. T. Bruhn, Madison	456	617
37	Nov. 21-22, 1928	Columbus Club Green Bay	E. F. Winter Gillett	J. H. Peters Plymouth	J. L. Sammis Madison	Otto Weyer Mantowoc	A. T. Bruhn, Madison M. M. Schaeztl, Athens E. B. Whiting, Gillett	473	1,008
38	Dec. 4-6, 1929	Auditorium Milwaukee	P. H. Kasper Bear Creek	A. H. Graf Zachow	J. L. Sammis Madison	Otto Weyer Mantowoc	J. Gempeler, Jr., Monroe Arno Schmidt, Sheb. Falls A. T. Bruhn, Madison M. M. Schaeztl, Athens E. B. Whiting, Gillett	464	563
39	Dec. 3-5, 1930	Auditorium Milwaukee	P. H. Kasper Bear Creek	A. H. Graf Zachow	O. R. Schwantes Clintonville	F. A. Flynn Pulaski	E. B. Whiting, Gillett J. Gempeler, Jr., Monroe Arno Schmidt, Sheb. Falls A. T. Bruhn, Madison	316	419
40	Nov. 18-19, 1931	Auditorium Milwaukee	F. A. Flynn Pulaski	A. H. Graf Zachow	J. L. Sammis Madison	E. F. Horn Beaver Dam	M. M. Schaeztl, Athens M. M. Schaeztl, Athens J. H. Peters, Plymouth E. B. Whiting, Gillett	382	403
41	Nov. 16-17, 1932	Auditorium Milwaukee	F. A. Flynn Pulaski (resigned)	A. H. Graf Zachow	J. L. Sammis Madison	W. R. Schmidt Sheb. Falls	J. Gempeler, Jr., Monroe Arno Schmidt, Sheb. Falls E. F. Horn, Beaver Dam J. H. Peters, Plymouth M. M. Schaeztl, Athens E. B. Whiting, Gillett	415	369
42	Nov. 15-16, 1933	Eagles Bldg. Sheboygan	A. H. Graf Zachow	L. E. Kopitzke Marion	J. L. Sammis Madison	W. R. Schmidt Sheb. Falls	J. Gempeler, Jr., Monroe E. B. Whiting, Gillett J. Gempeler, Jr., Monroe E. F. Horn, Beaver Dam J. H. Peters, Plymouth M. M. Schaeztl, Athens	354	382

LEADING PRIZE WINNERS, WISCONSIN CHEESE MAKERS' CONVENTIONS

Continued From Page 93, Thirty-Seventh Annual Report, 1928

AMERICAN

Year		Score
1929	Walter Reisner, Bonduel -----	98.00
1930	Frank N. Zehren, Coleman -----	97.00
1931	Otto Yordi, Shawano -----	96.50
1932	Edwin A. Meinnert, Plymouth -----	97.50
1933	Walter Reisner, Bonduel -----	97.50

DRUM SWISS

1929	Jacob Niffenegger, Darlington -----	96.00
1930	Robert Herrmann, Dallas -----	96.00
1931	Robert Herrmann, Dallas -----	95.00
1932	Franz Brand, Monroe -----	94.50
1933	Robert Herrman, Dallas -----	94.25

BLOCK SWISS

1929	Franz Brand, Monroe -----	95.00
1930	John Burkhalter, Blue Mounds -----	94.00
1931	Arnold Gudel, Browntown -----	95.50
1932	Ernest Aeschlimann, Blue Mounds -----	93.00
1933	John Blickenstorfer, Argyle -----	91.00

LIMBURGER

1929	Emanuel Hess, Belleville -----	97.00
1930	Emil Fehner, Monticello -----	98.00
1931	Joseph Konrad, Monroe -----	96.00
1932	Emanuel Hess, Belleville -----	95.00
1933	Matthew Hirscher, Monroe -----	94.50

BRICK

1929	Walter Lichty, Ixonia -----	95.50
1930	Fred Krummenacher, Oshkosh -----	95.00
1931	Elmer J. Schneider, Appleton -----	96.00
1932	Elmer J. Schneider, Appleton -----	98.00
1933	Elmer J. Schneider, Appleton -----	97.25

HIGHEST HONOR CHEESE MAKERS ROLL UNDER RULES OF 1928

P. H. KASPER, Bear Creek, American cheese, 1900, 1922, 1923, 1924, 1927.
 GOTTLIEB WERREN, Blue Mounds, Block Swiss, 1921, 1923, Jan. 1924.
 OSWALD SCHNEIDER, Appleton, Brick, 1911, 1915, 1919, 1926, 1927, 1928.
 ROBERT HERRMANN, Dallas, Drum Swiss, 1930, 1931, 1933.
 EMANUEL HESS, Belleville, Limburger, 1927, 1929, 1932.
 ELMER J. SCHNEIDER, Appleton, Brick, 1931, 1932, 1933.

1932 LEADING PRIZE WINNERS

CLASS 1—AMERICAN CHEESE MADE BEFORE JULY 30

No.	Name and Address	Score
113	Edwin A. Meinert, Plymouth, R. 5	97.50
121	Bernard Splitt, Stratford, R. 3	96.50
166	Roy Hrabik, Luxemburg	96.00
148	H. G. Wiskow, Clintonville	95.50

CLASS 2—CHEESE MADE DURING AUGUST AND SEPTEMBER

208	John F. Lensmire, Marathon, R. 3	96.25
278	Wm. J. Kusta, Bonduel	95.50
223	H. G. Wiskow, Clintonville	95.25
265	J. P. Zehren, Coleman, R. 2	95.00

CLASS 3—CHEESE MADE ON OR AFTER OCTOBER 1

304	Bernard Splitt, Stratford, R. 3	95.25
381	J. P. Zehren, Coleman, R. 2	95.00
319	Oscar Stock, Manitowoc	94.75
3015	Oliver F. Felton, Black Creek, R. 1	94.50

CLASS 4—COLBY CHEESE

418	M. H. Parsons, Dorchester, R. 1	94.50
410	John H. Voegeli, Cambria	94.00
432	N. L. Ropp, West De Pere	93.50
419	Richard H. Sampe, Osceola	93.25

1932 SWEEPSTAKES PRIZE WINNERS IN AMERICAN CHEESE

113	Edwin A. Meinert, Plymouth	97.50
121	Bernard Splitt, Stratford, R. 3	96.50
208	John F. Lensmire, Marathon, R. 3	96.25

CLASS 5—DRUM SWISS

518	Franz Brand, Monroe	94.50
508	Otto Bodertscher, Rice Lake	92.75
502	Walter Jegerlehner, Darlington	92.50
501	Alex Alplanalp, Monroe	92.25

CLASS 6—BLOCK SWISS

603	Ernest Aschlman, Blue Mounds	93.00
606	Albert Ryser, Blanchardville	92.50
601	Walter Zwahlen, Blue Mounds	92.25
602	Fred Zharen, Blanchardville	92.00

CLASS 7—LIMBURGER

704	Emanuel Hess, Belleville	96.00
705	Emil Frehner, Monticello, R. 2	95.50
703	John Minnig, Monticello	95.00
708	Paul Milz, Monticello, R. 2	94.50

CLASS 8—BRICK AND MUESTER

814	Elmer J. Schneider, Appleton, R. 1	98.00
818	Fred Bleuer, Cambria, R. 1	95.50
801	Fred Jung, Juneau	95.25
843	Ernest Blaser, Barneveld	95.00

1933 WISCONSIN CHEESE MAKERS' CONVENTION

LEADING PRIZE WINNERS

Sweepstakes in Classes 1, 2, 3, 4

No.		Score
113	Walter Reisner, Bonduel -----	97.50
116	H. G. Wiskow, Redgranite -----	97.00
217	Ben Wiedenhaft, Lena -----	96.75
Class 1		
113	Walter Reisner, Bonduel -----	97.50
116	H. G. Wiskow, Redgranite -----	97.00
169	Edwin A. Meinert, Plymouth -----	96.50
126	H. J. Kuschel, Pound, R. 1 -----	96.25
Class 2		
217	Ben Wiedenhaft, Lena -----	96.75
218	Henry J. Loehr, Calvary, R. 1 -----	96.50
212	Emil Sonnenburg, Cato -----	96.00
266	(tie) Earl Schneider, Denmark -----	94.50
257	(tie) John H. Peters, Plymouth -----	94.50
208	(tie) Allen Stemper, Clintonville -----	94.50
275	(tie) H. J. Kuschel, Pound -----	94.50
Class 3		
314	Edward Kust, Coleman -----	95.50
365	H. J. Kuschel, Pound -----	95.00
334	Paul Viktora, Belmont -----	94.75
326	Walter Ebert, Oconto Falls -----	94.50
Class 4		
425	O. A. Mellenthin, Marshfield -----	94.50
429	Oscar Stock, Manitowoc -----	94.00
404	N. L. Ropp, West De Pere, R. 1 -----	93.75
401	George A. Wussow, Sheboygan, R. 3 -----	93.50
Class 5—Drum Swiss		
504	Robt. Herrmann, Dallas -----	94.25
503	Reinhard Mueller, Monroe -----	94.00
501	Ernest Herrmann, Neillsville -----	93.75
502	Jacob Aeschlimann, Argyle -----	93.50
Class 6—Block Swiss		
606	John Blickenstorfer, Argyle -----	91.00
605	Ernest Ashliman, Blue Mounds -----	90.50
607	John Burkhalter, Blue Mounds -----	90.00
601	Albert Ryser, Blanchardville -----	89.50
Class 7—Limburger		
703	Mathew Hirscher, Monroe, R. 1 -----	94.50
701	Julian Kiechle, Monticello, R. 3 -----	94.00
702	John Minnig, Monticello -----	93.50
707	Rudolph Speich, Monticello -----	93.00
Class 8—Brick		
818	Elmer J. Schneider, Appleton -----	97.25
810	Wm. Lichtenberg, Beaver Dam -----	95.50
809	Gottlieb Wyss, Hartford, R. 4 -----	95.25
815	Louis Mechelke, Birnamwood -----	95.00

FOUR-DAY SCHOOLS FOR EXPERIENCED MAKERS

During the winter of 1932-1933, a series of four-day schools for experienced makers was offered by the Dairy Department, University of Wisconsin, and conducted by Prof. J. L. Sammis, in 8 counties, at the request of the local Branch association and others in each county. All these schools were for American cheese makers unless otherwise stated.

The location and number of makers registered at each of the schools is as follows, with a total registration of 325.

- Marshfield, City Hall, November 22-25, 1932, registration 45.
- Sturgeon Bay, Court House, Nov. 29-Dec. 1, 1932, registration 36.
- Manitowoc, Court House, Dec. 6-9, 1932, registration 68.
- Hilbert, Village Hall, Dec. 13-16, 1932, registration 39.
- Fond du Lac, Court House, Dec. 20-23, 1932, registration 49.
- Appleton, Vocational School Bldg., Jan. 3-6, 1933, registration 42.
- Monroe, Swiss Cheese School, Feb. 13-24, 1933, registration 17.
- Beaver Dam, Brick Cheese School, March 7-10, 1933, registration 29.

During the winter of 1931-1932 similar schools were conducted by Professor Sammis as follows, with a total registration of 457.

- Shawano, Dec. 1-4, 1931, registration 56.
- Wausau, City Building, Dec. 8-11, 1931, registration 63.
- Fremont, Village Hall, Dec. 15-18, 1931, registration 50.
- Spring Green, Village Hall, Jan. 19-22, 1932, registration 39.
- Richland Center, Court House, Jan. 26-29, 1932, registration 74.
- Monroe, Swiss Cheese Course, Feb. 8-19, 1932, registration 22.
- Boscobel, City Building, Feb. 23-26, 1932, registration 41.
- Beaver Dam, Brick Cheese School, March 1-4, registration 48.
- Platteville, City Building, March 8-11, 1932, registration 25.
- Dodgeville, Court House, March 15-18, 1932, registration 39.

This series of short courses for experienced makers, at towns outside of Madison, was initiated by Professor Sammis in 1920, with schools for Swiss cheese makers given each winter, usually at Monroe, with a total registration of 395 not included above. The first brick cheese school was held at Beaver Dam, in March 1931, with 72 makers in attendance. The total registration reported above for the 14 years to date is 1219.

Beginning immediately after the close of the 1933 convention, a series of 19 schools have been planned during the winter of 1933-1934, in response to requests received from the branch associations and others in each county.

1933 WISCONSIN CHEESE MAKERS' CONVENTION

Cheese Exhibits by Counties

Barron -----	4	Marathon -----	28
Brown -----	12	Marinette -----	9
Calumet -----	6	Oconto -----	19
Chippewa -----	2	Outagamie -----	5
Clark -----	11	Ozaukee -----	3
Columbia -----	4	Polk -----	3
Crawford -----	3	Richland -----	6
Dane -----	8	Rock -----	1
Dodge -----	15	Rusk -----	1
Dunn -----	1	Sauk -----	3
Fond du Lac -----	29	St. Croix -----	4
Grant -----	12	Shawano -----	11
Green -----	10	Sheboygan -----	48
Green Lake -----	1	Taylor -----	2
Iowa -----	8	Vernon -----	2
Jefferson -----	1	Waupaca -----	6
Kewaunee -----	6	Waushara -----	1
Lafayette -----	6	Wood -----	3
Manitowoc -----	43		

SECRETARY'S 1932 REPORT

Read at the 1933 Convention

By J. L. SAMMIS, Madison

PART 1. TREASURY ACCOUNT

Receipts

1932	Balance forward from 1931 report -----	\$1,298.50
July 1	State appropriation -----	600.00
	Deposited membership fees and collections -----	1,000.00
	Total -----	\$2,898.50

Disbursements

1932	Schwaab Stamp and Seal Co., stamps -----	\$3.98
Aug. 23	State printer, letter heads, circulars -----	14.77
	M. M. Schaezel, expense to annual meeting -----	6.57
	E. F. Horn, expense to annual meeting -----	5.00
	A. H. Graf, expense to annual meeting -----	5.42
	E. B. Whiting, expense to annual meeting -----	5.44
	John H. Peters, expense to annual meeting -----	3.23
	Walter Schmidt, expense to annual meeting -----	3.42
	J. Gempler, Jr., expense to annual meeting -----	6.19
	Milwaukee Auditorium rental for convention -----	230.00
	Adcraft Mfg. Co., Chicago, badge buttons -----	11.07
	Olsen Publishing Co., mailing programs -----	45.72
	State printer, donors warrants -----	3.48
	American Sales Book Co., paper carbon -----	4.21
	Office Specialties Co., supplies and rentals -----	10.00
	Schwaab Stamp and Seal Co., ribbon badges -----	6.40
	E. F. Horn, expense to annual convention -----	5.30
	E. B. Whiting, expense to convention -----	19.97
	John H. Peters, expense to convention -----	12.25
	A. H. Graf, expense to convention -----	21.61
	Pay roll of exhibitors, classes 5 and 6 -----	549.36
	Fred Marty, judge, expense -----	10.97
	Abel and Bach Co., 8 prize bags -----	47.60
	A. J. Kaempfer, convention reporter -----	75.00
	Milwaukee Auditorium, shelves, rails, booths -----	165.00
	J. Gempler, Jr., expense to convention -----	13.36
	J. E. Rilling Co., 8 prize chairs, express -----	79.42
	Walter R. Schmidt, expense to convention -----	9.88
	State printer, legislative bills, Jan., 1933 -----	3.20
	State printer, legislative bills, Feb., 1933 -----	6.22
	State printer, letter heads -----	3.43
	State printer, legislative bills, Mch., 1933 -----	3.25
	State Dept. purchases, stamped envelopes, cards -----	38.96
	State printer, legislative bills, Apr., 1933 -----	21.18
	L. E. Kopitzke, expense two trips to Madison -----	11.80
	State printer, legislative bills, May, 1933 -----	3.38
	State printer, legislative bills, June, 1933 -----	2.93
	State printer, 1000 No. 9 printed envelopes -----	2.83
	Adcraft Mfg. Co., Chicago, 1000 badges -----	13.42
	State printer, 500 plan now circulars -----	2.20
	State printer, 1000 annual report envelopes -----	6.49
	State printer, 1000 diplomas -----	26.24
	Balance forward to 1933 report -----	1,378.35
	Total -----	\$2,898.50

PART 2. SECRETARY'S DONATION AND PROGRAM FUND, 1932,
READ IN 1933

Cash prizes, offered for fine cheese exhibits at the convention are awarded and paid to exhibitors as directed by the donors, the Secretary acting as the agent of the donors for this purpose. As these funds are at no time the property of the Association, and as they are paid out to winners at the Convention, or returned to the donors, these donations are not deposited in the State Treasury, but the receipts and disbursements are published here, and in the list of prize winners.

To raise additional funds for the support of the Convention, the Secretary, acting as a private individual, published a Convention program, and rented booths and the proceeds from this enterprise were used for Association purposes, the balance to be finally deposited in the State Treasury, as a donation to the Association, from the advertisers. The program receipts and the disbursements of this fund are shown below. The Convention cheese exhibits were sold by the Secretary, acting as the agent of the exhibitors, and the proceeds paid at once to exhibitors as shown in the list of exhibitors in this report.

Receipts

1932	Miscellaneous	
June	Balance forward from 1931 report -----	\$109.56
	Sale of sample prize hand bag -----	5.00
	Memberships, page 81 -----	13.00
	Memberships by mail, page 82 -----	25.00
	Memberships from W. R. Schmidt, treasurer -----	369.00
	72 dinners sold -----	36.00
	Cheese sales, J. W. Cross -----	164.35
	Cheese sales, J. S. Hoffman Co. -----	1,403.55
	Membership, page 92 -----	1.00
	Exhibit Booths at Convention	
	Damrow Bros. Co. -----	45.00
	Chris. Hansen Laboratory -----	45.00
	Ohio Salt Co. -----	45.00
	D. and F. Kusel Co. -----	90.00
	Schwab Boiler and Machine Co. -----	45.00
	Stoelting Bros. Co. -----	45.00
	J. B. Ford Co. -----	45.00
	Erwin Schwenzen -----	45.00
	Schwartz Mfg. Co. -----	45.00
	Marschall Dairy Laboratory -----	45.00
	Diamond Crystal Salt Co. -----	45.00
	De Laval Separator Co. -----	45.00
	Pages in Program	
	Pauly and Pauly Co., Manitowoc -----	10.00
	Chris. Hansen Laboratory, Milwaukee -----	20.00
	Walter Voechting, Sheboygan -----	10.00
	Marschall Dairy Laboratory, Madison -----	20.00
	Damrow Bros. Co., Fond du Lac -----	20.00
	Wis. Dairy Supply Co., Whitewater -----	20.00
	Bingham and Risdon, Green Bay -----	10.00
	Colonial Salt Co., Chicago -----	10.00
	Wisconsin Dairy Laboratory, Green Bay -----	10.00
	Mojonnier Bros. Co., Chicago -----	10.00
	Republican Hotel, Milwaukee -----	20.00
	Midwest Cold Storage Co., Green Bay -----	20.00
	Johnston Tin Foil and Metal Co., St. Louis -----	20.00
	Midwest Creamery Co., Plymouth -----	20.00
	Triangle Cheese Co., Monroe -----	10.00
	Diamond Crystal Salt Co., New York City -----	10.00
	J. B. Ford Co., Wyandotte, Mich. -----	10.00
	Creamery Package Mfg. Co., Chicago -----	20.00
	De Laval Separator Co., Chicago -----	20.00
	Sheboygan Falls Creamery Co. -----	10.00
	J. S. Hoffman Co., Chicago -----	10.00
	L. F. Nafis, Inc., Chicago -----	10.00
	C. E. Blodgett Cheese Co., Marshfield -----	10.00
	Cheese Reporter, Sheboygan Falls -----	10.00
	Stoelting Bros. Co., Kiel -----	20.00
	National Cheese Institute, Plymouth -----	20.00
	D. Picking & Co., Bucyrus, Ohio -----	10.00
	Reynolds Metals Co., Chicago -----	20.00
	Cheese Maker Book Co., Madison -----	10.00
	Winnebago Cheese Co., Fond du Lac -----	10.00
	Prizes Received from Donors, for Winners	
	Schmitt Bros. and Walther -----	\$10.00
	Morton Salt Co., Milwaukee -----	5.00
	August H. Raether, Watertown -----	5.00
	R. M. Egan, Highland -----	25.00
	R. C. Jorgensen, Denmark -----	15.00
	Balance from 1931 legislative bill fund report -----	\$67.26
	Received from 1932 subscribers to news letters -----	109.00
	Total -----	\$3,377.73

Disbursements

1932			
June	W. A. Devine, P. M., 300 postals -----		\$3.00
	W. A. Devine, P. M., 250 postals -----		2.50
July	W. A. Devine, P. M., 500 2¢ envelopes -----		11.32
	W. A. Devine, P. M., 300 3¢ stamps, 450 envelopes -----		16.95
	W. A. Devine, postage stamps -----		5.00
Sept.	W. A. Devine, P. M., postage stamps -----		5.00
Oct.	M. E. Landgraf, addressing and mailing -----		6.90
	W. A. Devine, P. M., postage -----		10.00
	Olsen Pub. Co., programs, envelopes, blanks, express -----	288.33	
Nov.	M. E. Landgraf, convention expense -----		10.00
	Cheese Reporter, Convention ad -----		10.00
	R. M. Egan, refund of prizes -----		17.00
	Aug. H. Raether, refund of prize money -----		5.00
	R. C. Jorgensen, refund of prizes -----		15.00
	Schmitt Bros. and Walther, refund -----		10.00
	Terminal Warehouse Co., trucking -----		6.30
	D. Driscoll, helper, 8 days in cheese room -----		20.00
	C. J. Fokett, helper, expense -----		17.60
	J. W. Cross, Supt. and expense -----		46.53
	Olsen Publishing Co., 10,000 ballots -----		1.50
	National Cheese Journal, ads -----		20.00
	Secretary, convention expense -----		54.87
	Milwaukee Cheese Co., cheese boxes -----		6.00
	Milwaukee Bunting & Convention Supply Co., signs -----		6.00
	Ethel Buck, office clerk -----		21.00
	M. E. Landgraf, convention office -----		75.00
	Joe Aeschlimann, to correct error -----		1.53
	Republican Hotel bill -----		74.25
	W. A. Devine, postage diplomas, knives -----		11.80
	W. A. Devine, postage returned programs -----		1.52
	Fred Gurtner, Hartford, to correct error -----		1.00
	Checks to exhibitors, classes 1, 2, 3, 4, 7, 8 -----		459.57
1933	First Nat. Bank, check books -----		3.00
Jan.	Secretary, on account for 1932 -----		200.00
	W. A. Devine, P. M., postage -----		8.82
	W. A. Devine, P. M., postage -----		5.00
Feb.	Deposited in state treasury -----	1,000.00	
	W. A. Devine, P. M., postage -----		9.82
	C. E. Shaffer, for 1933 Secy's bond -----		20.00
	Phone call to Plymouth -----		.90
	H. I. Tuttle, mimeograph card notices, hearings -----		1.25
	H. I. Tuttle, mimeograph card notices, hearings -----		1.25
	200 blank cards -----		.20
	H. I. Tuttle, cards mimeographed -----		.90
	M. E. Landgraf, typing adv. committee report -----		1.00
Mch.	W. A. Devine, P. M., postage -----		5.00
	H. I. Tuttle, mimeographing 200 1 page reports -----		1.00
Apr.	Telegram to president -----		1.82
	W. A. Devine, P. M., postage -----		5.00
May	H. I. Tuttle, mimeograph cards, hearings -----		1.25
	H. I. Tuttle, mimeograph 200 1 page -----		1.25
	H. I. Tuttle, mimeograph cards -----		1.25
	Telephone directory -----		.25
June	Cards \$0.30 and mimeograph \$1.25 -----		1.55
	Mimeograph reports -----		1.25
	Int. Assn. Milk Dealers Manual -----		5.00
	W. A. Devine, P. M., stamped envelopes -----		8.82
	Mimeographed news letters -----		2.20
	Postage paid on 1 cent news letters -----		2.05
July	Postage paid \$2.46, postage \$2.26 -----		4.72
	E. F. Horn, expense to Chicago N. R. A. meet -----		7.04
	Mimeographed news letters \$1.80, postage \$2.23 -----		4.03
	Mimeograph news letters \$2.25, letters \$2.00 -----		4.25
	J. L. Sammis, expense to Chicago N. R. A. meet -----		1.90
	Telephone to Zachow, Beaver Dam, Zachow -----		3.60
Aug.	1000 1¢ envelopes -----		12.80
	Mimeograph news letters -----		2.00
	Phone to Zachow -----		2.30
	Express program envelopes -----		.78
	Secy. expense to Milwaukee directors meeting -----		4.12
	Carbon copies at Milwaukee meeting -----		1.00
	M. E. Landgraf, addressing and mailing ann. repts. -----		5.00
	W. A. Devine, P. M., postage -----		5.00
	Mimeograph news letters \$4.00, letters \$1.00 -----		5.00
	M. E. Landgraf, addressing programs -----		10.00
Sept.	Mimeographed news letters -----		4.00
	M. M. Schaetzl, expense to Milwaukee meeting -----		8.65
	Express on program envelopes -----		.78

	Telegram to Auburndale, prepaid -----	\$5.56
	W. A. Devine, P. M. 1000 1¢ env., 500 3¢ env.-----	29.12
	Sec'y, balance for 1932 -----	200.00
	Cheese Reporter, warrants, statements, score cards.---	11.50
	Storck Art Service, Chicago, cuts -----	2.50
	L. E. Kopitzke, expense to Mil. and Chicago meets.---	25.74
	Mimeographed news letters -----	1.75
	Mimeographed news letters -----	3.00
Oct. 7	Mimeographed news letters, (last of year) -----	3.60
	Mimeographed news letters -----	1.75
	Sec'y, 1933, and expense travel, Sept.-Nov. 1933 checks	448.17
	210-212 -----	32.77
	Balance forward to next report -----	
	Total -----	\$3,377.73

**SUMMARY OF LEGISLATIVE BILL AND NEWS LETTERS,
INCLUDED ABOVE**

Receipts

1931	Forward from last report -----	\$67.26
May	Subscriptions paid by members, page 110 -----	17.00
	Subscriptions paid by members, page 111 -----	23.00
	Subscriptions paid by members, page 116 -----	21.00
	Subscriptions paid by members, page 117 -----	27.00
	Subscriptions paid by members, page 118 -----	21.00
	Total -----	\$176.26

Disbursements

4750 printed copies legislative bills -----	\$38.22
4450 mimeographed reports, news letters -----	31.95
Stamped envelopes, post cards -----	93.58
Balance forward to 1933 -----	12.51
Total -----	\$176.26
Report of Auditing Committee, Nov. 14, 1933	
Balance forward in state treasury to 1933 -----	\$1,378.35
Balance forward in Program, Donation and News	
Letters funds to 1933 -----	32.77
Total forward to 1933 account -----	\$1,411.12

JOHN H. PETERS,
A. T. BRUHN,
WALTER R. SCHMIDT,
Auditing Committee.

This book may be kept

FOURTEEN DAYS

A fine of **TWO CENTS** will be charged
for each day the book is kept overtime.

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JUN 1953			

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CHEESEMAKERS
ASSOCIATION
REPORT 1933

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