



LIBRARIES

UNIVERSITY OF WISCONSIN-MADISON

Proceedings of the Wisconsin Cheese Makers' Association 61st annual meeting October 22 - 23, 1952 Retlaw Hotel and County Building, Fond du Lac, Wisconsin.

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

<https://digital.library.wisc.edu/1711.dl/CFIYIHM57D43H8I>

This material may be protected by copyright law (e.g., Title 17, US Code).

For information on re-use, see
<http://digital.library.wisc.edu/1711.dl/Copyright>

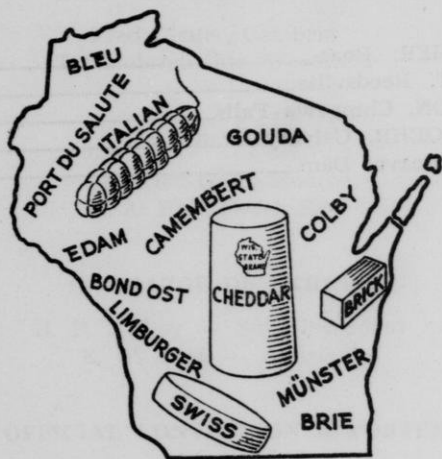
The libraries provide public access to a wide range of material, including online exhibits, digitized collections, archival finding aids, our catalog, online articles, and a growing range of materials in many media.

When possible, we provide rights information in catalog records, finding aids, and other metadata that accompanies collections or items. However, it is always the user's obligation to evaluate copyright and rights issues in light of their own use.

PROCEEDINGS
OF

*Wisconsin Cheese Makers'
Association*

61st Annual Meeting



OCTOBER 22 - 23, 1952

RETLAW HOTEL AND COUNTY BUILDING

FOND DU LAC, WISCONSIN

WISCONSIN CHEESE MAKERS' ASSOCIATION

Incorporated February 22, 1899

OFFICERS	Address
LEONARD E. KOPITZKE, President.....	Marion
E. E. PETERS, Vice President.....	Plymouth
A. H. GRAF, Secretary.....	Zachow
HARLAN WATT, Treasurer.....	Gillingham
H. P. MULLOY, Field Manager.....	Sheboygan
PAUL H. RAIHLE, Attorney.....	Chippewa Falls
GEORGE L. MOONEY, Executive Secretary.....	Plymouth

DIRECTORS	Term Expires
JOHN FISCHER, Boaz.....	1953
ART WOLDT, Reedsville.....	1953
EMIL HANSON, Chippewa Falls.....	1954
HENRY J. LOEHR, Calvary.....	1954
E. W. JUNG, Beaver Dam.....	1955

JUDGES OF THE 1952 CHEESE CONTEST

American Cheese

Frank Broeren, Thorp
William Winder, Shawano

Swiss and Limburger Cheese

Gottfried Galli, Monroe
Glen Erbe, Mt. Horeb

Brick and Munster Cheese

Fred Bleuer, Cambria
Ted Indermuehle, Woodland

Italian Cheese

Gottfried Galli, Monroe
S. A. Hall, Green Bay

IN CHARGE OF EXHIBIT

H. P. Mulloy — Superintendent
E. W. Jung — Assistant

OFFICIAL CONVENTION REPORTER

Mrs. Elvira M. Whalen, Madison

LIFE MEMBERS

E. L. Aderhold, Neenah	J. L. Sammis, Madison
J. D. Cannon, Neenah	O. A. Damrow, Sheboygan Falls
A. T. Bruhn, Madison	J. H. Peters, Plymouth
Fred Marty, Monroe	George Hernke, Hilbert

OFFICIAL ORGAN

The Cheese Reporter, Sheboygan Falls

LETTER OF TRANSMITTAL

Plymouth, Wisconsin
January 31, 1953

To His Excellency,
Walter J. Kohler
Governor of Wisconsin

For over forty years our Association, like many others, received state aid; in our case \$600.00 annually.

Because of this grant we were required to file an annual report of finances, activities and proceedings with your office. Waiver of the state appropriation relieved us of that responsibility. When Governor Goodland was preparing his budget in December, 1946, he appealed to everyone to assist in reducing the budget by reducing requests for state aid.

Complying with this request our Board of Directors adopted a resolution notifying Governor Goodland that we would request no appropriation from the 1947 session and we have asked for none since that time. We advised the Governor that our "action was prompted by the sincerity of your efforts to reduce the state budget and our desire to effectively cooperate." It is with this same spirit of cooperation that we transmit a copy of our offer to cooperate with you, in every way we can to promote good government and reduce and eliminate unnecessary budget items.

Respectfully submitted,

GEO. L. MOONEY
Executive Secretary

GLM:yz

Marion, Wisconsin
January 31, 1953

Association Members,
Fellow Cheesemakers and Friends:

For the 14th consecutive year it again becomes my pleasure to hand you a report of the Association activities for the past year.

The coming year promises to be one of vital importance to the dairy industry of our state and as members of our Association you are a part of our program to assist the state and members of the cheese industry in advancing the best interest of the dairy industry of this state.

This is an appropriate time and place to extend our grateful appreciation to all those who have assisted us in any way during the past year. I speak for our members when I say it is appreciated

Respectfully submitted

L. E. KOPITZKE,
President

LEK:yz

APPLICATION FOR ACTIVE MEMBERSHIP

I hereby apply for membership in the

Wisconsin Cheese Makers' Association

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

Licensed Cheesemaker (employee) - - \$12.50

Plant Operator:

- Up to 2 million lbs. milk annually - -25.00
- 2 to 4 million lbs. milk annually - - 50.00
- 4 to 7 million lbs. milk annually - - 75.00
- Over 7 million lbs. milk annually - - 100.00

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

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

.....
Name of member

.....
Name of factory

.....
Address

.....
County

.....
Date of application

Return to
WISCONSIN CHEESE MAKERS' ASSOCIATION
Plymouth, Wisconsin

APPLICATION
FOR
ASSOCIATE MEMBERSHIP

* * *

The undersigned hereby applies for Associate Membership in the

Wisconsin Cheese Makers' Association

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

Minimum annual dues are \$25.00 payable in advance.

.....
Name

.....
Address

.....
Address Mail to the Attention of

Date.....

Return to
Wisconsin Cheese Makers' Association
Plymouth, Wisconsin

ARTICLES OF THE WISCONSIN CHEESE MAKERS' ASSOCIATION

(As Amended November 12, 1942)

ARTICLE I

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

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

ARTICLE II

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

ARTICLE III

The association shall be a corporation without capital stock.

Active Membership. Any cheesemaker, past or present, in Wisconsin, may become an active member in this association, with the right to vote and speak in all association meetings by paying the annual membership fee, as fixed by the By-Laws, in advance to the Secretary of the Association, for the current calendar year.

Associate Membership. Any other person, not eligible to become an active member, may become an associate member of this association and attend all meetings of the association, but not to vote, by paying in advance the annual membership fee, as fixed by the By-Laws, to the Association Secretary for the current calendar year.

ARTICLE IV

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

Section 2. The term of the officers of the Association shall be one year or until their successors are elected at the next annual meeting following their election, and until such successors qualify. At each meeting of the members of the Association there shall be elected director for the term of three years to replace directors whose terms are expiring. The election of officers and directors shall be by ballot, **except in case of a single nominee**, when election by acclamation may be substituted. A majority of all the votes shall decide an election.

ARTICLE V

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

Section 2. The Vice-President shall assume the duties of the President in the latter's absence.

Section 3. The principal duties of the Secretary of the Association shall be to keep a complete and accurate record of the proceedings of the Board of Directors and the Association and to attend all meetings, keep a correct account of the finances and receive his receipts therefore. He shall keep a record book and suitable blanks for his office. He shall make a full and complete report at each annual meeting of the correct state of the finances and standing of the Association. He shall also procure certificates or received, pay all moneys into the hands of the Treasurer and re-

other evidence of membership and every person joining the Association shall receive one signed by the Secretary, Assistant Secretary or by any proper authorized fieldman or solicitor of members.

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

Section 4. The principal duties of the Treasurer shall be faithfully to care for all monies entrusted to his keeping, paying out the same only on proper authorization. He shall file with the Secretary of the Association all bonds required by the Articles of Incorporation or the By-Laws. He shall make at the annual meeting a detailed statement of the finances of the corporation. He shall keep a regular book account, and his books shall be open to inspection at any time by any member of the Association.

Section 5. The Board of Directors shall be the Executive Committee and shall audit the accounts of the Secretary and Treasurer and present a report of the same at the annual meeting; Executive Committee shall procure a place to hold the meeting, make all rules and regulations pertaining thereto and pertaining to exhibits and make arrangements for reception committees, hotel rates, hall and all necessary preliminary arrangements for each and every meeting.

Section 6. The Committee on Program shall make all arrangements for the proper working of the conventions, assigning all subjects, arranging for speakers, and make the division of time for the election of officers, conducting business meetings, and any other matters that may properly come under this division.

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

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

ARTICLE VI

The Treasurer of the corporation shall give satisfactory bond for the faithful performance of his duties.

ARTICLE VII

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

ARTICLE VIII

The corporation shall hold a meeting of members annually during each calendar year at such time as may be determined by the Board of Directors.

ARTICLE IX

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

ARTICLE X

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

BY-LAWS

of

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

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

ARTICLE II**Duties**

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

The Field Manager shall assist and advise the officers and the members.

ARTICLE III**Salaries**

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

ARTICLE IV**Membership Dues**

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

Active Members

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

ARTICLE V

Official Publication

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

ARTICLE VI

Fiscal Year

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

ARTICLE VII

Amendments

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

PROCEEDINGS

Fond du Lac, Wisconsin

OCTOBER 22, 1952

2:30 P. M.

PRESIDENT KOPITZKE: I would like to announce, as most of you know, that this is a closed session for cheese makers only, as the Board of Directors has decided they would like to have Dean Froker with us to talk to you a little bit, and I know he is going to discuss something which is a little bit sad and so, for convenience sake, after our address of welcome we shall have to ask all those who are not licensed cheese makers to kindly leave the room because this is the day which has been set aside for some years for licensed cheese makers only.

Now, Folks, when it comes to a location for the Wisconsin Cheese Makers' Association Convention it is, I believe, pretty hard to beat Fond du Lac. We like Milwaukee, sure, but from here to Milwaukee it is 60 miles and there's very few cheese plants in that vicinity. We talked about changing once and trying it at Madison, and they finally told us they couldn't handle us there. So, I will say, Fond du Lac is pretty hard to beat.

Then, the business people of Fond du Lac have always gone along with us. We have always had wonderful cooperation, so I know we are happy to be here in Fond du Lac, and at this time I take great pleasure in introducing a gentleman to you, the Honorable Mayor Weiss from Fond du Lac who will welcome you at this time.

Mayor Weiss.

Folks, don't let it bother you at all that we have a reporter here. Dean Froker's talk and what discussion we want will go in. But anything that is discussed here, don't worry that anything you may say, or anything else, is going to go in the proceedings: not of today. It will not. There will only be put in the proceedings what we want in there. Any of our discussions that are not supposed to be in the proceedings will not go in there.

Will Mayor Weiss please come forward. Mayor Weiss from Fond du Lac.

MAYOR WEISS: Mr. President and Members of this Convention: I was a little late because I was admiring all the cheese

out there.

Before I go into welcoming you I want to tell you a little about what I learned at one of our own conventions, the League of Municipalities Convention, last week. Mr. McDonald of the Department of Agriculture gave a very interesting talk in regard to dairy products in the state of Wisconsin. And there were many of us that were surprised at where we rank in regard to the production of cheese in the world. He stated there that we of Wisconsin produce one-half of the cheese of the United States, and that Wisconsin cheese makers produce one quarter, that is one quarter, of the world's production. And I'll tell you that opened the eyes of all of us there because we surely appreciate what part you people in Wisconsin play in our economy of our state.

Now, in behalf of the city of Fond du Lac as Mayor of the city of Fond du Lac I wish to welcome you here on this occasion of your convention. This year marks the one hundredth birthday of the city of Fond du Lac, and we sure are proud that you have selected our city again for your convention. You are always welcome here. Make yourselves at home. And if you should receive any parking tickets while you are here, just turn them in to your president or secretary and they will take care of them.

Again, may I say, please remember you are always welcome here, and continue to make this your headquarters for your convention and also to visit us during any other time that you have the opportunity.

Thank you, Mr. President.

(Applause.)

PRESIDENT KOPITZKE: Thank you, Mayor Weiss.

I was just thinking when the Mayor said that it was the One Hundredth Anniversary of Fond du Lac that the city of Fond du Lac is only 39 years older than our organization. This is our 61st Anniversary. I want to assure you, Mayor Weiss, that we are mighty happy to be here with you in Fond du Lac. We certainly appreciate the cordial treatment that you always give us.

I have a package of cheese here for you. It is out there in the hall. I want you to take it with you. The Wisconsin Cheese Makers have had the policy for the past few years that we present each of our speakers with a two-and-a-half pound package of aged cheese so that they don't forget the convention. So I say, will

you see that the Mayor gets a package of that cheese, and bring the others up here.

Thank you.

Now, the next speaker, ladies and gentlemen, certainly doesn't need any introduction. He is one of us. He has been with us for many years. I know that it has always been a pleasure for me to talk with him, although we don't always agree, and sometimes we argue like heck, but that is what makes a meeting, whether it is a directors' meeting or a convention, or what-have-you.

I am very happy at this time to present our Vice President, Edgar E. Peters, of Plymouth.

VICE PRESIDENT PETERS: Mr. President, Mayor Weiss, Fellow Cheese Makers, and Friends. I want to thank you, Mayor, for your fine words of welcome. I think that he as an official of Fond du Lac ought to know how the cheese makers feel about Fond du Lac. We have been here so often that it is almost our second home.

I am supposed to give a response to the address of welcome. I don't know why they have things like that on a program because I don't know what I could add. But I would like to say just a few words.

On the outside cover of your books it does say "61st Annual Meeting." That means that 61 times the cheese makers from the state of Wisconsin have assembled for the purposes of talking over mutual problems, finding solutions to problems that are confronting us, and doing whatever they could to further the industry, cheese industry.

Much water has passed down the river since that first convention, and many things have happened. Many things have changed. We don't make cheese today the way they did when that first convention was held. Some of the reasons are economic; some of the reasons are just plain changes because of new inventions, new roads, trucks. We all know what has happened in these years.

Every convention has brought problems. I think we will have them again this year. I sometimes wonder if they aren't getting more acute each year. The Resolutions Committee in session last night talked over some of the serious problems that are confronting the industry as a whole, the cheese industry in particular.

Later on this afternoon your Resolutions' chairman will give you a summary of last night's work. I think it will merit serious discussion and serious thought. You want to remember while the convention is a place to meet old friends, the exhibits on the other side of this canvas lend a certain part to the convention. The real work and the real crux of the things that your directors are asked to do in the next year will feature in a meeting such as you are holding this afternoon. When those resolutions are read, feel free to enter into the discussion, offer whatever you think will help, and I am sure that with the combined effort of all of us in the industry that we will come out okay.

That is about all I can say now. Have a good time.

Thank you.

PRESIDENT KOPITZKE: Ladies and Gentlemen. I said we were to give each speaker some cheese, but I am not going to give "Pete" any cheese because I think he has such good cheese in his own place probably wouldn't appreciate it.

Thanks again, "Pete." We are always glad to hear from you.

Ladies and Gentlemen, the next speaker will be the only speaker we have on the program this afternoon. And, as I said before, that until Dean Froker is through and we have had a little discussion on that, anyone can sit in and listen in, and after that it will have to be a closed session for licensed cheesemakers only because they just do not speak up in our committees and sessions of this kind where they know they are not alone.

Now, we are mighty fortunate that the Dean is taking out time to come up to our convention and talk to us this afternoon. I know that most of us many times have wondered and we have discussed the different ways of paying for milk. I know sometimes in my factory I have two patrons, one has, let's take for a figure, a three test, and the other has a four test. Each one has 10,000 pounds of milk. One gets \$400.00 and the other gets \$300.00. That is just a little bit too much difference. I think it is absolutely wrong to pay on a straight fat basis just as well as it is wrong to pay on a price per hundred basis only. I really believe and I have thought for a long time that we should rather buy on a solids and fat basis; take both of them into consideration, pay so much a point more for milk above three-five, because as it stands now with all the stuff that they have to make substitutes for most any dairy product that that is wrong nowadays. And still some farmers

if they have Guernsey herds or Jersey herds have a 4.5 test; they sometimes get a 5.5 or 6. If there isn't anything done about the paying, only paying on a straight fat basis, where do we go from here? Where do we end? It makes a tough job for any cheese maker or plant over there to compete with a factory that has an average of 3.5 or 3.6.

Please do not think I am complaining for myself. My average test was as low as 3.5 this last April; it was only 3.6 for the month of September. But I do feel sorry for some of these poor fellows that have in excess of 4.

I didn't want to make a speech, just a few introductory remarks.

I wish to say that it is not only a pleasure but a privilege to present to you at this time Dean Froker of the University of Wisconsin.

Dean Froker.

DEAN FROKER: I think you folks are gluttons for punishment to let me come up here today. This general subject has been discussed with you people at least a couple times before and I know that some of you were over at Marshfield where I discussed the general subject just relatively a few days ago.

About ten years ago when I was invited here I didn't come. I thought I had a very good reason for it because I had a pair of twins come into the family at that time, and so I sent Cliff Hardin up here instead of me. Cliff is over at Michigan at the present time. But when he found out I was scheduled to talk to the Cheese Makers' Convention the day after these twins were born, said, "Well, now, you didn't have to adopt the twin-style just because you were going to talk to the Cheese Makers." Whether it had any relationship or not I don't know.

Anyway, I am glad to meet with your group. We are always glad to discuss with you any of the problems that you have and that we have; in fact, we have a common interest, and in which we might be helpful.

Now, when I got this assignment from the Chairman it was to discuss methods of paying for milk. But it seems to me that I do not want to go into the details of that today. I don't believe it is necessary here. I think probably a little more background with respect to the whole dairy situation and why this problem becomes

important might be just as valuable to you as a discussion of the mechanics of any particular method of paying for milk. So, I am going to discuss with you briefly some of the changes in the markets for dairy products that have taken place during the past several years, and then I am going to discuss briefly the assignment that Mr. Kopitzke gave me.

You know and I know that dairying has not been as profitable since and during the War as some other lines of agricultural products. And in this state we have come particularly into competition with beef cattle and hogs. And you might wonder why and what is the cause of the adjustments which have taken place, and what seems to be the situation at the present time.

The present relationships have not been favorable to dairying, and the effect this has had on the farms and in the factories, cheese factories particularly, has been very important. One of the major changes which has taken place over several years, and it seems to me it was under way before the War started, was the decline in emphasis on milk fat and shifting the emphasis from milk fat to the non-fat milk solids, and to the competitive fats and oils.

There has been and it is a declining market. If you will go back and look at the record you will find that the consumption of butter had actually declined a little before the War. It is now less than half of what it was in the pre-war period. It has dropped from a per capita basis of about 17 pounds to around 9 pounds, in round figures.

There is less emphasis on fats in the diet. If you watch people choose their food, and when you watch them drink coffee, especially among the women, you will find they do not have cream in their coffee. You will also find that a number of people are drinking a lower testing milk.

Now, the decline in the consumption of butter has had the same effect as the increase of about 15 million pounds of milk; 15 billion pounds of milk on the fat equivalent basis. During the same period, or from pre-war to the present time, we have been facing a rise of about 15 per cent in total milk production. We have had some drop the last couple of years, so there is a net effect of about a 10 per cent rise over pre-war in your total milk production. And then, with this change in milk fat production, or butter has, of course, meant, has had the same effect of a very substantial increase in the total available supply of milk fats as

compared to the market for it. Along the same line we have had something happen with regard to the make-up of milk. It has got so that you can't just talk about "milk." You have got to talk about the things that make up milk like fat and non-fat solids, and, getting a little more technical you get down to the proteins, vitamins, minerals, and so forth.

Now, speaking on the non-fat solids of milk, we have taken the skimmed milk from the chickens and pigs and calves on our farms and are delivering it to the plants in the nation for human consumption.

And Wisconsin, as you remember before the War, there was quite an area over in the northwest part of the state and west central part of the state that was primarily a farm cream area. That has pretty well disappeared now: It is nearly all a whole milk area. That is, the whole milk is delivered from the farms to the dairy plants of the state. I don't suppose there is over three or four percent of the milk fat that is delivered as cream from the farms today. So that increase in use of non-fat solids was just like increasing the total supply of milk 10 billion pounds of solids and non-fat equivalent, so there you have an increase in total production, an increase in the solids, not fat, what you might call skimmed milk, and a decrease in the over-all consumption of milk fat. Now, the decrease in the over-all consumption of milk fat, of course, is not as great as the butter situation alone would seem to indicate.

But something has happened on the other side of the picture, and we want to get that straight, too. One is that the population has been increasing very rapidly. And if we are to have substantial changes in the marketing of our dairy products it is very fortunate, indeed, that those changes should come at a time when the population was increasing very rapidly. The population is up, as you know, about 20 per cent of pre-war, and it seems to be continuing to rise, and the present predictions are that in 1975 we will have around 190 million people in this country. Your estimates on that vary, but that is the general picture. We are increasing in population at the present time at the rate of around 2½ million people per year.

Now, that means that every morning when you wake up the dairy industry have over 7,000 more customers than they had the day before. It shouldn't be a very sick industry that has its customers rising as rapidly as that and, particularly these newer customers are, most of them, better consumers of dairy products,

particularly milk, than almost any other age; certainly on a per pound basis they are.

One of the important changes that has taken place, one that is healthy for the industry as a whole, but is, perhaps, not particularly applicable to people who are running cheese factories, and that is the very rapid increase even in the per capita consumption of fluid milk. We do not have figures for fluid milk alone, the available figures are for fluid milk and cream, but I am convinced that the cream consumption has gone down and the fluid milk consumption has gone up more than the over-all figures show. But in pre-war days we were consuming around 340 pounds of milk per person per year in the form of fluid milk and cream. We reached a peak of 430 pounds during the war, or right after the war. That was up 90 pounds per person. Then we came back to around 390, and then it started to rise again, and I believe current figures show we are consuming around 400 pounds of milk per person per year as fluid milk and cream. That is about 50 pounds more per person per year than was the case before the War. That is a very healthy increase and a very substantial one, and it is the firm conviction that milk is more valuable for human consumption.

In your cheese industry, as you people well know, the per capita consumption has gone up from around 5½ pounds to 7½ pounds, so we are consuming more cheese because of the population rising and because the average person eats more than he did before the War.

The consumption of concentrates has also gone up: Ice cream has gone up about 50 per cent.

Now, the over-all picture means that, as a pointed out, milk production went up about 15 per cent, dropped back about 5 per cent, and it is now about 10 per cent above pre-war. Milk fat consumption per capita in all forms, this butter decline I mentioned, and milk fat consumption in all forms is down about 10 per cent per capita, according to some figures I saw just a few days ago. Solids, non-fat, consumption per capita is actually up. So, we have had, the full effect is an increase in milk consumption due to the rising population and rise in the consumption per capita. And, as I pointed out, the population is up 20 per cent.

Now, it seems to me that the entire picture of the dairy price market situation is in much better balance at the present time than it has been for quite awhile. There are still some disturbing things on the horizon, there are still some things that look like

they are less favorable but, certainly, one of the most favorable things is the rise in population, the expanding market due to the population increase, and the expanding market due to the greater consumption of fluid milk and whole milk products like cheese, and the concentrated milks.

The real problem that I consider that is immediately threatening is, of course, with respect to milk fat. There are some threatening factors involved in connection with that as, for example, the use of vegetable oils in ice cream instead of whole milk, whole milk or fluid milk. A man was in my office a couple days ago, and he claimed he was in position to know something about it, that as much as 35 or 40 per cent of the ice cream in Chicago was now being made out of vegetable oils rather than milk fat. I hope he is wrong in that figure. But that is the real threat at the present time.

Now, what can we, and, what should we do with respect to this situation? I think several things have been done and some things can be done. Some of them are minor, but most of the things are the makeup of several small things. Let me take the production first: What are our dairy farmers doing in this state to improve and to strengthen our competitive position? One is that they are definitely making improvements in the production, the efficient production of milk. The production per cow is a pretty good index along that line, and the production per cow is up about a thousand pounds of milk per year over what it was a decade ago. That is a very substantial rise when you think of the industry as a whole. I think there are several factors which have brought that about, and I doubt if you can find another period when we have had such improvement in the production on our farms in this or any other state.

Certainly one of them is better feeding and management, and another must certainly be the artificial breeding program. Let's take the latter first.

In 1939 was when this program in artificial breeding was started in Wisconsin. I believe that year there were about 2,000 cows bred by that method, and this past year there were over 690,000, or about 30 per cent of the dairy cattle in this state, bred through artificial means.

In the feeding and management we also note some very real improvements. I remember just a few years ago when we had set one million acres as a desirable goal for alfalfa in the state. We

are now up over the two million mark. And you know some of the improved methods being used; improved methods of harvesting and preserving hays, that we are doing a better job of harvesting and we are doing it cheaper, relatively cheaper in labor, and we are doing it in a way to preserve more of the feed values of that important feed.

And we are concerned more with animal health than we have ever been. We are doing work on disease control, trying to find answers to some of these tough problems in disease. And, as you know, some of the disease control programs from an educational and regulatory program standpoint are definitely statewide in character.

There has also been a very broad program on quality milk improvement, and I am sure that the over-all effect of that plan and program has been desirable, and it has helped to improve our markets. And I am certain, as I view the situation, that we must sell our dairy products more and more on the basis of their satisfaction to the consumer, not just because they are desirable from a health standpoint and nutrition standpoint: Just because they taste good and because people like them. And if we take that point of view quality of milk becomes even more important; handling methods and marketing methods become more important. We are constantly seeking better and more efficient methods of handling and processing milk and developing new milk products. I am sure that you folks are fairly familiar with at least some of the things that are going on and I shall not attempt to mention them here.

In our farming operations there is a lot of research work going on as far as farming goes. In the past a lot of it has been on field operations and on the harvesting of our crops, and so on. During the past few years we have been working on the chre end of it, and the farm home end of it. We have down at Madison an electric farm where we are studying the handling of livestock and the chores on the farm, and the operations of the farm, home-stead farming, so that the jobs that have to be performed will be less tedious and more attractive and more desirable.

If we are going to meet this kind of problem now, or as they arise, no doubt we will need to examine our legislation and our standards with respect to composition, and labels, and so on. These need to be reviewed. It is a little beyond my scope here today to attempt to get into that discussion, but I am sure it is one

of the things that is going to get a lot of attention in the next several months.

I think another thing we have to do is to improve our plant operations as far as we can. At the Marshfield meeting a short time ago we had some discussion about changing our work in the accounting and bookkeeping methods in our factories, and it was arranged at that time we would try and meet and we would study together the accounting and record keeping methods in cheese factories. It may be looked upon as a small beginning, yet I am sure that if we do something along that line we have a little better control over our operations and, having done that, we can take another step as to something else that needs to be done.

I think another thing we ought to do is to correctly reflect these values of milk, whatever they are, to the farmers that sell their milk to us. If you have any kind of a—anything approaching an ideal situation, you would welcome to your factory any farmer whether he produces high test milk or whether he produces low test milk; whether he has Guernseys, Jerseys or Holsteins. We ought to have a method of payment that will reflect the market values of that milk regardless of its test. I think we have made some progress along that line. I don't blame Mr. Kowitzke and some of these others when they question the value of the straight fat method of payment.

Let me tell you as I looked through the files for information along that line I found way back in 1890, when Dr. Babcock presented his method for testing milk, that the cheese people in particular were slow to adopt that method of operation and payment because they knew that milk did not produce cheese in direct proportion to the fat content of the milk. And Mr. Babcock recognized the problem even back at that time, over a half a century ago. And he devised what I thought was a rather clever method of evaluating milk at different tests: He did it by taking a pound of full cream cheese and a pound of skim cheese and determined the composition of those two pounds of cheese, and the prices of them, and he concluded that a pound of fat was worth 6.6 times a pound of non-fat solids.

Well, it was an approach to it but it wasn't a good method; it was never widely used. It had some faults in it. And if that relationship were to work at that time, there is no reason in the world to say that it would hold indefinitely and, of course, it hasn't.

Furthermore, your methods of computing values at that time were not as exacting as they are now, and he did not include in his computation, or his determination of values, whey cream, for example. So that method faded out.

But let's get back to Babcock. He recognized the kind of problem we are faced with today, and I think the problem of paying for milk must start with an examination of the milk itself. If we look at the composition of milk, and we don't have a very simple test, and evaluate the non-fat solids at this time, why we will have shortly. There are various methods but they are not simple and practical enough to use in every-day operation. But if we look at 3 per cent milk and 6 per cent milk, one hundred pounds of it, we find that the milk fat has doubled and we find that the non-fat solids in that 100 pounds of milk has gone up only 1/7, and yet your pricing is on straight fat, and if it is 6 per cent milk for one of them he is paying twice as much as for the 3 per cent milk. It is true that today many of our plants in this state are paying for the extra fat and solids received in the higher testing milk and all they get for it, they are handling it for nothing and paying something in addition. And that isn't good business and it isn't good for the industry. I think we need a method of payment that will reflect the market value of both the fat and non-fat solids in milk, whatever they are. And the evidence today indicates that the non-fat solids in milk are going to get increased attention regardless of what the position of fat might be. I think we should reflect to the high test producers the savings in handling cost because of the more concentrated milk, that is milk fat and not non-fat solids in pounds of milk. If there are quality premium on tests, I think those should be reflected in the different tests of milk and not just in the hundred-weight itself. I believe the general plan for payment should be such that it is flexible and that we can take into account the price and costs from plant to plant and market to market, and apply the same general design for the industry as a whole.

One proposal was made, I think down at New Salem that was adapted particularly to cheese factories, although it has some weaknesses there. But it would certainly be cumbersome and not very usable if it were applied in other types of operation. And it is further, I feel, a plan too highly complicated. Any plan is bound to be somewhat complicated in some respects, it should be still simple in operation. We are dealing here with the problem of plant totals, plant production and plant values, and any ac-

countant will tell you that those are a little difficult to handle, yet we think if we handle it on a marginal basis with a price per hundredweight of milk with a butterfat differential that we can apply it to all tests of milk. That is very simple in operation. So much for that.

Let me just say a word or two about the actual use of this plan of payment. We have never come out in this state, Mr. Hardin hasn't and I haven't I don't think he has come out since he went over to Michigan except upon invitation, and there has been no urging on our part whatever as to the use of this plan: If you people want to use it, you are welcome to it; you are welcome to it without any strings attached to it. There has been no pressure put on about it. If you want to adopt it, it is up to you. I do believe it is sound in principle and is a more specific method of paying for milk, and it seems to me something along that line is needed if we are going to reflect the real values to farmers. We have to go on that kind of a plan, or something similar. Wherever I have seen the straight fat, or the per hundredweight method of payment, or some other plant, it is my opinion they have not reflected the full value of the higher tested milk for the producers delivering that kind of milk.

Now, if you are going to adopt, if you see fit to adopt this plan, let me make three suggestions to you: One is to invite your producers in and discuss it with them, or that you write a letter to them, a form letter, explaining the program in principle to them so that they might know what you are doing and the purposes of it. Second, I think you ought to have suitable equipment, accounting equipment in your office before you adopt this method of payment. That equipment need not be complicated, but you should have a calculating machine. You can't do it by hand, or at least you ought not to do it by hand. You can do it with an ordinary adding machine but you ought not to, you ought to have a calculating machine so that you can handle it in suitable fashion. Third, you might want to consider whether the competitive situation which you are in is at least not unfavorable to the adoption of such a plant. Many of your plants are small and, being small, they probably are not in as strong a competitive position, regardless of method of payment, as a larger plant would be, and anything that might be disturbing might be something you wouldn't want to consider adopting, at least alone. If there are a number of plants in the area, or if you have a fairly strong plant, our experience has been that you can get along by changing very well,

In other words, if you change you ought to at least get as many producers who will be benefitted by this plan as those who feel they might be hurt by it. Our desire, and I am sure it is your desire, is to reflect to the producers the real value of the milk, and that you can invite them into your plant whether high test, or low test, or regardless of the color of the cow .

Now, in conclusion, let me say that the entire industry has been and is going through some very fundamental changes in production, in handling and processing, and even in the consumption of milk. The industry needs to do everything it can properly do to strengthen its competitive position, and to that end we at the University offer you our best in the way of research, education, and counsel.

Thank you.

PRESIDENT KOPITZKE: Thank you, Dean Froker.

Now I would like to see a little discussion and I would like to see a few questions asked. If there is any of you have them, shoot.

You heard what he said as to what the competitive situation it. That is certainly true. I think that is why the cheese making industry has been a little slow to adopt this system. I think a lot of us realize that it is far a more fair way of paying for milk. I have already told my competitors that any time they are ready to go, I am. I have even talked to some of my patrons who have a pretty high test and I have explained how much they would get; how much they will get on a straight butterfat system and how much they would get that way, and they say, they can't help but say that is absolutely fair. A good, fair-minded patron realizes if he has got a terrifically high test he is getting more money now than he deserves

Are there any questions?

MR. RAASCH: You made a comparison between 3 per cent milk and 6 per cent milk; 3 per cent and 6 per cent. Mr. Froker, did you ever have any milk test 6 per cent?

PRESIDENT KOPITZKE: Mr. Raasch asks, Dean Froker made a comparison between 3 per cent and 6 per cent milk, and he asks the question whether anybody had had 6 per cent, a test of 6 per cent.

VOICE: I can answer that by say "Yes" firsthanded.

PRESIDENT KOPITZKE: The Dean wants to answer that question. Thank you.

DEAN FROKER: The comparison between 3 per cent and 6 per cent was merely for illustration. Let me give it to you in a little different way: At 3 per cent I believe you have about $2\frac{1}{2}$ pounds of non-fat solids for every pound of fat. You take non-fat solids and you have got $2\frac{1}{2}$ pounds for every pound of fat. For each additional pound of fat that you get in the higher test milk, on the average, you get only about one-half pound of non-fat solids. Now, if you have one pound of fat, and a little less than half a pound of non-fat solids is equal to one pound of fat, then the straight fat method of payment doesn't work. Now, where you have $2\frac{1}{2}$ pounds of non-fat solids, then the straight fat method of payment is all right. You just don't get the proportion of non-fat solids. You people as cheese makers know you don't get the yield per pound of fat in high test milk that you do in low test, and all we are trying to do is reflect those values back.

PRESIDENT KOPITZKE: Thank you, Dean Froker.

Now, I have a question, I think I had one here. I would like to ask you, Dean, whether you do not think that if the cheese makers, or the cheese industry, actually the industry I think would get this policy rolling, whether it would not be a good idea for the Legislature to pass some kind of resolution, possibly sanctioned by the dairy industry, and suggesting that this method be used for payment? Wouldn't that go a long way toward getting it started and making it more uniform?

DEAN FROKER: Well, that is kind of a tough question, Mr. Kopitzke. I have personally been a little hesitant in giving any impetus to legislation toward adopting this plan even though I believe in it one hundred per cent. It seems to me that to say, by legislation, you have to do things a certain way also implies you are going to enforce it. Maybe the time has come when you might go as far as requiring that milk prices to farmers be quoted on a hundredweight basis, the basic price at 3.5 per cent, and any differential above and below that. But if you are going in and regulating the price they pay you will want to regulate the hundredweight price as well as the differential. If you do those things, if you regulate the price they pay, then it will have to be enforced. Maybe the law could require that milk shall be paid for either on a butterfat basis or on a hundredweight basis, and if on a hundredweight basis it shall be quoted by the factory at $3\frac{1}{2}$ per cent. May-

be the time has come when we should require that the payment should be on a hundredweight of milk and the factory quotation be on 3½ per cent fat, and that a differential shall also be quoted for adjusting that price up or down. I suspect myself that is probably as far as you can effectively go at this time.

PRESIDENT KOPITZKE: Dean, you got me wrong, I'm sorry. I am so allergic to regulations that I would be the last one to suggest such a thing as such a regulation. I said a resolution just suggesting that that would be a good way of payment, and if this got publicity and got around — I don't want to make a regulation, we have got too many now.

VOICE: How would the condenseries, what do they do now for payments on 3:5 per cent milk? Or Grade A milk, how did they arrive at what was done? Was there legislation to support that, or did they just go out and do it?

PRESIDENT KOPITZKE: Thank you, Earl. Earl Whiting, who was the former president of our association, he is chairman of the Resolutions Committee this year, and he did a fine job with the committee last night. They worked until about 10 or 11.

Earl asked the question: How did the condenseries, Grade A, or other milk plant operators, get this thing started; how did they go about it? He is asking this question of Dean Froker, and I am going to ask you to try to answer it, Dean.

DEAN FROKER: I really don't know. As far as I know there is no legislation requiring it. I suppose it was a voluntary action on their part. Now, just because they quote the price per hundredweight at 3:5 doesn't mean they have got a sound pricing method because the condenseries change them and adjust their prices up and down on the equivalent of straight fat, which certainly isn't justified on the basis of the present price at all. Another time they were paying the equivalent of straight fat up to 4 per cent and a smaller differential from there on, and that isn't justified by the normal composition of milk.

But, to answer your question specifically, as far as I know they adopted it voluntarily, that is, they adopted that general scheme of quoting the price per hundredweight.

MR. WHITING: Isn't it correct that they have been using that method for sometime?

DEAN FROKER: It is correct that they have been quoting the

price per hundredweight; it is not correct that they have been using this method of determining the differential to adjust that price up and down.

MR. WHITING: Nevertheless that is the way they send out their statements to patrons, is that correct? On a 3.5 basis of butterfat quoted on their statements. It say: "We pay so much for 3.5 milk per hundred."

DEAN FROKER: That is right: With a differential up and down.

MR. WHITING: That's correct.

PRESIDENT KOPITZKE: Thank you, Dean Froker: Thank you, Earl.

I believe they have been paying on some sort of plan like this around Dodge County for quite some time in some of the plants. Am I right on that, Fred? Don't they pay so much a point above and below 3.5?

VOICE: They have been paying 2c a point difference. 2c difference on a point in Dodge County, and I believe that most of these other milk plants and so on are paying about an eighth of a cent per point difference up or down.

DEAN FROKER: 2c per point is 20c per pound of butterfat; 8c is 80c per pound of butterfat, with the extra half pound of non-fat solids with it, so it is important that that differential be figured. Why do we figure to the last one-tenth of a per cent? Because one-tenth of a per cent of a fat is equal to 1c per pound of fat equivalent.

PRESIDENT KOPITZKE: Do you have any questions, Earl?

MR. WHITING: I don't think it is 80c a pound, I don't think it is that much.

DEAN FROKER: 8c per point? It should be.

PRESIDENT KOPITZKE: For instance, using 3.5 milk at \$1.00 a pound for butterfat, would be \$3.50 per hundred. If your patron had 3.6 test at 8c per point, he would get \$3.58 per hundred. But on the straight fat basis he would get more. For instance, a 4 test with a dollar a pound butterfat he would get \$4.00 per hundred, and yet on the 8c per point basis he would get \$3.90, so he would get 10c per hundred less for it.

Earl, you and I on this high test milk are taking it right down here and paying it out of our pocket. The other way it works better at 8c per point, it would be less.

Any more questions?

MR. PETERS: As long as the producer is the one that will be affected by this change, what is the attitude of, for instance, the Guernsey breeders and Jersey breeders in the state? What is their reaction so far as this is concerned? All of these associations have been based on ultimately trying to increase the production of butterfat per cow.

PRESIDENT KOPITZKE: Edgar Peters. His question was: What has been the reaction of the Guernsey breeders and Jersey breeders who are ultimately trying to increase the test in those breeds of cows. He asks Dean Froker what has been their reaction.

DEAN FROKER: As a breed I don't believe they have taken any position at all. The only breed that has taken a position that I have done any particular work for was the Guernsey breeders of New York State where they were definitely underpaid for their milk as compared to the lower testing milk in the market. Now, individuals, of course, have expressed themselves both for and against. At a number of places that I have been the Guernsey men, even Jersey men, have proposed that this method of payment be adopted. The treasurer of a cooperative creamery, one of the two that adopted this method of payment the first time that it was adopted in this state, the man who recommended and moved it be adopted in this one creamery was a Guernsey man. He came up with this kind of thing: He said, "I am a Guernsey man. Under this method of payment I'll get a little less money than I have been getting under the straight fat method. If it is the only way to build the organization, that is the way to build it. We want a sound organization." He said that he was convinced that would be the better way of paying for milk, so he moved it be adopted. And it was adopted.

We have had some very interesting things from the point of view of the producers. We have had Jersey men get up when we have been at meetings when we are out on general discussions as to whether this would be a fair method, and under this method one man said "I'll get paid for all the fat I deliver and all the non-fat solids I deliver; I get paid for the savings in cost, so I get everything that is coming to me." So, he said, "I am satisfied with it."

PRESIDENT KOPITZKE: Thank you, Dean.

Mr. Raasch, have you still got your question?

MR. RAASCH: I have still got it.

I made cheese for 44 years. Now, it's true that the fat solids in the milk, when you get over a certain point, when you get over 4 or 5 per cent fat, the composition varies. Now then, if I get 5 per cent milk, I give him so much per hundred and then figure the fat. I am a cheesemaker making cheese by the pound. Do I want to take that amount of cheese and get paid by the amount of cheese and get paid by the amount of weight? Make 10 pounds of 4 per cent milk and get over 10 pounds under our system of cheese making? The thing I want to ask Mr. Froker, doesn't he think that is the most deceptive way to pay out to farmers? Ninety per cent of the farmers can't figure what they are getting on this basis. I want to ask that question, if he don't think that is the most deceptive way of paying out on the solids, non-fat?

PRESIDENT KOPITZKE: Mr. Raasch, Shawano, Wisconsin, asks the Dean if he doesn't think that is the most deceptive way of paying out.

DEAN FROKER: Do I understand you to ask whether it is the fairest or most acceptable way?

MR. RAASCH: Most deceptive way.

DEAN FROKER: No, I don't think that. Producers learn pretty fast how to compare their prices.

If you ask whether it is simpler to understand, so much per pound of fat, I don't think it is simpler. But I don't think it is deceptive. And more and more markets are going off the straight fat method because it is not acceptable to lots of people.

PRESIDENT KOPITZKE: Thank you, Dean.

I believe, Fellows, that I know that if I was supposed to choose between the price per hundred basis the straight price per hundred and straight butterfat, I surely would want to stay on the straight fat basis. But I believe that this is the most fair way, and I have believed for fifteen years this is the most fair way to buy milk there is; I think it is the most fair way of paying that there is.

MR. WHITING: Can I give you an example?

PRESIDENT KOPITZKE: Yes, sir.

MR. WHITING: For two weeks as we made our payments we figured our payments on a straight fat basis and also price per hundred. Now I could have saved myself as an operator, in two weeks \$184.00 by paying out by the method of 3.5 per cent milk as our competitors do. I don't think our farmers, our patrons, realize that they were being paid more by the straight fat method than our competitors pay even when our competitors say "We pay so much for 3.5 per cent milk." Alright. We put on our statements "We pay so much for 3.5 per cent milk." But the fellows with the high test, I don't think they realize they are getting more by bringing milk to me than they do hauling to another place, and I think they should be told. I don't think there has any educational work been done on that; up to now there hasn't been.

I know of another factory that done the same thing. We had a meeting the night before we came down here of the Tri County Association and another operator that is running about 11 or 12,000 pounds of milk a day, he had figures they compared. He would have saved \$156.00 by paying on the 3.5 basis. I don't believe that the patrons realize they are getting that benefit.

PRESIDENT KOPITZKE: You are, I believe, right. And, believe me, Fellows, if I had a competitor that started paying on this basis the first of next month, I would be on it by the 15th, I'll tell you that, because there would be no simpler way of going broke than to go ahead and pay on the straight fat basis. He would get all the good patrons of mine that are hauling some 800 to 2,000 pounds of milk by taking patrons who knew you were paying out on the price of butterfat, he would get those patrons, and I would get those with the 5 and 6 test, and where I would be making 2.4 pounds of cheese per pound of fat: An easy way to go broke, then, to pay on the straight fat basis and have your competitor go on the other basis.

Are there any more questions?

MR. PARSONS: There might be an exception to that rule if you had an average, or fairly average, and then if you were paying on straight fat, it wouldn't jump too much then.

PRESIDENT KOPITZKE: It wouldn't jump too much then. The only thing, and I'll lay odds on it, too, it would affect your pocketbook seriously.

DEAN FROKER: If you figure you are going to distribute a certain amount of money for milk, this method will not change

the price for the average test of milk delivered to your plant of any particular month. And if your price over here, if your average test were 3.5, and the condensery's average test was 3.5, and the quotation was on 3.5, it wouldn't make any difference whether you were on straight fat or not. But where your average testing is undoubtedly about 3.5, and the differences in quoting either way, you are distributing more money in quoting a price at 3.5 and it looks like you are paying less.

One of these cheese plants that I helped them work out this plan, I showed them at every step of the process they would have paid the producers, that they actually paid the producers more money and got credit for less because in the operation of comparing prices it looked that way. There are some real points, of course, for presenting prices to the producers in the state of Wisconsin.

You are right here, and if all of your producers had high test milk you could pay as much per pound of fat as you could if it were all low test milk. I know a factory not too far from here has, one way or another, turned away producers that had test milk because they didn't want it. I think that is a bad way of paying. If you can't accept them in your program there should be some way of working it out. That forces these people on the fluid markets, and that is one of the reasons why these good people try to market their milk separately is because they haven't been paid enough for their high test milk.

I am not urging you to adopt this; that is up to you folks. I will be just as happy whether you do or whether you don't.

VOICE: What I am proposing: My average was right close to 4. I wouldn't pay those fellows any more per hundred than I would this way. Maybe my prices on butterfat wouldn't look so good if I could cancel those patrons that were getting all the money.

PRESIDENT KOPITZKE: The question is, if his average test was pretty close to 4, it wouldn't change his average price per hundred.

DEAN FROKER: It would mean his butterfat prices were less.

PRESIDENT KOPITZKE: Are there any other questions?

MR. BEERY: I think before we go adopting a program of

paying like this, I think it is a good program, but I think we need further education on it. We can't put in a program like this and start paying on it; the farmers wouldn't understand it and we don't understand it. I think until the Department of Agriculture presents some plan, or something is worked out to find the solids in each individual farmer's milk, we can't go ahead. Until then we are groping in the dark; we don't have any solution for it. I don't like the idea of using a chart. I think you have to have a definite way of determining so much butterfat in milk and so much solids. Until we can find that I don't see how we can use that as a method of payment, although I think it is the coming thing.

PRESIDENT KOPITZKE: Now, Elmer, I think the Dean meant to tell you it was either ten or twelve years ago that we had this plan thoroughly explained by Mr. Hardin. It was at that time called the Frome-Hardin Plan, and as the Dean already told you that is about the time the twins arrived and that is why he couldn't be here, that is why Mr. Hardin was here. There has, however, been a very good study made, although I agree with you that this is something we can't jump into overnight. It takes a lot more education. Otherwise, is it not a fact, Dean, that this has been quite thoroughly explained to many, many groups throughout the state of Wisconsin?

DEAN FROKER: Yes, it has.

PRESIDENT KOPITZKE: I know that right at our competitor's factory, Elmer, it has been explained to the patrons, and the patrons of our factory and the other factory were invited. I believe Mr. Beery is absolutely right: If we want to go ahead with something like this there should be a few more patrons' meetings and it should be thoroughly explained so they understand it.

MR. WHITING: I would like to ask a question: When a condenser plant comes in and takes over a plant from an individual, what educational work do they do telling the farmers what they are going to pay them on 3.5 per cent milk?

PRESIDENT KOPITZKE: None, as far as I know.

MR. WHITING: Well, it might more satisfactory. They send out notices. And they are our competition.

PRESIDENT KOPITZKE: Elmer has a point there, for this reason: If we would explain it a little bit so they knew just about

what it was, it would be for our own good. Sometimes when there is confusion among your patrons it is not so good, either.

MR. WHITING: The same thing happens at all factories. It isn't like it was 30 or 40 years ago. When these operators come in and take over an individual plant, they have their secretary, and they have their board of directors, and they send out notices they are taking it over, and they take the milk there.

PRESIDENT KOPITZKE: That's right.

MR. WHITING: Isn't that example enough for that?

PRESIDENT KOPITZKE: That's right. Okay. Thank you. Any more discussion?

MR. PARSONS: I adopted ten years ago, I got a program of my own that I pay more for low fat milk.

We pay two-and-a-half more for 3.5 milk, and from there on up.

PRESIDENT KOPITZKE: Thank you, Mr. Parsons. He said he adopted a program years ago that he pays two-and-a-half per pound of butterfat more for 3.5 milk than for high test milk.

Thank you, Martin; In fact, every one of you I want to thank for taking part in this discussion. That is what makes a meeting at a convention.

Are there any more questions?

MR. RAASCH: I am not opposed, if anyone wants to do that, pay on that basis, well and good. But I don't believe in having rules and regulations, I believe in the American way of life for getting better milk prices. If you want to adopt that method by some rules I am opposed to it.

PRESIDENT KOPITZKE: Okay. So am I.

Any more questions? If not, I certainly want to thank the Dean very kindly for taking out time and coming up here.

VOICE: I think it was about 1942 when I started paying on a price per hundred, and I got Mr. Froker to come out to my plant and explain that program. And about 1942 it was way down, butterfat was around 17¢ for fat at that time. And then we went on the per hundred basis. And then a 4 per cent milk brought you about 78¢ a pound of fat where 3 per cent milk brought you

about close to 80¢ a pound fat, and at that time we had figured out we paid at the rate of 5.7¢ for each point of test.

PRESIDENT KOPITZKE: That's about right.

SAME VOICE: And it seemed to work out well at the factory at that time.

Of course, I sold my factory in 1944 and I was out until 1950, and now we pay on butterfat price.

PRESIDENT KOPITZKE: Thank you, Ralph.

SAME VOICE: At that time, that is when we were paying on a hundred basis, the creamery was paying on a hundred basis, and Nelsonville on a hundred basis, so we paid too.

PRESIDENT KOPITZKE: Do you know if that factory is still on that basis or not?

SAME VOICE: I don't know. All I know the operator is here, but I don't want to put him on the spot.

ANOTHER VOICE: We started out using this plan, or something like it in about 1940. I imagine at that time the price of butterfat, average price, was somewhere about 72¢. And, tell me if I am wrong, Earl, it seems at that time the fellow that had 3.5 test milk got about 80¢, and 4 per cent testing milk the fellow got about 68¢ per pound of butterfat, and at 3.5, or 3 per cent, the 3 per cent testing milk the fellow received nearly 80¢ per pound of fat. That is about the same system.

PRESIDENT KOPITZKE: Any other questions?

MR. BLANSKE (?) (Escanaba, Michigan) Is there any test, or any way of determining the amount of solids in the different testing milks?

PRESIDENT KOPITZKE: Is there any test that determines the amount of solids in the different testing milk? I will let the Dean answer that one, but I also have a comment on that. I don't know about any testing. But let the Dean answer first, then I also have a comment.

DEAN FROKER: Yes, there is the Majonier test, and there are some others that are rather complicated. We have been working on this general problem, and Professor Jackson is in the back row. I don't know whether you are ready to make any statement

with respect to it or not. I think I am correct in saying one of your men has been working on this particular problem, and we would like to have a simple test for non-fat solids the same as for fat.

VOICE: We think we are going to have something to offer along that line before too long: We hope so.

DEAN FROKER: And, of course, if we have a method of determining both the fat and non-fat solids in the milk you have a more accurate system than you do where you have to take an average.

But on the non-fat solids, if you take an average for a herd of cows, not for a single cow, but for a herd, over a period of time this normal relationship is pretty good.

PRESIDENT KOPITZKE: Thank you, Dean.

MR. BLANSKE: Isn't it true a herd with a touch of mastitis, in other words, the milk from a herd of cattle, say one cow has mastitis, isn't it true that the solids disappear quite materially?

PRESIDENT KOPITZKE: Thank you. I don't imagine you could hear that, could you? The question was: Isn't it true that if you have a mastitis milk that will affect the yield?

I can answer that one quick. It is absolutely true. And, sometimes when you fellows scratch your head once in awhile and you wonder why in the world you haven't been getting anywhere near enough yield according to your average test, that's it, gentlemen, that's it.

Our friend Ed Holm (?) before he died made a test of mastitis in making brick cheese one time and it was 40 or 41 per cent. On brick cheese he had 4 and three-fourths pounds of cheese per hundred pounds of milk. So, if you have any trouble like that you talk to your patrons and tell them that it could be that kind of milk that is causing your poor yield. Do you want to say anything on that, Dean?

DEAN FROKER: We have had very little complaint along that line. In fact, I know of no specific case offhand that we have had any problem on. You do want to get normal milk and you ought to be checking. If you watch the test of your milk as it comes in you are pretty likely to detect it. It is a manipulated test. You can do it with what you call a micrometer, reading the

two if it is very much off. This is the same for normal test milk.

The kind of question we have more often is on skimming of the milk tanks for the cream. If the farmer takes off some cream for use in the house, actually it doesn't affect the value of that milk under this method of payment at your plant, because you are actually getting a little more non-fat solids relative to the fat. If he takes the skim milk off to feed to the calves, why then you will be paying for more non-fat solids than will be delivered, but it is not as much in direct proportion to the fat test alone. Under this method you ought to watch it to see whether there is any watering of the milk; you ought to, in any event. And if you pay on straight fat you are even in worse position than you would be with this.

PRESIDENT KOPITZKE: Does that answer your question okay?

I think I can see your point there. I used to know some factories that paid on the straight per hundred basis, and you have got to watch awfully close; they sure do try to get that weight in.

Okay. If there are no other questions, I certainly want to thank Dean Froker. I know you have to drive to Marinette yet, and at this time we are going to invite you if at all possible to be back here and be with us tomorrow night at the banquet.

Thanks a million.

Now, gentlemen, we are going into our closed session, and I am sorry to have to say this, but this is a session for licensed cheesemakers only, and they must have the yellow badges: Just licensed cheesemakers are to be in session from now on.

Some of you cheese makers' wives are interested in the business, it is perfectly okay, you can stick around.

Oh, My Goodness, there comes a time I am supposed to give a report, and that is right now.

This is the 61st time the members of our organization are meeting in annual convention. It is also my 13th year as your servant.

There has been a continuous stream of problems flowing our way for you and me to cope with during these years. The sad part of it is that these problems are becoming more complicated and serious as time goes on. They threaten the very existence of

our industry. We are moving closer toward dictatorship every day. If we do not wake up and fight, our freedom may be destroyed before we realize it. Our pilots who have been guiding the ship have done it in a very reckless manner.

We are in a very dangerous position socially and financially. Our government has been too lenient in dealing with un-Americans, especially those in government positions, and altogether too reckless in the spending, or should I say wasting, of our hard-earned dollars.

The stand taken on our foreign policy has been all wrong. In considering any foreign policy our first thought should be to protect the liberty of our own citizens here in the good old U.S.A.

Before giving aid to under-developed countries we should be sure that they recognize and accept their full responsibility to furnish their share of manpower to meet military requirements.

Why should our boys bleed and die on foreign battlefields while those of other allied countries sit back and look on?

In my estimation we should have given our full support to that great statesman, Douglas McArthur. He should have been given the go-ahead signal to go in and clean up the mess and have it over with. Of course this could not be done as it may jeopardize our artificial prosperity caused by continuous warfare. They call it "police action," but if we take into consideration the casualty list you will agree that it is as serious as any war we ever had.

The danger in the United Nations is that we can easily submerge our own best interests for countries which have not proven themselves too reliable. We should be more concerned about maintaining our own high standard of living rather than raising it for every other country in the world.

Our producers and consumers must be protected from cheap imported farm products which do not meet the Federal sanitary requirements, which must be met by them. If we are not cautious about this it will result in our country supporting the prices of these products from all over the world. Should this happen, with the tremendous debt we already have, it would be disastrous. On the other hand, without support prices, our producers could not exist. With our present high cost of labor, machinery, taxes, and so forth, it would be impossible to meet such competition.

When Mr. Mooney and I sat in the Senate gallery last June

listening to the arguments on Bill S 104, it was very evident that some of the senators were more concerned about the welfare of the people of other countries than of our own citizens.

Congressman August Andressen of Minnesota introduced a bill in the last session which, if it passes, would require that all imported food products must meet our Federal standards. When hearings are held on this bill I hope that all branches of the dairy industry will have men in there pitching to help pass it.

As for cutting government expenditures, this could be done by eliminating needless, useless Federal agencies and employes, not only unnecessary but defeating the unquestioned dependability of our law of supply and demand.

Sometimes I feel as though we have too many complicated laws and regulations. Probably it would be a good idea to repeal a number of them and pass a few simple ones based on the Ten Commandments and common sense. I am a firm believer in the fact that the government that governs best is the one which governs least.

Some of our producers have voiced their opposition to Order No. 124, the latest dairy regulation, by disposing of their dairy herds and replacing them with beef cattle. I wish that I could get as enthused about what this order is supposed to have accomplished as some people are. My experience, as well as others in the cheese industry, has been just the opposite. We have had more trouble obtaining the kind of milk we need to make good cheese now than ever before.

Some claim that the quality of cheese has improved substantially since 1942. Any of you who can remember that hectic year (and who could forget it) will agree that it surely was an unusual one and cannot be used to make a fair comparison.

The market was loaded. Dealers just did not want cheese. In fact, some refused to buy. Thousands of pounds that were graded number 2 and undergrade, normally would have been State Brand. Many of you attended and participated in grading at grading clinics held in various sections of the state.

The milk house phase of the order has caused plenty of confusion among farmers and cheese makers. We sometimes wonder how sincere the supporters were as to whether their main aim was to improve quality or to make it more convenient for Grade A to get our patrons.

Some farmers do not know what to do. They would like to continue to milk a few cows and make a few dollars but, rather than invest a lot of money, some of them will discontinue. A bill was introduced in the 1951 session of the legislature which would have protected these small producers. It was defeated.

No doubt there will be plenty of legislation which will affect our industry such as taxes, truck licenses and weight limits, substitutes, and numerous others which I will not take the time to discuss now.

One of the most serious problems our industry is confronted with right now is the Grade A set-up. I believe the present pool system of buying milk on that market is unfair to the producer, the consumer and the manufacturer of dairy products.

The present spread in the price the producer receives and the consumer pays of 10¢ to 12¢ per quart is definitely too wide. Why not let the law of supply and demand govern the price of fluid milk just as it does in the products made from milk? This would increase the consumption of milk without a doubt.

I thank you.

Now the reports of officers. We will next have our financial report. And I am very happy to call on our treasurer, Harlan Watt, at this time to give you our financial report.

Mr. Watt.

MR. WATT: I am going to ask Mr. Mooney to read this. I think we will all get more out of it than if I did.

PRESIDENT KOPITZKE: Well, then, I don't think this fellow needs any introduction that is going to read it for him. But at the same time I will. He is our executive secretary in case there is somebody here from New Zealand and has never met him.

Mr. Mooney, our executive secretary, with whom it has been a pleasure for me to work with for the past several years.

MR. MOONEY: Thank you, Mr. President. And, for the treasurer, Mr. Harlan Watt, I am glad to read your report.

The financial year of the association is from October 1st to October 1st;

**WISCONSIN CHEESE MAKERS' ASSOCIATION
STATEMENT OF RECEIPTS AND DISBURSEMENTS**

For the Period from October 1, 1951 to September 30, 1952

BALANCE OCTOBER 1, 1951**In:**

Farmers State Bank of Potter.....	\$ 3,153.66		
Hilbert State Bank	2,738.31		
Dairy State Bank	10,659.93		
U. S. Bond — Series G	1,000.00		
Petty Cash Fund	100.00	\$17,651.90	

RECEIPTS

From Oct. 1, 1951 to Sept. 30, 1951

Dues — Active Members	21,618.75		
Dues — Associate Members	4,250.00		
Interest	174.93		
Booth Rental	1,900.00		
Prize Money	1,855.00		
Convention Cheese Sold	2,883.31		
Convention Miscellaneous	288.29		
Miscellaneous	415.90	33,386.18	\$51,038.08

DISBURSEMENTS

Salaries	19,457.50		
Travel	8,102.45		
Rent	558.00		
Printing and Stationery	210.73		
Postage, Freight and Express	369.31		
Telephone, Telegraph and Light	763.77		
Supplies	192.56		
Social Security	210.18		
Convention Expense	7,824.02		
Miscellaneous	1,715.20		
Organization and Membership..	1,451.90	40,855.62	

CASH ON HAND SEPTEMBER 30, 1951**In:**

Farmers State Bank of Potter.....	290.62		
Dairy State Bank	8,791.84		
U. S. Bond — Series G	1,000.00		
Petty Cash Fund	100.00	10,182.46	\$51,038.08

SIXTY FIRST ANNUAL CONVENTION

PRESIDENT KOPITZKE: Any questions on the report? Or any discussion?

If not, a motion would be in order to accept the treasurer's report.

MR. RAASCH: I make the motion to accept the report.

(Motion seconded.)

PRESIDENT KOPITZKE: It has been moved and seconded that the treasurer's report be accepted as read. Are you ready for the question?

VOICE: Question.

(Motion carried.)

PRESIDENT KOPITZKE: Thank you.

I want to say it has not only been a pleasure to work with Mr. Mooney but with all the officers and, not only the officers and directors, but certainly with you members as well, and I want to thank each and every one of you for your kind cooperation.

Now it is time for the report of our executive secretary, Mr. Mooney. So I will have to get George back up here again, and I am happy to do it, George.

MR. MOONEY: In another capacity I will now report as executive secretary.

In any association sometimes things are misunderstood: Sometimes we don't get the right answers. But bear in mind at any time you submit a question to an association officer you receive in return his best effort to answer your question.

That reminds me of the little fellow who had moved into the neighborhood from a distant city, about five years old. And there was another little boy lived right near him. They had been playing together for three or four days, and one day they came running into the house of the local family and the little local boy said to his mother, "Where did Johnny come from?" This, thought the mother, is our first big problem to settle. So she told them to sit down and she proceeded to talk to them about the birds and the bees and many other things for about 20 minutes and told them about all she figured six-year-old boys should know at that age. When she got through she stood up and said, "Now, have I answered your question?" And the one lad from town pointed to the other and said: "Yeah, He said he came from Boston."

During the year ending July 1, 1952, 67 cheese factories closed in Wisconsin. You recall three or four years ago we used to refer to the "50 Club." There were about 50 closing each year, and it was surprising to note that many more closed between January 1st and July 1st this summer than was true for the preceding six months: 67 during the past year.

Our association on October 1, 1952 had about 70 more members than we did a year ago. We have about 800 members, so that was a beautiful increase in membership as against a decrease in number of cheese factories. At least, it is direct evidence of greater interest being taken in conditions today confronting the cheese factory and what the future has in store for it.

During the past year we handled possibly 35 to 38 cases in the headquarters office. Those cases involved every type of matter you can think of involving the cheese industry. Sometimes it may involve a truck for over-weight, or over licensed weight on posted roads, but in nearly all of the cases where we appeared we rendered a service for the benefit of the industry, and the questions involved were of general interest to all cheese makers. We feel in those cases that we should render to the industry the services of the state office.

Your resolutions adopted a year ago, practically every one has been carried out, including one we thought was very important, the one requesting continuation of the limitations on imports. And after your convention last October it took six or eight weeks to get an answer out of Washington. We finally got it and were told, on behalf of both the President and Secretary of State, and the Secretary of Agriculture, to whom you addressed your resolution, that to limit the importation of dairy products and oils was in direct interference with the then foreign policy of this country and they could not subscribe to our wishes.

Well, you know that as it moved into January a bill came up in Congress, and at least a bill amending the limitation on imports was passed. And one of the reasons it was passed was because it was a straight party vote, the Republicans voting for continuation, the Democrats voting against, excepting four northern Democrats did vote with the dairy section of the north, and I believe the bill was passed by about a vote of 41 to 37.

There was one resolution we did not get action on, and that was principally because it requires legislative action and the legislature was not in session in 1952. That is one where we intend to

create, like other professions, a state board of examiners. If you want to practice medicine in Wisconsin you take an examination conducted by the Board of Medical Examiners composed of doctors. That is true of nurses, dentists, barbers, plumbers, attorneys. Their own professions are represented on the board that determines the qualifications of the applicant. And that is one that will be up in 1953. But that explains the failure to get results during the past year.

Now, this year's resolutions are still before you and will take some time, so I will give no time during my report on what you are going to consider this afternoon.

I could add that there is no argument or criticism received in the past regarding our banquet. This year we have a surprise in store for you: We are going to have a banquet which I am sure you will enjoy. It is being put on by women that put on banquets very well and who enjoy feeding and giving people all they can eat in good food. It is one of those banquets only St. Mary's puts on. It is over at St. Mary's Auditorium. Plenty of help. You will be served within a minute or two after you sit down, and the ticket is \$2.50 instead of \$3.50 as it was last year. There will be entertainment over there. And after leaving the banquet hall — the dinner is at 6:30, by the way, you will then return to the Retlaw Hotel for the dance. We have to give a guarantee and we gave, with the indication of requests by mail from cheese makers and others, we felt secure in reserving 500 plates for tomorrow night. Now, remember, if we run to 530 or 540, they will take care of us, but if there should be an overflow we just cannot take care of any more and we will limit the tickets to the sale of 550, unless the actual sale of tickets is such that there is a possibility of increasing that by tomorrow morning fairly early.

Now, then, during the past week I sent out a request to have you give us information on the number of your patrons that had milk houses and the number that did not. The return was disappointing. I think some 50 sent in returns out of about 780 or 800 mailed out to them. I can report to you on those who returned the questionnaire. From the information I received on the number of patrons only 60 per cent had milk houses and 40 per cent did not. I hope that is the general average of the state. But I will say that was a very poor return on the questionnaire.

In the near future I am going to send out another questionnaire and that is on selective service. Please give the return

your attention and give us the age of the personnel in your factory. Some of you may not be involved, but I do so wish you would return it regardless of whether there is a man in your plant within selective service age or not. It is information that Headquarters wants and we want to get information on our skilled men in the factories. We have to be able to tell how many of them are affected. When that questionnaire goes out, I plead with you, give me a prompt and complete return from your factory, and if every one does, we will have very little difficulty with selective service. Of course, bear in mind any one personnel group like ours we have to present our case to the board and so far we have been getting along all right. But it is up to the local board to apply the rules. About two weeks ago, I believe it was Secretary of Agriculture Brannan, said that the head of selective service had ignored the President's orders to defer skilled help. And I understand he was called on the next day by Governor Kohler. But we know that at present we are very close to universal military training. But we are going to press our point to selective service that we have to have skilled help in the cheese factory, and we have to have all the necessary information.

I think that covers just about the report I have to make. I do want to say this: That your state headquarters is as close to you as your telephone or your mail box. I am going to repeat: Your headquarters is just as close to you as your telephone or your mail box. A 3¢ letter can carry any question you may have, or problem, to the office and we will start to work on it. Or get in touch with the office. Use your Headquarters' office; that is what you are employing us for.

And on the matter of returning questionnaires, although you may not be involved, your return will help somebody else. That is the thing on returns.

PRESIDENT KOPITZKE: Thank you, George.

Now, consider that seriously. I think that you should still send back your questionnaires on this milk house deal. This is the way: 121 patrons, 80 without milk houses, or whatever it may be. I know that so many, maybe not here in this room, but so many have come to me and said, "What are we going to do after November 15th?" It is going to be rough. There is going to be some discussion on that later on so I don't want to discuss it any more now.

On the selective service: Within the past two weeks I had some of the clerks of selective service boards say "Why don't you make a survey?" And I certainly cannot say what Brannon said as far as - - - - I think George, you will bear me out, the Selective Service Headquarters at Madison have cooperated with us wonderfully, I must say. And I have two very short letters written by a clerk of a draft board, one written in June and one written about a week ago. I am not going to mention their names because I don't want to do that, but I just want to assure you that some boards are still cooperating with us.

Here is a letter written on the 9th day of June, 1952. "After careful consideration of the facts submitted by you and your employer at the time of your personal appearance here June 6, 1952, they voted that it did not warrant reopening your case. Therefore your classification will remain 1-A. When you get your order to report for induction and you will require additional time, it will be necessary for you to make application at this office for a postponement." This party came to me about three weeks ago and asked if I would make that appearance instead of him. I am not saying to you it is possible, I am just trying to tell you folks that we are, your officers are still working in your interests on this selective service thing. We can't publish that in the paper and give you a rave about it. But here's a letter written after that appearance. "Dear Len: At the meeting held before the local board last evening they instructed me to obtain permission from state headquarters to reopen and consider again the case of Mr. So-and-So who is Mr. So-and-So's cheesemaker." This is the same man that was referred to in this other letter. "If the permission is granted, the board will reclassify him in 2-A for six months. It is expected that the permission will be granted. I am passing this information to you knowing that you are very interested in this matter."

Those were both letters written by the same clerk, one on June 9th and one on October 9th. And we will be happy, most happy to do all we can for you. And, as George says, we can't perform miracles, but at the same time this clerk said: "I like your story. I want your name and address. And I would like to have you come and appear before the board sometime." I gave her my name and she said, "Oh, yes. You are president of the Wisconsin Cheese Makers' Association," I said, "Oh yes. But I can tell you something else that you can remember it much easier by: I am the defeated candidate for Congress." "Why," she says,

"Leonard, I voted for you." Then she told me about the fellow in the same city that was a very good friend of mine. So that is the way things go. I am not going to talk about that. I don't want to make a speech here. But there has been a wrong impression given in some cases. But, my friends, I want you to know why I ran for Congress. It was only after about ten days that I was induced to say "Yes."

When they first approached me I said, "Who the heck wants to go to Washington when you can stay in a beautiful state like Wisconsin?" I still feel that way, and I am not saying that simply because I was defeated. I went out and fought a clean campaign. Most of them are just out trying to sell themselves, and if anyone says that is what I was doing, that's a damnable lie. If I have got to lower myself at the age of 54 to the point where I have got to deceive and lie, I think I don't want to get that job if it's the President of the United States. I am all caught up on it. I think from what I have learned of politics I have got enough of it. I always knew they were dirty but I didn't know they stunk to high heaven.

I'm telling you there were efforts made, my chairman, the chairman of my committee, an offer was made to take former Governor Rennebohm to his place to try to convince him I wasn't the man. And, in fact, one of my committee group did double cross me and I lost out on the vote in his particular precinct.

And, so, fellows, I never would have consented but I know that I got my secretary here that will back me up, that the fellow that is going to be our next Congressman, which there is no doubt in my mind; there's never a Democrat going to be elected from the 7th District, but he did everything but cooperate with us at Madison. That's the reason why I finally consented to run.

In this very association or organization convention there was a resolution passed that we felt the cooperatives should also pay their just share of the taxes. In view of that fact the farm organizations picked on me after the Governor appointed me to the Board of Agriculture and said I was a bad operator because I was against the coops. The good, legitimate coops, in fact my own cooperative, the Badger Coop of Shawano didn't feel that way because their manager wrote a letter praising me to high heaven for the kind of work I had done.

When it come to a vote, our next Congressman voted that I was not fit to sit on the Board of Agriculture.

I can point my fingers at fellows in this room where it would cost them a few hundred dollars, that was all it would cost them, when the bill was passed in 1949.

In 1951 Mr. Mooney and I and some of the rest of the officers, we talked to my senator, Senator Bubolz, and he said "Go ahead and draw up something and I'll introduce it." Which Mr. Mooney did. And he introduced the bill and it passed the Senate with only three opposing votes. My opponent voted against that (first) cheese tax bill. We went to him and tried to convince him and he just turned around and walked away from us.

I am a firm believer in the fact that a leopard cannot change his spots. I am not a bit discouraged because I lost, but I am a little discouraged to think I have to go to a congressman outside of my district in order to fight our dairy problems in Washington, D. C. That is exactly what I will have to do because I can't trust the man that will be our next Congressman. Maybe I shouldn't say that but I think you should know the facts. If you ever hear that the man is going in is anywhere near the man that died, and that was Reid Murray, just laugh it off; it is not the truth.

Thank you.

MR. RAASCH: I want to bring out one fact about what George Mooney said that he didn't get no reports. At the time that the statement was sent out, or the bulletin was sent out, our state inspector come around and took the survey, so I — and I just talked to Mr. Stolzman and he tells me the same thing, so I just thought it wasn't necessary. But since that I find out after I heard the report, I questioned the accuracy of the survey that was made by the state. I think that every cheese maker should send in the answer to that questionnaire and give the true facts because I questioned the accuracy of the report they gave out on how many milk houses there were and how many was not.

PRESIDENT KOPITZKE: Thank you, Obert, for bringing that up because I had forgotten it. I told George the same thing. I knew that George was disgusted on account of the report he got back, I told him that was probably the reason, they might have thought it was too little, or something. But that is all wrong, because when we send out a questionnaire from the office and want it back, for Goodness' sakes, send it back because that is the only means Mr. Mooney has of giving a true picture of the situation in the future, just as he does about selective service. If we get over

half of the questionnaires back where they say they have got nobody involved, I am sure we can go before selective service headquarters with a much better story, and have a better chance of convincing them, than if every factory had a man or two involved. And that is what we are trying to tell selective service headquarters, we are trying to convince the draft boards that there are only 200, or less than 200 people involved, which does not mean anything to them, but it does mean so much to the cheese industry. In this one case I had there was people getting up at 3:30 in the morning and working until 8 and 9 at night, and cases like that is what will convince them. So get in the questionnaires; whether you got a man or not, answer it.

You are absolutely right. I think a lot of people misunderstood and thought that as long as the inspector made it they didn't have to send it back. But they were two different surveys, so let's still send it back. And I think, George, that possibly if this questionnaire wouldn't have to be very long, possibly we could get it ready before sending out the notices of the two conventions that are coming up.

At this time I want to say that there will be two conventions held next week; one at Shawano, Wisconsin on the 28th and 29th, of which Mr. Raasch is president, Elmer Beery vice-president, and secretary. They are all here. Also on the 30th there is a convention at Boscobel, on October 30th. We certainly want to take this opportunity as members of this organization to cooperate with them to invite each and every one of them to attend these conventions next week.

Do you think, George, that a questionnaire could go right along out with that?

He said it is not a bulletin and it will be in the Cheese Reporter this Friday. Okay, thank you.

Now, folks, we have one more report from our field manager, Mr. Mulloy. I want to call on Mr. Mulloy at this time.

MR. MULLOY: Mr. Chairman, Ladies and Gentlemen. I have just a couple of little announcements. Like George I want to urge you to get your banquet tickets today. If more than 500 are coming, we certainly wouldn't want to have any of our members disappointed and not get a banquet ticket.

And don't forget the bowling party tonight at the Arcade

Bowling Alley one block north of the hotel. The first shift should be ready to start bowling at 7:00 o'clock. We will have the ticket numbers over there and you can draw for your selection of what line, what alley you are going to bowl in. 7:00 o'clock for the first shift and approximately 9:00 o'clock for the second shift. So, let's all get over there.

We are going to have some little refreshments, courtesy of the Dow Cheese Company, the Winnebago Cheese Company as far as the beer is concerned, and the courtesy of the Association as far as the lunch is concerned.

Some of the boys have been having a little trouble, they claim, keeping help, getting enough help. There is a young man here today and who will be here again tomorrow, a married man, very good cheese maker, licensed cheese maker, that is going to be free in a very short time, and he is available if you need help. If you need such a man, contact me any time today, this evening, or tomorrow and I will be glad to give you the young man's name and address. I will personally recommend this young man to any of our members.

A few comments on the cheese exhibits and the results of the scoring contest this year. As you know from viewing the exhibits out there, the first place, the high scores, were taken again by members who have been consistently up in there with high scores in each of the classes. We have had some outstanding and exceptionally high quality cheese. Unfortunately, though, in Class 1 and 2 this year we did have more cheese that didn't measure up, it really didn't measure up to the standards of exhibit cheese. The outstanding criticism on this cheese by the graders, as you will find when you get your grading slip with your return, the outstanding criticism has been on flavor. We have got a problem there somewhere on flavor; whether it is in starter, whether it is in pasture, or feeds, or what it is, but that has been the outstanding criticism. And I think it certainly justifies every good cheese maker in Wisconsin to check the flavor of your product, or your milk.

The Class 2 didn't seem to show this difficulty. We had a high percentage of good, average quality in Class 2.

Class 3, we had a higher percentage of good, average quality than we did in Class 1 and Class 2.

In the other classes, Class 4, Colby didn't have many entries, but the Colby scores run pretty uniform, as you will see from the score sheets. They run pretty uniform.

In Swiss the scores run rather high compared to other years. We had more Swiss this year than last year. We have new winners in the Swiss, and we have new winners in most of the other classes.

We ran into a little difficulty this year with our new classification. We have one more classification, that of cheese made out of pasteurized milk. The idea was there, if possible, to have cheese made from raw milk scored by itself outside of competition with pasteurized milk, or the heat-treated milk. And it just didn't work out very good. We have no way of knowing when this cheese comes in whether it is made from pasteurized milk or whether it is made from raw milk that has just been subjected to a heat treatment and not heated enough or long enough to be rated pasteurized. In that class we had one cheese that came in with the statement on "Made from pasteurized milk." So it is something that the board is going to have to get some information on before we have such a class again another year. I wanted to bring that out for your information.

You boys did a pretty good job this year on sending in the cheese. And last year I complained we had too many entries coming in where a member was exhibiting in more than one class and he had those two entries in the same carton or in the same box, and it makes it quite confusing for anyone, for Ernie Jung and myself, to keep track of that cheese when it comes in that way. This year you did a good job on that. 96 or 98% of you exhibited in more than one class and you had each cheese packaged properly. That's fine: Do that again, fellows.

However, this year 6 or 8 exhibits did come in with the carton marked with heavy crayon and, in one instance, painted on with a stencil, a beautiful job of painting your name and address on with stencil, but it is a terrific problem for Ernie Jung and myself to uncork that stuff, get it in here, scrape off the box and put up here. You have a shipping tag. Put that on the container. Don't put your name on; we don't want the graders to know whose cheese they are grading. We have to know, of course, whose cheese is in this container, we have to know where it is, and where to find it when we want it again. Bear that in mind for next year: Don't put your name on the box with stencil, crayon, or anything else; please use a shipping tag.

I have got a bunch of notes that will keep me going for the next hour but I am not going to go that long. I would like to say

this, though: We are living in hectic times: peace, order and security are in jeopardy. We don't know what is going to happen. Some people claim we are having war and other people say we have got a police action. Whatever it is, it is serious. It looks as though it is possible it may get more serious. We certainly hope not, but if it does it is going to affect our industry a whole lot more than it is affecting it today.

And, at the same time, we are in the middle of a terrific election campaign. The country is full of communism, or it has it, or what not. We have got to put up with that for another two weeks and then that part of our worries is going to be over. I am going to go to the polls and vote, if I am alive and healthy, on November 4th, and I sincerely urge that each and every one of you do the same thing. That is our duty and our privilege that we are entitled to on that day. We will go to the polls and vote and we will live with the next President of the United States for four years happily and successfully, we hope, regardless of whether he is the man we want to see elected. Those are things we have to take in our stride.

But after the election is over, as Len says, we are going to have new representatives down there in Congress; we are going to have new representatives in Madison, and we are going to have to live with them as successfully as we can. And thank God, Americans have a way of forgiving and forgetting things that are said in campaigns and we expect the same thing will hold true again. And if the representatives of your association are called upon to work with the legislature in Madison, or with the Congress in Washington, you can rest assured that your association officials will be able to get along with them and work with them very well.

Now, there is no need for me to stand up and give you a detailed, lengthy report. The association is going along all right. We are holding our membership, as George reported to you.

You have got a program. You can see the names and addresses of the members in there. There is one thing I want to say regarding names and addresses appearing in that program book. Your name is in there, I know that, or you wouldn't be sitting here today. But I want you to check the names there very carefully and you will see there are some cheese makers in the state who are not members of the association. Some of them are kind of difficult to get to see the aims and ambitions and activities of the association. But you check those names and if you find your

neighbor ain't in there, constitute yourself as a one-man committee to talk to that neighbor, argue with him until you get him in a frame of mind that he is going to be a part of the Wisconsin Cheese Maker's Association. There is no other way, ladies and gentlemen, there is no other way of safeguarding our interests outside of the daily work that we have to do; you have tasks over those vats and in that cheese factory, and you can't have representation, you can't get very far unless you have somebody on the job looking after your interests while you are laying over those vats. That is the organization's work and they are capable of handling it Boys. Do that little bit: Put your best efforts to get that one member, if you find one in your area, into the association as an active member.

Thank you.

PRESIDENT KOPITZKE: Thank you, Horace.

As you know, Mr. Mulloy is superintendent of exhibits, and I certainly want to compliment you fellows, you put up a very nice exhibit out there. That happened to be Horace, Mr. Mooney and his wife, and office secretary, Yvonne Zinkgraf. It is really a nice looking exhibit. You did a swell job: Thanks again.

Now fellows, we have some nice resolutions coming up. That is where our discussion is going to be, even though it takes a few minutes longer. This really ought to be the important part of our convention.

I am glad Horace and George told you about the banquet tickets. I would get them if I were you. We don't want anybody to be left out. We feel just awfully proud that we can be put in the class with Shawano, Marshfield, Beaver Dam, and all the rest, by only charging you folks \$2.50 instead of three-and-a-half or four bucks, and you are going to get a better meal than last year, than you got before at \$3.50, and I certainly would like to see you all attend.

I believe next is our resolutions, and Earl Whiting is Chairman of our Resolutions Committee. Then discussions are in order on the various resolutions. Then nominations is next.

Okay, then. I would like to ask the Chairman of the Nominations Committee to come forward, please, and I would like to appoint as tellers the following: I tried to get one from just about every section—Milton Schultz from Reedsville; Lloyd Dickrell,

Junction City or Milladore; Fred Dwyer from the southeastern section; Elmer Beery, Shawano, and Ronnie Johnson from the southwestern district. When the voting starts, will you act as tellers, please.

I would like to have the chairman, Mr. Zillmer, Secretary of the Northeastern Wisconsin Cheese Makers, now read the entire slate, and then we will take them one by one.

MR. ZILLMER: For President, Leonard Koptizke, Shawano. Vice President, Edgar Peters, Sheboygan, Secretary, A. H. Graf of Shawano; John Gurtner of Barron. Treasurer, Harlan Watt, Richland. Directors: E. W. Jung, Dodge. John Inabnet, Dodge.

PRESIDENT KOPITZKE: A slight correction: My address isn't Shawano, it is Marion.

Now, first will be President. Any other nominations from the floor? (No response.) Are there any other nominations? Don't go too fast on that because I don't believe in railroading anything through at any time.

VOICE: I move the nominations be closed.

ANOTHER VOICE: Second it.

PRESIDENT KOPITZKE: It has been a pleasure to serve you and work with you for 13 years, but if you have any nominations we assure you we would be glad to hear them.

There has been a motion made and seconded to close the nominations. Then, Mr. Mooney, will you please take over? Or Mr. Peters, the Vice President, that's proper.

MR. PETERS: It has been moved and seconded that the nominations for President be closed. I don't want to close this if there are any other nominations?

VOICE: Question.

(Motion carried.)

MR. WHITING: Mr. Vice President. We have only one nominee, I move that the Secretary be instructed to cast unanimous vote for Mr. Koptizke for President for the next coming year.

(Motion seconded.)

MR. PETERS: It has been regularly moved and seconded if

we have only one nominee that the Secretary be instructed to cast a unanimous ballot for Len Kopitzke for President for the ensuing year.

(Motion carried.)

MR. PETERS: It is so ordered.

PRESIDENT KOPITZKE: Thank you, Edgar, and thank you, Folks.

I want you to know that I will welcome your criticisms as well as your suggestions at any time. It has certainly been a pleasure to work with you people in the Resolutions Committee last night, with Earl Whiting acting as Chairman, and such a wonderful attendance. It is really encouraging. It shows we are interested, and I think we have to be. And I can assure you that I will be in there pitching and fighting for you. I am already planning on going to Wood County to see three cheese makers Friday. I just love to be your servant, and the more work you give me the better I like it. That is what we are here for. Thank you again.

The next is the vice president, our good friend, Edgar Peters. Any other nominations?

VOICE: I move that the nominations be closed.

ANOTHER VOICE: Second it.

PRESIDENT KOPITZKE: It has been moved and seconded that the nominations for vice president be closed. Any other nominations? I feel, like Edgar, I don't want to railroad this through. Otherwise, you all know Edgar. He has been vice president years ago and he has been a director for a long time. He certainly has always been a good plugger for the Wisconsin Cheese Makers' Association. And if that's it, are you ready for the question?

VOICE: Question.

(Carried.)

MR. WHITING: Mr. President, I move that, we have one nomination for vice president, that the Secretary be instructed to cast a unanimous vote for Edgar Peters for Vice President.

(Carried.)

PRESIDENT KOPITZKE: Okay. It is so ordered.

SIXTY FIRST ANNUAL CONVENTION

A. H. Graf and John Gurtner have been nominated for secretary. Are there any other nominations? (No response.)

This will require voting by ballot. So I would like to have the tellers come forward, please.

Let's take the next one and we will get some ballots ready. The next is the treasurer. Harlan Watt is our present treasurer, and they have nominated Harlan Watt. Any other nominations?

VOICE: I move the nominations be closed.

(Seconded)

PRESIDENT KOPITZKE: Mr. Watt is from the southwestern part of the state, around Gillingham in Richland County. It has been a pleasure to serve with him.

It has been moved and seconded to close the nominations. Are you ready for the question?

(Carried.)

MR. WHITING: I again move, since we have but one nominee, that the Secretary be instructed to cast a unanimous vote for Harlan Watt for Treasurer.

(Seconded)

PRESIDENT KOPITZKE: It has been moved and seconded that the rules be suspended and that the Secretary be instructed to cast a unanimous ballot for Harlan Watt for Treasurer.

(Carried.)

There are two nominees for Director: Ernie Jung of Beaver Dam and Johnny Inabnet of Randolph. Are there any other nominations?

VOICE: I move that the nominations be closed.

(Seconded.)

PRESIDENT KOPITZKE: We will put the names on the blackboard.

First of all, I want to ask that the candidates please rise.

(Candidates rise.)

Now, we have two candidates for the directorship, both from

the southeastern part of the state of Wisconsin: Mr. Ernie Jung, one of the present directors, and Mr. John Inabnet, President of the Southeastern Wisconsin Cheese Makers' Association.

Now, go to it.

While they are counting those votes and voting — has everybody got a ballot? Okay. We can start in with the resolutions. And at this time I am going to ask my good friend Earl Whiting to come up as Chairman of the Resolutions Committee.

MR. WHITING: Before I start reading the resolutions probably I should point out that yesterday we worked until about 11:00 o'clock last night, so we hope these are okay and meet with your approval.

Resolution No. 1. Whereas, The success of any convention depends upon the cooperating agencies and officials of the chosen city; and

Whereas, Our pre-convention planning had the interested assistance of the officials of the city and Chamber of Commerce of Fond du Lac, the press, contributors to our prize money pool, the sponsors of exhibits and, last but not least, all who are appearing on our program,

Resolved, That we make this public acknowledgement of our deep appreciation to each of them.

PRESIDENT KOPITZKE: It is assumed when he reads them he is also in favor of them. So we are ready for action on them. And I don't think we need any discussion on this one because that is a general resolution.

(Moved, seconded and carried that Resolution No. 1 be passed.)

MR. WHITING: Resolution No. 2. Whereas, The past year has witnessed the call of many of our members to their eternal reward, —

Resolved, That we extend to the bereaved relatives our sincere sympathy, and that we suspend all convention proceedings while we pay silent tribute to their beloved memory: Albert Radtke, Randall Olm, Arno Sass, Gordon Olm, Harley Eastman, Arthur Natzke, Merwin Drake, Henry Hasler, and Walter Feutz.

(Convention rises.)

Resolution No. 3. Whereas, the knowledge and training required for making proper and accurate appraisal of milk values by the Babcock Test is not possessed by many now engaged in such work;

Resolved, That we recommend legislation requiring all persons making tests of milk by the Babcock method in a commercial supervisory or educational capacity, to have a state license to perform such service;

Further Resolved, That such license be issued by the State Department of Agriculture only upon satisfactory proof of applicant's qualifications therefor;

Further Resolved, That possession of a license to manufacture cheese and butter shall be deemed compliance.

That is that anyone who is doing testing, whether it be agricultural teacher, or field men, must have a license to test milk. Cheese makers and butter makers have their license already: They must have it in order to get a license for a cheese maker.

PRESIDENT KOPITZKE: What is your pleasure on this resolution?

I think it is a very good resolution. As Earl told you, the cheese makers and butter makers are already covered. It will not affect us, but I think it will cause some of these other testers to be just a little bit more careful.

(Resolution No. 3 moved, seconded and passed.)

MR. WHITING: Resolution No. 4. Whereas, we are witnessing an unprecedented increase in the variety and volume of foods of low milk fat and substituted oils, whose production and sale is being boomed by unlimited advertising funds from easy profits; and

Whereas, The broad field of milk and dairy products in one form or another has graced the tables of every family for centuries; and

Whereas, The progress of science has now made it practically impossible to distinguish the real from the substitute, and makes the consumer of known dairy products the easy victim of deception and fraud never before known in the food field;

Therefore Resolved, That we recommend the establishment of

definitions and standards of identity for all low fat dairy food products, and that the consumer be fully informed by proper informative label.

PRESIDENT KOPITZKE: What is your pleasure on this resolution?

(Resolution moved and seconded.)

PRESIDENT KOPITZKE: It has been moved and seconded. Any discussion on it? (No response.)

Are you ready for the question?

VOICE: Question.

(Resolution No. 4, moved, seconded and passed.)

MR. WHITING: Resolution No. 5. Whereas, The uncertainties of the present and the necessity for protection compels us to request a compensating safeguard paralleling other groups and industries;

Resolved, That we request continuance of price support on a parity basis of dairy products during the existing economic emergency.

PRESIDENT KOPITZKE: What is your pleasure on this resolution?

(Resolution No. 5, moved, seconded and passed.)

MR. WHITING: Resolution No. 6. Resolved, That we petition Congress to re-enact the Andresen Amendment in its original form (known as Section 104 of the Defense Production Act) without the 15 per cent tolerance permitted and allowed by the recent Act of Congress.

(Resolution moved and seconded.)

PRESIDENT KOPITZKE: Are you ready for the question? I wouldn't think there would be anyone opposed to that. I am sure we want some tax on those imports.

Are you ready for the question?

VOICE: Question.

(Resolution No. 6 passed.)

MR. WHITING: Resolution No. 7. Whereas, Order 124 of

the State Department of Agriculture requires all milk producers to have built and provided a milk house on their premises on or before November 15, 1952; and

Whereas, the large number of milk producers who have not provided milk houses presents the serious problem of refusing such milk by dairy plants after said date;

Resolved, That we do not believe the operators of dairy plants can be expected to police the enforcement of such order; and, we refuse to accept that responsibility which properly belongs to officials of the state.

(Resolution moved and seconded.)

PRESIDENT KOPITZKE: That is a very good resolution. Absolutely I don't think the buck should always be passed to us, and we aren't going around with badges. We haven't got no authority, and it is just to make the cheese maker the goat.

Are you ready for the question, or is there any more discussion?

VOICE: Question.

(Resolution No. 7 passed.)

PRESIDENT KOPITZKE: Gentlemen, this concludes our resolutions that we had last night. Now, I don't know if there is any more from the floor or not. This is all that the Resolutions Committee has. If anyone has any from the floor we would be glad to read them.

(No response.)

I want to thank you for your kind attention and your patience. I know it has been a hard afternoon. We will see you all at the bowling party tonight, and be on hand, be here promptly tomorrow so that we are not late for the banquet. And get your banquet tickets: We want to see you there.

Thanks a lot.

PRESIDENT KOPITZKE: The result of the balloting is on the board. Maybe some of you don't see it: For Secretary Graf received 65, Gurtner 27. Total votes cast 92. Total votes cast for director 91, of which Ernie Jung received 63, John Inabnet 28. And one was blank.

VOICE: Mr. President. In a place like this there should be a microphone. We don't know what they said unless you repeat it.

And I would like to talk to Mr. Mulloy, on the first grade he was talking about, on quality cheese. What is "quality cheese?"

PRESIDENT KOPITZKE: We can discuss that tomorrow.

SAME VOICE: What is "quality cheese?" "Quality cheese" is the consumer's preference. And I think it is time we changed graders once you have a different flavor in the cheese. In 1950 I sent cheese down here and we had a 92 score on account of the flavor. In 1951 I sent the same cheese.

PRESIDENT KOPITZKE: I'm sorry, Fellows, but they walked out. You know what I told you at the Northeastern directors' meeting. How many did we have this afternoon? And we started promptly, and they walked out on me. I can't help it.

VOICE: Mr. President, I move that Raasch's problem be brought up on the agenda for tomorrow.

PRESIDENT KOPITZKE: It may be.

SAME VOICE: The first thing we discuss.

PRESIDENT KOPITZKE: That can be discussed in an open meeting; it is very proper. That can be in the record.

We haven't adjourned. I won't adjourn until you are ready.

VOICE. I move that we adjourn. (Seconded.)

PRESIDENT KOPITZKE: Okay. The meeting will stand adjourned until tomorrow, and that will be brought up again tomorrow. Thank you.

The meeting will start promptly at 1:45. It is now 5:20. We couldn't have any less speakers: We had the Mayor and Dean Froker; one speaker.

(Whereupon, at 5:20 p.m. the convention was adjourned until 1:45 p.m. October 23, 1952.)

FOND DU LAC, WISCONSIN

OCTOBER 23, 1952 — 1:45 p.m.

PRESIDENT KOPITZKE: We are indeed fortunate to be living in a country such as this where we have all the freedoms, including the freedom of religion where we have a right to start our meetings with prayer. If we were back of the Iron Curtain we couldn't even have a meeting like this. So, at this time I am going to ask Reverend Landeck from the city of Fond du Lac to offer a prayer for this convention. I know it is a shame to have to offer a prayer to empty benches but, as a pastor, I am sure he is accustomed to that once in awhile, too.

May we please stand.

REVEREND LANDECK: Our Heavenly Father, we lift up grateful hearts in praising thanks to Thee, that we may assemble here together with the freedom of movement and freedom of heart which Thou hast given to us and our nation for our people. We thank Thee for freedom of speech; for freedom of enterprise; for freedom of industry. We praise Thee that we may always recognize our stewardship before Thee: That we may work as good stewards, fulfilling our responsibilities; fulfilling our duties to the best of our abilities as Thou hast given them to us.

We ask Thee not only for the blessing of the cheese industry, but for the blessing of our nation and our world as well. We invoke Thy gracious blessing upon this convention and upon this assembly this afternoon. May all deliberations which are taken here be to Thy glory. This we ask in Jesus' name.

Amen.

PRESIDENT KOPITZKE: Thank you, Reverend Landeck.

We certainly are happy to have you here. We have at least one director who knows Reverend Landeck real well. He said he has even gone out fishing with him and saw him pull out the big ones.

Thank you again, Reverend. I have had the opportunity to work with him a lot myself.

I think the time has come, Folks, when we should cut out our petty differences and, regardless of what church we belong to, we should go to church. I think the various religions should cooper-

ate and fight Communism and all other isms that are threatening to destroy our country as well as the world.

Is Arthur Alexander in the room? Our next speaker should be Arthur Alexander, the Chairman, I believe, of the Hospitality Committee of Fond du Lac. Is Mr. Alexander in the room? (No response.) I guess not. Well, I'm sorry.

Then our next victim is Tony down here. There is still not many people in the room, but probably when they hear you get going, Tony, they will start coming in.

Our next speaker I have had the pleasure to work with for many, many years. It is true we do not always agree; once in awhile we fight a little, but if I ever had respect for one man in the Department of Agriculture and Markets it is Tony Madler. I understand he is going to talk to us on minding our P's and Q's. I am very happy, and I consider it a privilege at this time to present Tony Madler.

Our good friend, Tony.

MR. MADLER: Ladies and Gentlemen. We will do the best we can over the competition on the other side of the curtain.

I want to tell you, first of all, that it is good to be here. I have always enjoyed coming up to the meetings of the Wisconsin Cheese Makers. I have been with the State Department of Agriculture now for about ten years. I think during that time I missed only one convention and that was because I was out of the state.

I have had the good fortune to work together with your officers and officials and, as Len says, while we haven't always seen eye to eye, we have gotten along together pretty well.

(Address following then given by Mr. Madler.)

OUR P'S AND OUR Q'S

By Anthony E. Madler, Counsel,

State Department of Agriculture

There is an old saying: "Mind your P's and Q's." No one knows exactly how it originated. There are several attempts to explain. Perhaps, because the small letter "p" faces one way and the small letter "q" faces the other, it was necessary for the teacher to ex-

plain that the children should use care to distinguish between them when reading. Or maybe the printers had to so warn their apprentices. Another explanation of its origin is that in the old English taverns when they played games for beer the letter P was used for pints and the letter Q for quarts and it was frequently necessary for the proprietor to admonish his customers when settling up that they must "mind their P's and Q's". Still another explanation is that to win, when playing chess, you must watch your pawns, the little almost worthless pieces, as well as the queen, the most valuable piece on the board.

In any event the saying is often used to point out that there is a need to exercise care and caution in whatever we are doing. There has never been a time in the history of the milk business when it was as necessary, as it is today, for all of us who have an interest in the welfare of the industry, to know exactly where we stand, to re-examine our methods and our markets,—ladies and gentlemen,—to mind our P's and our Q's.

You will note that I said "we" and "us", — and I said "our" P's and "our" Q's. That's because, it seems to me, that the saying now applies to those of us who are in governmental service agencies as well as to those of you who are directly engaged in the industry. After all, we do have the same objective, — better products, — better markets, — better returns. And so today I thought it well to call attention to a few of the P's and Q's that need watching. Let's list them:

Production	Quantity
Promotion	Quality
Processing	Quota
Payment	Quarter

We must talk about these P's and Q's together because they are so closely related.

Here we are in Wisconsin, producing about 14% of the nation's milk and about 50% of the nation's cheese—with about 85% of all of our dairy products being purchased for consumption outside of our state. Wisconsin's milk production continues at near peak levels while production in the rest of the nation has declined during recent years. We should ask ourselves "why?" Why this **Production?** Why this **Quantity** of milk in Wisconsin?

There you have a question with the first P and the first Q. And it seems to me that the Quantity of Production in Wisconsin is

largely the result of our Quality and our Promotion programs. Let's talk about them for a minute.

Wisconsin cheese enjoys a premium price. That is because it is a quality product. More and more of Wisconsin milk is being utilized for consumption in fluid form. That too is because Wisconsin has the reputation of having the best quality production program of any state in the nation. Our minimum standards order has served as a model for other states and other markets. We, are, of course, ready to concede that the order alone cannot be credited with the very substantial improvement in production methods during recent years. We are happy and proud to be able to point to the very real assistance and cooperation of you men in the industry. We always have publicly acknowledged, and here again today, we want to pay tribute to the way you men in industry worked with us to make the producers aware of the regulations and the way in which, through your own quality improvement associations, you helped your producers to conform. That kind of collaboration is good for you, each one individually, and for the dairy industry of our state as a whole.

And the results speak for themselves. We have watched with much satisfaction the continuing increase, during the past three years, of the volume and percentage of cheese in the top quality brackets. In part, at least, it is because you have had better milk to work with. Processors of other dairy products advise us of similar improvements in the quality of the milk being received at their intakes.

This progress has not been made without some complications. The milk house requirement as of November 15th is considered by some as an almost impossible burden. We don't think so. The farmers, — the big majority of producers, — have done and are doing a wonderful job of getting ready for the order. Tens of thousands of milk houses have been built during the past three years. Some have not been able to get cement. Windstorms in some localities have made other building so necessary that milk house construction had to be delayed. We honestly believe that 95 per cent of those who do not yet have milk houses want to be able to comply with the order as soon as possible. Where the circumstances justify, it will probably be necessary to give some consideration to such situations. You should know, however, that there is presently no disposition on our part to grant any leniency to any producer who chooses to ignore the order or to hold it in contempt.

Another factor, as I said, for the quantity production record of our state is the promotional program in which we have acted jointly,—government and industry.

Through the American Dairy Association industry has proudly undertaken the research work that is always necessary in every field. Research is the cornerstone of progress. And that is particularly true where, as in the dairy industry, we are being challenged by substitutes and synthetics almost everywhere we turn. But more about that later.

Through your own ADA, industry has also begun to make the consumer aware of the true value of milk and milk products. By means of advertising and promotional campaigns the average citizen has learned of the many varieties of cheese and other dairy products that are available to tempt his taste and to satisfy his appetite.

And here too government has joined hands with industry to get the job done. Wisconsin annually appropriates thousands of dollars to help promote the sale of our dairy and other agricultural products. Alice in Dairyland is now employed by the state to conduct promotional campaigns in the metropolitan cities of the nation. And the results thus far reported indicate simply staggering increases in the volume of cheese sold during and after appearances.

These activities on the part of industry and government must definitely be credited with helping to maintain and to build up an ever increasing per capita consumption of cheese and other dairy products.

But let's get on with our P's and our Q's.

I've tried to show you how the state government has collaborated with industry to increase production, improve quality and, by campaigns, promote quantity sales. But industry has not been able to count on such cooperation from all of government. There is the matter of Quotas, for example.

I don't think that I can be accused of playing politics when I call your attention to the fact that so far as import quotas are concerned your industry was sold down the river by the national administration. Your industry and the officers of your fine Cheese Makers' Association conducted a valiant fight to retain the milk fat import controls that were found in Section 104 of the Defense

Production Act. Such controls were considered necessary to preserve the very life of the foreign type cheese industry and to maintain the stability of the American Cheese Industry. We in the state government were with you in that fight. We joined with you because, while the federal government was paying support prices for some milk products, we just couldn't see the sense of permitting foreign products to glut our markets and to kill off the domestic manufacturing of some dairy products. Such a program could only result in a further increase in the amount of products for which there is not sufficient demand, so that the government must pay out more money to support the price. Under such a program both industry and the consumer must pay through the nose. And they pay as taxpayers too. But despite the logical votes of both of our senators and all but one of our state representatives in Congress, the view of the officials in the U. S. Department of State prevailed, the quota was increased, and your industry must continue to meet the threat of cheap production from abroad.

So let's talk about something more pleasant.

One of the P's I mentioned was processing. Now there's a word which when first used in our laws implied something not quite so good. You remember "processed butter", — that's what they called poor butter that had to be reworked. Then they applied it to "process cheese" to always clearly distinguish it from natural cheese. And I'm sure that most of you know that your State Department of Agriculture has been most vigilant in seeing to it that the cheese processors continue to use that name on their label. We have resisted every attempt by them to try to get by as "cheese". We have fought to save the name "cheese" for the natural cheese industry. Only by such effort can the industry and the consumer be saved from the utter confusion which would result from the fraud and deception which would otherwise prevail.

But today I would also like to use the word "processing" in the modern sense,—to mean the manufacturing technique of changing milk into cheese. I have already mentioned the progress which has been made in the manufacturing of top quality cheese. I have also mentioned premiums paid throughout the nation for "Wisconsin Cheese".

Do you know that some months this year the American Cheese makers in Wisconsin have reached almost 90% State Brand? That is almost a 50% increase over what it was 10 years ago. Some of

the other branches of the cheese industry have made similar phenomenal progress. As I have indicated, some of the credit must be given to the fact that you are getting better milk. But I wouldn't want, for one moment, to take from you any of the credit which is justly due to you as manufacturers. There are many among you who treat your work as a science. As scientists you seek to learn of new developments, you employ new methods, you acquire new equipment, and you make the most of every new finding which research can establish. You do these things because you have a real pride in your profession. And you are entitled to be proud of your accomplishments.

I trust you share with us the concern and anxiety we sometimes must express over those few in your industry who upon occasion are found to be treating their work as just another mechanical operation and who forget that they are making food for human consumption. As to them, government surveillance is necessary. As they can be made to improve, the entire level of quality production by your industry will move forward.

Among our P's and our Q's, we come now to the subject of payment,—the price of milk.

Again, I want to avoid statistics. I want rather to direct your attention to a growing trend which will in all probability cause some change in the basis for determining the value of the milk as received from the producer. The trend referred to is of course the trend toward substitutes.

Oleomargarine has already absorbed almost 50% of our butter market. Today we must face the threat by vegetable fats in such products as ice cream and condensed milk. We have already had inquiries about the use of such fats in other dairy products, including cheese. Today vegetable fat is being delivered in Chicago, by tank truck, at 18 or 19 cents a pound to manufacturers of synthetic ice cream. The question is, how long can butter fat meet that challenge at the price which it must bring today in Chicago, about \$1.35 a pound?

Today, with Science proclaiming an ever increasing value for that portion of the milk below the cream line, it seems to me that the dairy industry has no alternative but to begin preparation for the day when milk solids not fat must bear a greater proportion of the cost of the raw milk. That time is coming. The change may be slow. But it is inevitable. The cheese industry must prepare for it and find new ways of recovering the value out of such solids.

When it comes, if the cheese industry is prepared to meet it, your product will have a price advantage over other high protein foods which serve as the basis around which meals are prepared. Unless the cheese industry is willing to let its product fall into the luxury class of snacks and tid-bits,—if the cheese industry wants to have its product remain as one of the staple items of the American family meal,—then the cheese industry must prepare for the future when milk solids will cost more and fat will cost proportionately less. A way must be found for recovering and utilizing, or selling at advantage, the solids which in many cases, under present manufacturing technique, are lost.

The last Q-word I wanted to discuss with you today is Quarter, — and I don't mean the tip you leave for a waitress or any part of a dollar. You've heard the saying: "We will give the enemy no quarter." I mean you must give the enemy no shelter, no relief, no clemency, no rest, no quarter.

Your association entered the fight against low fat ice cream. We lost that fight. But it was only the first battle. Your real enemy is substitute fats. And you must continue that fight with vigor and determination. It is your industry's fight for self-preservation.

You must anticipate attacks upon our filled milk law and other legislation designed to prevent fraud and deception. Upon you rests the burden of demanding that before the substitute products can be offered for sale at the market place, they must be clearly distinguishable from the genuine products you make and sell,—distinguishable, not only to government inspectors, but to the un-discerning consumer purchasers as well.

And now, before your chairman uses a few P and Q words on me and says "Please Quit", I want to conclude. I'm sure you know my purpose today was not to come here to lecture to you. I hope only that I have been able to point out for you some of the problems we must face together, — some of the problems we must lick if we want to continue to build the industry that has made Wisconsin great. Let's mind our P's and our Q's.

I want you to know, first of all, I didn't come up here to give you a sermon, I am not a preacher. My only purpose, Ladies and Gentlemen, in coming up here today is to point out for you some of the things which I think we must face in the years ahead; some of the problems that lie ahead of you; some of the fights that you must make. It is these problems which you must overcome if you

want Wisconsin to remain famous for its dairy industry. And, so, I say again, let's you and us, let's all of us mind our P's and Q's.

PRESIDENT KOPTIZKE: Thank you, Tony. He certainly has always got something worthwhile to say and today was no exception.

Now, I imagine that some of you may have a question or so you would like to ask Mr. Madler.

Now, on this milk house deal, he told me somebody wanted to ask or wanted to discuss that. As I told you, and as Tony said, we don't always see eye to eye: We can't see eye to eye on this milk house deal, because I can't, for the life of me, see how these fellows can all have their milk house in 45 days. And, furthermore, I believe that there are patrons that really shouldn't be put out of business because they don't build a milk house, they only milk a few cows and deliver perfectly clean cooled milk.

And I had a cheese maker talk to me here in the room that probably half of his farmers have no milk houses and they don't know what to do: whether they have to sell their herds or what they should do about it.

I think this to a pretty big deal and I doubt very much, Tony, whether it would do anybody much good to take a farmer into court if he was delivering clean, cold milk: I doubt it.

I know there was a bill introduced in the 1951 legislature, I think there will be another in 1953, to protect some of these small farmers. I don't think they should be put out of business.

For instance, at that time the assemblyman that introduced the bill offered the argument that it is young couple who buy an 80-acre farm, or a hundred acres, up north, they have to start in with a shack for a house and then build a shack big enough to house a couple of cows, and the wife would take care of milking those cows while the husband worked in the field, or wherever he worked. Naturally they were starting like our forefathers did 80 and 90 years ago. And I don't think they should be denied that privilege in a free country, and I think something will have to be done to take care of those.

And, now, I want to say to you folks you still must have that questionnaire that Mr. Mooney sent to you in regard to your milk house. Please fill it out and send it back. We have one report back where a plant had 121 patrons and 81 patrons without milk

houses. Are we going to put them all out of business? Some have gone out of business. I was over in the little city of Cobb over a year ago and they said, "Oh, well, that isn't going to bother us any, we went into beef." Maybe that is what they want, I don't know.

If any of you have any questions, I know Tony will be happy to answer them.

Has anyone any questions you would like to ask of Mr. Madler?

MR. EBERT: Mr. President, I would like to ask why these 121 patrons only has 80 milk houses, or why he has 81 farms that have no milk houses? What is the real reason why they haven't got it?

PRESIDENT KOPITZKE: Certainly he can't answer that one; I don't even know the answer.

MR. EBERT: Is it because it wasn't sold to the farmers properly, or was it they can't?

PRESIDENT KOPITZKE: I don't know what the reason was, I couldn't say. But I know, Mr. Ebert, there's two sides to this question. If you were a cheese maker and went out and sold your farmers and got them to build some mighty nice milk houses, and after you did that, and that milk was cooled, then they find they could go to a better market because you had gotten them to build a milkhouse, I just wonder how enthusiastic you would be about it.

(Applause.)

MR. EBERT: We have in the neighborhood of 500 patrons and, out of our 500 patrons we probably have, as of today we have 26 farmers without a milk house.

PRESIDENT KOPITZKE: Yes. Around 500 patrons and 26 without milk houses, that's fine.

Before going any farther I want you to know I am not here just trying to comment for myself. Myself, I got 28 patrons, 30 farmers and 28 milk houses, but I am not here speaking for myself, But I do think that if the farmers want to start in business like your dads and mothers and mine did years ago, if they are producing clean milk, like up in Price County and some of those places, I don't think they should be penalized or put out of the dairy business.

Maybe I am wrong, but that is the way I look at it.

Are there any questions? (No response.)

My answer would be to that, I couldn't see why they haven't got them. Possibly they haven't got too much money. I don't know.

I guess, Tony, you did a swell job, there are not questions. Thank you a lot again, Tony.

(Applause.)

Now, the next gentleman I am going to call on I think most of you know. He is not listed on the program, but he has been in Chicago and connected with the dairy industry for many years. At one time he was with the Kraft Foods Company for quite some time, and with the Stella Cheese Company. He is now in Washington, D. C., with the Office of Price Stabilization, and we asked him, and he kindly consented to talk to us for a few minutes. Then if you have any questions I think he will be happy to try to answer them.

I am very happy at this time to present to you Mr. William Gaynor of Washington, D. C. Mr. Gaynor.

MR. GAYNOR: Ladies and Gentlemen of the Wisconsin Cheese Makers Association. I do not intend to deliver any sermon or any kind of a public address. But having had some experience in Washington in the Office of Price Stabilization as it affects the dairy industry, particularly cheese, I do feel that at this particular time that some of you should revise your present status so far as ceilings are concerned to determine whether or not you are following through a legitimate legal ceiling.

The Dairy branch of the National Office of Price Stabilization in Washington is merely carrying out a mandate from Congress. If there is any part of the ceiling price as it affects cheese that you do not like, don't blame me, blame Congress. We are merely executing a law. I know that some of you are no doubt familiar with the fact that the cheese industry, like all other commodities, was frozen under a general ceiling price regulation; that your ceilings were the highest prices you sold during the base period in that regulation, which was December 19, 1950 to January 26, 1951. It is also quite common knowledge that the cheese markets have exceeded the base period market as reflected by the quotations at Plymouth. The highest price in that base period was 40½¢ on cheddar. I think it has advanced to 42¢ sometime in August.

Now, the dairy industry, so far as the cheese manufacturer is concerned, is rather conspicuous by their absence in not having filed legal ceilings beyond that $40\frac{1}{2}\text{¢}$, and you still can do it. It is not hard to do; there is nothing tricky about the GCPR: it is very simple. It seems to me that the legitimate thing to do would be to get yourselves out of a vulnerable position by establishing a legal ceiling. We have never issued any specific and clear regulation for cheese because some of us down there have taken the position it hasn't been necessary. That does not mean that there was always pressure on us to come up with a regulation for manufactured dairy products. We have, however, since the general ceiling price regulation, as it affects all commodities, issued what we call a general overriding regulation, 26. That, it seems to me, would apply specifically to you cheese manufacturers because it eliminates the necessity of advancing your ceiling every time the market might go up a quarter of a cent over that base period of $40\frac{1}{2}\text{¢}$.

It is a very simple procedure. All you have to do is to get a copy of GOR 26 and read it. It only takes about two minutes to derive the full effect of what is in that regulation. That regulation applies specifically to support prices by The Commodity Credit Corporation on dairy products. The commodities involved are cheese, butter and non-fat dry milk solids. The support price in the base period was 31¢ , as you all probably know. Establish your differential on that 31¢ basis by determining what price you sold cheddar on that support level, arriving at the differential through adding it to the present support price of $38\frac{1}{4}$ and you come up with a new ceiling. And all you have to do is write a letter under your own letterhead, signed by yourself, either to your district or regional OPS office. If you don't want to send it in there, send it to Washington and we will forward it. That eliminates you from any possibility of operating under an illegal ceiling. And it is very simple.

For anyone that may be selling cured cheese, we like down there to get their economists in OPS, as well as their attorneys, to recognize the fact that cured cheese is a different commodity from graded cheese. And because of the fact that there was no clear (?) cheese produced during that base period of GCPR we went back to a period in which clear cheese was produced. We established a quotation as exemplified by the Plymouth Exchange market on October 27, 1950 to pick up the price on clear cheese. Whatever you sold clear cheese, cured cheese, for in that period against what

the present quotation has been on clear cheese at the present time, which I think is $42\frac{1}{2}\text{¢}$, you establish your differential on that basis and come up with a new ceiling. It doesn't take a lot of accountants and a lot of attorneys to determine how to arrive at a legitimate ceiling. It is very simple.

And, inasmuch as I am going to be up in this part of the country I thought it was an opportune time to present to the Cheese Makers' Association some short resume of what was involved in establishing these ceilings. I do recommend that you give it some immediate attention so far as your individual operations are concerned, and be sure you are operating under a legal ceiling.

Thank you.

PRESIDENT KOPITZKE: Thank you, Mr. Gaynor.

Now, if there are any questions you would like to ask Mr. Gaynor in regard to your price ceilings, he will be glad to answer them.

I am sure happy, for one, that we have a man down there that really understands the cheese industry. It is worth a whole lot.

Are there any questions?

MR. RAASCH: I can't understand his questionnaire that they sent out. If I sell my cheese on the Plymouth Board price, do I still have to make out this questionnaire to OPS?

PRESIDENT KOPITZKE: A good question. Mr. Raasch asks: If I sell my cheese on the Plymouth market, do I still have to make out one of those, or fill out one of those questionnaires?

Mr. Gaynor.

MR. GAYNOR: I don't know what questionnaire you are talking about. We never sent out any questionnaires. Just to answer your question: If you sold cheese in the base period on a $40\frac{1}{2}\text{¢}$ market, which you had, a sales price; now you go up to a $42\frac{1}{2}\text{¢}$ market, you are selling actually at a higher price than you sold it, on the basis of $42\frac{1}{2}$ if you sold on the $40\frac{1}{2}\text{¢}$ market. If you are now selling on the $42\frac{1}{2}\text{¢}$ market, you certainly must have raised your price. All you have got to do is come in and qualify your new ceiling; that is all you have to do.

MR. RAASCH: I would like to ask: If the cheese price of $40\frac{1}{2}\text{¢}$ is $42\frac{1}{2}\text{¢}$ now, what do I do with it?

MR. GAYNOR: You are now a cooperative, I presume?

MR. RAASCH: No, I am not a cooperative, I am an independent operator.

MR. GAYNOR: An independent operator has to qualify his ceilings the same as anybody else. You can do anything you want to in distributing your products; that is none of our business.

MR. RAASCH: We operate the same as a cooperative, as an independent operator?

MR. GAYNOR: Yes. All you have to do is file your ceiling as an independent operator.

MR. RAASCH: Well, I can't understand that.

MR. GAYNOR: It is very simple. Say you sold cheese at 40½, now you are selling at 42½, you establish your new ceiling on 42½¢.

PRESIDENT KOPITZKE: I believe although he operates an independent factory, he operates exactly the same as a cooperative. That is the way we operate our plant. You sell your dairy products to a cheese factory, and your cheese and your whey cream, it is all sold together and you figure it up, and the commission for making the cheese is taken off, what we get, and the rest is paid back to the farmer. It certainly it done the same in a cooperative.

MR. GAYNOR: I am not concerned, Len, as to whether or not your structure is cooperative or independent; I can't determine your cooperative structure, you have got to determine that yourself. If you say that you are a cooperative I am not going to question it. It is none of my business how you operate as long as you operate under a legal ceiling.

PRESIDENT KOPITZKE: Then we don't have to file a report?

MR. GAYNOR: You have got to qualify under a legal ceiling. I am not going to question it—I am not going to question your operation.

PRESIDENT KOPITZKE: Thank you.

I guess that settles it, Obert. Any other questions? (No response.)

Tony, I forgot to give you that package of cheese. Before you go I want you to take one along. Even though we don't agree on the milk house, the cheese, still it has to be the same. I

wouldn't want to comment to you on what Tony said about that 104-S. He is absolutely right. I hope the Department keeps on playing ball with us on that one. It is still a bitter one. I wondered about it, too, Tony. We have mentioned Congressman Andresen and the re-enactment of that bill which no doubt will come up in January or February. That is one thing, I just wonder why we get so fussy with our farmers here; still they turn around and take in any kind of cheap import: Stuff that you wouldn't look at. When Mooney and I were down to Washington last Fall that was brought out there in the Senate Gallery, and they kept hearing about the differences in this dairy production, and it was pitiful. They still hear it. If this bill which has been introduced by Congressman Andresen is passed, imported cheese will have to meet the same sanitary requirements that we do. And if they have to do that we won't have to worry about any import tax. They just can't do it, that's all.

Thanks again, Mr. Gaynor.

The next speaker I haven't had the pleasure of meeting, but I am sure he will have an interesting message for you. He is Mr. Howard Miller, Janesville, Field Supervisor of the Pure Milk Association. I am sure he will have an interesting story. He will probably talk to you about the procurement of milk in Wisconsin for the Chicago market.

I am very happy at this time to present to you Mr. Howard E. Miller.

MR. MILLER: Members of Wisconsin Cheese Makers' Association.

Last spring a group from our organization met with a group of your officers to discuss our various problems. I know we received a lot of helpful information on the cheese industry and hope we gave your people some information about the Chicago Milk Market.

Our organization, the Pure Milk Association, is a farmers cooperative serving the Chicago Market with over 14,000 farmer members. Chicago, the same as any other large city has to cover a large area to get its supply of milk. Two things generally decide this area—One, the available supply and the other, the regulations of the city health department.

Back in 1925 the Chicago Health Department issued an order

that after a certain date, no milk could come into the market unless it was from T.B. tested herds. Wisconsin being in a better position than some other areas was able to get milk on the market in a big way at that time. One group of northern Illinois producers who perhaps had bought some Wisconsin T.B. cows that they would fight the order. Another group in Northern Illinois and Southern Wisconsin decided to comply with the order and formed Pure Milk Association. They took as their slogan — "We will produce good milk not because we have to but because we want to."

Previous to that time there had been several producers organizations on the market but all had ceased to function so it seemed the right time to start a New organization. From 1926 to '28 organization work was carried on but not until January 1929 was Pure Milk Association really recognized. Then it took a milk strike for the members to get recognition as the producers bargaining agency on the Chicago Market.

In 1929 and 1930 the Pure Milk Association grew rapidly in Northern Indiana or Northern Illinois and southeastern Wisconsin. However during the '30's with low prices and bad farm conditions we often found the going pretty rough. Several plans of selling milk were tried and we tried and discarded one plan of government help. As we only controlled part of the milk on the market there seemed to be always someone to lower prices and cause trouble.

In 1939 we again looked to the government for help. This time we got the present federal order No. 41 on the market. When most of us think of federal control we think of the vast spending programs and the high administrative costs that go with them. However the Chicago Federal Milk order has no resemblance to anything like this. The Market Administrator acts as a referee on the market, the milk is sold to the dealers on a classified basis, according to the use they make of it. Then books are checked by auditors sent out by the Market Administrator and the whole program is paid for by the industry. All milk that is used for bottled milk is paid for at Class I price, all milk used for cream is paid for at Class II price and the manufactured milk is paid for at the current manufacturing price. Class I and II prices are arrived at by premiums over the manufactured price. This way all dealers pay a uniform price for their milk according to the usage and the producer gets a blended price for all of the milk he delivers. The

only difference in the producers price is the distance his delivery point is from Chicago.

The federal order was put in the Chicago Market by Pure Milk Association, and we have had a number of hearings on the order since 1939. Most of these hearings were called by Pure Milk Association to better the prices or conditions on the market. These are public hearings and anyone can testify as to what they think should be written in the order. When the testimony is all taken it is reviewed by the Secretary of Agriculture and then his findings are voted on by the producers. The producers have at all times control over the order and can vote it out if they do not wish to continue it on the market.

Our position regarding supply and prices is that the price must be high enough to assure an ample supply of milk on the market and not so high that the market will be flooded. If we attract too much milk on the market we will have so much surplus at a lower price that the blended price will be too low.

We feel that one of our obligations on the market is to see that all dealers have a full supply of milk at all times. This is taken care of by our sales department who buy milk from private receiving plants, co-operative plants and our own county receiving stations. We have 12 of these Pure Milk Association plants and they extend from Akron, Ind. on the south, around in Illinois and up in southern Wisconsin. We have a large stand by manufacturing plant at Kanasville, Wisconsin with a capacity of one half million pounds of milk per day. We have separators and drying machinery in this plant and it is used for manufacturing in the flush season. This time of year it is only used as a receiving station and the milk all goes into the city. Our newest plant is in the cheese area of Grant Co. Wisconsin at Lancaster. It has just started and will take some time to build up a volume there.

Then we also have two bottling plants, one in Chicago and one just west of Chicago. These plants are very useful as they supply the small dealer and vendors with bottle milk and supply us with information regarding the cost of such operations. We do not have any retail routes in Chicago but sell all the milk to Vendors who have the routes.

The milk business is one of many changes. When Pure Milk Association first started, practically all of the milk in Chicago was sold in quart containers, delivered on the doorstep. Today the

biggest percentage of the milk is sold in 2 quart and gallon containers, in the stores. When we hear of milk at 25¢ per quart we must remember that milk is sold in larger containers for 22¢ per quart and some places as low as 20¢.

Another big change on the Chicago market is the reduction in the number of dealers each year. It is truly a survival of the fittest and the number of milk dealers on the Chicago market proves that.

I know your people in the cheese business are worried over the expansion of the fluid milk into your territory. I think here again it will be the cheese plant that is efficient and able to pay the producers a good price that will survive. The small inefficient plant that is poorly equipped will not be able to continue.

Although the Chicago Market extends over most of Wisconsin, our organization only has been operating in the southern part of the state. I believe there are about 25 co-operatives on the Chicago Market but our organization is larger than the other 24 combined. We have members in several cheese producing areas but feel that where a group of producers want to go on the Chicago market someone will have to provide a market for them. For this reason we bought the cheese plant at Lancaster and converted it into a grade A plant.

We are also working with a group in Sauk County near Plain. When we started there it was only the group at Honey Creek who were interested and now it is the Wisconsin Creamery group with headquarters at Union Center. They are equipping the plant near Plain for a Grade A intake.

At times I hear the statement that it won't be long until all the producers in the State are on the Grade A fluid market. I do not go along with this as I believe that large groups of producers will want cheese and manufactured markets, not because they are producing an inferior grade of milk but because they do not wish to go on the fluid market. There may be a number of reasons for this — One, they do not wish or cannot comply with the building regulations, Another, while they know they must, and will produce good milk they do not want to be bothered with a city inspector around telling them about it, another, they wish to haul their milk to a nearby plant and get money back.

Another change in the milk business that has been getting a lot of publicity lately is bulk milk pickup. In some places this

probably will come into the picture but it looks as if it will only serve the large producer on a good road fairly close to the market.

We also feel we have an obligation to promote the sale of milk and dairy products. We, of course actively support the American Dairy Association Program. We organized and actively support the Milk Foundation in Chicago which is a branch of the National Dairy Carnival. This is financed jointly by the producers and dealers on the market. This type of promotion is in the schools and other groups and is a very effective means of educating the public on the value of dairy products.

We are also doing other sales promotion by newspapers, radio, and television. We are jointly sponsoring a television show called Farmtown, U.S.A. and this coming Saturday night, cheese will be featured. We are very glad to have Fred Galli whom you all know to appear on this program for us. It is on Channel 4 at 8:30 p.m. Saturday night.

Of course one of the big problems for the dairy industry at the present time is the ever increasing use of substitutes. Oleo seems to be fairly established and now vegetable fats are being used in ice cream. With butterfat selling for over \$1.00 per lb. more than vegetable fat it seems that manufacturers are turning to substitutes more and more. The sad part of this is that most of these manufacturers who have built up good dairy products are now turning to these substitutes.

When our group met with yours last spring the question of cheese plants supplying milk to the Chicago market during the fall and winter and then making cheese in the spring and summer was discussed although this is possible it presents several problems that are hard to work out. Our Class IV or cheese and butter price was about \$3.52 to \$3.55 last spring, which was about the price I believe a good many cheese plants paid in May and June. However by the time the milk is received at a Grade A plant and is moved to a cheese plant extra costs would be added as well as several other problems. One of our biggest problems in plant operation is to get volume to keep our expenses down and of course you have the same problem.

Our organization stands ready to work with your group at any time if we can work out these problems and you want to furnish a supply of milk for the Chicago market. Chicago is growing and needs an ever increasing supply of milk.

Thank you.

PRESIDENT KOPITZKE: Thank you, Mr. Miller. That was very interesting and I know we learned a lot about the milk market.

I am sorry that before I introduced him I said I never had the pleasure of meeting him. I just forgot that I had met him down at the Madison meeting and when he got up and he came walking up here, I realized that.

We are very happy to have you with us, Mr. Miller.

Has anyone any questions they would like to ask Mr. Miller?
(No response.)

Well, it seems the fellows are all doing a wonderful job.

Well, I believe our next speaker will probably have something very similar to talk about but I don't know. We will soon find out. Don't any of you run away.

Our next speaker is Mr. Colebank from the Chicago Milk Market. He is the Chicago Milk Market Administrator. Certainly he will have something interesting for us, and we are mighty happy to have you with us, Mr. Colebank: It is a pleasure for me to introduce you at this time.

MR. COLEBANK: Mr. Chairman, Ladies and Gentlemen. I must apologize to you today because a couple of days ago I picked up a cold somewhere and have not been able to get rid of it, so I will do my best to make myself heard in the back of the room.

I was requested to talk to you about milk marketing orders today. That is a rather big subject and, personally, I don't know what phases of it you are particularly interested in. Of course, some of what Mr. Miller has said about the Chicago market is going to be a little duplication as far as I am concerned when I do get into some of the details of the Chicago program. But what I am going to try to do is to give you a little picture of what federal milk orders are; how they are developed and formulated, and then discuss some of the details of the Chicago program, which probably is of more interest to you than any of the rest of the order.

What is a Federal milk marketing order? It is a regulation issued by the Secretary of Agriculture which places certain requirements on the handling of milk in the area for which it is issued. The basic statute under which marketing orders are issued by the Secretary of Agriculture is the Agricultural Marketing

Agreement Act of 1937. The Act provides a specific statement of terms which milk orders may contain. The most important of these are: (1) classifying milk according to use; (2) fixing a minimum price for each use classification; and (3) providing a method of pro-rating returns to producers.

Federal milk orders are primarily instruments for stabilizing marketing conditions for fluid milk in city markets. They apply to the handling of milk in specified local marketing areas, and this allows a high degree of flexibility in adopting the provisions of orders to meet the needs of local areas. Generally, they apply to milk which is produced under local sanitary inspection for sale in the city as fluid milk. Thus, local health regulations largely determine for each market the uses of milk which require approved supplies, and thereby determine in large measure the products included in each use classification under the order. At the present time there are 47 milk marketing orders in effect covering many of the major milk markets of the country. Milk is classified differently in different areas and the prices vary from market to market.

Milk distributors, or handlers, are the only persons regulated by an order. They are usually defined as persons who purchase milk from dairy farmers for the purpose of selling it as fluid milk in the city market or marketing area. The order requires such persons to pay dairy farmers, regularly supplying the market, certain minimum prices set forth in the order on the basis of the use classification of the milk. A handler must pay to farmers a higher price for that part of his producer receipts sold to consumers as fluid milk than he pays for that part used in the manufacture of some milk product such as butter or cheese. The order requires him to make accurate weights and tests of milk to farmers. The order does not control from whom he shall buy, to whom he shall sell, how much he should buy or sell, or at what price he may sell. The order does not regulate farmers in any manner whatsoever.

Fixing prices to be paid to farmers is the primary purpose of a milk marketing order. In an unregulated market prices to farmers are negotiated between milk distributors and farmers represented by their cooperative organizations. This method of bargaining for price is very successful in many markets, while in others the bargaining machinery breaks down for one reason or another. In those areas which are normally deficit areas where the distributors must go outside of the regular production area to

secure additional supplies of milk, bargaining should be an adequate method of securing satisfactory returns to farms. However, in those areas where large surplus supplies accumulate during certain seasons of the year bargaining for satisfactory returns is much more difficult. The demand for milk in city markets is fairly constant throughout the year, while production varies widely from season to season in the fluid milk sheds just as it does in the plants that you people operate. If each distributor in the market handled his proportionate share of the surplus, the farmers' problems in bargaining for satisfactory returns would be greatly simplified. But this is not the case. Some distributors buy only enough milk from farmers to supply their fluid milk requirements, while other distributors must carry the surplus for the whole market. If distributors are paying farmers a flat price for all milk, the cost of milk to distributors is not the same. This difference in cost of milk to dealers often leads to price wars in the market, with the resultant losses being passed back to farmers in the form of lower prices. Practices such as this encourage farmers to request the Secretary of Agriculture to issue a milk marketing order for a particular area.

How does a milk marketing order operate to protect returns to milk producers? Mainly by eliminating the practice of dealers operating in the same market paying farmers different prices for milk. The primary principle involved is that each dealer must pay the same price for milk used for the same purpose. This is accomplished under an order by classifying milk according to use and requiring that minimum prices for each use be paid to farmers by all dealers. Prices for each use classification are announced each month by the market administrator. Each distributor reports his receipts of milk each month and how it was utilized. The amount of milk used in each class multiplied by the class prices gives the total amount of money each dealer owes farmers for milk purchased during that month. An audit of each distributor's reports is made to be sure that he has correctly reported his receipts and utilization of milk for each delivery period, and to be sure that he has paid producers the full value for their milk as required by the order.

The development of a milk marketing order is somewhat complicated and requires considerable time and effort on the part of both the industry people and the people in the Department of Agriculture. No order can be put into effect until all of the issues have been completely discussed at a public hearing. So the first

step requires the milk producers in the area to submit a proposed order to the Secretary of Agriculture with a request that a public hearing be held on the proposal. The proposed order is published in the Federal Register and a time and place for the hearing is announced. The hearing is a very important step in the development of a milk order. Anyone — producers, handlers, or the public — may testify at the public hearing. At the close of the hearing, a period of time is fixed during which written briefs or arguments may be filed by the interested parties. Then the hearing record is analyzed by the Department, which prepares and files a recommended decision. This report outlines the issues developed at the hearing, how the issues were resolved, and contains the terms and provisions of the recommended order as revised on the basis of the evidence presented at the hearing. This report is published and all interested parties are given a period of time during which they may file exceptions to the report.

The exceptions which were filed are analyzed by the Department and a report is prepared which is the decision of the Secretary with respect to the marketing order. This report contains the final decision of the Secretary with respect to the terms and provisions of the order and the findings of fact on which the order may be issued. A referendum is then held among producers to determine if they favor the issuance of the order before an order can be issued. At least two-thirds of the producers voting in the referendum must favor the issuance of the order. After the order becomes effective, it must be suspended or terminated by the Secretary if at least 50 percent of the producers petition the Secretary to withdraw the program from the market.

So much for the general background of milk marketing orders. I would assume that your primary interest in this subject, if you have any at all, deals with the way your operation is affected or might be affected by the operation of federal orders in this area. Many of you are operating plants where your supply area overlaps with the supply area of plants operating under federal orders. Many of you have probably lost some of your larger and better farmers to plants primarily engaged in supplying fluid milk markets. These plants can normally pay farmers a higher price than you are able to pay when most of the product is used in the production of cheese. A few of you have probably provided your farmers with a fluid milk market by having your plants approved to ship milk to city markets.

More of you will probably become affected by fluid milk competition as more plants in your state become equipped to supply such markets. And to those of you who are affected by this type of competition, it makes little difference whether the plant in your area is operating under a milk order or supplying other fluid milk markets. In your state there are plants supplying markets operating under federal orders; plants supplying city markets in your state but not operating under orders; plants with U. S. P. H. inspection supplying markets in eastern and southern states; and plants with specific approval to supply particular markets such as Philadelphia, Newark, Baltimore, etc. All of these plants can afford to pay farmers more for milk than you can afford to pay over any reasonable period of time. They must pay more in order to get the supply they need to meet their requirements.

There are four fluid milk markets operating under federal order which draw all or a portion of their milk supply from Wisconsin. They are Minneapolis-St. Paul, Milwaukee, Dubuque, Iowa, and Chicago. Another proposed area is the Rochester-La Crosse area. But, since the Chicago market affects a larger number of you than the other areas, I want to discuss the Chicago program with you in some detail.

About 60 percent of the milk approved for sale in Chicago as milk and cream is produced in Wisconsin. During the year 1952, 75 Chicago approved plants in Wisconsin will receive approximately 2¼ billion pounds of milk from more than 13,000 farmers. When Chicago needs additional supplies of milk the only major area in which expansion can take place is in Wisconsin. This expansion takes place by adjusting prices paid to producers.

How are prices to producers determined under the Chicago order? The blend price to producers under the Chicago order must be high enough over the price paid producers at manufacturing plants in Wisconsin to encourage producers to supply enough milk to Chicago plants to meet the fluid milk and cream requirements of the market. This is accomplished by adding differentials to the paying price for manufacturing milk to determine the Class I and Class II prices under the order. Class I milk under the Chicago order is all milk sold by distributors as fluid milk. The Class I price is the average paying price of 18 condenseries plus varying differentials depending upon the season of the year. During the period July through November the differential is \$1.10 per hundred weight of milk. During the period December through April the differential is 80 cents, and during May and June the

differential is 60 cents. These differentials are further increased or decreased by a supply-demand factor which increases the differentials over manufacturing prices if we need more milk, and decreases the differentials over manufacturing prices if we are getting too much milk. The reason for the seasonal differentials is to encourage producers to produce more milk during the late summer and fall and less milk during the flush months.

The higher returns from the milk used in Classes I and II when blended with the surplus milk at the lower manufacturing milk prices, must give a blend price to farmers that is high enough to keep them supplying the needs of the market. Producers in the Fond du Lac area supplying milk to Chicago approved plants will probably average \$4.40 per hundredweight for their milk during the year 1952. Producers supplying condenseries and cheese factories in this area will probably average about \$3.80 per hundredweight for milk in 1952. The difference between these two prices will be greater this year than it has been since the Chicago order has been in effect. Whether this price is too high or too low only time will tell. If it is too high more milk will shift to the Chicago market, the blend price will be reduced, and the difference between the two prices will be lowered. In addition, the increased supply will reduce the differential over manufacturing prices for Class I and Class II uses through the supply-demand adjustment, and the blend prices will be further reduced. The opposite will be true if the present prices fail to secure the necessary requirements of the market.

Some of you who are operating plants in areas where you are competing with Chicago plants for supply, may be wondering how you can get your plant in the Chicago pool and thereby pay your farmers the Chicago blend. The only major requirement as far as the Chicago order is concerned is that your plant must be approved by the Chicago Board of Health for the sale of milk in the city. As soon as your plant receives that approval you automatically become a pool plant and the farmers supplying your plant become producers under the terms of the order. The milk you receive from producers will be classified according to its use and you would be required to pay the announced class prices for each use classification. If the total value of the milk received based on its use is less than the total value paid to producers at the blend price, your plant would draw the difference in dollars out of the pool. On the other hand, if the use value of the milk is greater than the value of the milk to producers at the blend price, the difference

in dollars is paid into the pool. Except for location and difference in butterfat content, all producers supplying the Chicago market are paid the same price, regardless of the use made of the milk by the handler to whom he sells his milk. This is called a market-wide pool. Other markets such as Minneapolis-St. Paul and Milwaukee pay producers on a different basis. Each producer delivering milk to the same handler is paid the same prices, but prices between handlers may vary widely. This type of pool is called an individual-handler pool and a market may shift from one type of pool to another after a public hearing on the issue if the facts warrant such action. Both types of pools are provided for by the Act.

More and more of our total milk supply is being used by city markets for their fluid milk and cream requirements. Approximately 30 percent more milk was consumed as fluid milk and cream last year than 10 years ago—60 billion pounds in 1951 compared with 46 billion pounds in 1941. During that same period our total milk supply increased less than 5 percent. Many consuming centers are short of milk during certain seasons of the year and many of them draw on Wisconsin for their supplementary supplies. More plants in Wisconsin are being equipped to supply the fluid milk trade. Those of you who operate plants in the same general area as the plants that supply fluid milk markets will find the competition for supply becoming more and more difficult to meet. I believe all of you will agree that the fluid milk markets will get the supply they need, because they will pay whatever is necessary to get the milk. For short periods you may be able to pay a higher price than you can afford to pay to hold the supply, but in the long run you cannot pay any more than the milk is worth to be used in the manufacture of cheese. The fluid milk plants, whether they operate under a federal order or whether they are supplying the southern markets and eastern markets, or city markets in Wisconsin, they will outbid you for milk over any reasonable period of time.

Thank you.

PRESIDENT KOPITZKE: Are there any question you would like to ask Mr. Colebank?

MR. WHITING: I would like to ask Mr. Colebank if there is any danger, if, for instance, we were to say that Wisconsin went 100 percent Grade A, or brought into the pool, what would happen?

MR. COLEBANK: Well, of course there would be so much more milk manufactured in the lower classes that the plant price in the Chicago market would be practically the manufactured price. That is what happens.

MR. WHITING: Isn't it a fact when you have, say, 33 per cent of base milk, what you call it now, do you have to carry that much base milk to meet the requirements of bottled milk?

MR. COLEBANK: You mean surplus milk, not base milk.

MR. WHITING: We used to call it surplus, now I understand it is base.

MR. COLEBANK: No, it is still surplus.

MR. WHITING: Not according to the reports we get from the federal government: They call it base.

MR. COLEBANK: Well, we call any milk not used by the dealers in Chicago as Class 1 and 2 surplus milk under the Chicago market. It goes into cheese, butter, evaporated milk, whole milk powder; those various products.

Now, one of the things, of course, that we have more milk in the Chicago pool this year than we had last year is because of the very excellent production season this year. Of course, you can't forecast weather, but last year we had 7 per cent of our total supply in classes 3 and 4 during November which is our shortest month. So, we have to have enough milk to supply the market during the shortest season of the year.

MR. WHITING: What happens in May and June? What is your surplus then?

MR. COLEBANK: Oh, it is very high because in that season of the year, on the average, the producers in the Chicago market will produce about one-and-a-half times as much milk in May and June as they will in November. If we could level that production out, of course we would need much less milk in number of producers over a year's time.

MR. WHITING: Isn't it a fact that if we all go Grade A in the state of Wisconsin we are going to have a lot of milk in Class 2 and 3, aren't we?

MR. COLEBANK: Well, if that all came under the Chicago pool, that's right.

MR. WHITING: Alright. What is going to happen, are you going to continue to charge the consumers the price of 1-A to take care of 2 and 3, then?

MR. COLEBANK: Well, if, let's say, that your manufacturing uses, the quality of milk for manufacturing uses becomes much the same as the Grade A milk, then your price under the order over a period of time is going to only reflect transportation cost. That is about all it amounts to. So your prices will be much closer to manufacturing levels than they are now.

MR. WHITING: But, is there any danger, I mean can we ever get too much Grade A milk under this pool set-up?

MR. COLEBANK: Well, your fluid milk markets can handle only so much. In Wisconsin it not just the Chicago market or Milwaukee; there's a lot of other plants, other markets, getting milk that have encourage USPH inspection in Wisconsin also. Now, I believe maybe that Wisconsin will be drawn on by other markets for fluid milk only when there isn't milk closer to those markets: Iowa, Ohio, Michigan, Missouri, or some other place, because they have got a transportation advantage over what you can get milk out of Wisconsin. What you really have to do on this other program is that your quality of milk going into manufactured products is going to be probably much higher than it has been, but you still will produce so-called manufactured products .

MR. WHITING: I agree with you. I still think if we went 100 per cent Grade A we would still make a lot of manufactured products. But who would make them? There would be probably 25 plants in the state.

MR. COLEBANK: They would certainly be larger plants; there is no doubt of that.

MR. WHITING: Is that going to be healthy condition for the farmer?

MR. COLEBANK: Well, of course, I am not really one to argue with you on that. I imagine there are two sides to that problem, too. Whether you need fewer factories and larger and more diversified factories, or whether you should have more cheese factories and butter factories or not, I don't know.

MR. WHITING: Well, of course, you do know this: That under this present set-up of this pool system in Chicago that there are going to be a lot less plants. There is no manufacturing plant

can come any where near competing with the price that they are paying for Grade A milk today: Not any manufacturing plant.

MR. COLEBANK: That is probably right. But we will always, as I said, have a price for milk in Chicago that is higher than you can pay, in order to get the supply we need. But as I said last year we had 7 per cent more milk in the pool, surplus milk in the pool during November, which is our shortest month. And I think in any fluid milk market you should have certainly 10 per cent to take care of the day to day fluctuations in volumes.

MR. WHITING: Of course, at times you get 33 per cent.

MR. COLEBANK: Well, you will always — you will have whatever seasonal is in there, if farmers produce twice as much milk in May and June as they do in November you have 50 per cent surplus really is what you would have.

MR. WHITING: I don't know if I am asking you a proper question or not, but just what should the manufacturing plants in the state of Wisconsin, what are we to do? Try and get in Grade A to save our life's earnings which we have put in our plants? Is that what we have to do now, do you think?

MR. COLEBANK: Well, I would think in those areas where you are competing with the fluid milk market, whether Chicago or whether you are competing with USPH producers that are supplying other markets, that those plants are going to take the producers they want unless some of you pay a higher price.

MR. WHITING: Certainly. And in that case if I were a producer, and I think if you were, if you get 90c or a dollar a hundred more, I would go Grade A.

MR. COLEBANK: Well, of course, if many of them did that, why the price wouldn't be 90c or a dollar higher.

MR. WHITING: I am not probably correctly informed on it, see.

Now, any time that the 2 and 3 milk gets too low you will, of course, have a chance to raise the consumer's milk that goes in the bottle to that of your two other grades, don't you?

MR. COLEBANK: If we can't get enough milk, if the price we have now doesn't get enough milk on the market, the only thing we can do is to raise the price, and to raise the selling price higher.

MR. WHITING: Raise the consumer.

MR. COLEBANK: Certainly.

MR. WHITING: And that is what you are doing I know.

MR. COLEBANK: It is not any different than any other milk market: It is not the order that does that. Madison does that, or LaCrosse, or Fond du Lac. The producers supplying the Fond du Lac Market here with fluid milk are getting more than they are getting at a manufacturing plant. So that the order doesn't do it; it is the requirement for fluid milk. And we are using more of our milk supply as fluid milk now than we did years ago, so that the prices under an order may not be any different, in fact they might, over a period of time actually be lower than they would be without an order in a particular market.

MR. WHITING: Do you think an order could be set up for manufactured products the same as—for instance, if you had a farm over here and I got one over here, are we not equal in this United States? Do you think we could set up an order directing what we should have for manufactured products?

MR. COLEBANK: For many years we had one for evaporated milk that was in effect for the country as a whole. I guess it has been proposed since by some other people.

MR. WHITING: Well, probably we have one solution left as manufacturing plant: Perhaps the thing we should do is all go Grade A.

Let me ask you another question: Under this Grade A system, if I have been informed correctly, the Commissioner in Chicago — is there anything to this, I don't know, you see I am asking — that in order to get a permit to go into Chicago you must be able to sell 80 per cent of your milk in the bottle. Or can we get a permit without doing that?

MR. COLEBANK: I have nothing to do, of course, with the Board of Health, but all I can tell you is that in the last ten years there has been about seven or eight thousand new producers added to the Chicago market over what it was ten years ago.

MR. WHITING: Oh, yes, as far as producers are concerned.

MR. COLEBANK: I mean plants, too; in corresponding plants.

MR. WHITING: Well, what I don't know is if I am right. I just thought maybe you could inform me.

MR. COLEBANK: As far as I know there is certainly no requirement of that kind.

MR. WHITING: There isn't?

MR. COLEBANK: No.

MR. WHITING: Well, now, at a meeting in Madison we were told that was it, and the Commissioner is getting much stricter in the Chicago area, and you must be able, before you can get a permit to sell fluid milk in Chicago, you must be able to sell 80 percent of your milk in bottles.

MR. COLEBANK: I don't think that is true.

MR. WHITING: I am glad to know that.

I happen to know a plant that started out just recently and they weren't able to get a permit, but by taking a man in with them, in their group, who already had a permit in Chicago they were able to get in and sell milk to Chicago.

MR. COLEBANK: That may be true. Of course, as you know, I have nothing whatever to do with the sanitary part of these fluid milk markets, and whatever that policy is, I don't set it.

MR. WHITING: I am just looking for information. Don't get me wrong.

MR. COLEBANK: I know that.

MR. WHITING I would like to ask one thing. I don't know if I am asking the wrong thing or not. How about the inspection of some of these Grade A farmers that they are taking all their Grade A milk? Do you know that they are taking farmers that do not have a milk house when they start and they put up these milk houses? Do you know that the sanitation of their farms don't come nowhere near what our cheese factory requirement are?

MR. COLEBANK: No. Let's get one thing straight now. We have nothing in any of these federal orders to do with the local sanitary requirements of the producers or the dealers. The only thing the orders cover is that if the dealer does buy the milk from farmers he has to pay a certain price, whether it is good or bad milk. It is up to the Health Department to protect the health of the consumer and not a milk marketing order. But if he buys it and received it at his plant, then there are certain requirements he has to meet as far as the order is concerned.

MR. WHITING: What requirements are supposed to be met?

MR. COLEBANK: Requirements with respect to price: Not with respect to quality of the milk, with respect to price.

MR. WHITING: I can't see anything left for us but to go Grade A: For us to try and meet the requirements and all go Grade A.

PRESIDENT KOPITZKE: Thank you, Mr. Colebank.

I will agree with Earl on that. I mean I have known that for quite sometime that this inspection has been sort of loose on the Chicago market. I know up in my area that about 24 hours before the Chicago inspector will be there every farmer will know about it and he will spruce up his place, lime the gutters and so on, and after the inspector is gone he would just forget about it for another 5 or 6 weeks.

As far as this pool is concerned, I think Earl means that actually the consumer pays the freight on account of having to have too much surplus milk, which I believe is a fact.

Again, Mr. Colebank, I want to thank you for coming up here.

VOICE: I didn't understand this surplus and deficit as far as the plant is concerned. You said the use price, if the use price was greater than the class price. What is the use price? What determines that?

MR. COLEBANK: Well, let's say that you have a plan approved by the Chicago market and in the pool, and you use all of your milk during this particular month, it is in the flush, you use it all in the manufacture of cheese, and the use value of milk going into cheese is, say, \$4.00 a hundredweight. Now, the blended price for that month is a combination of all the classes, 1, 2 and 3, and that averages out \$4.50 per hundredweight. You are required to pay the farmer \$4.50 and your use value is only \$4.00. You draw 50c a hundredweight out of the pool. So that means that somebody else has more milk in Class 1 than the average and he is paying into the pool, see?

PRESIDENT KOPITZKE: Thank you, Mr. Colebank.

Mr. Ridgely (?) from Greenwood, a big farm creamery and cheese operator from up there, and President of the Central Association.

MR. RIDGELY (?): How does this pool operate? Do you always maintain a certain cash position in this pool? Are you always able to keep that going so that you have plenty of money to pay these surpluses?

MR. COLEBANK: Oh, yes. You see the blend price is nothing but an average of all the utilizations in the market. If we have, say, 3 hundred million pounds of milk in all classes: 1 hundred million in Class 1, 1 hundred million in Class 2 and 1 hundred million in Class 3. Now, all dealers in the market don't have the same price for use, so you take each one of those multiplied by 1 hundred million pounds of milk, each one of them, and you get the total number of dollars owed to farmers by everybody. You divide that total number of dollars by the total milk delivered by farmers and you get the lended price. That means it always has to come out even then because that is nothing but a composite average of the utilizations of everybody. Those whose utilization is higher than the average for the market, they have to pay in to the pool; those whose utilization is lower than the average for the market, they draw out of the pool. Mathematically, one has to equal the other.

MR. WHITING: One more. I will take the same figure, 1 hundred million in 1, 2 and 3. All right. Then supposing you can't get the milk from the manufacturing plants, isn't it a fact that you raise the bottled milk price higher so that your average price will be high enough to buy the milk?

MR. COLEBANK: Well, when you got one-third of your milk, let's say—oh, in any low period of production in plants, you have certainly adequate supplies of milk, and you wouldn't need any more.

MR. WHITING: No. In case, though, you don't have enough, then you charge the consumer to pay for these 1, 2 and 3 grades to take care of that. Isn't that right?

MR. COLEBANK: Well, you would raise the price only when you didn't have enough milk to supply you during the short period.

MR. WHITING: That is correct.

MR. COLEBANK: But you are always going to have the milk in flush periods. That is not going to help you any, you are still going to have the effect of lowering your prices during the flush

period, sure. But if you still don't have enough milk in the Fall, you have got to raise the price to get more milk then.

MR. WHITING: Who pays the price then?

MR. COLEBANK: The consumer has to pay it.

MR. WHITING: That is what I am getting at.

MR. COLEBANK: What would happen, and this is whether you got an order or not, if you don't have enough milk you are going to have a high price. And that applies anywhere, whether it is at Madison, or Fond du Lac, or any fluid milk market. I think so.

MR. WHITING: I just want to verify this fact, that any time that you want more milk, the consumer pays the freight.

MR. COLEBANK: That's right: By raising the price.

MR. WHITING: That's right.

VOICE: How is your surplus running this year, Mr. Colebank?

MR. COLEBANK: We have more surplus this year than we had last year because we have more milk per farmer this year than we had last year. In addition last year the southern markets took a large part of our supply during the fall months, September, October, November and December. This year we are not selling nearly as much milk to the south as we did a year ago, so we have got more, relatively more milk in surplus as of today than we had a year ago. But one of the big things, of course, was the very good production season, and our production performance was much higher this year than a year ago.

MR. WHITING: You have many more patrons.

MR. COLEBANK: We have less producers now than we had a year ago on the Chicago market. We have about 1,500 less farmers supplying the Chicago market than we had in 1950.

PRESIDENT KOPITZKE: Any more questions?

Thank you again, Mr. Colebank.

There are still a few banquet tickets left and I want to repeat what I said yesterday, that we certainly are proud to be able to sell you banquet tickets for \$2.50 instead of three-and-a-half and

\$4.00, like in former years. And I know you are going to get a better meal than you got in other years because the people always do things well. I am sure that they are going to serve a wonderful supper.

I have a telegram here I would like to read: "Regret that I am unable to be in Fond du Lac at this time. Best wishes for a successful convention." Signed "Jack Beck (?)" who was with the Department of Agriculture. You will all remember him because he has been here at several of our conventions.

First, I think we have some men here from various states and I would like to have them rise, please.

There are some more speakers. I don't see them here right now.

I understand the next speaker is going to tell you a few jokes, and a little something on the humorous side, which might be a mighty nice thing after sitting here all afternoon.

Would you like to stretch first before the next speaker comes up.

(Five minute recess.)

I would like to present to you at this time Mr. Klug from the Miller Brewing Company.

MR. KLUG: Mr. Kopitzke said I was to give you something on the humorous side. I'm not sure that it will be that, but I am glad to be here with you this afternoon.

Now, I haven't seen Tony since he became interested in the milk business. When I knew him we were both interested in the beer-consuming business, but I think that both Tony and I can contribute something at this stage after listening to the speeches that were made on technical subjects. I think that you probably feel about my contribution like Mrs. Murphy did when she was approached by a social worker who said to her: "Mrs. Murphy, would you care to contribute something to the Home of Inebriates?" She said that: "I think if you'll come around Saturday night I'll contribute Murphy himself."

Now, I am not going to give you my views on the subject of cheese, for I am no authority on that subject at all. It is true that we at the Miller Brewing Company are very much interested in your industry, and we have evidenced that interest by producing

special ads to assist in promoting your product together with our own. I would rather take this opportunity to discuss a few of the many major problems which affect the proprietors of all industries. You, as the leaders in your own field, bear the responsibility of working out a solution to these problems in so far as they affect you and your industry.

Industry today is living in a period of quiet desperation; many world events are causing drastic changes in all fields of industry. We see the effects of political developments on industry, whether it be Socialism in England, Totalitarianism in Russia, and many other isms in our own country. We remember that in the past various social problems have led to the enactment of laws which affect industry — monopoly brought anti-monopoly laws — the depression created laws of paternalism that resulted in many people receiving benefits for which they had not worked — wars created the situation of order-taking without selling effort—many of you have noticed the far-reaching effects of these things on your own sales organizations.

As leaders in your industry you recognize that with leadership goes responsibility. The day of luck has practically disappeared in our industrial fight. We must use keener and more accurate weapons and carry on the contest at longer range and with better trained antagonists than we were previously faced with.

First of all, we must be aware of the problems we are facing and the cause of such problems, whether they be created by socialism, communism, wars, depression, paternalism or any other cause. Second, we must study their present and ultimate effects on our economic, social and industrial future. That is your responsibility as leaders.

PRESENT PROBLEMS OF BUSINESS

“What lies ahead in the business world?” is a vital question to the business men of this nation.

In business we cannot evade—we must face the problems, and right or wrong, make decisions. We must face the changing world problems by feeling ahead for a new and workable plan for both the business world and the social world. We also must realize that “progress is change” and that no method remains unchanged for long. The efficient business is always growing, changing and

progressing. We must be more interested in what can be done than we are in what has been done.

We must know that business, like everything else, is subject to evolution, and healthy evolution can only be obtained by grasping fundamental facts and applying experience in accordance with economic laws, and business is subject to national, social and economic laws. Now, converting these facts into every day practice, you will find that we at the helm of business must weigh, analyze and make decision on problems such as:

How will the new world order change my business?

What is the future of my business this year?

What is the future of my business 5 or 10 years from now?

What will labor conditions be?

What are my competitors' plans?

Are my methods or machinery obsolete?

Have I properly analyzed new sources of business?

Are my selling methods efficient?

These are just a few of our every day problems. We realize that our success depends to a greater extent upon the success of everyone else—the people with whom we do business and the final consumer must be successful and prosperous — that is why we in industry must be interested in all phases of the economic and social life of our people.

FUTURE BUSINESS PROSPECTS

The history of American industry plainly shows that the daring and genius of the leaders of industry has created increased employment through the development, by research, of many new, useful and improved products. Yes, science remakes our world continually. Every person today, not matter how isolated he may be, in some way uses or is affected by results of research. The laboratories of today are the new frontiers of tomorrow. Their product may profoundly change the future of your industry or any industry. A big share of the Du Pont's profits today are derived from the results of lab research during the last 15 years — such as cellophane, plastics, others have developed plexi-glass, vitamin

and penicillin. The airplane has changed the size of the earth. Television and atomic energy may be the source of steam power and heat and many solve the problem of John L. Lewis.

We can see coming over the horizon, new products, new processes and new industries that will create new employment and opportunities for the coming generation. A great future awaits those who have faith in our country, the courage to act, and the sincerity of purpose—those who will think differently from other men, those who will not be carried away by precedent, but who will strike out into new and original fields and harness up imagination with science, and so make their dreams come true.

APPLICATION TO US

I can hear some of you say, "Well, that is very interesting, but I can't solve all the problems of the world"—and that may be true. There are many items that we can exercise no direct control over. We can and should add our voice to those of our fellow citizens and exercise some control over those problems by becoming familiar with them, talking about them, and making our views known to those people who are charged with direct responsibility and control over such matters. A vote is still one of our most effective weapons.

But there are many problems that we do control directly and that we can do something about. Certainly, the problems facing our particular business and our industry fall in this category. But there are some people in industry who have paid little attention even to their own immediate problems. For instance, are you aware, in your own industry, of the implications in the increasing population or in the shifting of population? Have you compared the popularity of cheese in Texas and California vs. Wisconsin? What about the young generation of children—will cheese be a popular item with them 20 years from now? Before answering, you older heads in the group better think back to your childhood days—was orange juice a common breakfast drink then? Did you have over 50 breakfast cereal items to choose from, or was it mainly oatmeal? Do you remember that cod-liver oil and goose grease were household items? Today, we have vitamin and penicillin and many other things that we were entirely unaware of 20 years ago. This proves that we are never through selling because potential customers are constantly being introduced to our indus-

try, and they will form their own likes and dislikes, for theirs is the privilege and right to select or reject any product and to set their own standards and habits and customs.

You may say, "What can we do about it?" or "How can we improve our position in our industry?" Times does not permit a discussion of all that can be done, but I would like to discuss one obvious shortcoming of industry. For years there has been a wide gap of misunderstanding between industry and the people with which it deals and whom it serves, and I believe the chief fault for this lack of understanding lies with industry. Lack of understanding creates lack of confidence of the people. All industry must bridge that gap and do it as soon as possible, and one of the chief tools for this job is public relations.

PUBLIC RELATIONS

YOU ARE IN PUBLIC RELATIONS! You entered the public relations field on the day you were born. That's not as far-fetched as it sounds. Admitting that your original public was limited to doctors, nurses, fond parents and, perhaps, doting grandparents, the fact remains that you were making an impression on other people from your first cry. As you grew, your public enlarged until today you are in contact with innumerable people — family, friends, club and lodge members, fellow church members, other business men, civic leaders, suppliers, employees, and customers. These people form your public — and every contact, every relation you have with them sums up to public relations. So just keep in mind —

YOUR PUBLIC RELATIONS ARE SHOWING! They can be good or bad. You can make friends or you can make enemies, not only for yourself but for your business. When you look at public relations as a tool to work with — to help you reach your goal — it's obvious that you don't want to use it to make enemies. You want it to work for you . . . not against you. So let's go back to the beginning and find an answer for the basic question—

WHAT IS PUBLIC RELATIONS? Many definitions of public relations have been written — many more have been said. In fact, there are almost as many definitions as there are people actively engaged in the profession. Scrapping all the high-flown words and phrases, we come down to the fact that public relations is the art and science which tries to solve the difficult problem of how a

person or a company can get along satisfactorily with other persons or companies.

It has been said that the population of every community is always divided into three classes of people. First is that small, exclusive group of civic-minded men and women who make things happen.

Second is that larger group of citizens who merely watch things happen; and third is the great mass of people who never know what in the world is happening! Admitting the truth of this statement, it is well for all of us to stop a moment in the midst of our busy life and take inventory of ourselves. Just what group do we, as individuals, fall into? Happily, there are no real barriers between these groups and if we find ourselves below the top one, we can, through our own efforts, move upward and enter the select company of men and women who lead. When we speak of favorable public impression, we must remember that a company acquires public respect, not only through the policy decisions of a few, but through the accumulated efforts of all the people who make up the organization. Every member of an organization is a good-will ambassador and should remember that every contact that he has with other people will have a definite effect upon the company's reputation. It is important to have a sense of price in product and company, as well as a sense of self-respect — for every time an individual creates good-will for the company, he automatically creates good-will for himself.

Possibly one of the easiest ways to define public relations is to call it:

THE ART OF PUTTING ONE'S BEST FOOT FORWARD. It can be applied with equal force to you, as an individual, and to your organization. It is vital to realize that companies and entire industries create a good or bad impression the same as individuals do.

Now that we have defined public relations, there is another vital question which arises—

WHAT IS ITS PURPOSE? In the words of Verne Burnette, author of "You and Your Public," the objectives of public relations are "To know ourselves and those around us, to understand our relationships with our fellow men, and to guide our conduct so that those relationships will be more enjoyable and beneficial to ourselves as well as to others."

Getting down to bed-rock we find that the purpose of public relations is—

TO BUILD AND HOLD GOOD WILL. There are an infinite number of ways to achieve this end. Some methods are expensive many others cost only time and effort. All pay dividends out of all proportion to the investment. We have already discussed some of the end results — now let's take a look at the aims of the public relations program of the cheese industry. Like all good public relations programs, it attempts to accomplish five things.

First, **ATTRACT THE PUBLIC'S INTEREST.** This can usually be done quite readily.

Second, **INSPIRE THE PUBLIC'S CONFIDENCE.** This phase of the program is more difficult and is dependent on two major factors: quality in the product or idea being publicized and truth in all statements and claims made.

THIRD, WIN PUBLIC ACCEPTANCE. If we have a quality product and tell the truth about it, we generally can achieve public acceptance by an out and out selling job.

Fourth, **INFLUENCE PUBLIC OPINION.** Influencing public opinion goes further than merely obtaining public acceptance. For example, it would be possible to win public acceptance for cheese without basically influencing public opinion. A man can enjoy a piece of cheese while maintaining a completely neutral attitude toward the organization and ideals behind it. Therefore a more thorough study must be told to influence public opinion — the story of the cheese industry's place in the community and nation, its attitude towards its employees, its participation in civic activities, and the aid it extends worthwhile projects. The public must be made aware of the fact that your industry is a good citizen and good neighbor before public opinion may be influenced in your favor.

Fifth, **CREATE PUBLIC DEMAND.** This is the ultimate goal of public relations. If we have attracted the public's interest, inspired the public's confidence, won public acceptance and influence public opinion, 99% of the job has been accomplished. A little prodding by sales, advertising, and merchandising methods, and public demand will naturally follow.

LIKE CHARITY, PUBLIC RELATIONS BEGIN AT HOME. A distrustful group of employees can completely cancel all the good

work done by an external promotional program. Thus we find that the first step lies in—

EMPLOYEE RELATIONS. There are many ways of gaining employee cooperation. It may be well for me, at this time, to mention one unusual method that I heard about.

One of the nation's largest automobile retailers — selling new and used cars and repair service — felt that each employee could be an indirect salesman when away from his work. Each employee was given calling cards imprinted with his name to be passed out among friends after hours. The janitor also received cards and, strangely enough, he used more cards than any of the others. Printed on his card — after his name — was the title, "Maintenance Manager."

Now here's where the study of human behavior, that we mentioned, proved valuable. This man, because of his lowly position, was flattered with that title with the result that he wanted everyone he could find to know that he was a "manager." The end result was that a great number of people in his walk of life became acquainted with his company and bought new or used cars and had their automobiles serviced and repaired by that company. Thus the public relations program is begun — within the company.

PRESS RELATIONS

The term "Press" covers not only the daily papers but magazines, trade papers, news services, and radio and television newscasts as well. The public must be aware of the fact that your industry is keeping pace with any new developments in manufacture and merchandising and that you are genuinely aware of the public's needs and requirements insofar as your product is concerned, because

IT'S NOT WHAT YOU THINK OF THE PUBLIC; IT'S WHAT THE PUBLIC THINKS OF YOU! That's the cardinal principle of public relations. It's a simple matter of mathematics — there's only one of you while the public is numbered in the hundreds, the thousands, and the millions. You depend on the public and what it thinks of you. It's up to you to make a good impression in every possible way. Think back, a moment, on a French queen who,

seeing the starving people of Paris said, "Let's them eat cake." That's what she thought of the public. She was beheaded by the French people. That's what the public thought of her. Yes, making a good impression is a vital part of public relations. And it pays off. If you can get the public to think favorably of you, everyone with whom you come in contact should become your friend. After all it's rather difficult to sell to enemies or even to people who dislike you. You should create the feeling that you are nice people to do business with — that you're friendly, courteous, neighborly, thoughtful, considerate and progressive—that's the feeling you want to create in the long run.

A student of the problem of good public relations proposed a series of Don't and Do's which I should refer to. If you adopt it as your own personal relations program you will find it paying off in public relations. All of these points are simple and easy to follow:

PERSONAL RELATIONS DON'TS

1. Don't be a destructive critic.
2. Don't brag.
3. Don't try to "hog the show."
4. Don't be a sourpuss; or the life of the party.
5. Don't be a troublemaker.
6. Don't be too familiar.
7. Don't keep a closed mind.
8. Don't be suspicious.
9. Don't be secretive and evasive.
10. Don't be vindictive.
11. Don't be exclusive.
12. Don't be patronizing.

Now, let's get away from the negative and see what we can do on the positive side.

PERSONAL RELATIONS DO'S

1. Study yourself.
2. Study your associates.
3. Study your public.
4. Learn to see things objectively.
5. Be cheerful.

6. Develop humility.
7. Try to make a new friend every day.
8. Give first — get later.
9. Give credit where credit is due.
10. Learn and practice tolerance.
11. Cooperate.
12. Be realistic.
13. Be a good listener.
14. Be considerate of employees—and respectful to superiors.
15. Be careful of your personal appearance.
16. Be sincere and honest.
17. Be a diplomat—"don't lose a friend to win an argument."

Believe me, if every one of us memorized and lived by these points, there would be no need for public relations experts and each of us would be operating a successful public relations program.

Looking back over these lists of "do's and don'ts" you will find that, after all, there is nothing new in them. They're not new at all. In fact, they were written by the greatest public relations experts of all time — in different words. In one way or another, you'll find them all in the Bible.

So you see, the problem of public relations is an important one but not necessarily a difficult one. After all, you've been in public relations work since the day you were born. In an effort to build and hold good will among the members of your family, among your friends, and in your community you've always tried to put your best foot forward.

One of the most important things to remember is that it's not what you think of your public, but rather what your public thinks of you. And that public consists of all your contacts at home, at work, at play and in every group of which you are a part. Don't forget that the industry you represent exists only because the public allows it to exist. So your personal relations with that public are of the utmost importance not only to yourself and your organization, but to the company and the entire industry as well.

Today, your dealings with the public are more important than ever before. In this time of international turmoil, we all feel insecure — yes, all of us — management, labor, and individuals alike. Therefore, we must be extremely careful in all our dealings with people because nerves are on edge in the hectic world in which we live.

So let's be especially courteous in every contact we make. As one rather sage businessman said during the second world war, "Courtesy is something that the government cannot ration." Let's remember that and go out of our way to be courteous and friendly — particularly in these times. Believe me, it will pay dividends. And it's an insurance policy for your future. It's the cement that binds the stones which will make a firm foundation for your business.

I think that if we pay attention to these elementary principles of public relations they will pay dividends to us, and it is an insurance policy for your future.

I want to thank you, Mr. President and Ladies and Gentlemen, for extending to me and the Miller Brewing Company the invitation to be with you this afternoon.

Thank you.

PRESIDENT KOPITZKE: Miller beer and cheese go good together, so I want to present him with a package of cheese. I am sorry I was a little wrong in my introduction.

Now, you people have been certainly very patient, and I want to thank you for your kind attention.

We are just about ready for the adjournment. Now, if there is anything more to discuss, I don't want to cut off the meeting.

Mr. Frigo, Lena.

MR. FRIGO: I would like to ask Mr. Colebank a question, Mr. President.

Is the decrease of 1,500 producers due to, possibly, to the economic conditions of the country, or is it probably due to a quality problem? Can you give us an explanation?

PRESIDENT KOPITZKE: The question was: Is the decrease due to the economic condition of the country, or is it possibly due to a quality problem.

MR. COLEBANK: Well, it is due to several things. One thing is we are losing producers close to the market where competition from beef and hogs and that kind of agriculture is more profitable. Others move to other smaller fluid milk markets, and especially in the southeastern part of our milk shed, when we lose those, the only place we can get additional production is to buy it in Wisconsin. But the loss has been mostly close to the market and close to

the smaller milk markets. I don't think it is a quality problem, primarily.

PRESIDENT KOPITZKE: Thank you.

Does that answer your question, Pete?

MR. FRIGO: Yes, sir. Thanks.

PRESIDENT KOPITZKE: Okay.

I notice people are getting slightly restless. If you have anything else I don't want to adjourn the meeting. Otherwise, you have been very attentive, and I would like to ask you to stop and see some of the exhibitors on the way out.

There's only about 12 or 15 banquet tickets left.

With that we will stand adjourned until the banquet at 6:30 at St. Mary's Church Auditorium.

CHEESE SCORES

WISCONSIN CHEESE MAKERS' ASSOCIATION
ANNUAL MEETING AND CONVENTION

Fond Du Lac, Wisconsin

OCTOBER 22 and 23, 1952

We are grateful for, and publicly acknowledge, all cash donations for prize money. A list of the donors of prize money will be distributed to exhibitors on a per point basis commencing with 92, and for each full point above.

Entry

No.	Name	Address	Score
Class I. Any style American cheese made prior to Jan. 1, 1952			
101	Bernard Molldrem,	Boscobel	96 1/4
102	Kenneth Bonney,	Eastman	96
103	Ronald E. Johnson,	Mt Sterling	98 1/4
104	Gerald Bonney,	Eastman	96 1/2
105	Wesley Vlasak,	Highland	92 1/4
108	Harvey Schneider,	Waldo	97 1/4
109	Steve Koenigs,	Fond du Lac	93 3/4
110	Carl Vogel,	Beaver Dam	93 1/4
111	Claude A. Loehr,	St. Cloud	92 3/4
112	Henry J. Loehr,	Calvary	96 1/4
113	Leo J. Loehr,	Calvary	93 1/4
114	Edgar E. Peters,	Plymouth	95
116	Lloyd F. Dickrell,	Junction City	94 1/4
117	Ruben Laack,	Brillion	95 3/4
118	Clyde Johnson,	Seneca	95 1/4
119	Edward J. Tisdale,	Viroqua	94 1/2
Class II. Any style American cheese made between Jan. 1, 1952 and July 21, 1952 (both dates inclusive).			
201	Marvin E. Schreiber,	Wabeno	92 3/4
203	Gerald Bonney,	Eastman	95
204	Ronald E. Johnson,	Mt. Sterling	95

Entry No.	Name	Address	Score
205	Kenneth Bonney, Eastman	96¾
206	C. Edw. Wiseman, Patch Grove	92¾
207	La Verne Abrahamson, Scandinavia	90
208	Alvin Hammer, Chilton	94¾
209	Henry J. Loehr, Calvary	92
210	Leo J. Loehr, Calvary	93¾
211	Ewald Grunwald, Sheboygan Falls	92¼
212	Steve Koenigs, Fond du Lac	93
213	Claude A. Loehr, St. Cloud	92
214	Harvey Schneider, Waldo	95¼
215	Reinhold Pipping, Glenbeulah	94
216	Edgar E. Peters, Plymouth	93¼
217	Edward Greenway, Wilson	90
218	Wm. J. Kusta, Bonduel	92
219	Theo. Landwehr, Casco	96½
220	I. J. Koschak, Owen	92¼
221	Lloyd F. Dickrell, Junction City	92
222	Erwin Pankow, Hortonville	94¾
223	Maurice Raasch, Shawano	90½
224	M. H. Parsons, Dorchester	93¾
225	Joseph F. Peterson, Kiel	95¾
229	Rueben Koffarnus, Hilbert	91½
230	Hans Tschan, Reeseville	92¼
231	Jake Muetzenberg, Burnett	90
232	Ruben Laack, Brillion	94¾
233	Jack Moran, Rudolph	92½
235	Clyde Johnson, Seneca	97½
236	Frederick Hasler, Elkhart Lake	93¼
237	Fred Hasler, Elkhart Lake	93½
238	Harlan W. Watt, Gillingham	96

**Class III. Any Style American cheese made on or
after Aug. 1, 1952**

301	Marvin E. Schreiber, Wabeno	94½
302	Arnold Beyer, Greenwood	94½
303	Edwin J. Zillmer, Shawano	90¼
304	Gerald Bonney, Eastman	95½
305	Henry J. Kohlman, Calvary	94
306	Ronald E. Johnson, Mt. Sterling	97½
307	Kenneth Bonney, Eastman	95

Entry No.	Name	Address	Score
308	Leo Mandel, Boyd		92 $\frac{3}{4}$
309	Charles Kraus, Plymouth		93 $\frac{1}{4}$
310	Alvin Hammer, Chilton		95
311	Rodger S. Krueger, Bonduel		91
312	Steve Koenigs, Fond du Lac		96 $\frac{3}{4}$
313	Ewald Grunwald, Sheboygan Falls		92
314	Leo J. Loehr, Calvary		93
315	Carl Vogel, Beaver Dam		90 $\frac{1}{2}$
316	Claude A. Loehr, St. Cloud		93
317	Henry J. Loehr, Calvary		92 $\frac{3}{4}$
318	Harvey Schneider, Waldo		96 $\frac{1}{4}$
319	Reinhold Pipping, Glenbeulah		95 $\frac{1}{4}$
320	Theo. Landwehr, Casco		94
321	Nels Fredrickson, Gilman		92 $\frac{3}{4}$
322	Casmer Boyarski, Thorp		93
323	Leo Biel, Stanley		93
324	I. J. Koschak, Owen		94 $\frac{1}{4}$
325	L. N. Pagel, Malone		95 $\frac{1}{4}$
326	Steve Koenigs, Fond du Lac		93
327	Maurice Raasch, Shawano		93
328	M. H. Parsons, Dorchester		95 $\frac{1}{4}$
329	Scray Butter & Cheese Co., DePere		92 $\frac{1}{2}$
330	Edwin R. Larson, Brantwood		92 $\frac{3}{4}$
331	Joseph A. Lensmire, Manitowoc		92
332	Merlin Breitzmann, Bonduel		91 $\frac{3}{4}$
333	Ruben Koffarnus, Hilbert		90 $\frac{1}{2}$
334	Norbert Schmitz, Newton		92 $\frac{1}{2}$
335	Mrs. Edna Wordell, Elkhart Lake		90 $\frac{1}{2}$
336	Oscar Krause, Watertown		92 $\frac{1}{2}$
337	Jake Muetzenberg, Burnett		93 $\frac{1}{4}$
338	Ruben Laack, Brillion		93 $\frac{3}{4}$
339	Edward F. Lensmire, Cascade		95
340	Clyde Johnson, Seneca		94
341	Frederick Hasler, Elkhart Lake		94 $\frac{1}{4}$
342	Fred Hasler, Elkhart Lake		93

Class IV. Colby cheese, any style or age.

401	Leo Mandel, Boyd	95 $\frac{1}{4}$
402	Leo J. Loehr, Calvary	95
403	Henry J. Loehr, Calvary	95

Entry No.	Name	Address	Score
404	Reinhold Pipping,	Glenbeulah	94¾
405	Errol Huhn,	Cadott	95½
406	Claude A. Loehr,	St. Cloud	94½
407	M. H. Parsons,	Dorchester	96
408	Jack Moran,	Rudolph	93
409	Erwin Pankow,	Hortonville	93½
410	Norbert Schmit,	Newton	90
411	Carl Vogel,	Beaver Dam	93¾

Class V. Drum or Block Swiss cheese.

501	Victor Marean,	Monroe	97¼
502	John Marty,	Browntown	94½
503	Gottfried Wirtz,	Argyle	94¾
504	Fred Minder,	Monticello	92¾
505	Louis Stucki,	Darlington	93¾
506	Fred R. Krebs,	Monroe	96¼
507	Walter Schild,	Juda	95
508	Werner Zimmerman,	Warren, Ill.	95¾
509	Howard Grossen,	Monroe	94
510	Joe Jaeggi,	Juda	94¾
511	Fred Ziltener,	Monroe	95¼
512	Alfred A. Abplanalp,	Verona	95½
513	Franz Gmur,	Argyle	97½
514	Albert Jegerlehner, Jr.,	Blanchardville	93¾

Class VI. Limburger cheese

601	Werner Thueler,	Monticello	95¼
602	Fred Balmer,	Juneau	94½
603	Walter Minnig,	Monticello	93¾

Class VII. Brick cheese

701	Chas. Kueffer,	Rio	97¾
702	Fred Balmer,	Juneau	95
703	Fred Bleuer,	Cambria	98
704	Alois Estermann,	Iron Ridge	96
705	John Liechty,	Juneau	94½
706	Carl Vogel,	Beaver Dam	95¼
707	John Inabnet,	Randolph	96
708	William Gurtner,	Rubicon	97
709	Elmer Tesch,	Friesland	97½

Entry No.	Name	Address	Score
710	Ruben Laack, Brillion	94
711	Walter Bremser, Watertown	95¾
712	Walter Minnig, Monticello	97¼
713	Fred Dauwalder, Neosho	94¾
714	Martin Steiner, Randolph	95¼

Class VIII. Munster cheese

801	Harold E. Kempfer, Waupun	96¼
802	Emil Schmid, Cambria	93¼
803	Fred Bleuer, Cambria	96¼
804	Carl Vogel, Beaver Dam	96
805	John Liechty, Juneau	97¼
806	Wilmer Stecker, Hilbert	97½
807	Norman D. Stecker, Chilton	96¼
808	John Schmid, Beaver Dam	97¼
809	John Inabnet, Randolph	98
810	William Gurtner, Rubicon	94½
811	Ruben Laack, Brillion	97¾
812	Martin Steiner, Randolph	93½

Class IX. Italian cheese (hard type)

901	Camille Frigo, Florence	98
902	Virginio Boccotti, Sr., Brodhead	95½
903	Virginio Boccotti, Sr., Brodhead (Comp.)	95½
904	Ernest Abbeuhl, Cumberland	97½
905	Ervin Long, Cumberland	95
906	Domonic Frigo, Florence	96½
907	Joseph Frigo, Lena	95
908	Louis Rossini, Plymouth	94¼

Class X. Italian cheese (soft type)

1001	Ernest Abbeuhl, Cumberland	95
1002	Ervin Long, Cumberland	96
1003	Grant H. Krebs, Saxon	94¾
1004	Louis Rossini, Plymouth	95
1005	Louis Rossini, Plymouth (Comp.)	95
1006	Rueben Peterson, Clayton	95¼
1007	Gaylord Anderson, Clayton	95½
1008	Antonio Frigo, Lena	95¾

Entry No.	Name	Address	Score
-----------	------	---------	-------

**Class XI. Any style American cheese made from
pasteurized milk prior to Jan. 1, 1952**

1101	Ronald E. Johnson, Mt. Sterling	99
1102	C. Edw. Wiseman, Patch Grove	94 1/4
1103	Steve Koenigs, Fond du Lac	94
1104	Harvey Schneider, Waldo	98
1105	Ruben Laack, Brillion	93 3/4
1106	Clyde Johnson, Seneca	95 3/4

Class XII. All other cheese not included above.

1201	Carl Vogel, Beaver Dam	98
1202	Henry J. Loehr, Calvary	95
1203	Claude A. Loehr, St. Cloud	95
1204	Reinhold Pipping, Glenbeulah	94
1205	Leo J. Loehr, Calvary	95
1206	M. H. Parsons, Dorchester	95
1207	Lloyd F. Dickrell, Junction City	96
1208	Ruben Laack, Brillion	97 1/4
1209	Norbert Schmitz, Newton	94
1210	Scray Butter & Cheese Co., De Pere	95
1211	Wm. Korsbon, Amery	95
1212	Wm. Korbson, Amery (Comp.)	95
1213	Orville Miller, Amery (Comp.)	94 1/2
1214	Orville Miller, Amery	95
1215	Richard W. Chubb, Barronett (Comp.)	94 1/2
1216	Richard W. Chubb, Barronet	95 1/2
1217	Dedrick Ness, Glenwood City	97
1218	Dedrick Ness, Glenwood City (Comp.)	96
1219	Leslie A. Roesler, Portage	94
1220	Martin Steiner, Randolph	92

CONTRIBUTORS OF PRIZE MONEY

Wisconsin Dairy Laboratory.....	\$ 25.00
Farmers State Bank of Potter.....	10.00
Chr. Hansen's Laboratory, Inc.....	200.00
Graf Creamery	15.00
Lakeshire-Marty Co.....	100.00
Baker-Schmoll Cheese Co.....	15.00
H. H. Schauf.....	5.00
Marschall Dairy Laboratory.....	200.00
Kaestner Henze Co.....	25.00
Dairyland Food Laboratory.....	15.00
Kusel Dairy Equipment Co.....	25.00
Damrow Bros. Co.....	25.00
L. D. Schreiber & Co., Inc.....	25.00
Stoelting Bros. Co.....	25.00
Cleveland Container Co.....	20.00
Marketing Association of America.....	25.00
Schwartz Manufacturing Co.....	10.00
Dairy Belt Cheese & Butter Co.....	25.00
Lamartine Creamery Co.....	15.00
Winnebago Cheese Co.....	50.00
Wohlt Cheese Co.....	25.00
Western Condensing Co.....	50.00
Paul-Lewis Laboratories.....	25.00
Diversey Corp.....	10.00
Kraft Foods Company of Wisconsin.....	200.00
Central Cheese Co.....	50.00
Calumet Cheese Co.....	20.00
Stock-Gro, Inc.....	50.00
Pauly Cheese Co.....	200.00
Creamery Package Mfg. Co.....	10.00
August C. Kirchhoff & Co.....	15.00
Dow Cheese Co.....	25.00

Table Of Contents

	Page
Officers of Wisconsin Cheese Makers' Association.....	2
Judges of 1952 Cheese Contest.....	3
Association Life Members.....	3
Letter of Transmittal.....	4
Letter from President Kopitzke.....	5
Active Membership Application Form.....	6
Associate Membership Application Form.....	7
Articles of Incorporation.....	8-11
By-Laws of Association.....	12-13
Convention Proceedings.....	14-109
1952 Cheese Contest Scores.....	110-115
Contributors of Prize Money.....	116

Convention Proceedings — Pages 14-109

Wednesday Council Session.....	14-63
Opening by President Kopitzke.....	14
Welcome by Mayor Weiss.....	14
Response by Vice President Peters.....	16
Froker, Dean R. K., address.....	18-27
Kopitzke, Leonard — President's Report.....	39-42
Watt, Harlan — Treasurer's Report.....	43
Mooney, George — Executive Secretary's Report.....	44-47
Mulloy, Horace P. — Comments on Cheese Exhibit.....	51-55
Nominating Committee Report.....	56-58
Resolutions.....	59-62
Results of Election.....	62
Thursday Session.....	64-109
Invocation by the Rev. Landeck.....	64
Madler, Atty, A. E., address.....	65-73
Gaynor, Wm., address.....	74-76
Miller, Howard, address.....	78-82
Colebank, A. W., address.....	83-89
Klug, Norman, address.....	98-108
Adjournment.....	109