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## **Proceedings of the Wisconsin Cheese Makers' Association thirty-ninth annual convention December 3, 4, 5, 1930 assembled in the Milwaukee Auditorium, Milwaukee, Wisconsin. 1931**

Wisconsin Cheese Makers' Association  
Clintonville, WI: Cantwell Print. Co., 1931

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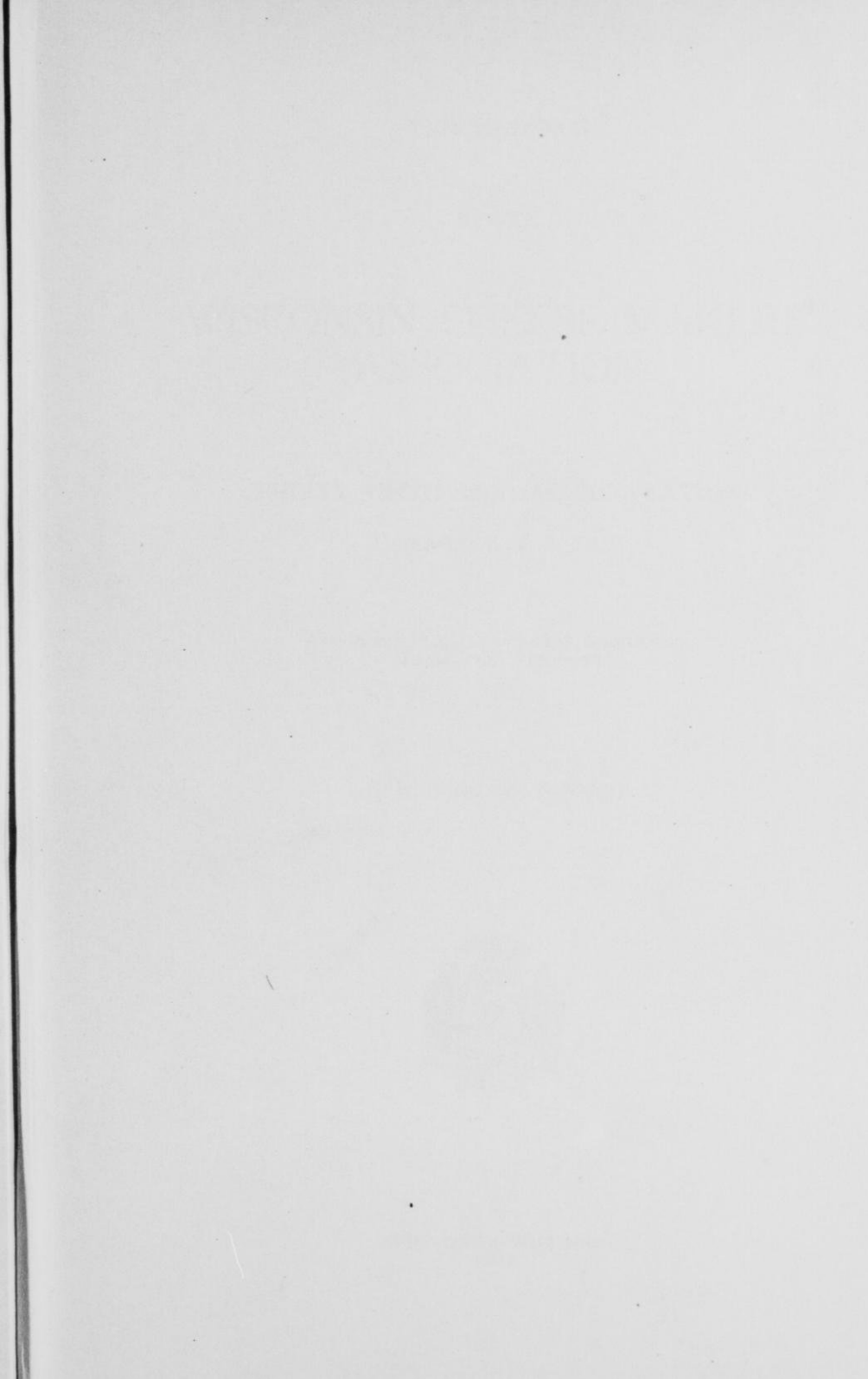
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**PROCEEDINGS**

**OF THE**

**WISCONSIN CHEESE MAKERS'**  
**ASSOCIATION**

**THIRTY-NINTH ANNUAL CONVENTION**

**December 3, 4, 5, 1930**

**Assembled in the Milwaukee Auditorium  
Milwaukee, Wisconsin**

**O. R. Schwantes, Secretary**



**Clintonville, Wisconsin  
1931**



JOSEPH F. SCHMITTFRANZ,

July 13, 1892—

Lone Pine Cheese Factory, Thorpe, Wis.  
Wisconsin Assemblyman from Clark County,

1931-1933.

President, American Cheese Makers' Association, 1929



*F. E. Carswell*

FREDERICK EUGENE CARSWELL,  
February 3, 1861 — February 3, 1931.  
Treasurer, 1908-1909.  
Elected Life Member, 1929.

## Table of Contents

	Page
Assemblyman Joseph F. Schmittfranz.....	2
Frederick Eugene Carswell.....	3
Table of Contents.....	4
Letter of Transmittal.....	5
1930 Officers, Directors and Honorary Members.....	6
Constitution and Amendments.....	7
Auditing Committee Report, A. H. Graf.....	11
Secretary's Report, O. R. Schwantes.....	11
Treasurer's Report, O. R. Schwantes.....	12
Report of American Cheese Makers' Assn., Sec'y R. W. Sampe.....	13
Report of Northeastern Wis. Assn., Ed Malczewski, Pulaski.....	14
Report of Tri-County Assn., Sec'y Louis Prange.....	15
Report of Southeastern Wis. Cheese Assn., Pres. Herman Bilgrien.....	16
Nominating Committee Appointed.....	17
Resolutions Committee Appointed.....	17
Singing by Audience, led by H. O. Fitch.....	17
President's Annual Address, P. H. Kasper.....	18
New Method of Handling Overripe Milk, Prof. Wm. Saunders.....	19
Whey Value for Hog Feed, E. C. Damrow.....	25
Amendment to Constitution Proposed.....	28
Report of Central Wis. Assn., President Martin.....	28
Importance of Vat Covers.....	29
Report of Southern Wis. Assn., Pres. Fred Marty.....	29
Swiss Cheese Makers' School.....	29
Stamping of Wisconsin Cheese, Discussion, led by Louis Prange.....	30
Grading Wisconsin Cheese, J. W. Moore.....	33
Committee of Stamping Appointed.....	39
The Dairy School, Prof. H. C. Jackson.....	39
Cheese, Your Health and Pocketbook, Prof. W. V. Price.....	43
Use of Public Cold Storage, A. V. Mason.....	46
Cheese Making in Missouri, Prof. W. H. E. Reid, Columbia, Mo.....	51
Cheese Call Board, Chairman Laack, Plymouth.....	51
National Cheese Institute, Sec'y O. H. Limpus, Milwaukee.....	51
Indirect Advertising of Wisconsin Cheese, Prof. J. G. Moore.....	52
Cheese Advertising Campaign in Milwaukee, F. A. Flynn.....	53
Experience with High Moisture Cheese, A. T. Bruhn.....	59
Vote on Quality of a Cheese.....	60
A Car of Cheese on Exhibit.....	61
Election of Officers.....	61
Report of Committee on Cheese Stamping.....	66
Resolutions Committee Report.....	67
Foreign Type Cheese Session.....	74
The Cheese Industry, Past and Future, Henry Egli.....	74
Cost of Trucking Milk, E. F. Horn.....	77
Facts Learned by Investigations, Harry Klueter.....	78
Bright Outlook for Wisconsin Cheese Industry, Chas. L. Hill.....	85
Criticisms on Cheese Exhibits, Fred Marty.....	90
1930 Cheese Entries by Counties.....	91
1930 Leading Prize Winners.....	91
1930 Exhibitors, scores, and checks.....	92
Secretary's Report.....	97
Adjournment.....	

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LETTER OF TRANSMITTAL

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Office of the Secretary,  
Wisconsin Cheese Makers' Association,  
Clintonville, Wis., 1931.

TO HIS EXCELLENCY PHILIP F. LA FOLLETTE:  
*Governor of the State of Wisconsin.*

I have the honor to submit report of the thirty-ninth annual meeting of the Wisconsin Cheese Makers' Association, showing the receipts and disbursements reported the past year, also containing papers, addresses and discussions had at the annual convention held at Milwaukee, in December, 1930.

Respectfully submitted,

O. R. SCHWANTES, *Secretary.*



# WISCONSIN CHEESE MAKERS' ASSOCIATION THIRTY-NINTH ANNUAL MEETING

Milwaukee Auditorium, December 3, 4, 5, 1930

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## 1930 OFFICERS AND DIRECTORS

P. H. KASPER, President.....	Bear Creek
A. H. GRAF, Vice-President .....	Zachow
O. R. SCHWANTES, Secretary.....	Clintonville
F. A. FLYNN, Treasurer.....	Pulaski
EARL B. WHITING, Director, 39, 40, 41.....	Gillett
J. GEMPELER, JR., Director, 39, 40, 41.....	Monroe
ARNO SCHMIDT, Director, 38, 39, 40.....	Sheboygan Falls
A. T. BRUHN, Director, 37, 38, 39.....	Spring Green
M. M. SCHAEZTL, Director, 37, 38, 39.....	Edgar

## JUDGES OF CHEESE

### American Cheese

E. L. ADERHOLD.....	Neenah
A. T. BRUHN.....	Madison
JOHN CANNON.....	New London

### Swiss, Brick, Limburger Cheese

FRED MARTY.....	Monroe
X. BUHOLZER.....	Monroe

## SUPERINTENDENT OF CHEESE EXHIBIT

J. W. CROSS.....	Milwaukee
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## LIFE MEMBERS

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

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## DECEMBER, 1930, HONORARY MEMBERS

C. J. FOKETT, Reedsville	L. E. KOPITZKE, Marion
S. D. CANNON, Neenah	BEN STRICKER, Clintonville
A. H. GRAF, Zachow	HAROLD R. WINTERS, Gillett
E. A. ZERMUEHLEN, Two Rivers	EARL B. WHITING, Gillett

## OFFICIAL REPORTER

ALEX KAEMPFER, 438 Caswell Block, Milwaukee

## OFFICIAL ORGANS

The Butter and Cheese Journal, Milwaukee, Wis. The Cheese  
Reporter, Sheboygan Falls, Wis.  
Official Cold Storage-Terminal Warehouse Co., Milwaukee, Wis.

# ARTICLES OF INCORPORATION OF THE WISCONSIN CHEESE MAKERS' ASSOCIATION

Adopted February 2, 1899

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## Article I

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

## Article II

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

## Article III

The association shall be a corporation without capital stock. Any person who is a practical cheese maker, and such other persons as are directly or indirectly interested in the manufacture and sale of unadulterated cheese may become members of this corporation by paying one dollar annually in advance and signing the roll of membership.

## Article IV

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

*Section 2.* The term of the officers of the association shall be one year, or until their successors are elected at the next annual meeting following their election, and until such successors qualify. At

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

#### Article V

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

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

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

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

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

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

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

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

#### Article VI

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

#### Article VII

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

#### Article VIII

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

#### AMENDMENTS ADOPTED

(See Annual Reports)

- (1) The secretary shall qualify for office by filing with the president a satisfactory bond in the sum of \$4000, at the expense of the Association. (See 1929 Annual Report, page 90.)
- (2) The Board of Directors shall consist of five members instead of three. (1925, page 61.)



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

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

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

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

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

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

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

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

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

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

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

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

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

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

THIRTY-NINTH ANNUAL CONVENTION  
OF THE  
**Wisconsin Cheese Makers' Association**

Held at Milwaukee, Wisconsin

December 3, 4 and 5, 1930

In the Milwaukee Auditorium

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President P. H. Kasper, called the first session to order at 10:45 o'clock A. M., December 3, 1930.

The Address of Welcome by Mr. Earl L. Ferguson, Manager of the Convention Bureau, Milwaukee Association of Commerce. Mr. Ferguson is not here so we will have to cut out the address of welcome and the annual address of the president. We will call for the report of the Auditing Committee.

**REPORT OF AUDITING COMMITTEE**

MR. A. H. GRAF

Mr. President, Ladies and Gentlemen, I am sorry to say that we are not ready at this time to give you the report of the Auditing Committee. We will decide later just when we will give you the results so I guess you will have to excuse us at this time. We will do that some time tomorrow.

**THE PRESIDENT:** Next, I will call on our Secretary, Mr. Schwantes, for the Secretary's report.

**SECRETARY'S REPORT**

**THE SECRETARY:** I am in the same position as the Auditing Committee is. You know as you got your 1929 proceedings that you have two reports in here, 1928 as well as 1929. This book you received somewhere around March with two years reports. Otherwise we received this book along in July or August or September, and had one year report in which was actually eighteen months behind time. Now, at the close of it you got two years report.

Well, now you see not much has been done in regard to the convention or the association affairs since this report has been printed, although I will promise you it will not be eighteen months until you

get my report. I figure that along by March you will have a complete report and it will come every year, as they follow right in this book. We won't have no two in one year but just to make up your other reports; why should we have two of them in one year. Why couldn't we get them all these years in the past, have one report in each book. Now, there are general conditions which you may have compared with our little program book, which is sad to say. When you go down to look at the booths, my hardest job was to see how many booths I could sell, and I tried as hard as I could. They had thirty-four booths last year which netted about \$1700.00 This year we got twenty booths, which nets us a little over \$1,000.00. We had a program book last year with practically fifty-seven full paid ads, which netted us \$1140.00. This year we have a program book with about fifty full paid ads, which nets us about \$1000.00. That stuff is hard to take, but I did the best I could in regard to it.

These people that exhibit to us and have been with us with booths actually claim that the cheese makers while they come to the convention weren't interested in them at all, they didn't pay them a visit and they couldn't see why they should exhibit, because they didn't get a response or letter or anything in regard to that, so of course, those fellows dropped out. They said they would try it one year without and probably next year come in. Some, of course, I just sold yesterday, so it is an uncertain affair how many booths I could sell until the convention actually opened up.

That is about all the report I have to make at this time. I thank you.

THE PRESIDENT: We will have the Treasurer's report now from Mr. Flynn.

#### TREASURER'S REPORT

THE SECRETARY: Mr. President, the Treasurer really has no report to make for the reason he doesn't handle any money. All the money that the Treasurer handles I have been handling since I have been here this morning, and therefore I can't give you any report on the money because I haven't handled anything and don't know anything about it. Just to correct Mr. Flynn's affair probably there are things some of you fellows don't understand, and one is that the association, in order to get the state aid, all money that the association handles, must be in the state's fund, although they had a separate fund all these years which come from the donators where we sold ads and booths too, which they handled in a separate fund, but while our Secretary—when the Secretaryship changed he did not hand over this extra fund over to me again as he had it. He put it all into the state fund. And if there be any other money in the association treasury and wouldn't be handled through that, that would be a point of which they could hold us from getting the \$600.00 state aid.

THE PRESIDENT: What are you going to do with the Secretary's and Treasurer's report?

Motion made that the reports be accepted as read.

MR. SCHMITTFRANZ: Mr. President, have we got a Secretary's report in full? At this time I don't feel we should accept Secretary's report. Is he going to make another one later on, or is this his report in full?

THE SECRETARY: Your Secretary's report will only come out in this book when the convention is over. We haven't a complete Secretary's report until this report is made up.

MR. SCHMITTFRANZ: Then we have no Secretary's report this morning.

THE SECRETARY: No, if we wouldn't have had two last year.

MR. SCHMITTFRANZ: We have no Secretary's report.

THE SECRETARY: Not today.

MR. MALCZEWSKI: Then I move that we accept the Treasurer's report.

THE PRESIDENT: Do I understand the motion is made and seconded to accept the report as read? Are you ready for the questions?

Motion seconded.

THE PRESIDENT: Are you ready for the question? All in favor of that signify by saying aye. The motion is carried.

The next on the program is the report of the Central Wisconsin Association by Miss L. C. Bruhn, who states in a telegram that she can not come. The next would be the Southern Wisconsin Association, Fred Marty. Mr. Marty is not here. Possibly Mr. Gempeler would have something to say in Mr. Marty's place.

MR. GEMPELER: Mr. Chairman, I would rather have Mr. Marty speak for himself. If he isn't here now he will probably be here later.

#### REPORT OF AMERICAN CHEESE MAKERS' ASSOCIATION

By R. W. SAMPE, Osceola

MR. PRESIDENT: Nine years ago at New Richmond, the Wisconsin American Cheese Makers' Association was organized. For two years this group met together once a month. Our meetings in this small group gave every man a chance to express his views fully in every subject discussed. We were soon convinced that such meetings in small groups, at frequent intervals, should be held by cheese makers all over the state, so that they could get better acquainted with their neighbors and discuss fully every new law or new method that was introduced.

In 1924, these eight men, John Aune, New Richmond, H. J. Howe, Nye, E. H. Nelson, New Richmond, Kurt Gerkins, New Richmond, Fred Ubelohde, New Richmond, R. W. Sampe, Osceola, J. W. Colstad and A. W. Schutte, formed what is known today as the American Cheese Makers' Association, adopting what we call a Unit System.

Our plan of organizing provides that cheese makers all over the state should be organized into local units of ten or twenty or more members who live close together so as to hold frequent meetings, without trouble or expense. Occasional dances and picnics can be arranged by any Unit whenever they desire. Two or three Units can hold a joint meeting together to get better acquainted and exchange



views anytime they want to. A State Convention of all Units is held once a year at which prizes are offered for the best cheese exhibits, and state officers are elected for the coming year, resolutions are adopted expressing the views of the whole Association.

To show you the activities of our Association, in 1924 we organized Unit No. 2 at Rice Lake, in 1928 Unit No. 3 at Stanley, Unit No. 4 at Greenwood and Unit No. 5 at Fremont. Let me report that Unit No. 1 has some 36 members, meets once a month at some convenient warehouse. Unit No. 2 has 9 members and meets around in the members' homes and factory. Here I would like to say that the big milk plants have hit this cheese section hard, and today few of these members are making cheese. Unit No. 3 has 26 members and besides holding several meetings this Unit also gave a number of very successful dances. Unit No. 4 with 14 members held three meetings. Unit No. 5 has about 30 members and held four big meetings and one picnic. At this picnic the Unit treasury cleared \$160.00. Members that joined at our State Convention, number from 100 to 140, most of these are honorary members.

Numerous requests have come in for the formation of other Units in other localities. We are always anxious to have cheese makers throughout the state organized into small local groups, and we are sure that they will find the meetings both interesting and profitable. We will welcome any such local groups of makers to become Units in our organization. As a result of our nine years experience we recommend that Cheese Makers' Associations all over the state get their members organized into local groups for the benefit of the cheese makers, the associations and the whole dairy industry and promote the cheese industry and the prosperity of our Cross Road Cheese Factory. We have to report also that at its Wausau Convention in October, 1930, the Central Wisconsin Cheese Makers', Butter Makers' and Dairyman's Association voted to join and merge with the A. C. M. Association and left to its officers the task of putting this Union into effect.

On November 18th, all the officers of both these Associations did have a meeting at Stanley and decided that in the future these two Associations to merge and be known as the Central Wisconsin American Cheese Makers' Association, with a meeting to be held at Marshfield on December 5th to present a set of by-laws and rules to govern same, also to elect five officers out of the present two groups. Thank you.

## REPORT OF THE NORTHEASTERN WISCONSIN ASSOCIATION

By ED. MALCZEWSKI

MR. MALCZEWSKI: Mr. President, Ladies and Gentlemen, I didn't know that I was to be up here to represent the Northeastern until about five minutes ago, so I am not going to give you any speech because I haven't given it any thought. As you know I am not a

member of the official family of the Northeastern, therefore I am mighty thankful to Mr. Graf that he still allowed me to say a few words for the Northeastern, but I want to say this much that in attending a director's meeting the night before last that the Northeastern has expressed its views and I might say a few words on that.

There have been accusations a year ago and has been since that the Northeastern was trying to dominate the state association. I want to tell you, friends, that you are entirely wrong there. I think the Northeastern has as large a bunch of members as there is in any portion of the state, and I am not afraid to say that they are not afraid to express their views, but in so far as going in and trying to dominate something, that is not the intention of the Northeastern. I am sure that if you have some men that are more capable to do things than what the Northeastern has, we would be mighty glad to give you full support. So far as the merging question is concerned, the Northeastern, at their director's meeting decided that we are not for merging for the simple reason that we believe that our small different associations around the state can easier get together and have their little convention and get a lot of members there where we will never get them to Milwaukee, but so far as the state organization is concerned, although we are not concerned, as it has been going in the past, yet we believe that if you all get back of it, why ruin it. Make it better. It is up to you men throughout the state to do it, not tear it down and try to merge or replace it with anything else. I believe that the day has come, as Mr. Sampe said, just a few minutes ago, that we are going down to less membership. That we are coming down to a point where you cheese makers will have to forget all these differences that you might have between yourselves, and get down to some practical program, something that will meet the present trend of the day, and unless you do that we will be moving out one by one and we have no chance on earth, and I hope that when you come to your election of officers here tomorrow, that you will lay aside all prejudice that might exist, if there is any, and try to get somebody at the head of your organization, whether it is the present or the past, but get somebody in there that is going to take some time, that is going to call all the groups together, that will spend a day or two in conference and finally work out a program, and all the cheese makers get back of it, and if we don't get back of that we are just doomed. I thank you.

#### REPORT OF THE TRI-COUNTY ASSOCIATION

By SECRETARY LOUIS PRANGE, Sheboygan Falls

MR. PRANGE: Mr. President, and members of the Wisconsin Cheese Makers' Association, and Ladies and Gentlemen: Just to give you a little information about our association. We are young, I admit, only started last spring, and we have taken something upon our hands that is not an easy matter. The first thing that was proposed to us

to try and accomplish, was the marking of the Wisconsin cheese, and I want to tell you fellows that we got a real problem on our hands and it has taken us all summer to try and work out something. Up to this time we have only accomplished as much as showing you a stamp, which you see on the cheese over there, stamped in the way we would like to see it stamped. I presume most of you fellows agree with us on that, that we should concentrate on the name Wisconsin and get Wisconsin as much before the people as possible, and advocate that name to every housewife wherever you go. Simply tell them Wisconsin is the only state in the union that is making the real cheese, fit for anybody to eat. So if we get a resolution from the committee today referring to our stamp I hope that you people will help us out with it. We need your cooperation.

I feel the state has a wonderful set up of associations. I think there are five or six and I don't know whether the cheese industry could be represented any better than it is today through all these associations. You all have the cheese industry at heart, I am sure, and when we ask you to help us out I hope you will do this.

To give you an idea of how many members we have, we figured up the other day, for the little while that we have been going we have as much as 286, if I am not mistaken, paid up members, and we are surely working hard and putting our efforts to the proposition as well as we understand it, and we hope that you will give us your support. That is about all I have to say this morning.

#### SOUTHEASTERN ASSOCIATION REPORT

By PRESIDENT HERMAN BILGRIEN, Iron Ridge

MR. BILGRIEN: Mr. President, and Ladies and Gentlemen: I am not here to speak because I am not a speaker. I am only a common old cheese maker and a farmer—a combination.

I thought many times that there is something wrong now in this world with the cheese industry and with the milk industry, and the thing that is wrong is that it is going into the big hands, and this is coming pretty close to Dodge County, the banner county of the brick cheese industry. These big milk concerns are trying to root out the smaller factories and that was the reason why our Southeastern Wisconsin Cheese Association was organized.

On the 13th and 14th day of November, this organization had their first annual convention at Beaver Dam. I had four bottles of milk standing on the table and a card attached to each. One card was telling of a number 1 milk, for the education of the farmer, how to take care of the milk, and how to produce the high quality of milk, to make a fine quality of cheese. I believe today that if this method would be used throughout the state in every individual cheese organization, as long as we have six, that a farmer, or an old retired cheese maker, would go into the field among the farmers and educate them what it means to produce a high quality of milk.

The first bottle showed, fluffy cream, well cooled, with 38 per cent fat. Bottle number two showed tough cream of the same milk, but half way cooled, and the test was about three points less. In the third milk bottle, was tainted milk, milk that was not cooled at all, kept in the barn and with the cover on, and which you know is really poison for any kind of cheese. I believe that if a campaign would be held and have strangers come into the different organizations and call the farmers together, that we would obtain good milk. The only way is to show them figures and facts. So I had a chart and it showed the three and four per cent deviation in points of butter fat. At farmers' institutes they have these charts and they show black on white, and I know many farmers speak well of those charts, that these speakers from the agricultural school explained to them. That was the only real way of giving them a definite explanation of the whole thing.

I think that is what we should do in the dairy industry, have men come in and present these charts and show these bottles of milk, where the number one tested thirty-eight, where the number two tested three points less, and number three five points less, and the difference would be thirty cents a hundred that the farmer loses. As soon as the farmer sees the point that he loses money, and he knows he is to blame for it, he will be more careful in the future. I would like to have Mr. Horn explain more in detail.

I am retired from cheese making. I made twenty-one long years straight, and I am still running the farm with my sons. I have the cheese industry and the dairy industry at heart. I like to help anybody. I would go to any place and demonstrate if I am called upon. I thank you.

#### NOMINATING COMMITTEE

THE PRESIDENT: I appoint as a committee on nominations, Jacob Gempeler of Monroe, Earl Winter of Gillett, R. H. Sampe, John Peters, and Herman Bilgrien.

#### RESOLUTIONS COMMITTEE

The resolutions committee, will be Louis Prange, Joe Schmittfranz, Ed. Malczewski, and M. M. Schaetzel, and Fred Marty. If there isn't anything else to come before the meeting we will adjourn until two o'clock sharp.

#### SECOND SESSION

The meeting was called to order by Vice-President A. H. Graf, at 2:30 o'clock.

THE VICE-PRESIDENT: The first thing on the program will be community singing, led by Mr. H. O. Fitch, Milwaukee, Wis. We have no piano here today.



## PRESIDENT'S ANNUAL ADDRESS

P. H. KASPER, Bear Creek

Mr. Chairman, Ladies and Gentlemen:

Standing before the members of the Wisconsin Cheese Makers' Association for the second time, I must begin by making my acknowledgement for the honor which you conferred upon me two years ago by electing me President of this association. Although I have been able to give only a little of my time, I can assure you that my heart was with the association and with every one of you to the fullest extent.

The by-laws of this association state that the duties of the President are to preside at the annual meetings of the association. But this year there were other duties. There was more work for the officers of this association than during any previous year in the history of this association.

The need and the value of the work done by your officers for the past year will not be enumerated. Our secretary, Mr. O. R. Schwantes, has been a faithful and tireless servant. It must have taken a great deal of energy to care for his flourishing dairy business, his family, and the duties of secretaryship of this association. Yet, he has done it all well, willingly and faithfully.

The advancement of this association does not depend upon the officers of this association alone; it is up to each and every individual member to do his share. You can hardly imagine until you try it, what a strong organization you could make of this one. We have a membership of 500 and not all of the members are actual cheese makers, and yet we have over twenty-five hundred cheese makers in the state, not counting the helpers.

The association is yours, for your benefit, and it will be your fault if you do not build it up and make it do the work for which it is intended. Your officers cannot do it all—you must help. There will be a very important discussion on the grading of cheese tomorrow afternoon, and I want every member present. I strongly urge you all to be there, for there is room for improvement in Wisconsin cheese.

Although there is a great deal of good cheese made, there are thousands of dollars lost every year to Wisconsin through poor cheese. For the past ten years the State of Wisconsin has been spending millions of dollars annually for the improvement of our highways, and new bridges, and also hundreds of thousands of dollars in maintenance of these highways, with several patrolmen in each town to smooth the roads for the public.

But what is this great State of Wisconsin doing for the welfare of Wisconsin's wonderful cheese industry? With over 2,500 cheese factories, I for one claim that there is many a maker who would be willing to improve the product of his factory if he only knew how.

Not so many years ago the State of Wisconsin had money enough

to send out instructors. Where have they gone? The men that had the brains to send out those instructors have passed to the far beyond. It was the brains of our late Ex-Governor Hoard, A. D. Deland, Carl Burchard, and Professor Henry. These gentlemen faced the storms; they worked to build up this dairy industry, and we let it go to the dogs. I am indeed sorry that I have not the words to give just the advice necessary to restore this wonderful cheese industry. But the solution I have in mind is to give the consumer what he wants. What we need at this time is about ten or twelve good men to act as instructors as well as inspectors to assist these makers who are willing to strive for a better article.

The high duty on Swiss cheese did not stop the importation of Swiss cheese, nor did it stop the consumer from buying it. It is the same with American cheese. We must give the consumer what he wants.

The welfare of the cheese industry does not alone depend on the cheese maker, but also on the farmer or milk producer. He must cooperate with the cheese maker.

America was created for the purpose of giving every man the same chance as every other man to be the master of his own fate and fortune.

I never found in anything outside the four walls of my factory any enjoyment equal to making a vat full of nice clean milk into the finest cheese that can be made. It is the efforts and the brains we mix with our work that bring results, and it is the love for our cheese vocation that makes the Sunday a week day and a pleasure, for the old saying is, "If you want pleasure, you must toil for it."

Great strides have been made the past year in cooperation—not striving for a better quality of cheese, but for the larger factories. Where, just a few years ago every farmer wanted a factory in front of his door for his own convenience and benefit, they are now not only depriving many a cheese maker of his home, that is so dear to his family, but also of his life's savings.

Good things always come in small packages, and the good cheese was and always will be made in small factories. The time is not far distant when that little cross road cheese factory will be as dear to the farmer as the little Brown Church in the dale.

I will now leave this meeting for this afternoon with our Vice-President, Mr. Graf, as I am hard of hearing. It is hard for me to stand here, and I hope you will find no objection to Mr. Graf taking charge of the meeting for this afternoon.

#### **NEW METHODS FOR HANDLING OVERRIPE MILK**

By PROFESSOR WILLIAM SAUNDERS, of the Agricultural Experiment Station, Blacksburg, Virginia.

Mr. President, and Gentlemen of the Wisconsin Cheese Makers' Convention: I don't really like the words "new methods for handling

acid milk" because there is an old saying that there is nothing new under the sun. Whatever we do is built up on something that somebody else has done. This idea I have been working on, started out in Wisconsin. My friend, Mr. Kasper, your President, is the first man I saw attempting control along the lines on which I believe that I have made some advances.

I brought some cheese out here with me that I would like some of you to pass around among the crowd, so that you can all get some idea about what the product is that I am talking about it. We won't have but a short time. In sampling this cheese, bear in mind I am not passing out a cheese that I claim is something extraordinary, as compared with the cheese you will probably have passed around later that is given the highest of scores.

All of us have been practicing acid control under abnormal conditions, one way or another. The old cheese makers have been putting their rennet into the milk when the acid was low and drawing the whey before the acid would reach a point where injury to the curd would occur. In the early days of cheese making about the only test that was used was the hot iron test to determine when the whey should be removed. Later on the Monrad test and the Marschall test were developed for determining the condition of the milk before adding the rennet, really indicating in both cases the acid conditions in the milk.

The next development was the acid test used to determine both the acid condition of the milk and of the whey. The cheese maker with this test was able to determine in a fractional part of a minute the acid condition of his milk or whey with reasonable accuracy. He was able to determine what milk, if any, in his opinion was too high in acid to go into the cheese vat. If he decided that milk of say, twenty-five hundredths per cent acidity should not be received, it could be refused.

Some cheese makers have found out that they can make up a batch of milk with a somewhat higher acid content, by heating it faster to a higher cooking temperature. This acid test has served them well, but with the acid beyond a certain point in the milk, even this method will not give satisfactory results. The cheese making industry has suffered intensely by the attempt to make up over-ripe milk into a good product.

The Department of Agriculture at Washington made an attempt to do something to better these conditions in Wisconsin some years ago, but it resulted only in calling attention to the fact that on the markets of Wisconsin a great deal of cheese was acid, and otherwise injured due to high acidity in the milk. Now all the cheese makers could do was to demand from the producer milk with a low acid content, and get the curd out of it before the acid got too high.

Down in Virginia, I have been working along advanced lines, or building up on what I found going on in Mr. Kasper's factory. Down in Virginia we were faced with this same high acid milk problem at

first. Later on we found a partial solution of the problem, and the method to which your attention will be called has enabled us to handle milk in which the acid content has gone up as high as .3 per cent and even higher, and get cheese of good quality, good texture, body, and flavor, and free from any decided acid fault.

The cheese which I brought out with me for your inspection was made from milk such as you would get in your cheese factories, only we didn't accept milk with a bad flavor in it or an acid taste. The milk was immediately put into the vats, and 5 per cent of starter was stirred in while heating and the milk held at 85 until the acid development had reached three-tenths of 1 per cent, when the usual amount of rennet was added. The coagulation was cut with a knife three-eighths of an inch between blades, and immediately after cutting we added water until the acid in the whey had been reduced to eight-hundredths per cent.

It was then heated to 115 degrees Fahrenheit. About an hour and a half after adding the rennet the acidity had risen about sixteen-hundredths per cent, the curd was sufficiently firm, and the whey was drawn. From this point on the procedure was in no way different from what is ordinarily done by any good cheese maker. Three lots of cheese were sent out here for your observation and inspection, and I might say that the storing on those three lots was practically the same. They were made in three consecutive days, made of the same milk and under the same conditions and in the same way in every respect. From such results we concluded that cheese of fairly good quality, both as to texture, body and flavor can be made out of milk with an acid development even as high as three-tenths. We have been using this method, in our factories where the acid may have risen to twenty-two to twenty-five hundredths and even higher for a couple of years, making cheese of good texture and body as well as flavor. We don't throw the whey acid back quite as much where the acid in the whey isn't so high. In case of milk with twenty-two hundredths per cent acid, the acid was drawn back to twelve hundredths by adding water, and where it is higher than twenty-six we draw it back to ten hundredths in the whey.

Now, my explanation about the effect of adding water is that the water has a tendency to draw the acid out of the curd, and we get the acid in the curd down to a point where injury to the curd does not occur. Just how much is drawn out I do not know.

There is nothing more to be said about this unless some of you would like to ask questions about it. I believe, as I said, that we in Virginia have been able to take milk of 22, 23, 24 and 25 hundredths per cent acidity and get cheese out of it without any acid fault whatever. Of course, this is an unusually high acid. We did probably what no one would think of doing when we put in five per cent of starter. I would say the average cheese maker in the country today would have great difficulty in handling milk where he put five per



cent starter in, even though he started immediately. You see, in addition we allowed this to rise to three-tenths per cent acid. That is simply to show that the acidity in the curd can be controlled. Now, there may be yet a great deal of work to be done on this. This is probably a start and I might say the start was in Mr. Kasper's factory. I believe I have made some little advances. I am sure down with us we have been able to make and sell cheese that otherwise would have been called sour. It is up to me and you people here to carry this work on. We might say we don't want to accept the milk of such high acidity. That is true, we don't want it, but I don't think Mr. Kasper will mind if I say that even in his factory in Wisconsin, when the temperature was down to zero he was holding his milk two or three days in his hot room and he found an acidity of two to three-tenths. I don't know whether it was the farmers' fault or his fault, but it just crept up on him. I believe that if you will work out this proposition along the lines I have indicated, you will make a marketable cheese whereas otherwise you may make a cheese that is almost worthless. I don't know how you people regard this cheese I have passed around. I am not asking you to pass it as a high scoring cheese, but I think you will admit that the texture is fair and the flavor is fair.

In closing I want to express my gratitude to you for the way I have been received. I thank you.

**THE VICE-PRESIDENT:** Are there any questions or any discussions you would like to bring up to the speaker, or any explanation of the quality of the cheese you would like to leave with this gentleman as long as he has passed out the samples?

**MR. DEHN:** Mr. President, I would like to ask this gentleman what score he put on that cheese.

**MR. SAUNDERS:** Well, there is considerable difference when people score cheese. It isn't scored alike, and I would think that cheese would be entitled to a score something like 90 or 91.

**MR. WEYER:** How many pounds of milk?

**MR. SAUNDERS:** Why, we put up a batch of 380 pounds of milk, and twenty pounds of starter, making 400 pounds of milk in the batch.

**MR. KASPER:** I would like to ask Mr. Saunders why the milk with such a high acid in it is set at 85 or 86 degrees.

**MR. SAUNDERS:** Well, I really don't think it makes a great deal of difference. If I didn't feel pretty sure of my ground I might have set it at 80 or 85.

**MR. KASPER:** I think we are all wrong with that. We had it in our heads years ago to set it at 85, but I think our thermometers were about a half a dozen degrees out of the way. Today we are going to reduce that down four or five degrees.

**MR. SAUNDERS:** I wouldn't insist on 85. I would rather set it at 80.

**MR. ADERHOLT:** Was that milk pasteurized?

**MR. SAUNDERS:** No. We put in a five per cent starter and that was boiled milk. I venture to say some cooked flavor was carried into that cheese by the starter.

**MR. ADERHOLT:** How much water did you use to reduce that acid?

**MR. SAUNDERS:** We had to use as much water as milk. We simply put in enough water until we got back to .08 per cent. With 22, 23 or 24 per cent, you would probably get good results throwing it back to .12 or .10, but that vat went back to .08, and with milk of three-tenths acid it took nearly as much water as we had milk. My suggestion about this whole proposition is that if you find yourself caught with high acid, instead of attempting to run temperatures, I believe the better proposition is to bring the whey acidity back to .12 or even .11 or .10 and I can give you the assurance you will find better results than if you attempt to cook it out at high temperatures. That has been my experience.

**MEMBER:** What temperature was the water you put on there?

**MR. SAUNDERS:** I try to put it in about the temperature of the milk, 85 degrees. I would rather have the water in cold and get that acid down, and then heat it up again. I don't think it would make a great deal of difference, but I would prefer to put it in at the temperature of the milk.

**MR. BRUHN:** At what time did you add water?

**MR. SAUNDERS:** Just immediately after cutting the curd. We put the rennet in and coagulated in ten minutes. We had to cut it in a small vat and cut it very quick. We raised the temperature to about 100 for fifteen minutes, and about an hour and a half after the rennet is added, the whey acidity was 16 hundredths.

**MR. BRUHN:** How old is the cheese?

**MR. SAUNDERS:** This cheese we have here today was made the 15th of October.

**MR. BRUHN:** The cheese has a bitter flavor, the flavor we get quite often where we have a high acid cheese, and I was wondering whether it was due to the water or to the milk in the first place.

**MR. SAUNDERS:** The flavor there, I think, is due to the starter, don't you agree with me about that? I think there is a flavor there, due to the starter.

**MR. BRUHN:** I didn't think there should be a bitter flavor due to starter.

**MR. SAUNDERS:** There is a bitter flavor. It is very difficult for the cheese maker to contend with. He may get away with that by pasteurization. I think that has come on in the last couple of weeks. I kept track of it from time to time, and that bitter flavor has come along in the last week or two. I had hoped that the high acid would control entirely all the organisms that might cause trouble, but it didn't do it. There is no suspicion of gas, and I have an idea high acidity in your milk will, to a large measure, control gas. The

method I am trying to bring to your attention has nothing to do with the bitter flavor. It came along with the milk and probably only pasteurization will prevent it.

MR. DEHN: If a fellow got caught with a full vat of milk he would be up against it. How would he add the water after he had a full vat of milk?

MR. SAUNDERS: Yes, he would be in trouble.

MR. MARTY: The first impression I got on that cheese was that it was probably two years old. Now, it seems to me that if a cheese will break down to the consistency of that inside of six weeks, it's working rather fast. The acid flavor in that cheese is quite distinct, to my way of judging. Is that cheese going to hold up a year or is it going to hold up six months? Have you any experiments in your methods with a cheese six months old?

MR. SAUNDERS: I just got through with a cheese made about two years ago. That cheese was made with an acidity of 27 hundredths per cent, and the texture stood up well all the way through that period. There is a small piece left over there now, and I have been cutting it from time to time, and is about somewhat dry. I thought I brought it out here with me, but I didn't. But in that particular cheese the flavor improved right along.

MR. MARTY: This cheese has a very distinctive acid after effect. There is either an abundance of starter in that cheese, or water due to high percentage of starter you added, and there is a question in my mind whether that cheese isn't starting to work along the acid line at this particular time. You stated you noticed that particular flavor within the last two weeks in that cheese.

MR. SAUNDERS: No, I meant that bitter flavor. I may have opened up something that has considerable value and may not have. I sent six cheese out here that were made practically under the same conditions and this is the work of the experiment station at Blacksburg. I would be glad to place one or two cheese where you can watch it, and probably Mr. Sammis could keep one of these cheese at the Dairy School, and report on it later. I think that will probably give us the information that we need here today, but can't get without some more experiment in connection with it. I have got some more down there and if that meets with your approval I will be glad to send them on. I have one or two that haven't been cut.

MR. SAMMIS: Mr. Chairman, Professor Saunders has brought six cheese and they are in the exhibits and scored by the judges. I would like to ask Professor Saunders if he has obtained from the office the report of the scores, or if the judges can tell us what these cheese scored when they looked at them.

MR. SAUNDERS: I have the scores, they ran about the same. The texture ran around 33 to 34, not lower than 33, and not higher than 34. The flavor ran as low as 21 on one, but the rest up from 23 to 25.

MR. SAMMIS: What is the total score?

MR. SAUNDERS: The total score, that ran around 88, 87.33, 88, 86 to 88 is the score.

THE VICE-PRESIDENT: I think the subject has been pretty well covered, unless somebody else has something to add.

### WHEY VALUE FOR HOG FEED

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

Ladies and Gentlemen: In my travel among the various cheese factories, I see the enormous amount of whey that is wasted at certain times of the year—whey which the farmer does not take home—because he has neither pigs nor calves to feed it to, or he thinks the whey is of no feed value.

Yes, many a farmer has said to me, "What is the use of taking the whey home? We have plenty of water home." He does not realize that there is better than six pounds of solids in a hundred pounds of whey.

There is almost as much food or feed value in a hundred pounds of whey as the cheese maker takes out of the milk in making cheese. There is no method known by which more than half the solids in the milk can be incorporated in the process of cheese making.

Do you realize that when the farmer takes home 100 pounds of whey he is taking in this whey the equivalent to nine pounds of cheese in feed value? In other words, that much feed is actually wasted when this whey is run down the ditch into some swamp or river, and creates a smell that is not a credit to the cheese industry.

What would you think of a man who took a 60-bushel load of potatoes to town in an open wagon box: when he got to town, 12 bushels had rolled out because he did not have an end board in the wagon box. Where he should have had \$90.00 for his potatoes, he received only \$82.00—an actual loss of \$8.00.

This is just about the same proportion of loss that the dairy farmer has who does not feed this whey to his pigs or calves, even when hogs are only 8 cents per pound alive.

This a broad statement to make, and I will try to prove to you that these are actual facts, taking my figures mostly from feeding experiment stations.

There are but very few farmers who realize that the feed value is so great.

In a recent feeding experiment made in our State University by Prof. Morrison and Bohstedt of the Animal Husbandry Department, they took a lot of well grown pigs weighing from 125 pounds to 150 pounds. These pigs were fed on barley and whey and gained 2.22 pounds per day, or in 45.1 days they gained 100 pounds and were fed each 353 pounds of barley and 854 pounds of whey.

I never heard a farmer in this locality who claimed that he made much money in raising pigs if he had to buy all feeds. The usual



saying is that if you have to buy grain or feed that is fed to the pigs you are money out. I do not know of a test record made.

#### THE COST OF 100 POUNDS GAIN IN THE PIGS

If this 100 pounds gain on the pig is sold at the prevailing price of 8 cents a pound alive, it will bring \$8.00. Now deduct the cost of the 353 pounds of barley at 1 cent per pound or \$3.53. This will leave \$4.47 which should be mostly credited to the 854 pounds of whey or 52.3 cents per 100 pounds of whey.

We do not claim all this gain of 52 cents per 100 pounds for the whey, but the feeding of this whey and barley makes such a well balanced ration that it is hardly possible to improve on it except if feeding skimmilk or buttermilk instead of whey. I think we are justified in claiming at least half of this 52 cents or 26 cents credit to a 100 pounds of whey as actual feed value in producing side pork and ham. Whey from casein has practically the same feed value.

I wonder if there is any farmer or cheese maker here that ever made an actual feeding test and kept a close record of all whey, grain, feed, and pasture, and figured his results.

A few years ago a personal friend of mine, Mr. F. P. Baker, St. Cloud, made a test.

He bought 8 seven-weeks old Poland China pigs

June 16, 1928, at .....	\$ 3.00	\$24.00
Seed for one-fourth acre pasture, oats and rape on a gravel hill .....		1.25
Ground barley .....	10.25	
Flour Middlings .....	12.40	
Hominy feed .....	19.80	42.45

Total cost of pigs, seed and feed .....		\$67.70
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The pigs were fed mostly whey and very little grain. Starting with 80 pounds of whey, which was increased to 240 pounds daily in the last two months or an average of 180 pounds of whey, for 117 days (3 mo., 26 days) making a total of 21,060 pounds of whey.

The hogs were sold in less than four months of feeding at the age of 5 months, 16 days, weighing an average of 196 pounds or a total weight of

1,584 pounds at 10½c .....	\$166.32
Cost of pigs and feed .....	67.70

Net gain for pasture and whey .....	\$ 98.62
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All the pigs weighed over 208 pounds except one misfit which brought down the average weight.

\$98.62 divided by 210 equals 47c per 100 pounds whey and what little the pasture produced.

If the hogs would have sold for eight cents per pound the value of the whey would have been 27c per hundred.

The hogs know good whey as well as the little pigs know sweet milk. The whey tank was thoroughly cleaned every other day, except for one week, and the hogs soon voiced quite emphatically a protest against such slop and insisted on good wholesome whey.

Mr. Baker took the whey for his pigs the following morning the same as his patrons did.

Another experiment made by Milton Pindle, Stockbridge, Wisconsin:

Bought eight three-months old pigs from a farmer who was selling whole milk, and was short of feed and of course had no milk by-products to feed to the young stock. These pigs were pastured for three months and fed on all the whey they wanted; they received but little ground corn.

Eight 3-months old pigs at \$4.75 .....	\$38.00
Ground corn .....	10.00

Total cost .....	\$48.00
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Mr. Pindle had about 450 pounds of milk and got about 400 pounds of whey daily, which was considerable more than the pigs could consume. At this rate if the pigs could have consumed all the whey, 36,000 pounds were used at the end of four months, when they were sold for .....

.....	\$138.85
Cost of pigs and ground feed .....	48.00

\$ 90.85

90.85 divided by 36,000 equals 25c per 100 pounds of whey.

If 300 pounds of whey was the daily consumption of the hogs, then the whey will net 31c per hundred.

90.85 divided by 27,000 equals 31c per hundred.

Thirty pounds of whey is a good average that a well grown pig can consume and properly digest. In this 30 pounds of whey there is in feed value the equivalent of 2½ pounds of cheese. Now if a pig can digest this feed—the equivalent of better than two pounds of cheese should do something. I think that a pig's system is such that if a little grain is fed with the whey, it will satisfy the peculiar squeal that is so familiar to all of us.

I hope that the cheese makers and butter makers, as well as the farmers will also make these tests on feeding. Our agricultural departments at Madison, Wisconsin, will be only too glad to help and work with you.

I shall appreciate it very much if you will make such experimental feedings, keeping an absolutely accurate record of same, and send me your results. I shall then compile them and give you a summary of the complete report at your next convention, which, I hope, will be bigger, better, and of far more educational value to us all.

**THE VICE-PRESIDENT:** Are there any questions you would like to ask Mr. Damrow?

**MR. MARTY:** Mr. President, I would like to ask Mr. Damrow what was the percent of acidity in that whey.

MR. DAMROW: I don't know. This is the report I got from the professors in Milwaukee. I asked them what the solids were in whey and I guess they took that from Henry's book on feed and feeding.

MR. MARTY: The question in my mind arises, how many pounds of milk sugar is there in whey after it is developed into lactic acid to the extent of coming from an American cheese factory? When you have the acidity in American cheese factory whey developed to the fullest extent, after the milk sugar has gone in that way, what element in the composition in that particular whey is there left to make 6.50 pounds of solids? I can't figure it out.

MR. DAMROW: I don't know either.

MR. ADERHOLT: Part of the sugar is developed into lactic acid.

MR. DAMROW: The only thing I know is that actual feeding experiments have been made, that it actually produced pork and bacon at a very nominal figure. Very little grain or solids was fed. I would like some cheese maker to get some conscientious farmer to put up a bin and provide a litter of eight pigs, and divide them into two litters, and feed one with whey and the other with water, and keep an actual record, one grain fed and the other less grain fed, and see what is the actual difference, and that can be done in a very short time. I think if that is done, that is one of the best things you can do in a cheese industry.

MR. MARTY: Mr. Damrow, after sterilization of whey, don't you think it would keep the original feed value of that whey more so than without sterilization?

MR. DAMROW: Certainly, far better. It is absolutely essential that whey is kept as sweet as possible, as when it is pasteurized. You have far better feed value that way than if it is not pasteurized. One particular factory I know has a farmers' whey tank over his making room. Far less odor than you find in the average factory where the tank is 200 feet away.

THE VICE-PRESIDENT: An amendment to the constitution has been presented and according to the by-laws it will have to be read at this time, if we want to vote on it some time tomorrow. It is as follows:

We members propose an amendment to the constitution that in the future no one can hold an office or take part in the election of officers in the Wisconsin Cheese Makers' Association, unless he is a licensed cheese maker, making cheese at least a part of the year, or producer of milk, delivering milk to a cheese factory. Signed by L. E. Kopitzke, Ed. Malczewski and W. J. Dehn.

That is all there is to that at this time. Now you can discuss it between yourselves and it will be in order to vote on it tomorrow.

## REPORT OF THE CENTRAL WISCONSIN CHEESE MAKERS' ASSOCIATION

By PRESIDENT MARTIN

MR. MARTIN: Mr. President, Ladies and Gentlemen: About ten minutes ago the Secretary asked me if I could take the place of Miss Bruhn. I don't think that is hardly fair to Miss Bruhn because if she wasn't any better looking than I am she would never get a husband. But I have noticed here today that there are quite a few strange faces here and I have been wondering whether we couldn't

meet them sometime at the Central convention. We are always glad to welcome our old friends and members, but we are also glad to welcome the new ones.

#### IMPORTANCE OF VAT COVERS

Now, while I have been called on, I am going to say just a few words in regard to cheese vat covers. During the past five years on the road, being in daily contact with the cheese makers, I have noticed that only about seven per cent are using cheese vat covers. I think it is very essential for the cheese makers to have a vat cover. In the very first place while your milk is coagulating it keeps out flies. Possibly I shouldn't say that. We don't have any flies in the Wisconsin cheese factories. They are not allowed and therefore we keep them out. But it also keeps your milk at a more even temperature. You notice sometimes in the summer you have your windows open and the draft will go across your vat, and the top of your milk in the vat will cool to a certain extent, and knowing that the rennet will coagulate faster at a higher temperature sometimes it may be possible that when the curd seems ready to cut on the top, it is beyond that stage at the bottom. It will appear stringy; but that is not due to the vat cover. Sometimes by letting the vat stand too long it will be stringy.

Now, during your matting period your curd will work and process much more rapidly by keeping it at an even temperature. I personally would like to see covers come back, and as I say, the vat covers keep the dust and dirt out of the vats. I thank you.

#### REPORT OF THE SOUTHERN CHEESE MAKERS' ASSOCIATION

By MR. FRED MARTY, Monroe

MR. MARTY: Mr. Chairman, you have all no doubt heard of the Southern Cheese Makers' & Dairymen's Association, that covers the Swiss, brick, block and limburger cheese makers in the southwestern part of the state of Wisconsin, an organization that is within six or seven years of the same age of this organization. The Southern Wisconsin Cheese Makers' & Dairymen's Association has been active practically every year since it exists, with actual field work. We engage a man, known as an instructor, known as a trouble man. Particularly during the summer months when the gases, and so forth are troublesome, he complies with requests from makers having trouble with gassy curds, and so forth.

#### SWISS CHEESE MAKERS' SCHOOL

We inaugurated some ten or eleven years ago, a special course for that particular line of manufacture of cheese. It was first given in Monroe, Green County, for two years, and it proved a lively aggregation, well attended. I think it had as high as sixty students the second year, before we transferred it to Madison, so that we were



obliged to divide it into two sections. We didn't have room or space to teach so many makers the modern steps along scientific lines in manufacturing cheese.

We were fortunate in making arrangements cooperating with the dairy branch of the University of Wisconsin, from the beginning. Mr. Sammis was practically our leading instructor, every year. A year ago we transferred the special Swiss cheese course of two weeks back to Monroe, Wisconsin, and it is going to be given again, February 9th to February 21st. We have in conjunction with that course a two days' convention of the Southern Wisconsin Cheese Makers' & Dairymen's Association to be given at Monroe, Wisconsin, the 19th and 20th of February, and to any of you that are interested in the work of that particular branch of your fellow cheese makers, I extend a hearty invitation to come down there, and we will show you the class in Swiss and show you the arrangements made for teaching modern scientific cheese making by the University of Wisconsin in cooperation with the United States Department of Agriculture. We were successful in obtaining a yearly representative from the United States government, Mr. Robert Hardell, at this school. Many of you who are interested will see the working of our particular branch of teaching in the manufacture of cheese, trying to hold our own. The way it looks, we ought to just have a little bit more of the real practice work along cheese lines connected with the organization. After all perhaps we know how to make cheese, but we are where we were thirty years ago, when this organization was established as far as sanitation and regarding that of handling milk on the farms. I think some of our interest exhibited here should be converted through some channel whereby we can drive home to farmers that we must get the real clean raw material. I say let's eliminate the evils of poor quality milk and then try to do our best, and I am satisfied we will make strides faster than we have in the last thirty years. I think it is the background of our industry. We will have to do something to get better milk. Gentlemen, I thank you.

**THE VICE-PRESIDENT:** The remainder of this afternoon's program will be a general discussion of several subjects. The first will be a proposal that all fancy cheese be stamped, "Fancy Wisconsin State Full Cream Cheese," to be stamped to resemble a map of Wisconsin. To start the discussion I am going to call on Mr. Louis Prange of the Tri-County Association.

#### STAMPING WISCONSIN CHEESE

**Mr. Prange:** Cheese Makers, and Members of the Association: Last spring, in March, we had a meeting in Kiel, referring to a resolution that the board of directors had drawn up in regard to marking cheese. We brought it before this meeting, which represented around 700 dairymen and cheese makers, and we got the resolution passed there to mark all cheese. I will try to explain it to you.

I suppose you can see the outline of the state here, representing the state of Wisconsin. We have in there the words: Wisconsin Fancy

Cream Cheese. We wanted cheese to be graded, so that all cheese at 90 and above should bear this Wisconsin fancy stamp, with the words, Wisconsin America's finest, to appear on every pound of cheese as it was cut up. We would take that word home to every housewife, so that whenever she did get a taste of that good cheese, she would get the advertising that Wisconsin is making the finest cheese.

We went as far as meeting with the Department of Markets and discussed the matter with them four or five times or more, and we can't agree with them on the score. The markings would be all right but the score we vary two points. They want us to come up to 92 and then put in another class. We prefer that anything below 90, 85 to 90 should go in a class by itself and mark that with the present number 1 stamp. Since then we have come to the conclusion, and the board of directors have agreed, to have just one stamp, Wisconsin Fancy Cheese, on cheese going above 90, and below that let it sell on its own merits. Let it go at that.

Now it is up to you people here to discuss that problem. I claim that we haven't got anywhere with the department to stamp cheese that scores 90 and above, and it is up to you to decide whether it should be 92, or 90. The department wants us to put in another grade from 88 up to and including 91. Ninety-two of course would go into the fancy grade. From 88 to 91 should be a number 1 with a label on it, and all other grades of cheese, of course to bear no label whatever.

THE VICE-PRESIDENT: I have a letter from Charles Hill, Chairman of the Department of Agriculture and Markets, pertaining to this.

Dear Mr. Schwantes:

While Mr. Klueter, Mr. Bruhn, Mr. Moore and others from our department will be at the Association's Meeting during the week, I cannot be there before Thursday evening, or Friday morning. I am writing you today to let you know that I have discussed the matter with Mr. Orchard, our attorney, and he has looked up the law carefully, and states, that it would not be within our power to compel the people to mark all of the cheese produced in Wisconsin with the word "Wisconsin".

Our power would be confined to helping your Association or any one else interested in this project to put it across.

I take it that your association will want to father the project, and we will go the limit to help put it across.

I certainly hope that the project can be started at that meeting and a Committee appointed, of which I hope one member might be some one from this department; to set up plans for getting this work done and to give it the publicity and push it will need to make it a success.

Yours very truly,  
DEPARTMENT AGRICULTURE & MARKETS,  
Charles L. Hill, Chairman.

MR. KLUETER: Mr. Chairman, might I ask the gentleman from Sheboygan a question? Was it his idea this grading should go on aged cheese or cheese fresh from the factory?

MR. GRUNEWALD: Fresh from the factory.

MR. KLUETER: How old?

MR. GRUNEWALD: After three days, of course.

MR. KLUETER: Shouldn't it be necessary this cheese should be graded or regraded at the time it goes to the consumer?

MR. GRUNEWALD: Mr. Chairman, we spoke about that too. We suggested at this meeting here that we would have it graded after the cheese is ten days old, and then if graded again add the word

"aged" to it, so that it will always be in the fancy grade. We must put on "fancy" at the age of ten days, and then after it is six months old add the word "aged" to it.

MR. KLUETER: Supposing you examine this cheese at the end of six months or when it becomes aged cheese, and you find it isn't fancy cheese any more. What are you going to do then? That is the point I am interested in because if you let this go out on the market with this word fancy cheese on it and it isn't fancy, then you are not only violating the Wisconsin law but you are going to violate the federal law, because you are shipping in interstate commerce, as a misbranded food. I don't want anybody here to think we are opposed to grading cheese. We are anxious and willing and want to help put over a real grading program, but we must go sanely and safely so that we won't have to stumble along and back up.

I think that if we are going to grade this cheese as green cheese or uncured cheese you ought to plainly designate it as "uncured cheese". When it goes to the consumer then you should grade it as a finished product, "aged cheese".

MR. PRANGE: I would like to ask Mr. Klueter what percentage of cheese is consumed in an aged form, or in a mild form.

MR. KLUETER: I don't know anybody that has the figures, but I have gone on some of the markets recently and I find they are putting a cured cheese on sale. It may be a mild cheese, it may not be snappy, it may not be high in flavor, but it is cured.

MR. PRANGE: These figures were just given to me, I don't know how true they are, but I understand that 90 per cent of our cheese today is consumed as a fresh, mild cheese and ten per cent of it is consumed in an aged form. Am I somewhere near right on it?

MR. KLUETER: Let's understand what you mean by fresh cheese. How old would you call them?

MR. PRANGE: Anything below six months.

MR. KLUETER: Anything below six months, I think your figures are a trifle high, but I am willing to say that perhaps fifty or sixty per cent of it is consumed fresh.

MR. PRANGE: If I am somewhere near right, wouldn't it be a detriment to this 90 per cent of cheese, suffering under the ten per cent going out into the channels without being marked?

MR. KLUETER: If you can get your product in the finished condition in ten days, and that it will not change in character and flavor, so that you are sure of that grade, then your proposition is sound, and and until we are sure of that it is not sound.

SECRETARY SCHWANTES: Just to enlighten a little on that as far as the branding and grading has been done in the past, at the time we had the graders on, we know there are certain grades and brands have been changed. Some have been graded under grade and when they were taken out they were graded, the grade was taken off and regraded, and some went out from an undergrade to fancy. I understand from some of the fellows working in the warehouse that has been held down and many grades have been changed and we will always have that to contend with, the cheese will never stay as it is. It is either going to go good or bad with age, but I feel with this new brand of grading even less than ten days the dealers can very well tell pretty close what brand that cheese will go, whether it is a fancy or over 90 score, and as I understand with these stamps, it stamps through the parafine, no cheese will be branded with that unless it is thirty days of age, from there on up to two years, and after it is branded with that brand it should reach the consumer in thirty days. If that is the form that is trying to be worked out, I don't know any reason why this brand here with the one through the parafine

shouldn't give pretty fair satisfaction. I would like to hear from others.

**THE VICE-PRESIDENT:** I would like to call on Mr. Moore at this time to come up and say a few words.

**MR. MOORE:** Mr. President, and Gentlemen: I have taken part in some such discussion a number of times in grading Wisconsin cheese. As Mr. Prange said, the Tri-County organization has put in quite a little time with our department trying to work out some way of marking cheese that might take place in the present grading system, that the inspection was taken off last January. As you all know the Wisconsin fancy trade mark and Wisconsin number 1 and undergrade, for American cheese, was done away with so far as inspecting grades were concerned with the department. That in my mind meant that the grades should be used but they would not be checked by the department and no matter how they were abused the department would take no part in it. That is what I would judge from taking off the inspection of grades.

Now, some people got the idea that if the department saw fit to withdraw the use of these grade stamps, it would be detrimental to the industry, and quite a number of letters were sent to the department appealing to them not to deny the use of the grades. Last May there were five hearings held in the American cheese producing sections of the state where the subject of cheese standards and the cancellation of grades was among other matter discussed, and the department after those hearings judged that the industry was not much interested in continuing the use of the present grades. There was very little objection to the use of the grades being denied by the department. The department authority, set up the grades with the help of the industry and grades can only be cancelled by hearings and those hearings were held and the results of those hearings in the judgment of the department, was to cancel the use of Wisconsin fancy trade mark, Wisconsin number 1 and undergrade, but the department so far has not taken that action. There were people that appealed to the department, and said that upwards of sixty per cent of the cheese was honestly marked Wisconsin number 1 and went on the retail counters under that marking and that it would be detrimental to the industry to deny the use of number 1 at least, and I think that the department assured a certain group of men representing the industry in October that they would hold in abeyance the announcements of cancellation of grades until after this convention, and if anything constructive could be offered at this convention they would entertain the calling of hearings on any system of grading that you might work out.

I believe there is a little misunderstanding between Mr. Prange or his organization and our department. When this plan was first presented to our department it was the same plan as was presented by the committee of which Frank Swoboda was chairman, and the committee that was elected from an assemblage of American cheese makers. A report was made after that committee was selected through the commission, when Jim Vint was commissioner, the first part of his term, and that report was for pretty nearly the same plan that was presented when we considered the cancellation of the use of the present grades. It was this way, that all Wisconsin cheese be branded as Wisconsin fancy that scored 90 and above, and all cheese that scored 85 to 89 inclusive be marked Wisconsin number 1, and all under that grade, or under 85, not be marked at all, or else be marked undergrade. There seemed to be a difference of opinion regarding that. Now, several men of the department felt that to set the highest grade as low as 90 was absolutely useless and I feel personally



that to set a score of 90 as the highest requirement asked on the cheese is detrimental to the industry at this time.

Some argue that if you set your limit at 90 so that the highest quality asked for is 90, then the great percentage of our cheese will go into that grade and will be beneficial in creating a demand for quality. I take it that about fifteen per cent of our cheese is marketed at a premium and reaches the retail counter as aged cheese. If you increase that to 85 per cent or even 75 per cent the premium that the highest quality of cheese obtains on the market will be nothing at all. Nobody will get any premium for that cheese where the major portion of our cheese comes under that brand, and the people will be discouraged. There will be no premium for producing anything better than a common, medium, ordinary cheese, and that is the highest quality cheese that you would be required to make, that is the highest cheese would be recognized.

Now the last time that the department talked with any branch of the industry about a grading system that might be discussed here, I believe the department agreed that they would go along, so far as they saw at that time, with any program that recognized 92 and up as our very best cheese, and 89, 90 and 91 as a number 1. But when it comes to setting your best requirements, the highest requirements for any cheese at 90, we felt we would be slow in advancing that program and we felt we would have to do something different, and I feel that lots of us have the same impression.

My experience has been, in judging cheese with different men of the United States and Canada, that they feel that cheese is offered to them to judge as a commercial product, that it has about one-third moisture, one-third fat and one-third casein. That is worth about so much. It has a certain nutritive value and if a person has an idea that 85 is the grade he will give those three components of cheese for the food value, without any recognition of flavor, that there is a basis to start from and that the difference in score between 85 and 90 is for the range of desirability of merchantable cheese.

If that is the case our leeway in scoring merchantable cheese is from 85 to 95. Now I know of men, men we have considered authorities on cheese in the United States and Canada, as far back as thirty years ago to the present time, that if you ask them to come in and score experimental cheese like a government experimental cheese, where you noted every difference in commercial value or merit, and the scores had to be a guide to you in your experimental work, it was often a task to get the men to do anything but mark "spoiled" on a cheese under 90. That may be radical, but I think when you go down to 85 those are spoiled. Now if those people are right in saying that a cheese wasn't a very desirable merchantable cheese when it scored under 90, then I think that our grades would be set very low, too low, if the highest score we ask to appear on a high class cheese is 90. I believe the majority of cheese made in Wisconsin and a great deal more than fifty per cent of our cheese made in Wisconsin is carelessly made because no premium has been given for high quality that will score above 90.

Now if the average man has cheese that will range between 90 and 93, and if it is suggested to him that he can just lower his effort a little bit, and still meet the highest requirement I think we are going down hill instead of up, and we are stepping backward in the cheese industry. I think we should put our aim or goal higher than some men can ever reach, higher than anybody can reach all the time, if we will raise the quality of cheese, and improve the demand for cheese.



Now, I won't say that the department of agriculture and markets won't sit in with any group of men representing any industry and consider any program, but so far as the department knows now, I don't believe that they will be very much interested in carrying out a program in which our No. 1 cheese will range in score from 85 to 89 and our Wisconsin fancy from 90 and up. It may be that the majority of the industry feel as though that is the right thing, but there is one thing that you must remember with the department. They can set up regulations, but their only protection in setting up regulations is by going through the usual procedure in holding hearings. Their regulations should be a proven service in saving and bringing out a merchantable product, and if they don't feel that a program is helping to serve in bringing out a merchantable and good product, they have no legal right to enter into any such program.

As you all know, the United States Department of Agriculture and the Department of Agriculture & Markets have considered for years a joint inspection of fancy aged cheese, and there are many men in this room that have sat in meetings to consider what constituted an aged cheese, and different phases of the question concerning that sort of program. I think the opinion of many has been that American cheese should be at least six months old in order to be termed an aged cheese. The plan adopted was that cheese more than six months old would be judged and graded by federal-state inspectors and branded, but this service would only be voluntary. If anybody had cheese they could offer to the federal and state graders to be passed into this fancy grade they would apply for the service and pay a fee for having the work done. It hasn't anything to do with the present grading system in any sense of the word. It hasn't anything to do with the cheese we have to offer for sale, but is only a volunteer service for those who want it, and it is a service that wouldn't have to be based upon paying any premium. If any one man in the state of Wisconsin would ask for that service the department would give that service and he would pay the fee. Such cheese would be marked or branded with the Barkhausen machine that applies and inks through the parafine by using a "V" shaped type heated to a temperature of 190.

In July, the United States Department of Agriculture notified us that they wouldn't go along with a system that required putting any state name in the stamp. Our department held that on the face of a daisy the words "Wisconsin aged, United States fancy" should appear twenty-four times, so that this wording would appear on every piece of cheese less than a pound and take the story home to the housewife. The government said that the words "Wisconsin aged," as a part of the grade, as well as United States fancy, was a thing that they hadn't practiced in any of their grading with any of the states, regarding poultry or meat, or anything of the kind. Then the Wisconsin Department of Agriculture & Markets tried to work with the part of the industry that was interested in putting out a Wisconsin brand offering a service of branding cheese, "Wisconsin fancy aged," appearing on every retail quantity of cheese.

There is a question that I think should concern everybody that has anything to do with the manufacture and marketing of cheese and that is this. I feel that much of Wisconsin's cheese is honorably marked Wisconsin number 1, according to the standard set up. Since the latter part of May the department should have cancelled the use of Wisconsin number 1, Wisconsin's fancy trade-mark and undergrades and they haven't done it. But I think it will be only a short time before they will do what they think is their duty as a result of

hearings in May and deny any further use of Wisconsin number 1, unless something is done to prevent it or something else put in its place, that is better. I think that it is the Tri-County organization and other organizations' idea to try to have something to put in the place of their present grade. If our present grades mean anything at all in merchandising cheese, we should think carefully in this convention, as to whether we can afford to take away the only marketing people are calling for to appear on the outside of the cheese. "Wisconsin number 1." That is all I believe I have to say along the line of grading and marketing.

MR. LOEHR: How much cheese is there worked over into process cheese? Would the printing do any good on it?

MR. MOORE: I don't know as I can give anything official on that, but I have heard it said by people who should be concerned in making a conservative estimate, that in the neighborhood of forty per cent of our American cheese is processed.

MR. LOEHR: I am selling cheese in the retail business and the only thing we can sell today is process cheese.

MR. MOORE: That may be a local condition.

MR. LOEHR: I think it is getting so practically all over the country.

MR. MOORE: Well, that is a thing that I am sure people have no very definite information on. It isn't all over as it is in your community. You would say then that my 40 per cent is nearer 100 per cent?

THE VICE-PRESIDENT: We would like to have somebody else express themselves on that same thing, that Mr. Loehr has brought up.

MR. LINDEMAN: Mr. President, if the department feels fit in disagreeing with the 90 score on cheese, I would like to ask Mr. Moore how many out of a thousand average consumers would be able to detect the difference between 90 and 92 score, granting that the two points wouldn't be in flavor?

MR. MOORE: I can't give you anything official on that. I haven't any reason to have any better opinion on that than you have. But I believe that the average man, who is scoring cheese, feels a whole lot safer with 92 score if he is going to store cheese in long storage, and I don't believe he is satisfied with 90. There are certain cheese under 90 that are detrimental in the matter of cheese for storing. I would like to ask people who have had experience along that line, who carried cheese in long storage.

THE VICE-PRESIDENT: Is there anybody else?

MR. GIFFIN: Mr. President, the people I am with have the reputation of ageing for commercial purposes, possibly more cheese than any other concern in the state of Wisconsin, and we prefer by all means a cheese with 92 score instead of 90 to carry for an aged product. I would like to make another statement in connection with this gentleman's remarks over here. We have a store in Plymouth right in the heart of the cheese industry. They do not carry in stock, and they do not sell one pound of process cheese. They claim they don't have any call for it and I presume it is because a good many of the people, the fathers, sons, and cousins are neighbors in Plymouth, and at some time or other have worked around cheese houses.

MR. MOORE: I might say along that line, Mr. Giffin, that last night I spent until twelve o'clock with a group of salesmen for a certain cheese concern. That concern has changed hands recently through financial difficulties. They say the only salvation is in putting out a cheese not less than seven months old, and from this to a year. They think they have pretty nearly doubled their sales on natural cheese by aging it, and giving the customers the choice be-

tween that and the other cheese. They told me a certain manager from quite a ways off made a trip and wanted to see how they did it, how they almost doubled their demand for Long Horns. I think that is a little bit different from your territory.

MR. LINDEMAN: Mr. Moore, I notice Mr. Giffin did state they preferred 92 score. I grant that today they prefer 92 score. I prefer higher than 92 but I am speaking of average consumers, considering using as someone admitted, 40 or 50 per cent of comparatively new cheese and in that class, speaking of average consumers, how many can detect the difference between the 90 and 92 score?

MR. MOORE: I think there is some place where the high quality is 92, which shows you shouldn't ignore that requirement. If you, as an assembler of cheese have a set of regulations where your top requirement is 90, you are naturally in a poor condition to go out to ask the maker to make something that scores 92. I don't see how we can lower our standard any more than the highest standard.

MR. BRUHN: I would like to ask Mr. Lindeman if 90 score cheese will satisfy your most particular customers or all your customers?

MR. LINDEMAN: In age?

MR. BRUHN: Either way.

MR. LINDEMAN: That is the point I want to bring out. I believe a 90 score cheese will satisfy 900 out of a thousand customers.

SECRETARY SCHWANTES: Mr. Chairman, I sat in on a number of these meetings which have been held in Madison, and throughout the state, and while we don't always agree and disagree many times brings out the facts of some point and here are points I don't agree with Mr. Moore. A man can go at a cheese vat today and tomorrow or the day after say I am going to make a cheese of 90 score. There is no such thing. When a man hits for an aim of 90 score he might just as well have 97 or else drop down to 87. There is no such thing of making a goal. You have a 90 score cheese, as your professor from Virginia says, they would score that cheese 90 or 91. You have that cheese in the exhibit room from 90 to 91, there is a world-wide difference.

I feel this way, if the housewives say it is a good cheese, it should have a fancy brand, whether it is 90 or 92. I know there is a difference between our judges of today, and the housewife's taste and I feel that if we want to come back with the consumption of cheese where we have been years ago, we must give them what they want regardless of what the score may be and the brand may be if the housewife says this is a good cheese.

MR. SAMMIS: Mr. Chairman, I promised myself I wouldn't take any part in the discussion. The discussion has gone on for a long time and I was in hopes that the gentleman who spoke first would present a resolution in order to formulate exactly what he wanted, so that it might be voted on tomorrow with the other resolutions, but he didn't do it. Now anything that is done is a sort of compromise, because I don't suppose everybody will ever agree on any one thing. The question is what can we all agree on, or compromise on, what can we get together on, so that something can be done.

MR. DEHN: I sat here all this time and listened but it occurred to me that this state grading system we have had for ten years has practically demonstrated it was of very little benefit. I believe that we may get somewhere with a stamp on the cheese with every factory number on it, so that the maker or factory would have to make good. Then perhaps there would be some incentive for the good makers, and they would have a steady outlet for their product. As far as the score is concerned, that is secondary as long as your consumer is satisfied. If you can find a market that you are able to supply it

should make very little difference whether that score was 80 or 90 as long as that consumer was satisfied, and you were getting your money for your cheese. But have the maker stand back of the product and make him responsible. Then I think we are getting a start.

**MR. MOORE:** Mr. Dehn, as you probably know, that matter was discussed at the hearings and there have been a number of appeals to the department to change the present factory mark on the cheese. The present mark are the three dates, the dates of removal, packing and the parafine. You don't know when that cheese was made. The department has suggested a change in the factory stamp and nobody has objected to the new plan, and many have requested that be adopted and it can be adopted as the results of our legal hearings.

We would have the date of manufacture mean the date when it was made in the factory so that nobody could say the date of manufacture meant the day it was put on the shelf.

**MR. SCHAEZTL:** Mr. President, did I understand the letter of Mr. Hill suggested that a committee be appointed at this meeting?

**THE VICE-PRESIDENT:** Yes, that is what Mr. Hill recommended.

**MR. SCHAEZTL:** Well, on the strength of that letter I would suggest that he wants one member of the department and besides two more members be appointed by this association and see if they can't get together. We have talked it over and I guess it is the opinion of everybody present that the chair appoint such committee and work on the subject and report to us before this convention is over.

**MR. MARTY:** I happened to be in Portland, Oregon, this last summer, and I called on eight or nine factories. While some of the factories are not so large I noticed in every curing room that every cheese was standing just like that cheese is there. For instance, that name would be stamped on the flat side in a circle, practically the same as that there. They have a system that seems to be working very successfully, and they seem to have absolute control of their brand there. I want to ask Mr. Moore, whether they have ever gone into the branding system of the Tillamook Oregon cheese.

**MR. MOORE:** We have paid some attention to what Tillamook did. Of course, we have this to consider with Tillamook, they have twenty odd factories and one man has supervision of everything. In Wisconsin we haven't any uniformity of inspection.

**MR. KOPITZKE:** Mr. Chairman, I don't think that will be very good advertising, in case you had an acid cheese or sour cheese. You would have to put it on regardless how good the cheese would be. You know that is bound to happen.

**THE SECRETARY:** Mr. Chairman, in regard to what Mr. Dehn has brought out here, that our old grading didn't bring us much, may be due to the cause that there were strings hanging onto our fancy brand. Well, as you know, about seventy per cent of the cheese goes out as fresh cheese, and our fancy brand had a holding law connected to it for thirty days, and I think if you take the holding law off of thirty days on the branding and let it go as the public wants it, I think you will find more fancy is going out on the fancy brand, and furthermore I believe, in my personal opinion only, that we should have state check up on the grade, similar to what we had, otherwise if it runs wild we don't know what might happen, although I believe that my personal opinion is only to brand it Wisconsin cheese, which scores 90 or better.

**THE VICE-PRESIDENT:** It seems the time is flying and it seems we can keep on discussing this another two hours, and we won't be very much further than we are now, so I wish somebody would make a



proposition whereby they could reach a decision now and bring it up tomorrow for possibly ten or fifteen minutes so as to get somewhere definitely now.

MR. DEHN: Mr. Chairman, I would suggest to appoint a committee, if that would help any.

#### COMMITTEE ON STAMPING APPOINTED

THE VICE-PRESIDENT: I am of the opinion that in order to close this up this evening and try to arrive at something definite, we will have to appoint a committee just like Mr. Dehn and Mr. Schaetzl suggested, and have them draw up a resolution, and we would like to act on that resolution tomorrow. So I think I will appoint them now and have it over with. I will appoint Mr. Prange as one, and Mr. Malczewski as another member of the committee, and Mr. Schmittfranz as the other member of the committee.

MR. SCHMITTFRANZ: Mr. Chairman, I don't know whether this is going to conflict with the work of the resolution committee or not. The three you have mentioned are all on the resolution committee and so I don't know whether we will be able to take care of the resolutions and also take care of drawing up some plan for this work.

THE VICE-PRESIDENT: I don't think it is going to conflict with the work of the resolution committee because you can draw up that resolution and put it in yourself. That is my idea.

MR. MALCZEWSKI: I think you ought to appoint somebody from the department.

THE VICE-PRESIDENT: I will omit Mr. Malczewski and I will put Mr. Moore in his place.

MR. SCHAETZL: Mr. Chairman, leave the three on and appoint Mr. Moore of the department also, that doesn't hurt.

MR. LINDEMAN: Mr. Chairman, it may not be desirable, but why not expand the committee and make it seven men?

THE VICE-PRESIDENT: I have four, Mr. Pauly is five, Mr. Lindeman is six and Mr. Giffin is seven. So I think you will be able to thrash it out and I think if anybody else wants to meet with them it will be perfectly all right.

#### THE WISCONSIN DAIRY SCHOOL

By PROF. H. C. JACKSON

Mr. President, members of the association, and friends: I much prefer to talk down here in front, down a little bit lower, don't feel quite so top heavy on this platform, but the Secretary informs me that the recorder here, or reporter, whatever title he has, couldn't hear you quite so well if you were down there. I don't have a written copy of what I am going to say.

Down at the Dairy School we get paid for talking, sometimes kind of hard to shut us off, and so lots of times we can talk and ramble along without moods. To tell the story about a fellow teaching a bunch of boys, he noticed over in the back corner quite a few slouched down in the seats, and finally he began to hear some strange noises and woke up to the fact that some of them were going to sleep, not only that, but sleeping. Finally he woke up one of the fellows and said, "Wake them up back there," and he said, "Wake them up yourself, you are the one that put them to sleep."



Sometimes others may not be interested in some of our educational programs, we are certainly interested in them. I had planned to talk on some of the research work that was going on, not only in our department, but throughout the states, but your Secretary asked me to talk about the Dairy School.

Yesterday I committed one offense by not being here. I was down in Chicago attending another dairy meeting and I don't want to commit two offenses, that is by talking on some subject not allotted to me, as a matter of fact I like to talk about the dairy school, like you cheese makers like to talk about making cheese. Because that is my job just like it is your job. I also believe in working and I like to work, and that is why I am here. That is why other men are in the department.

I believe in practically all of the dairy manufacturing departments of the states that perhaps all, or at least the large majority of the men could be engaged in some other work, which would perhaps bring them greater remuneration, but there are many compensations in this work and the older we get the more we realize it. Now, the work or the department, such as we have in the agricultural college, of course, is divided into three parts, namely: our research work, our teaching work and our extension work. And I don't want to take your time this morning to listen to any discussion on research work that is being carried on, or the extension activities, but I want to talk particularly about the educational work, and our facilities for carrying on this work. I came to this state three years ago this fall and prior to my coming the generous legislature had appropriated a sum of money for the purchase of equipment. It has been my good fortune to have visited several dairy schools or departments of a similar nature, and I really believe from the standpoint of the equipment, we are about as well equipped, if not better, than any other department. Some of our other facilities, however, are inadequate, and that is particularly true as relates to cheese work. In other words, we could carry on some other activities if we had better curing room facilities, particularly if they were larger. The facilities, such as we have, are all right, but we are a little handicapped generally, or rather particularly with the foreign varieties of cheese, such as Swiss cheese, limburger, brick, camembert, and roquefort, and that type.

Now there are several opportunities for the young men in this state, not only the young men, but the older men and the ladies as well—we very seldom get girl students in our department. The boys all like to have them come, they get a good deal of aid in their work. But as you know we give a course for four year men, long course, and then we give twelve weeks short course, and then several other short courses. I don't think it is necessary for me to say very much about the value of some of these courses. I believe the men in the state must be pretty well sold on the idea, particularly this twelve week short course, because we have so many representatives scattered throughout the state, who have taken this course. I haven't counted

up just lately, but if my memory is right, I believe we have something like 4,600 men who have taken this twelve weeks short course. Many of those men hold very responsible positions not only in this state, but in other states, and in foreign countries.

We have many dairy and food commissioners, many professors of the various colleges of agriculture. Our own chairman in the state department, Mr. Hill, took one of the first courses offered in the Dairy School, I believe in the old dairy building. The one we have now is old enough, built about 1890, but I believe he took that course, one of the first courses given, and many of you men have friends and acquaintances who have taken that twelve weeks course. Many men gathered here have been down every year. However, we offered during the first week of February, this year, February the 2nd to 7th, inclusive, a course for American cheese makers, a short course. This course is given for experienced operators. Now every year we have a rather good attendance, generally get about thirty men down to take this course, but I have felt, and the others have felt, who have worked with these classes, that attendance is much too small when we realize there are in the neighborhood of at least 2,000 cheese factories in the state, and we wish that some way, some how, we could get a larger attendance, because we think it is quite worth while. We have some men who come down there year after year.

Every year Mr. Kasper comes down to help us out, a man from the Department of Markets, used to be the Department of Markets, and also from the Dairy & Food Commission, they come to help us out and we have several of the older makers who come back year after year and who think it is quite worth while, and we do have rather live discussions.

I feel sometimes some of these conventions, that they aren't perhaps quite educational enough in the sense that many of the cheese makers don't discuss the manufacturing problem like perhaps we would like to see them discuss them. Now, perhaps you men would rather talk about the things you talk about, and perhaps that does do the most good, and there is no doubt getting together and having a good time together goes a long way to make a convention a success. Of course, we run the school, not like a convention, but we try to make it educational, and we do present the opportunities for the men to brush up on some of the things they have perhaps forgotten. We try to keep abreast of the times each year. We have some new subjects for discussion, and we think it is well worth the time.

I thought perhaps, since the price of cheese has gone down the way it has, and perhaps some of the makers have been forced to take a cut in their income or salary, or wages, whatever they want to term it, that perhaps they felt it a little too expensive to come down to Madison for this course. At a convention which was held over at Beaver Dam, where most of the cheese makers are brick cheese makers, the offer was made that if they wish, we would plan to take

a short brick cheese course out to them in their section of the state, and that offer holds good for the American cheese makers. If up in the northwestern part of the state, or the northeastern part of the state, some of the cheese makers want to get together and have a school there, why, we will do our best to help them.

Now, we don't want to force this on you. If you don't want to have it all well and good, but we believe in service. We just sang this song about Wisconsin and I really believe that is what made Wisconsin great, because of the service this institution has rendered. We want to see better cheese made, we want to see better trained cheese makers and we think in a modern way we do have something down there that some of you men could have with profit. Now, we have done that with the Swiss cheese school. Formerly that was held at Madison. Last year, I think, for the first time we went down to Monroe and helped the various associations down there put on a Swiss cheese school. They had a wonderful attendance, a great deal of interest and we plan to do that again this year.

Now, we have another function outside of educational and I wouldn't want to term it exactly as an employment agency, but every year we are able to help place several men. We have down in the department what is known as our job book, in which we list men who are thinking of changing positions or have changed positions, or finding themselves out of work have written in and want aid in securing positions. I can't tell you just off hand how many men we have given this service to this past year, but it runs into quite a sizeable figure, and we have many men who employ men not only in the cheese industry, but in other branches of the industry as well, who make it a practice of coming in there, and interviewing men, wiring in for men or writing for men and we have served them over and over again.

Due to a rearrangement in our schedule of work it is impossible for many of the boys of our present class to be here at this convention, that is, that the boys who are taking the cheese making course, but I think we have one of the best groups this year that we have ever had, and I would like to say that if there are any here who are looking for some young man of a little extra training, we would be glad to put you in touch or in contact with these boys. As you know a man who takes our winter dairy course has to have at least six months' experience in a dairy plant. That means that practically all of them have a year's experience and many of them much more than that.

Then, in addition of course, they have this extra training. I believe this covers what I have to say to you this morning. I would like to say in closing that I am glad to be here. There are two other members of our department that are here and as a department I believe you have always found us glad to cooperate with you and we are looking forward to do this in the future, and hope with you we

can build, not only a greater cheese industry, but a better cheese industry. I thank you.

**THE VICE-PRESIDENT:** I have just a few announcements to make at this time. If any of you have any nominations to hand in to the nomination committee, you may do so in committee Room A in this building. And about the railroad certificates, our Treasurer would like to have you turn in your railroad certificates as soon as possible, or right after this session, so that he can get them signed up in order to get the reduced fare.

### **CHEESE, YOUR HEALTH AND YOUR POCKETBOOK**

By **PROF. W. V. PRICE**, Madison, Wisconsin

Not so long ago a young lady came into my office to obtain some information concerning the food value of cheese. She seemed to be an intelligent sort of a person, which was not surprising since she told me that she represented an organization that attempts to furnish the "Believe it or not" kind of news that is so popular at the present time. You are connected with or interested in the cheese business and probably have to answer similar questions in the course of a year. So let me tell you how I answered the questions of this supposedly intelligent young lady and when you have to do the same thing perhaps you will be able to profit by my mistakes.

First of all she wanted to know "What in the world" made cheese so valuable a food that her organization had been willing to pay her expenses to Madison so that she could get the information. That's a mean question. She didn't even know what kind of cheese she was talking about and with the choice between American, Swiss, Brick, Limburger, Roquefort, Cream, Cottage Cheese, and many others one has a wide variety of food values from which to choose the answer to her question. I explained to her that the composition of these different types are all different, and she seemed properly impressed as any intelligent young woman should have been.

But then she wanted to know how the composition of the different varieties accounted for the difference in the food value of the cheese. That's a long story so I'll tell it to you the way I told it to her.

To begin with, I told her, there are only four important constituents of cheese that a chemist can determine by analytical means. They are water, fat, protein, and mineral matter. The same classes of material are found in the other food products but milk fat and milk proteins and the minerals of milk are different from the same classes of materials which are found in other foods.

Milk fat has a different composition than the fats in other foods and its characteristics cannot be artificially duplicated. This difference can be easily measured by a skilled chemist. But there is one thing about the composition of milk fat that is not so easily measured. Milk fat was designed by Nature to nourish young mammals. Nature intended that this fat should be used for food and consequently



that it should be readily assimilated by the digestive system. But in addition to this fact, which makes milk fat a valuable food, it also contains some of those mysterious but highly advertised substances called vitamins. It has been known for a long time that the feeding of all the chemical elements and compounds necessary for nutrition, in the purified forms do not produce satisfactory growth. Small amounts of certain natural food substances must be added to the purified ration. It has been assumed that the natural food substances must contain some unknown compounds and these hypothetical dietary essentials have been called "vitamines." Five of them are comparatively well known, but none of them, as yet, have ever been isolated in a pure form. Vitamines A and D, two of the most important, occur in milk fat and are concentrated in cheese because of its high fat content.

The proteins that occur in cheese are also characteristically different than the proteins that occur in other food products. Milk proteins were intended by Nature as a food for mammals. These proteins are easily digested and contain certain food substances that are not commonly found in other proteins.

Cheese also contains calcium and phosphorus. These minerals are particularly valuable for the formation of bones. It is said that one-half a pound of cheese will furnish all the calcium and phosphorus and one-fourth of the iron required by an adult in one day.

The transforming of milk into cheese and the redistribution of the food constituents of the milk is pictured in Chart 1. These figures are not the result of a single actual analysis but are the results of average tests over an extended period. They do illustrate the fact, however, that most of the valuable food materials in milk which make milk so nearly a perfect food are largely retained in the cheese. Incidentally we know of no perfect food, but milk certainly ranks high in this classification of good foods.

There is a common belief that cheese is only suitable for use in small quantities as an accessory to the diet, and that in large quantities it is likely to produce physiological disturbances. This question was made the subject of a careful study by the United States Department of Agriculture. The common types of cheese were used in these experiments and were fed in controlled amounts to some college students. It was found the cheese was digested as completely as most of the usual types of foods. As a matter of fact about 90% of the protein was assimilated by the individuals. Unripe cheese was apparently digested as readily as the ripened form.

These results are not surprising in view of the fact that cheese is consumed in large amounts by the peoples of many nations. Chart 2 illustrates our own standing as cheese consumers among three other nations. If cheese were not a desirable form of protein food it would not be consumed in such large amounts by so many people. I have heard it said that a diet of bread, cheese and fruit is satisfying and



sufficient for the average adult. I know this is true for I have tried it myself for several days. There is no reason from the standpoint of digestibility why the consumption of cheese in the United States should not be tripled during this next year.

There is another argument in favor of an increased use of cheese which can not be ignored. Mankind might be roughly classified into two groups. Both groups for hundreds of generations have derived most of their food supply from seeds, roots, and meat, but have varied in one respect. The Chinese and closely related races have used eggs and the leafy portions of plants as the only part of their diet which was rich in vitamins. The other group includes those people who have used milk and its products in addition to these other foods.

The people who have not used milk in some form are characterized by their small stature, relatively short span of life, high infant mortality, and failure, in generations past, to adopt new and improved methods of living. These people who have made milk an important article of diet for many generations are in general more aggressive. They have made great contributions to the literature, science, government and art of the world. It has been pointed out many times that this development has a physiological basis which is undoubtedly related to their diet. Recent scientific investigations also have indicated the important part which milk plays in the nutrition of the human race.

If we examine this problem of cheese consumption from the standpoint of economy, it is even more easy to be convinced of the value of cheese in the diet.

It is customary in considering the value of different foods to calculate their energy value in terms of heat units. These heat units are called calories and the energy value of different foods, regardless of whether they consist of starch, fat or protein, are calculated and often compared. Based on this method of comparison cheese packs a lot of energy in a small space. Chart 3 illustrates the fact that a pound of cheese furnishes an amount of energy which is equivalent to that furnished by 2.5 pounds of chicken, 2 pounds of sirloin steak, and the comparison could be extended to other foods with very similar results. Those foods that are rich in fat and sugar are also high in energy. The energy value, alone, however, should not be considered the only criterion of the value of a food in the normal diet. The comparison of Chart 3 has been extended for the purpose of this discussion and in Chart 4 are shown the energy values and cost of energy in several different foods.

These food materials have been arranged so that the most expensive for sources of energy are at the top of the list. Porterhouse steak at 50 cents a pound happens to be the most expensive of the group selected. The cost of one thousand (1000) energy units in this form would be 45 cents. Eggs are relatively expensive also even at present market prices. Cheese at 30 cents per pounds furnishes 1000 calories at 15.4 cents. This is cheap and is only greater than the cost of

energy derived in from the starch of bread or potatoes. But cheese does not compete with bread or potatoes for a place in the diet because each supplements the other. Cheese does compete with those substances which are rich in fat and protein. It is difficult to find a more economical and palatable form of fat and protein than is furnished by American Cheese.

This concluded what I had to say to the young lady and I rather felt that it was enough even if she did look intelligent. She fumbled with her notes for a minute and then inquired if I believed that the milk from contented cows made better cheese just as the milk from contented cows is advertised to make better condensed milk. I gnawed on one corner of my desk until I could control myself and finally admitted that I was merely a dairyman and not a psychologist and that it was very difficult for me to recognize signs of content in cows—or intelligence in women.

Summarizing, Cheese is Rich in Vitamines, Calcium and Phosphorous, A Concentrated Form of Energy, An Economical Source of Highly Digestible Fat and Protein, and A Palatable, Nutritious and Delicious Food.

### USE OF PUBLIC COLD STORAGE WAREHOUSES

By A. V. MASON, Milwaukee, Wis.

Vice-President and General Manager, Terminal Warehouse Co.

Mr. Chairman, members and guests: When the Secretary of the Association asked me to come here this morning I had a great doubt as to any value I might add to your deliberations, but he seemed to think there was a place in the picture for a cold storage warehouse man, so I consented. After all, these conventions are for the sole purpose of preparing you men for better things, better products, more products, and when ever I hear the word "prepared" mentioned my mind invariably goes back to an incident in my boyhood when I was not prepared. I suspect most of you men have been caught in a similar position.

In this case, however, it meant a great deal to me to be able to meet a crisis. When the crisis arose, I wasn't there. I am going to try to paint a little picture for you. I was in a vessel in the mouth of the harbor at View Dale, Uruguay, with probably two hundred other young fellows. The weather was beautiful, very warm and very quiet, and the ship was lying at anchor about two miles out of the harbor. It was smooth and the sea was very calm. At a certain hour in the afternoon an order would always be given in the summertime to spread awnings, meaning that over the deck incidentally and smoothly and uniformly the awning would be spread from bow to stern and each of us young fellows had to hop up off the deck, jump on the railing and stand on a steel cable, and hold on with one hand and then hold the awning tight with the other hand. They used to say, Uncle Sam only asked you

for half, you were entitled to hold on with one hand but sometimes the boy was a little smaller than he should be and had to take two hands and when he took the two hands sometimes he fell. On this particular day, as I say, the water was perfectly smooth, it was hot enough for all of us to want to go in and swim, but some of us were afraid to go in because if they thought we fell in on purpose we would be punished and in due time the order was given to pull away. Well, each fellow would stand on that cable and hold the cable with his one hand and stand on it and then pull tight on the awning, and just about the time the order was given I heard a swish and I was standing about twenty feet above the water looking down and I saw bubbles coming up. Then I looked on the left of me and all of my friends seemed to be there, and on the right I missed one. Well, now, if I had stopped to think I would have known that boy was drowning, the bubbles were coming up very fast, and all of us men could swim. All of us wanted to swim, none of us could have been hurt had we gone overboard, but none of us went overboard, and while we watched the bubbles, I could hear a swish coming around the bow of the ship and here was an old sea man, quite an elderly man, swimming under water, and when he came to that point he dove and came up with the unconscious boy under the arm.

We dropped the rope and pulled the swimmer and his burden in. None of us thought a great deal about it. We were all ashamed of ourselves. We certainly were not prepared. One day, a month later, probably two months later, an order came from the White House signed by President Cleveland. President Cleveland wrote an executive order that at ten o'clock on a certain Sunday morning two weeks hence every American ship in all parts of the world were to stand at attention, all men were to be in uniform and the captain of each American ship was to repeat the name of that old seaman, and by an order of the President he was decorated, not for bravery, but for ability to meet a crisis.

I always thought, as I lived year after year, it was the best example of a man being prepared to meet a thing that I had.

Right on top of that I am going to give you the humorous side of it. We had come home from China and were in Virginia, and you know when a vessel is away from home three years there is a board of officers come on board and check the crew and the speed and dispatch and accuracy, and the manner with which each of these things are carried on. That is the basis on which the officers of the ship are rated, meaning if a crew comes back from China or Europe or from India and she is not well drilled, the men aren't snappy, why the officer gets demerits. If on the other hand they are good, well drilled men, then the officer gets merit marks. Rear Admiral George Dewey, now dead was chairman of the board when they investigated our ship when we came back to Norfolk and there is a code of ethics among navy officers, that

no officer, to follow the code, must try to take advantage of the other one. In this case, however, I was stroke oar, on what they call the first life boat, and we knew we suspected that our boat would be called into service and be under test at one o'clock sharp that afternoon, with Dewey and his retinue of officers standing on the bridge. So we fellows were on the life boat. We tried to act nonchalant and while standing there and walking around everybody was teed up because seconds count, not minutes but seconds.

Well, the officer in charge of the boat, that is not the man who would go in the boat, but the man in charge of the boat came around and said, you boys stick closely to this boat, we will have to drill about 1:05. When they have a drill like this they have a man running back to the life buoy and then someone else throws a barrel overboard and that barrel is the man. The efficiency of that boat depends on the time that that crew gets the boat in the water, rows over and picks up the man and picks up the buoy and returns to the ship. On this particular day we had a coxswain, he is known as the tiller man, but he is in charge of the boat, named Coleman, and Coleman was a very godly man. That reminds you, of course, of that shoemaker's story, but he was a very godly man and we always respected him as a good Christian fellow. But on the day the call came we leaped into the boat, got it under way and Coleman was standing in the rear, stroke, stroke, keep it up boys. We were breaking our backs to get that barrel and back to the ship. Coleman headed the boat for the buoy, picked it up first and because the buoy was closest to the ship he returned to the ship and left the man out. Now, when poor Coleman walked aboard the ship, the captain says, Coleman, you are a land man, and immediately disrated him from \$82.00 a month salary to \$16.00 a month. That was another instance where a man wasn't prepared.

So we go through life. I often remark in situations where I am not prepared, and you men in the cheese business have done that. I would like to talk to you reminiscently for a long time, but for the sake of accuracy on the subject I am going to read a paper to you. I hope the reporter will not report these stories, because they merely show you the thought I got that conventions are for one purpose, to prepare you, and prepare the interested industry to do greater things and better things for the welfare of all.

I am in the cold storage business, and I don't think there are many businesses that have more trouble. This year, when cold storage warehouse men have quite a bit of money loaned out on eggs on a basis of 25c, I see they are quoted in Chicago yesterday at 16%. Some of those warehouse men are worrying and I suspect I would be too if I had any eggs.

There seldom comes a time in the ordinary span of human life, when a man may become efficient in more than one thing at a



time, and this applies to the art of making cheese, the same as it does to the operation of a public cold storage warehouse. Both are important industries, and both are vital to public welfare. Just as cheese has for generations been a prime food of real value to the health and wealth of nations, so too has the value of public cold storage warehouses been recognized as being a material and beneficial factor. In fact the interests of the two industries are so definitely linked together, that one can almost say that neither can profitably exist, entirely independent of the other.

Thus, with an affinity of interest established between us, it seems entirely proper, if not decidedly necessary, for the cold storage warehouseman to understand in some degree at least your problems, so as to serve you when possible, and for you who are in the cheese manufacturing business, to have at least a passing knowledge of the functions of public cold storage, so that you may be served.

Some one has said that a pound of cheese has a long and difficult road to travel from the factory to the consumer's table, and no doubt many of you can testify to the truth of that statement, but let me say however, that the function of the public cold storage warehouse is to simplify that travel, and make it as easy as possible for you who are producers, to protect your products while on that route to the consumer, and to aid in having it bring to you a fair return upon what you have put into it.

Competition embracing all markets, is probably the keenest today that it has ever been, and this includes local national and international markets, and by this I mean that there are now more people after the consumer's dollar both here and abroad, than ever before, with no indications that this condition will change or let down in the near future, but on the contrary, with the constant expansion of mechanical quantity production in this machine age, it is almost certain this tension will increase.

After all, currency circulation is the rock base and back-bone of prosperity, and inevitably prosperity starts with labor, and labor starts with production and essentially your membership consists of producers. Economically, the producer must be afforded an opportunity to acquire a fair and reasonable profit to insure continued production, no matter whether the product be cheese, or beef or motor cars. If a profit cannot be had, then production will cease; and unemployment will arise, and with unemployment of labor, commerce, finance and industry become stagnant. Thus we have a wheel within a wheel in this constantly changing economic structure. Just as industrial depression follows the cycle shown, so too do inflation and false values follow excess currency circulation. The aim of all modern economists is of course to strive for a happy medium in currency circulation and in production and consumption, which involves producing only products needed or demanded, and then in proper quantity, and above all in right



quality, and the producer or manufacturer who does not pay heed to these elements will inevitably find himself in difficulty. Let us now consider this angle of the question as it directly concerns you men as cheese producers. Some one has said that the consumption of cheese in this country has dropped from 42-10 lbs. to 3 7-10 lbs. per capita in the year 1929 as compared with the year 1926, or put it another way, that the consumption of cheese has fallen in the United States in excess of 40,000,000 lbs. within that period. This it seems should furnish ground for serious thought, especially when the consumption of cheese in some of the European Countries is considered, which I understand runs as high as 30 lbs. to 25 lbs. per capita per annum.

In a news report recently published by Washington the statement was made that the American public is consuming more dairy products than ever before. If that is correct then the situation takes on a still more serious aspect. The dairy industry with which you are so closely identified, is evidently increasing production and public consumption of some of its products, and so it must be disturbing to you to read that statement and then to find a distinct and startling decrease in the consumption of your products, which in point of tonnage represents the greater product volume of the dairy industry. What is the cause of this seriously unbalanced situation? I confess I cannot answer, but as a lay-man I might ask whether you as cheese manufacturers are producing the quality or the kind of cheese the public wants and demands? If you are, then the food value of your product is being forgotten by the consumer in the competitive contest being waged by the countless other attractively packed and easily marketed nourishing food necessities, but, on the other hand, if you are not manufacturing the kind or the quality of cheese the public wants, that defect, unless corrected will in time be fatal.

You may speculate on why a cold storage warehouseman has taken up your time to thus briefly review the situation and the answer is simple,—as if consumption of your products decreases, your production will in time decrease, and if that occurs there must result a decreasing volume of your products for cold storage. It logically follows then that we of the public cold storage industry are vitally concerned in your success, and in your prosperity, as measurably we shall succeed in that branch of our business in proportion to the success you measure in your business. Our interests therefore are mutual, as our industries are allied, and because of that fact we should endeavor to be helpful, one to the other.

Our assistance to you can come from the following sources and in the following manner:

- 1st. There are times, particularly in the flush of the producing season when you face an unsatisfactory or unstable market. At such times you can if you wish, withhold your stock from sale

and place it in public cold storage where your stock can be held for any reasonable length of time you desire, and at the time of storage, you can arrange with the warehouse, or, if you prefer, with your own bank, to secure a loan up to approximately 75% of the fair market value of the cheese, which loan will be secured by the cheese deposited as collateral, under a negotiable warehouse receipt, and later on, when the market has righted itself, you can repay the loan and dispose of the stock. Thus you can finance yourself through the flush producing season and be in position to take advantage of off-producing season prices during the late fall, or early spring months, or—

2nd. Take as an illustration a cheese manufacturer who found he was accumulating a stock of insufficiently cured cheese in which a large portion of his working capital was tied up. In such instances he sometimes turns to the market for relief and disposes of his holdings or at least a portion of them to tide himself over at a considerable loss. This loss in many instances could have been turned into a profit had he placed the cheese in public cold storage and collateralized it for a loan until such time as the stock became well cured and readily marketable, because of then being of higher quality.

Just a word now with respect to the value and integrity of the negotiable warehouse receipt. The depositor of cheese or other merchandise, who receives from a cold storage warehouse a negotiable receipt, is, you may be sure, amply and fully protected by a specific law known as the "Uniform Warehouse Receipts Act." This law definitely prescribes through rules and limitations the permissible conduct of each such warehouse, and the warehouse operator who would knowingly or wilfully violate that law in failing to carry out the trust the law imposes upon him would be foolish indeed, as its penalties are heavy and severe.

In conclusion, may I say that I am grateful for your attention and the opportunity afforded me to speak to you, and if I have contributed in the slightest to make your Convention beneficial or interesting, I shall be happy indeed.

**THE VICE-PRESIDENT:** Now we have another item, Cheese Making in Missouri, by Professor W. H. E. Reid, Department of Dairy Husbandry. Is Professor Reid in the room? If he isn't we will have to omit it and take it up possibly this afternoon if he will be here at that time. I am sorry to say that Mr. Laack, Chairman of the Cheese Call Board at Plymouth, who was supposed to give us a talk, won't be here on account of a serious accident he had some time ago, and he is at this time confined to a hospital at Plymouth, so we will have to omit that number on the program.

We have a little time left this forenoon, which we would like to allot to Mr. O. H. Limpus, of the National Cheese Institute, if he is here at this time. Mr. Limpus isn't here.

### AN INDIRECT METHOD OF ADVERTISING WISCONSIN CHEESE AND GRADING

By PROF. J. G. MOORE, University of Wisconsin, Madison, Wis.

Gentlemen of the convention, this morning, as I was standing down here in front, I met Professor Jackson, and he said, "Well, what are you doing at a cheese makers' convention?" That recalls to my mind a little incident, which I heard about one time. There was being held a convention of clericals, divines, and as they met in the hotel lobby to go to lunch they piled into the dining room and there was one guest at the hotel who didn't happen to belong to this bunch, but in some way he got in with them and as they sat down at the table it just so happened he sat at the head of the table, and after they were all seated one of the good brothers next to him reached over and said to him, "Brother, will you say grace?" And the fellow said, "What the hell did you say, I am so damned deaf I can't hear anything."

Now I hope I won't make any bad break as that this morning, even if I am at a cheese makers' convention, and come from a horticulture department. The topic which was given to me, or which I took, was An Indirect Method of Advertising Cheese. In this day of increasing competition the necessity for utilizing all practical means of advertising our commodities of course is very great. We stimulate our demands through advertising. Anything which brings our commodity to the attention of the public or increases the interest of the public in the commodity, which we have to sell, is beneficial. Now, advertising may be either direct or indirect, and sometimes the indirect form of advertising is possibly quite as efficient as is the direct method. In the question of disposition of food products, and the advertising of food products, and in the increase in their consumption, the consumption of any particular food product, the question of high quality enters in as one of the vital factors.

We are always interested in the quality of a product and we are particularly interested in that question of quality in the question of how it is produced, the carefulness and the cleanliness with which the particular product is made. Now, we are a great people to draw conclusions through inferences or appearances. We are very ready to make our decisions on the worth of a product, not necessarily by the product itself, but by the conditions which surround the product, either in its manufacture, or in its distribution, and so we just naturally, as we look at a place of manufacture, of a given product, determine in our own mind what the quality of that product will be, or is likely to be by the appearances which we see in the plant or surrounding the plant in which the particular product is produced.

Now, it doesn't necessarily follow, of course, that a good product may not be or is not produced in a plant which is unsightly or

which does not represent a good appearance. And it doesn't follow that a good product is necessarily produced in an establishment which has these other appearances, but so far as the influence upon what the public thinks of a concern, we will find that the inference is that a good product is produced under good conditions and that a poor product is produced when the evidences of the exterior are such as would indicate that carelessness is likely to be the procedure which is carried on in that establishment. If these suppositions are correct, then the question of the appearance of your factory is a distinct factor in the advertising of your product. It either advertises it as a high quality product or it advertises it as a product which possibly is not and probably is not high quality. Whether the advertisement is correct or whether it is incorrect, the effect is the same, and so we are interested in creating right impressions.

There travels through Wisconsin every year a large number of tourists who represent a large consuming public. There travel by your factories in the state residents in the state, who also represent a large consuming public. If the impression given to these people is one of high quality production, then the demands for the product necessarily will be increasing. And so recognizing this as an advantage, and also recognizing the fact that the cheese factory, being a community enterprise, or being located within a community forming a part of the community, should contribute to the community in the general aspect of the community and standing, and also recognizing the fact that not only may profit come to the manufacturer and to the community through sightly goods and buildings but also comes to the manufacturer's family as well.

There has been instituted in this state what has come to be known as cheese factory grounds beautification contest. This contest dates back to over a considerable number of years. It was first carried on by the Marschall Dairy Laboratory at Madison, with some little advice from the Department of Horticulture. The last two years the contest has been carried on largely through the generosity of the Marschall Laboratory, local Kiwanis Clubs and sections where the contests have been carried on intensively and through the efforts of the Department of Horticulture and the University. In the inception of the work the contest was merely upon the question of the appearance of the factory, or the factory grounds. In the last two years it has been modified somewhat, and the question of the improvements of the grounds has been manifested a little more strongly than the question of beautification, that is the appearance so far as it was possible. But in order that we may cover the state and in order that every cheese factory owner may have the opportunity to share in the benefits of the contest and to encourage him in improving the conditions surrounding his factory, the contest has been staged on two bases,



that of the appearance and that of the improvement of the grounds in a particular season.

Last year we undertook to work it extensively in two counties in the state, and at the same time carried on a contest over the state in general. The county selected for the intensive work was Sheboygan County and an effort was made to reach every factory in the county and every factory owner who was interested in improving the conditions surrounding his factory, was given personal aid by the representative of the University. This year the intensive campaign was moved over to Brown, Outagamie and Manitowoc Counties and the campaign was carried on in Manitowoc and Sheboygan Counties. The rest of the state was divided into two sections, the northern and the southern, and the prize awarded to the one having the best appearing grounds.

I want to take enough time this morning to show some of the prize winners in this year's contest. Possibly from that you will get some idea of what is being done and of the improvements that are being made and if you will just excuse me a moment we will get this in shape and I will ask you who are sitting back to come up here in the front.

(Stereopticon views were then shown by Mr. Moore of numerous cheese factories throughout the state of Wisconsin.)

I think we need not say more for the splendid improvements that have been made. The pictures speak for themselves and from the standpoint of advertising, the character of the product that is manufactured, it is certainly worth while. I thank you for your attention.

**THE VICE-PRESIDENT:** I have several announcements to make. If anyone has a resolution to hand to the committee they would like to have them before one o'clock and I would also like to announce that the board of directors will have a meeting in President Kasper's room at one o'clock this afternoon. Now, we don't want to forget the election of officers this afternoon so we would like to have you all here on time when the meeting starts at two o'clock.

#### FOURTH SESSION

December 4th, 1930, 2:45 P. M.

The meeting was called to order by the Vice-President at 2:45 P. M.

**THE VICE-PRESIDENT:** We will now call the meeting to order. The first number on this afternoon's program is the report on cheese advertising, if I understand it right, by Mr. Frank Flynn, of Briarton.



## THE RESULT OF ADVERTISING CHEESE IN MILWAUKEE THROUGH THE MILWAUKEE JOURNAL

By F. A. FLYNN

Mr. Chairman, members of the Wisconsin Cheese Makers' Association, Ladies and Gentlemen: I have been asked by the association to talk on the results of advertising cheese through the Milwaukee Journal. I am going to read you the report as I have it from the returns on the cards that we received from the housewives of the city of Milwaukee.

This cheese was given away during the month of October and about 5,000 samples of cheese were distributed.

We had been studying on some program where we might be able to find what the consumer wanted. We have heard so much about moisture, cured cheese, mild cheese, soft cheese, that I realize it sure is a hard proposition to find just what the consumer wants, and how to give him what he wants.

This advertising campaign has cost the cheese makers and every one that donated quite a bit of money, but I don't think it was spent in vain. After checking up on the answers on the cards that were sent out by our secretary Mr. Schwantes, we find that about 40% of the housewives that have had samples of cheese, like the so-called high moisture cheese the best. This cheese was about four months old and contained nearly 40% moisture. About the same number said that they were both the finest cheese they had ever eaten. They made no comment whatever and were anxious to know where they could buy such cheese, while the other 20% criticised them in different ways. Some said the 40% was too dry and others said they were too young and others said they were too old. We have also done some research work on the eastern market, and in chain stores we got the same results.

So now it's up to you cheese makers to work out a plan where you can give the consumer what he wants. If our state forbids us from making cheese containing 40% moisture then we must not make it, and it's up to the consumer to get his cheese from some other source. It seems to be a hobby of our government to deprive its citizens of the freedom of eating and drinking what they want. It seems almost a crime that if a man or woman wants a slice of 40% moisture cheese or a glass of beer that he has to bootleg it.

We hear so much about the under consumption of cheese and the quality being poor, but my convictions are that if our State and the United States stop depriving its citizens of the freedom granted them by the Constitution and at least let them eat and drink what ever they want, that we wouldn't have the depression in our country that we have today. Our State Legislature in making laws

should make a thorough investigation and find out if such a law is for the best interests of the public and not to fill the pockets of the few.

I know that to change the present moisture law would meet with much opposition therefore I submit a solution. I believe the cheese be bought on the present basis of 39% moisture and all cheese over 39% be bought for as much less as the excess moisture it contains. That way there would be no incentive for any cheese makers to make high moisture cheese unless his dealer wanted him to make it. In fact I'm sure if cheese were bought on that basis deducting for excess moisture and adding a price on cheese that is wanted for long curing, say 36% moisture, the problem would be solved and there would be no need of any moisture law. All we need is a base to work from.

Now I want to tell you cheese makers of the State of Wisconsin, that unless you awaken to the fact that you are being used as the **goat** for our Department of Markets to play with and start some constructive program and put some one at the head who is able to carry on the fight in our next Legislature and who is willing to start a fight for rights and not wait for the other fellow to do like you have been for the last 39 years, I can not see any future for us, and we are gradually being taken out of the picture.

You can see what's happening in Shawano County. I have a contract with me that has been signed by nearly 1000 farmers, where they actually turned over their dairy herd to an organization for five years without any guarantee whatever. And our Department of Markets are right out working with them to kill all the factories in Shawano County. They claim they are backed by the Federal Farm Board. I wrote Mr. Legge in regard to whether that was true or not, and I also explained the situation to him and his answer was that he does not know much about it. He admitted that they had loaned money to the Federation to take care of their surplus cheese.

Now Mr. Cheese Maker, I doubt very much if this condition would exist if we had met the farmer with facts, instead of being silent. I made the statement at Clintonville that unless we show determined activities at home as well as in our Association and have some one at the helm to guide us through the problems arising almost daily that we can be of little value to ourselves from an economic stand point. We must strive for constructive efforts. I believe if we expect to survive, our present system of distribution must be changed. The dealers must unite with the co-ops into some system where an effective advertising campaign can be continually conducted where the retail price of cheese can be advertised to protect the consumer from overcharge. Unless this is done the cheese makers or cheese dealers and cooperatives cannot gain the confidence of the farmer which is essential if we expect him to stay loyal to the cross road cheese factory.

**THE VICE-PRESIDENT:** Are there any questions anybody would like to ask Mr. Flynn on this? If there aren't Mr. Flynn will take a seat.

**MR. FLYNN:** I wish to make this announcement at this time, that all you members who haven't turned in your railroad certificates, to do so directly after this meeting, and I want to say further that this advertising campaign cost us about \$800.00. This campaign was conducted through the cheese makers and not through the association, and we are a little short, and we would like those who haven't given their \$2.00, to send it to Mr. Schwantes.

**MR. LIEBZEIT:** Mr. Chairman, I would like to ask Mr. Flynn in regard to the experiment he had with advertising, the majority are in favor of having 40 per cent moisture. Now, who is against that 40 per cent moisture?

**MR. FLYNN:** The fact is there weren't very many against it. There were approximately 40 per cent that made no comments and they said they were both fine cheese and I couldn't very well answer that question in any other way, but we found that many in favor.

**MR. LIEBZEIT:** I mean the consumers were not against it. Why have we got the 40 per cent law?

**MR. FLYNN:** What I have been agitating for the last three years is that we really have no reason for such law. I saw a man the other day taking a big cheese and running and jumping on it, and he couldn't make a dent in it and he came back and said that is the kind of cheese the Department of Markets wants us to make.

**MR. KLUETER:** May I ask the gentleman a question? What was the moisture content of that brick of cheese?

**MR. FLYNN:** I don't know.

**MR. KLUETER:** That is exactly the point. I can't sit here and take statements of that kind and let them go unchallenged. It may be true, Mr. Flynn, that the moisture content of that brick cheese was down to about 36 or 37 per cent. If it were, was the trouble with the cheese, or was the trouble with the cheese standard? That is the point I wish to bring out.

**MR. FLYNN:** I think there is a gentleman in this room who can answer, if you want him to.

**MR. KLUETER:** I would like to know what the moisture content of this cheese was. We have been making quite a little investigational work and we find plenty of brick cheese down to less than 40 per cent of moisture whereas the law permits of 43. Now if the cheese maker doesn't put the 43 per cent of moisture in that he is permitted by law, is the law at fault or is the cheese maker at fault?

**MR. LIEBZEIT:** The way I understand, we were talking about American cheese.

**MR. FLYNN:** That is right. Supposing the cheese maker does put in as low as two-thirds moisture and he gets 44 and has to take a three cent cut on that when people like that cheese. Have you worked out a plan to take care of that so we wouldn't lose that money? I think that is of vital interest to the cheese industry.

**MR. KLUETER:** I think if you cheese makers will assert your rights you would have an absolute plan. If I had a carload, or half a carload of cheese, or half a day's cheese, and it had half per cent more moisture than the law permitted, I would go down to this cheese dealer and sell him the legal cheese I had in there and I wouldn't take a cut of four or five per cent a pound. Go down to any business man and say I have got so many pounds of legal cheese in there, let's do business on the legal cheese. Let's bring this thing in the open, let's be frank and get together and let's not spout poison gas here about this unholy moisture law until we know whether or not it is the cheese made by the cheese maker, with too low a moisture,

or whether it is the law that is at fault. The law that you are working under is absolutely a law passed by the legislature, by the people of this state. Every cheese maker, every citizen as a matter of fact, every person in the world would be given an opportunity to appear before a committee and be heard on that subject.

MR. FLYNN: Mr. Klueter, I have heard enough talks of the high moisture cheese in the past three or four years, and so have you, that I should think you would awaken to the fact by this time and try and evolve some problem to take care of it. I had a forty per cent moisture cheese and I got cut 4.6 cents a pound on it and it was a mighty fine cheese and I want to say further, if I took your high price scoring cheese some day the very highest scoring cheese you have in this building today, and I tried to sell it to my farmers, they would just deliberately send it back to me and say, we don't want it, it is too dry.

MR. KLUETER: All right, I will answer that and I will promise you this, next year we will be here with a bunch of data on that subject, but before leaving the subject I want to remind you of something that came up just three years ago when the agent of a big cheese organization shouted from the housetops, let the cheese makers make the kind of cheese that the people want to eat. Let them make washed curd cheese, New York cheese, like they want. We went out on the market and bought twenty-nine samples in washed curd New York cheese. We analyzed it and the average moisture content was 35, and one or two-tenths per cent, and out of the twenty-nine samples there was only one above 39 per cent of moisture, and only three above 38 per cent moisture and there were many samples down to 34, 35 and 36. Now, that is the kind of cheese we were told the people want to eat and I will admit it is the kind of cheese they want to eat because it was cured cheese.

MR. FLYNN: I have a letter up at the hotel from a chain organization in Pittsburgh and they say that their market demands a 40 per cent moisture cheese, quite snappy. Now, how can we ship people and make cheese for that chain store organization in Wisconsin? The chain stores are selling a lot of cheese.

MR. KLUETER: If this organization wants to go on record for a 40 per cent moisture cheese, you know and everybody knows that the legislature will give heed to such a demand. It ought to, it is its business to do it, but I think the legislature also wants you to present some proof to show that you could not get a decent cheese with 39 per cent of moisture.

MR. FLYNN: I made the statement here this afternoon that we wouldn't ask to change the present system as to the present moisture law, but we want the department to work out some problem if we make a higher moisture cheese that we can sell that cheese on the basis of 39 per cent, so that we will not encourage all the cheese makers in Wisconsin to make the high moisture cheese.

MR. KLUETER: That is a very commendable thing. I think it can be done. There is a way it can be done legally and that high moisture cheese can be handled now.

MR. SCHMITTFRANZ: Mr. Chairman, I think there was a resolution introduced that will take care of that all pretty well if I remember rightly, being on that resolution committee. When that resolution is brought up I think you will see that is all taken care of in that resolution.

THE VICE-PRESIDENT: In my estimation I think it would be a good idea to let that go until that resolution comes up and we can discuss it further, otherwise we will be drawing this out too long and we won't have time for everything on the program.



MR. FLYNN: I want to make this statement before I leave. Be sure that there is something done with these resolutions that they don't lay around in the Secretary's office for the next two years.

MR. BRUHN: May I have five minutes?

THE VICE-PRESIDENT: Yes.

### EXPERIENCE WITH HIGH MOISTURE CHEESE

By H. T. BRUHN

MR. PRESIDENT: It isn't customary for the younger generation to take advice from the older people. Perhaps it is a good thing or else progress wouldn't go on as fast as it does. The older people always want to be consulted so if I appear insulting in what I say now I hope you will at least think it over before you act.

This matter of soft cheese is nothing new. In 1896 and 1897, that is the winter of 1896 and 1897 we had a convention in Madison. Mr. H. J. Monrad at that time came from a convention in Michigan and he brought with him the highest scoring cheese at that convention and at that time Michigan was the cheese producing state. He made a bet with the editor of the paper published in the interests of the American cheese industry in Michigan at that time, when that cheese was scored in Wisconsin, it didn't score 90. He made a bet for a dinner and Mr. Monrad won the bet. It was a soft Michigan cheese. If that was desirable at that time why didn't Michigan go forward in its cheese industry.

The professor in the school at Wisconsin told us how to make a soft Michigan cheese and I was taken up with it and when I got back to the factory I induced the man I was working for to make some soft cheese for the fall trade. You folks in the business at that time knew what the situation was. Most of the cheese was made in summertime and the September and October makes were held over and stored until spring, and the stock was low in the spring of the year and we had to make soft cheese that would go on the market quick. We made several soft cheese that spring and sent them to St. Paul and next week an order came back for another shipment. But just as soon as those two shipments were over with, the man I worked for was wise enough to stop right there and then. From then on we made firm cheese until fall and then for a little while we thought we could ease up a little, and we made a little more soft cheese. One of the buyers from Chicago came to the factory and inspected them and he rejected them, or rather he wouldn't buy them. They tried to sell them somewhere else and they were finally sent to Chicago on consignment. He took half a cent a pound less for them.

Years after that, I think it was 1899, one of my neighbor factories told me again how to make soft cheese. I tried it for three days and it cost me a month's salary. That cut me off for quite a while. I went to the state of Washington and made cheese out there for a few years and came back to Wisconsin, and in the spring of 1904 I made some rather soft cheese, not as soft as what we are now calling for, not as soft as I think would now perhaps test about 35 per cent moisture. I sent it to St. Louis and got a half cent cut per pound when the cheese was seven cents a pound to begin with. A few years afterward I made cheese in the spring again for Crosby & Weiler. They accepted them for a little while and I had a good yield that year. The weather happened to be good and I had a yield of 2.85 pounds of cheese to a pound of fat and made good on it, but the last shipment I had, I had to take back again.



In 1913 a good friend of mine was running twelve or thirteen factories, I think it was in the summer of 1914. All of a sudden the trade on soft cheese went low. He had twelve or fourteen makers that didn't know anything but making Colby and he told me that it was the hardest thing to try to make them make good cheese. He had considerable cheese in storage and he told me that fall he was flat.

That has given me sufficient experience in the manufacture of soft cheese to go a little slow. If you fellows want to go into it, hop to it.

MR. KASPER: I am very much interested in the boys talking about cheese, 39 per cent and 40 per cent moisture. I put in over fifty years at the cheese vats and I wouldn't begin making a cheese at all unless I could make a good cheese. Another thing, with firm cheese you can sell it six months or a year from now. It is always a good cheese and will stay a good cheese so your cheese with 35 per cent moisture is a good cheese, everybody likes it. It is a good cheese you can send to the east, west, north and south and people will like it.

#### VOTE ON QUALITY OF A CHEESE

THE VICE-PRESIDENT: Now I have been requested to pass around some cheese, and I will just read the notations on this card. That is all the information I have in regard to that cheese. It says, "this cheese was bought in the open market. Would like official score on same with criticism, to be disposed of as the association sees fit. Either samples be given at open meeting or to be served at banquet. California calls for such high moisture and pasty cheese". What is the consensus of convention as to quality? The card is signed by J. H. Hecker, of Gardnerville, Nevada.

I would like to have an expression of some of you or all of you, what you think of that cheese, whether it is good, bad or indifferent, whether you like it or you don't like it.

MR. MALLOY: The man that made that ought to make one more batch and then quit.

MR. FLYNN: I like that first rate. I don't know how old it is, but I can eat it.

THE VICE-PRESIDENT: It doesn't say how old it is.

A MEMBER: Does it say how much moisture it contains?

THE VICE-PRESIDENT: No, it doesn't. We have no analysis on it.

MR. KLUETER: We will send you an analysis, Mr. Chairman.

MR. SAMPE: I think that is very good cheese.

A MEMBER: That is the only cheese you can sell in the stores. If there are any storekeepers here they can tell you.

THE VICE-PRESIDENT: Well, I guess the attitude is, some are for that kind of cheese and some are against it, and we all know the trade doesn't agree on one kind of cheese. Some trade wants it softer and some a little drier. I think that is the case with the cheese, some of the audience like it and some don't.

MR. SAMPE: Mr. Chairman, I think those who like it should stand up.

THE VICE-PRESIDENT: All right, whoever thinks this is a fairly good cheese, please arise. Now, I would like to have those arise who think it is not a good cheese. One-third say it is not a good cheese, and two-thirds say it is a good cheese.

I will give you the score on the cheese now by Mr. J. D. Cannon. It is a 90 score cheese, that is what he has given it, and his comments are open and weak, that is on texture; lacking in salt, the flavor sharp in flavor and taste and cheese made in this way is all right for quick consumption. I think this is pretty well covered. We will go on with the next number on the program.

### A CAR OF CHEESE ON EXHIBITION

The next number on the program is a general discussion making up and taking care of a car of cheese in the Wisconsin Agricultural good will train. I would like to hear from some of the audience on that if you wish to express yourselves.

**MR. BRUHN:** Mr. Chairman, it seems to me that is going to draw out to a long, tedious discussion, if you discuss it from all angles, and I would suggest a committee of five discuss that or take care of it. I would make it in the form of a motion.

Motion seconded.

**A MEMBER:** I would like to ask what they should investigate about this car of cheese, explain what kind of investigation should be made on this good will car.

**THE VICE-PRESIDENT:** Mr. Bruhn, will you answer that?

**MR. BRUHN:** Well, as near as I can understand it will take a little money for those cheese makers to produce a carload. Now I am certain that the association isn't financially able to buy a carload of cheese and put it on this tour and send a man along with it and pay his expenses. Now, it is my idea that if the association wants anything like that done we have got to get a committee to investigate and find out what it will cost and whether they can raise the money to do it with. That is my idea of the investigation.

**THE VICE-PRESIDENT:** Are you ready for the question? The motion has been made and seconded that the chair appoint a committee of five to make an investigation in regard to this car of cheese on the Wisconsin Agricultural good-will train. All in favor of this motion manifest by saying aye, contrary by the same sign. The motion is carried. I will appoint that committee at this time, I believe. I will appoint Mr. Bruhn as chairman of the committee and Mr. Kopitzke of Marion, Mr. Sampe of Osceola and Mr. Sammis of Madison, and Harold Winter of Gillette.

The next in order is the special order, presentation of highest honor badges. There are no badges to be presented, I have been informed by the Secretary.

### ELECTION OF OFFICERS

We will now have the report of the nominating committee, which in other words is the election of officers.

**MR. GEMPELER:** The nominating committee was appointed and it had five members. We had a whale of a lot of nominations for every office and we decided when we went into this committee meeting we were going to select one man for each office and the five on the committee were going to vote on every one that was presented for those particular offices, and the majority of ballots for the particular candidate was to be put on this list. So I will give you the name of the man who got the majority vote of that committee, which is Joseph Schmittfranz of Thorp, Wisconsin, for President of our association.

**THE VICE-PRESIDENT:** Gentlemen, you have heard the report of the nominating committee. Are there any other nominations?

**MR. MALCZEWSKI:** I am in kind of a bad position today because Mr. Schmittfranz is a very good friend of mine. Yet, I believe we have got another man fully as good in our association and for the reason, if it wasn't for the reason that Mr. Schmittfranz is a member of the legislature, I personally, like Mr. Schmittfranz. I am only expressing my personal views. I don't think that we should attach the

Presidency to a man that we are going to send to the legislature to do us good. Therefore, I nominate a man who I think is fully as capable, Mr. Frank A. Flynn.

MR. WINTER: Mr. Chairman, I move the nomination be closed. Motion seconded.

THE VICE-PRESIDENT: Motion has been made and seconded that the nomination be closed. All in favor of this motion make it known by saying aye. Contrary. Motion carried.

I will appoint three tellers. I will appoint Mr. Lupinski of Seymour, Mr. Edward Winter of Cecil, and Mr. Kopitzke of Marion as tellers. Has everyone voted now? I declare the ballots closed.

MR. KOPITZKE: The result of the vote was: Total votes cast 206, of which Flynn received 112, Schmittfranz 102 and 2 were blank.

THE VICE-PRESIDENT: You have heard the result of the informal ballot. Does somebody want to make a motion to make the informal motion formal? Motion made and seconded. Carried.

THE VICE-PRESIDENT: I hereby declare Mr. Flynn elected President.

MR. FLYNN: Brother Cheese Makers, and Gentlemen: It is thirty-one years since I started making cheese and I surely am very thankful to you people for bestowing upon me the highest honor that this organization can give any cheese maker. I will make this announcement right here, that when our nominating committee is appointed next year, that every man that wants to place a nomination before our nominating committee, his name will be brought up here before the platform and not try to railroad them like they did me this afternoon. I thank you.

MR. SCHMITTFRANZ: Mr. Chairman, of course I was defeated, but I would just like to say one word if I could. I want to thank Mr. Malczewski for the attitude that he took. I don't know what his idea was in making the statement that he thought it would hurt me at Madison in going into the legislature if I was President of this association. I don't know whether he felt that it would hurt me physically, mentally or morally, but possibly at some future time Mr. Malczewski will tell us why he felt as he did about it.

MR. MALCZEWSKI: Mr. Chairman, I think that is a direct accusation and I can answer it now. I told Mr. Schmittfranz in the committee room just exactly as I feel and I am telling you as I told Mr. Schmittfranz, when we send a man down we expect a whole lot of Mr. Schmittfranz and I am mighty glad we put him there and I believe when we present some legislation we need a man like Mr. Schmittfranz to go to some of the other men who don't understand our problems, and we know that some of the bills the other fellows will have lobbyists that will be against us. So I told Mr. Schmittfranz that when he goes down there, he knows the cheese end better than if he goes there as a President of an organization. For this reason the other lobbyists will say, don't listen to him, he represents the cheese makers, he has got to say that whether he believes it or not and that is my reason.

MR. GEMPELER: Mr. Chairman, I am a limburger peddler from Green County, Monroe, and the limburger end in this state only represents about one-half of one per cent of the total production of the cheese industry. So I am on the tail end of this organization, representing the limburger end of it. Consequently I am an innocent victim of the conditions that we have within our own organization here. You have got a little demonstration of the conditions of the feeling of the officers of this organization right here this afternoon. I'm just a looker-on. I am not on the American cheese at all. I represent the limburger and Swiss cheese end of it from Green County. I have nothing to say, but still I am a director of this organization and have been for a great many years. I tried to tell you before this

election of the political things that go on here every year, and it seems that the biggest interest we have is, who are we going to elect for office? I explained in detail before I made the first nomination how these names came on this list, and I am frank to admit that I didn't vote for Mr. Flynn or Mr. Schmittfranz, either one, for President of this association, so Mr. Flynn can't accuse me of railroading him or Mr. Schmittfranz, because I happen to know of the antagonistic feeling existing between his crowd and Mr. Flynn's crowd. And unless these different crowds in this association are going to get together and do that very quick, we will have to close down because we can't keep on going this way and I happen to know what I am talking about, because I am one on the board of directors.

**MR. SAMMIS:** Mr. Chairman, in the interest of harmony and good feeling, and I will add common sense, I would like to remind this body that the election is over for President. No man wants to be a president over half an organization. Mr. Flynn doesn't want to be President of half a convention, and if there is anything on earth he hates it is when half the men are for him and half are against him, and he doesn't know where he is. In the interests of good will and common sense, I move here that the election of Mr. Flynn be made unanimous. How are we going to run a convention nicely unless the members, after the election is over, are willing to unite and put behind their President, their full good will and give him all the strength they have got. I move this election be made unanimous. Motion seconded.

**THE VICE-PRESIDENT:** The motion has been made that Mr. Flynn's election be made unanimous. All in favor say aye, contrary no. The motion is carried.

**MR. FLYNN:** Mr. Chairman, I appreciate very much the words Mr. Sammis just said and I ask this association to work in harmony with me and also the board of directors so that we can do some constructive work in the next year.

**MR. GEMPELER:** The candidate for Vice-President in place of Mr. Graf, receiving the majority of the vote of the committee, is A. H. Graf for reelection.

**A MEMBER:** Mr. Chairman, I move that we suspend the rules and elect Mr. Graf Vice-President. Motion seconded.

**MR. GEMPELER:** You have all heard the motion. Those in favor of that motion signify by saying aye. Contrary the same sign Carried.

**MR. GRAF:** I want to thank you gentlemen for electing me unanimously and I will try to do as well as I have done and possibly better, if I can, for the association.

**THE VICE-PRESIDENT:** The next thing in order is the election of Secretary.

**MR. GEMPELER:** The man receiving the majority of votes cast for Secretary for the ensuing year is J. L. Sammis of Madison.

**THE VICE-PRESIDENT:** Are there any other nominations?

**MR. HAROLD WINTER:** I nominate Mr. O. R. Schwantes.

**THE VICE-PRESIDENT:** Are there any other nominations?

**MR. MALCZEWSKI:** I move that the nominations be closed. Motion seconded.

**THE VICE-PRESIDENT:** The motion has been made and seconded that the nomination be closed. All in favor of this, make it known by saying aye, contrary by the same sign. Motion carried.

Have you all voted now, who desire to vote. If so I declare the ballot closed.

**MR. KOPITZKE:** The result of the ballot was as follows: Total votes cast 207, for Sammis 117 and Schwantes 89, blank 1.



**THE VICE-PRESIDENT:** The meeting is by no means over when the election is over, because the resolution committee is to report and we have quite a lot of unfinished business to be acted upon after the election of officers, so we would like to have you stay if you are interested in the future of the Wisconsin cheese industry.

You have heard the result of the informal ballot. Will somebody make a motion to make the informal ballot formal?

**MR. MALCZEWSKI:** I make that a motion, to make the informal ballot formal. Motion seconded and carried.

**THE VICE-PRESIDENT:** I declare Professor Sammis elected and a speech is in order.

**A MEMBER:** Mr. Chairman, I make a motion that we make it unanimous. Motion seconded and carried.

**MR. SAMMIS:** Mr. President, and Friends: I thank you for your good will and your expression of confidence. I have had a very pleasant time during the last few days, watching the convention and doing nothing and taking it easy, the easiest time I have had in ten years. Now I have to go to work again. However, I am glad to serve you and I want it understood, as you do understand, that, in the office of secretary, I do only those things which are ordered by the convention or by the board of directors. I am your servant. I wouldn't do anything except what I know will have the approval of the board of directors. The board of directors, according to the constitution, is the executive committee. They are the last resort of power in the association. They are the supreme power in the association above all the officers and everybody else. When you elect them you give them this power. I assure you I will do nothing without their approval and whenever I am in doubt I shall consult them.

I want the most friendly relations with all of you. I thank you for making this vote unanimous. Every one of you is a friend of mine. I haven't got an enemy in the state of Wisconsin, unless he insists upon it. I would suggest that in the start of the new year everybody should turn over a new leaf and have a fresh start on everything, and even make up our minds that possibly we ourselves. I myself, should expect to do better. I should expect more of myself this year. Let us all see if we can't have a little better relations with our neighbors and friends and have a little more confidence in the other fellow, and if he differs from us, maybe he is right. Give him a little consideration and let us get along in a friendly way. I thank you.

**THE VICE-PRESIDENT:** The election of Treasurer is next in order.

**MR. GEMPELER:** The man receiving the majority vote of the nominating committee is E. F. Horn of Beaver Dam. The brick cheese section, which makes the brick cheese of this country for a good many years, as long as I can remember, has never been represented on this board. Mr. Horn is the Secretary of the Southeastern Association and is quite active in the cheese industry. We present his name for election.

**MR. MALCZEWSKI:** Mr. President, I don't know Mr. Horn, but I feel from what I heard about him he must be a good man and I want to second the nomination.

**THE VICE-PRESIDENT:** Are there any other nominations?

**MR. SAMMIS:** Mr. Chairman, I have known Mr. Horn very well and I have known him for a good many years, and I second the nomination.

Moved that the nomination be closed. Motion seconded and carried.

**MR. BILGRIEN:** Mr. Chairman, I move you that the rules be suspended and the Secretary cast the unanimous vote for Mr. E. F. Horn of Beaver Dam as Treasurer of this organization. Motion carried.



The next in order is election of Director in place of Mr. Schaetzl of Edgar.

MR. GEMPELER: The man receiving the majority vote of the committee was Mr. Schaetzl for reelection.

THE VICE-PRESIDENT: Are there any other nominations?

MR. MALCZEWSKI: I move that the nomination be closed. Motion seconded and carried.

MR. BILGRIEN: Mr. Chairman, I move that the rules be suspended and that the Secretary be instructed to cast unanimous vote for Mr. Schaetzl as Director for the term of three years for this organization. Motion seconded and carried.

THE VICE-PRESIDENT: I hereby declare Mr. Schaetzl elected director of the association for three years.

The next in order is the election of a Director in place of Mr. Bruhn of Madison.

MR. GEMPELER: Mr. Chairman, the man receiving the majority vote of the committee for Director for three years is John H. Peters of Plymouth.

THE VICE-PRESIDENT: Are there any other nominations?

MR. SCHMITTFRANZ: I move that the nomination be closed. Motion seconded and carried.

MR. BILGRIEN: Mr. Chairman, I move that the rules be suspended and that the Secretary cast a unanimous ballot for Mr. Peters as a Director for three years for the association. Motion seconded and carried.

THE VICE-PRESIDENT: I declare Mr. Peters elected director.

MR. SAMMIS: Mr. Chairman and Gentlemen: I want to present to you Mr. A. T. Bruhn, retired director. You know that he has been a member of this association since it was first organized. He has held all the offices, not that he sought them, but he was chosen by the organization. At one time he was elected President and when the emergency order came to remove the previous Secretary he stepped out and resigned as President and took the Secretaryship. He is a man who has loaned the association money when it was bankrupt and I hope he won't have to do it again. He is a man who has stood for what is fair and he has never let his business and pleasure mix. The association has been his pleasure, and on account of all the things he has done and the good will which he has shown I move you that we give him a rising vote of thanks at this time.

(Thereupon a rising vote was extended to Mr. A. T. Bruhn.)

MR. BRUHN: I wish to thank you very much for the honor you have just given me. I am still thankful to you for not reelecting me. I believe I belonged to the association twenty years, and I believe I was repaid for all the effort I put into it.

MR. MALCZEWSKI: I think as long as we are here giving a rising vote of thanks, we have one more man retiring here with us this evening, who has been loyal to this organization and I ask you that we give a rising vote of thanks to our former President, Mr. Kasper.

(Thereupon a rising vote of thanks was extended to Mr. Kasper.)

MR. KASPER: Brother Cheese Makers, I haven't got the words to express my thoughts for the honor which you bestowed upon me two years ago when you elected me President. You knew right well that I couldn't make a speech, but still I doubt myself whether I was entitled to the honor, and I assure you if it wasn't for my hearing I could have served you as well as any other man, but on account of my hearing it has been hard work to preside over the meetings. I thank you for the honor.

MR. WINTER: Mr. President, I believe our former Secretary, Mr. O. R. Schwantes, is entitled to a rising vote, because he has done more

I believe, than what a lot of us fellows could have done if we were in his place.

(Rising vote of thanks was extended to Mr. O. R. Schwantes.)

**THE SECRETARY:** Mr. President, I hope that I have done the association some good. I will say that it has been about twenty-five years that I am in this organization and in the cheese business, but last year, the year which I went through was the hardest year which I had, and of course, there is nothing that my wife liked better than somebody else getting this job. She told me right away in the year if I would keep on like I did, by the end of the year I would age five years or be five years older, and of course we all age quick enough, so I hope there are some fellows here that appreciate the work I have done. I thank you.

**THE VICE-PRESIDENT:** We will now hear the report of this committee appointed yesterday afternoon pertaining to the discussion we had on the cheese grades.

### REPORT OF COMMITTEE ON CHEESE STAMPING

**MR. SCHMITTFRANZ:** Your committee begs to report as follows:

*Resolved,* That all cheese scoring 90 and above be labeled with a proper Tri-County stamp with the outline of the state of Wisconsin, with the following inscription, Fancy Wisconsin State Full Cream Cheese, and the wording Wisconsin, America's finest, or Wisconsin's finest cheese to appear on the bandage about an inch apart.

*Be it Further Resolved,* That we find an adequate system of supervision at the warehouses, that the grading system may be relied upon by the consumer.

**MR. MALCZEWSKI:** Mr. President, I have a minority report to make on that. I was a member of that committee also and we could not agree with the majority and I want to know whether I should read mine or give the reason why we are not in sympathy with that report.

**THE VICE-PRESIDENT:** That is kind of a hard question for me to decide. We will discuss the motion on the report of Mr. Schmittfranz.

**MR. MALCZEWSKI:** I believe that that system of grading would be just playing into the hands of the big fellow because they are taking in all the cheese from 90 up, all into one grade. That would mean that would be the grade that the price would be set on. There would be no incentive for anybody on any fancy grade. If it would come, it would have to come individually from the dealer, but that would be the price set by the board on that grade, and all we would have to do is to come to that grade and that is all we could expect. There would be no incentive for us to make a better cheese than 90, although their defense is, when a man is trying to make a 90, he is trying to make a 92 and a 94, but I want to tell you that is just where you are playing into the hands of the big fellow, because he is going to take the 90 and 91 and probably sell it out right away and pick out his 94 and 95 and put it in storage; the consumer and the cheese maker isn't going to make a thing out of it, and that is why I want to present the minority report.

**MR. LINDEMAN:** We have got this far in this report, and having been one of the committee I move that Mr. Malczewski be allowed to present the minority report.

**MR. MALCZEWSKI:** The minority report is:

*Be it Resolved,* That we favor the grading of cheese as follows: All cheese scoring 91 and above be hereafter considered as fancy and be stamped as proposed by the Tri-County Association, with the words, America's finest or Wisconsin's finest cheese, and the imprint of Wisconsin stamped once on the face of the cheese. All cheese scoring 88

up to and including 90 score, shall be marked once with the present stamp, Wisconsin number 1.

And in defense of that, I want to say this, that when we come down from 91 to 92, we believe the figures given us yesterday by the different dealers, which were uncontradicted, that if we leave it down to 91 we are only getting about 30 per cent of the cheese of Wisconsin in that class today, and we believe that if you are going to put on a brand at all—

MR. MATTSON: For a point of order, he is discussing his minority report without the regular action.

THE VICE-PRESIDENT: Both reports are open for discussion at this time.

MR. SAMMIS: Mr. Chairman, I am going to make another foolish suggestion, as I often do, and that is, that it is five o'clock and you have got a long list of resolutions. You may have to work two or three hours on this thing, and the committee worked until after midnight on it, and now they bring in two reports. My suggestion is and I make it in the form of a motion that this resolution be brought in at the end of the list of resolutions. Motion seconded.

THE VICE-PRESIDENT: The motion has been made and seconded that we put this resolution as the last resolution to be considered here today. All in favor of this motion signify aye, contrary no. (The ayes and noes are uncertain.)

THE VICE-PRESIDENT: I will call for a standing vote.

MR. MALCZEWSKI: I make a motion.

MR. SCHMITTFRANZ: I rise to a point of order, that Mr. Malczewski has no right to dictate to the chair.

THE VICE-PRESIDENT: There is nobody going to suggest to the chair and right at this time I am calling for a rising vote of the ayes in favor of putting it on the last end of the resolution. The motion is carried 65 to 34. Now, we will hear the rest of the resolutions by the chairman.

MR. PRANGE: Mr. Chairman, we digested these nine resolutions to have about the same meaning in the form they were handed to us and I will give them to you in the following manner.

#### RESOLUTION NO. 1

*Be it Resolved*, By the Wisconsin Cheese Makers' Association: That we extend a vote of thanks to the management of the Milwaukee Auditorium and to all other firms, organizations and individuals, whose efforts have contributed to the success of the 1930 Wisconsin Cheese Makers' Convention.

MR. SAMMIS: Mr. Chairman, I move to insert in there the Milwaukee Chamber of Commerce, who gave us this room free of charge. Amendment seconded. Carried.

The resolution as amended reads:

*Be it Resolved*, By the Wisconsin Cheese Makers' Association: That we extend a vote of thanks to the management of the Milwaukee Auditorium, the Milwaukee Chamber of Commerce and to all other firms, organizations and individuals, whose efforts have contributed to the success of the 1930 Wisconsin Cheese Makers' Convention.

Motion made to adopt the above resolution was seconded and carried.

#### RESOLUTION NO. 2.

*Whereas*, For twelve years since the passage of the whey butter label law, this state cheese makers' association, and other associations throughout the state each year have demanded the repeal of this unjust law and,

*Whereas*, Butter made from whey cream cannot be distinguished by chemical analysis from other creamery butter; and

*Whereas*, Butter made from whey cream alone has been demonstrated to be equal in quality and in keeping quality to other creamery butter made from the same milk supply, and

*Whereas*, Some of the strongest supporters of the Wisconsin whey butter label law are competing creameries in neighboring states, who are in a position to ship whey cream butter into this state without a label, giving them an unfair advantage over Wisconsin creameries, and

*Whereas*, The whey butter label on any package of butter in the wholesale market, invariably reduces the price received by farmers and creameries for such butter, by four or five cents a pound, regardless of butter quality; and

*Whereas*, The whey butter label on retail butter packages recalls to the consumer's mind the old time factory methods of whey cream manufacture which were abandoned many years ago, and leaves him to suppose that all butter so labeled is inferior in quality, and

*Whereas*, The enforcement of this law will unjustly reduce the cash returns to the farmers, which are already too low.

*Therefore, Be it Resolved*, That we regret and deplore the passage of this whey butter label law, injurious to the whole Wisconsin dairy industry, and we advise and demand its repeal at the next session of the legislature.

Motion made to adopt the above resolution was seconded and carried.

#### RESOLUTION NO. 3

*Resolved*, That we as a state organization assume the responsibility and notify each Secretary of the different associations about every new bill introduced in the legislature, giving time of hearing on said bill, that each association may through its officials, either through mail or in person, assist the legislative representative of the association to work for or against the bill, as the case may be.

Moved and seconded to adopt the above resolution. Motion carried.

MR. PRANGE: The committee came to the conclusion that we introduce this resolution without any recommendation at all.

#### RESOLUTION NO. 4

*Whereas*, The Wisconsin Cheese Makers' Association cannot protect the industry and its members for one dollar per year.

*Be it Resolved*, That we adopt the following By-laws: Anyone can become a member of the Wisconsin Cheese Makers' Association by paying one dollar, but a member that is a credit to the industry and expects a direct or indirect benefit through this association should take a credited membership, which is \$15.00 per cheese factory.

Every cheese manufacturer should be a member of a local organization. The annual fee should be \$15.00 per factory to be paid to the Secretary of the Wisconsin Cheese Makers' Association, that amount giving the cheese maker a membership to all the conventions in the state. \$1.50 of this amount will go to the man who sends in the \$15.00, \$1.50 will go to the local organization for all local work. The balance of this amount will be used for association work. Each local organization is entitled to one representative to every ten members in good standing, to any meeting or convention called by the Secretary of the Wisconsin Cheese Makers' Association. If he answers roll call he will receive \$10.00 to cover part of his expense.

MR. SAMMIS: Mr. Chairman, we have had this resolution before us previously, word for word, I understand. I believe there is suffi-



cient sentiment and general opinion that this is a democratic institution and has been run for many years on a membership of \$1.00 and we don't want any preferred stockholders among us who pay \$15.00 and have the right to feel stuck up about it. I move you that this resolution be tabled. Motion seconded and carried.

## RESOLUTION NO. 5

*Resolved*, That all cheese and cheese substitutes should be under the same United States moisture law as full cream cheese.

MR. SAMMIS: Mr. Chairman, I move the substitution of the word "suitable", instead of "same", to make it read, "all cheese and cheese substitutes shall be under suitable moisture laws". We don't expect the same moisture laws on everything, but I think the writer intends to express the view that cheese substitutes should be regulated in some way under law. I doubt whether we are in a position to say what the moisture content should be in substitutes. At any rate, I move that the word "suitable" be inserted.

MR. ADERHOLD: I don't think that thing was thought of before the resolution was drawn. We have brick cheese, you can call full cream cheese. That has a higher moisture content than the American. You are liable to get in deep water if you pass that.

MR. WINTER: Mr. Chairman, I believe if the word "suitable" was used in it, it perhaps is suitable now, no competition with our natural cheese.

MR. DEHN: I think Mr. Aderhold brought out the good point, if you specify the same as whole cream cheese there is going to be some mix-up and for that reason I think we better go easy before we adopt it.

MR. SAMMIS: Since none of these have been seconded, I move that it be laid on the table until a suitable substitute has been presented by somebody.

Motion seconded and carried.

## RESOLUTION NO. 6

*Be it Resolved*, When a cheese manufacturer, that is not standardizing nor processing cheese is found to have cheese not complying in its composition with the state law, that he be allowed to sell it to his patrons.

THE CHAIRMAN: You have heard the reading of the resolution.

MR. SAMMIS: Mr. Chairman, the convention at Beaver Dam adopted a similar resolution with more scope to it. The resolution read something like this, "Resolved, that whenever cheese is sold directly from the maker at the factory to the consumer, whether he be a patron, farmer or tourist, the moisture law shall not apply"

Motion made to adopt the above resolution, seconded and carried.

## RESOLUTION NO. 7

*Resolved*, That process cheese should be put under federal inspection, the purpose of such inspection being to prevent the use of any unwholesome material and to insure that the label of the finished package will conform to the ingredients of the package.

MR. KLUETER: I would like to say just a word about that sort of proposition. It so happens that the United States Constitution gives the people of the country the right to regulate the purity and labeling and branding of articles of food that go in Interstate Commerce. Now, if your resolution here were amended or changed, so that it would direct the federal authorities to give attention to the shipment of that product in Interstate Commerce, I think it would



be a much better resolution, but the federal government can't and doesn't come up into the cheese factories and do any inspecting as to sanitation or as to composition. They will collect samples of process cheese or any food product that has been in Interstate Commerce and pass on the legality of it. I think the resolution should be a resolution to those in charge of the enforcement of the federal food and drugs act, to see that the provision of the federal food and drug act is enforced as they pertain to this product and not necessarily on the matter of inspection. No action was taken upon this resolution.

#### RESOLUTION NO. 8

*Be it Resolved*, That we change the annual meeting to one month earlier, the second week in November.

MR. SAMMIS: Mr. Chairman, I would like to have the choice between two things, if possible. I am going to suggest the desirability of making it the week before Thanksgiving. I happen to know that the auditorium is available the week before Thanksgiving of next year. That will move it forward two weeks. I will make that as an amendment to the motion.

Amendment seconded, carried. Motion to adopt the above resolution as amended seconded and carried.

#### RESOLUTION NO. 9

*Whereas*, Our association issued an invitation to the National Cheese Institute to appear on our program and by error was omitted from our printed program.

*Be it Resolved*: That we, the officers on behalf of the association, offer our sincere apologies for the omission and that a copy of this resolution signed by the officers be mailed to the National Cheese Institute.

Signed P. H. KASPER, President  
 A. H. GRAF  
 O. R. SCHWANTES.  
 J. GEMPELER, JR.  
 EARL B. WHITING  
 M. M. SCHAETZL  
 A. T. BRUHN

Motion to adopt the above resolution as read, seconded and carried.

#### RESOLUTION NO. 10

MR. SAMMIS: Mr. Chairman, I have a resolution to present at this time. One of the troubles in the past, I believe, among cheese makers, and throughout the state in all branches of the cheese industry, has been the difficulty of finding out what has been going on in the legislature. We have had bills introduced and laws passed and bills handled in various ways, and hearings are set and nobody knows anything about it. Of course, the papers do all they can, but they can't set up their type for the next issue and also print an extra page or two of the bills, and of course there is a lot of delay. The suggestion I have, is to try to improve this condition. I offer as a resolution:

*Resolved*, That this association adopt the plan of sending out promptly, reprinted copies of all legislative bills affecting cheese and relative matters to all members and others who subscribe for them at a cost of \$1.00 for the series of about twenty. I will move the adoption of this resolution.

MR. MALCZEWSKI: Mr. President, I think there was a resolution passed there, one of the first resolutions that was passed, that

practically covered it, where we outlined that we wanted this mother organization, if it means anything to the other organizations, that we wanted them at least to give us that service, that is to send these various articles Mr. Sammis talked about to each secretary of each organization in Wisconsin, and they can discuss that thing in their own locality and go up there and defend it, or write a letter and ask you what they want done with it.

MR. LINDEMAN: Mr. Chairman, I move you that we table this resolution. Motion carried.

## RESOLUTION NO. 11

THE VICE-PRESIDENT: Now, we return to the first resolution. That resolution is open for discussion now. The majority report is as follows:

*Resolved*, By your committee that all cheese scoring 90 and above be labeled with the proposed Tri-County stamp, with the outline of the state of Wisconsin, the following inscription, Fancy Wisconsin State Full Cream Cheese, and the wording, Wisconsin, America's finest or Wisconsin's finest cheese to appear on the bandage about an inch apart; and

*Be it Further Resolved*, That we favor an adequate system of state supervision at the warehouses, that the grading system may be relied upon by the consumer.

THE VICE-PRESIDENT: We will hear the minority report again.

*Be it Resolved*, That we favor the grading of cheese as follows: All cheese scoring 91 and above be hereafter considered as Fancy, and be stamped as proposed by the Tri-County Association, with the words, Wisconsin, America's finest, or Wisconsin's finest cheese, and the imprint of Wisconsin stamped once on the face of the cheese, all cheese scoring 88 up to and including 90 score shall be marked once with the present stamp, Wisconsin Number 1.

THE VICE-PRESIDENT: You have heard both resolutions. What is your pleasure in regard to it?

Motion made to adopt the majority report.

Motion seconded.

THE VICE-PRESIDENT: The motion has been made that we adopt the majority report.

MR. MARTIN: Ladies and Gentlemen, I think it is sort of a bad example to have our fancy cheese scored as low as 90. I think we ought to have at least 91. It isn't so much what is the limit on the score, it is how the judges are going to make the score.

MR. MALCZEWSKI: Mr. Chairman, I want to make one more suggestion to your 90 score. There are a lot of cheese makers today in Wisconsin that are getting a premium, and it seems to me they are trying to kill that little premium because when you get that cheese down to 90 that will be your market and there will be no such thing as a premium, and you are just playing into the big fellow's hands.

MR. EULER: Mr. Chairman, I would like to ask Mr. Malczewski on what cheese they are getting a premium.

MR. MALCZEWSKI: I don't know exactly.

MR. EULER: On what score of cheese is it bringing a premium?

MR. MALCZEWSKI: There are some factories that have fancy, it all depends on the competition. There are a lot of fellows who will verify this.

MR. SCHMITTFRANZ: Mr. Malczewski means if we had a fancy bulk cheese of 91 score, there would be a possibility of getting a premium on it. If I remember right, last spring in Madison, Mr. Malczewski sat beside me at a round table where there were fourteen or fifteen cheese makers and dealers and we asked him if there

weren't a possibility that we could get a premium on fancy cheese. They wouldn't give us any satisfaction relative to where they put the score, or give any premium. Where are we going to put the score so that we get a premium?

MR. MALCZEWSKI: Do you know, Mr. Schmittfranz, under the circumstances that the Tri-County proposed where you are going to stamp that cheese on the outside like this on all your cheese, scoring over 91, we believe when we get a cheese of that quality that eventually the public will call for it, and if it does call for it we will get something and not before, and if we start at 90 we will never get there.

MR. MARTIN: Mr. Chairman, I happened to be one of the members sitting at the hearing at Madison. They didn't come right out and say they wouldn't pay it, but they said it would take a long time to work that out and I actually believe it will be a detriment to the dairy industry of the state of Wisconsin, to call it a fancy cheese with 90 score.

MR. KLUETER: Can I say just a word, in order to get just a little data on this question? We started in last February to select some inspection reports of our various cheese and I have compiled a table showing the number of pounds of cheese inspected each month, divided into classes of good and fair cheese, and I believe the figures on there will give you some help in seeing how much good and fair cheese there is made. Our basis of dividing that into good cheese and fair cheese was about a 91 or better than a 91 score, and it is interesting to study that table and see that we started out with about 62 per cent of good cheese, which would be 91 or better, and that holds up very nicely up to 52 per cent until June, but falls off quite sharply in July, August, and September, and comes back in November. Then we have the other big classification of fair cheese. Now, that started at 27 per cent and increased gradually until it got up to 83 in July or 83 in August, and then began to decrease. According to that chart we have also about ten per cent of the cheese that would fall into the undergrade class.

Now, it seems to me, they ought to give you some idea about the percentage of cheese that we are going to be able to put in the one class or in the other. I am just presenting it for what it is worth. I don't know as we care to discuss or take the position that it should be a 91 or 92, but I think there is a certain significance to those figures.

THE VICE-PRESIDENT: Any other remarks?

MR. PAULY: Mr. President, there seems to be some trouble on our present rating. Today we have just a number 1 stamp on our fresh cheese. Wisconsin fancy can only be applied when twenty-seven additional days' holding are complied with. Our number 1 stamp takes in everything from 88 up. Now, Mr. Malczewski says we ought to raise this number to 91, and he talks about the premium. We are today rewarding the man who makes a fine cheese that are graded number 1, but the man who makes an especially fine number 1 gets a premium. He says there is no object under this plan of 90 and up for anybody to reward a cheese maker by a premium for fine quality cheese. This gentleman over here said that 90 is too low. Now, we are dealing with fresh cheese.

It has been brought out here in several talks at this convention that we ought to have higher moisture, we ought to have a softer cheese, and why has the Wisconsin fancy stamp been taken away from us on a fresh cheese? For the very reason that the average Wisconsin fancy cheese is inclined to be a little bit too firm, and

when it is shipped out fresh it doesn't give the satisfaction in a good many cases that a 90 and 91 does. You find that especially true up in this section here. I have given this thing considerable thought and I am talking for practical purposes. The majority of Wisconsin cheese today is sold fresh. By that I mean cheese from four to six weeks old when it gets to the consumer, and we have a very small percentage of our cheese going into storage, as held cheese.

We are dealing now with the marketing of fresh cheese, and when we include cheese scoring 90 we include good number 1 cheese. Under this plan, cheese that are a little acid, cheese that are gassy, showing pin holes and Swiss holes are excluded from this brand. I don't see where we are hurting the state of Wisconsin when we are putting our good number 1 cheese in with the fancy, with the so-called fancies as we have known them in the past. Today the number 1 stamp is all we have got. The fancy is only applied if we comply with the additional twenty-seven day holding, and a good many premiums are being paid and they are going to continue to be paid. This isn't going to stop it, as I see it. I can't see where this is going to stop it. If I want a special cheese made, I come to you and say, will you make me a special cheese, and you say, what do you want. Then I say I want a 35 moisture cheese, and you start figuring, well to make that cheese will cost you a cent and a half or two cents more than the market, or whatever it takes to reduce the moisture to that point. It strikes me that a branding of that type will do more than our present number 1 stamp, and that was the idea of this farmer cheese makers' organization, the Tri-County.

They felt we ought to have something on the cheese, when it goes to the retailer and is shown to the consumer, that is a little more than number 1 brand. I think you will all agree with us that that is a very attractive looking cheese brand. The reason I think we ought to put it down to 90 is because we must make this a workable and reasonable proposition. It must be something that you can live under. Now, it is all right to have high ideals, say let's make nothing but 92. You men know in a good many sections you can't do it. The competition won't permit you to do it. Let us have something that is workable, that is fair, and that is reasonable. I have talked to a good many cheese makers on this and I said to them, do you think that cheese that are low acid cheese, that are gassy, showing pin holes and Swiss holes, should be sold with the Wisconsin name on it, and I don't think that any of you gentlemen will defend that kind of a proposition, will want the name Wisconsin to go on our poor number 1, and I think the name Wisconsin today on our poor number 1 is doing the damage.

Keep it off your poor number ones, and it was my idea that those cheese ought to be sold plain, non-descript, but leave the name of Wisconsin off cheese that are not good merchantable cheese. If I haven't made myself clear I will be glad to answer any questions, if I can do it.

MR. MALCZEWSKI: Mr. Chairman, I still feel that Mr. Pauly is lowering the good cheese and trying to bring the makers up because he is taking down two points on your score.

MR. PAULY: No, I am bringing it up two points, 88 to 90, you got me wrong.

MR. MALCZEWSKI: In other words, we have got to make a 90 or better in order to get what we call a number 1 today and you



are the fellows that will benefit through it, and not us, because you will be able to pick the cheese in storage from your 90 score up.

**THE VICE-PRESIDENT:** Now we have been discussing this quite thoroughly and I am wondering whether we are ready for the question. There is a motion before the house.

**MR. LINDEMAN:** Mr. Chairman, we did discuss this a long time and finally split in the committee. I feel this about the score, I feel that 92 was too high, and was more or less an arbitrary and technical point, to put it, and didn't cover a class of cheese that would go out to the consumers and where a premium that would be called for by a brand recognized by our department.

**THE VICE-PRESIDENT:** If there isn't any other discussion are you ready for the question? If you are ready for the question the motion has been made and seconded that we adopt the majority report of the committee. All in favor of this make it known by saying aye, contrary no. The resolution is adopted.

**MR. SAMMIS:** Mr. Chairman, as your new Secretary I want a little instruction. I am going to ask you some questions. I don't want to ask you to vote on it, but I would like to have the opinion of the house on it. I want to know if there is anything unsatisfactory about the present convention, which you would like to have changed? (No reply.) I don't know how you expect us to do better unless you give your opinion. I want to ask if the judges of cheese have done their work satisfactorily? (No reply.)

Well, I will say this in conclusion, that I wish, if you have any instruction or ideas or suggestions, you will feel free to send them in with the assurance they will have consideration. Is that fair?

**THE VICE-PRESIDENT:** There was an amendment to the constitution handed in yesterday and it has either got to be withdrawn or else passed on.

**MR. MALCZEWSKI:** I withdraw the amendment offered by myself. Thereupon the meeting was adjourned.

### FOREIGN TYPE CHEESE SESSION

December 5th, 1930, at 10:30 A. M.

JACOB GEMPELER, Chairman

**THE CHAIRMAN:** You will notice that the program is divided up into two sections, but we are going to put the two sections into one and go right on with the program until it is completed.

### THE CHEESE INDUSTRY IN THE PAST AND ITS FUTURE

By HENRY EGLI, Pardeeville, Wis.

Every year we cheese makers have the convention. We have solved problems concerning quality cheese making. Year by year we have new laws and in spite of all this fuss we are going down hill with our cheese industry. First of all we must keep on for good quality cheese. Secondly, an honest, natural market. We must stop the unlimited profiteering on cheese. Stop the speculation on dairy products. For the last four years it has been overdone. We brought this terrible condition on. Most all the cheese factories put the cheese on the market every week because the dealers want us to ship the cheese fifty-two times in the year. Now, then,



if the cheese dealers are letting their cheese on the market fifty-two times in the year, this would change the present situation. They should follow the same plan.

Many years ago most of the brick cheese went to the packers, Armour, Morris, Swift and Cudahy. These four concerns have not speculated to such a great extent as it is done at present. At that time cheese was paid according to quality. The retailer depended on that certain label on cheese. At that time the cheese industry was gaining right along. The year 1915 the cheese making license law came out and it certainly was needed. The dealer was working on the moisture limit law, and got the law through. This brought dissatisfaction among us cheese makers, because it was harder to compete with condenseries and creameries. Then came the grading law. The cheese makers used only the fancy stamp—certainly a quick way to make and sell fancy cheese. This, of course, brought dissatisfaction to the cheese dealers and they paid for cheese regardless of the stamp. Then the fancy quality maker got disgusted, as he did not receive more for fancy cheese. The fancy quality maker is losing partly on the yield, sacrificing more time and furnishes his ability to the cheese industry.

The cheese dealers used some unfair practice, by paying to larger quantity shippers a little more for cheese. Then again, when the cheese price advanced they speed the checks for the cheese, and were very slow when the cheese price went down. The reprocessing of cheese is largely responsible for the low cheese prices to factories. It is an added expensive cost for the consumers. The reprocessed cheese is keeping the inefficient maker on the job equal to the quality maker. That is a very big mistake. There is quite a lot of natural processed cheese, partly off flavor and texture, which could be graded as number two for commercial trade, but will go through when pasteurized and blended for flavor, and texture. Many members of the National Cheese Institute have their offices located outside of the state. Before the cheese dealers merged together there was more dissatisfaction among the dealers and if one refused to pay a good price for good cheese the other fellow did.

The members of the National Cheese Institute, in their first meeting, passed the resolution that the assemblers should not overpay each other and should pay all factories the same price for cheese. But there is not every factory that received the same for quality cheese. I feel it is very poor justice. I have never seen the producer so badly disgusted with cheese business as they are now. They are leaving their own institutions and patronizing centralized milk plants. The private owner of the cheese factory is losing the heaviest. In my own experience, I found that at present the cheese price is controlled by the cheese mergers. There is no natural marketing system. What have we got a Department

of Agriculture and Markets for? They should see that the producer receives his right share for the milk and should see the poorest citizens can afford to buy cheese.

Wisconsin cheese is the best of any in the United States and has proved that by every national contest. We Wisconsin cheese makers have confidence in ourselves. The Wisconsin cheese is the best. The cheese industry paid up all public debts. We have our own manufacturing plants where the cheese factory supplies are sold and their offices are located in Wisconsin and they are paying taxes to Wisconsin. Let us explain this terrible condition to an incoming governor. He will then establish a permanent market division, to protect all the people engaged in the cheese industry. It looks to me the present combination are only servants of the National Cheese Institute. The state should grade the cheese. That would help the quality more than all laws so far. Laws that operate to the disadvantage of one class and to the advantage of another are very unpopular, and cannot be respected and are in every case a failure.

Mr. Emery was the best friend to the producer, manufacturer and consumer. Mr. Emery was the best official to enforce all laws concerning his duties. If we only had not failed to pin a rose on Mr. Emery when he was alive. Thank you.

**THE CHAIRMAN:** Any discussion on this subject? Has anyone anything to say, any questions?

**MR. MARTY:** Mr. Chairman, Mr. Egli has covered considerable ground this morning. We remember the days, in the southwestern section, that before a month of cheese could be sold at any cheese factory there would be from fourteen and sometimes fifteen cheese dealers at that factory, putting in a bid for that month's cheese. It has been said that those were the best days that the cheese industry in a financial way had ever experienced. It is often said, coming right back to this matter, that this and this Swiss cheese is plugged so and so, which at that earlier period passed as a fancy. That is the difference in the grade in our Swiss cheese today, and those days.

Next was an evolution that came along and a sort of concentration, manipulation on the part of dealers. It had its drawback. Along comes another evolution to sort of balance the scales. I am not only speaking of Swiss, but I am talking of cheese altogether, and I believe it was a Godsend to Wisconsin that the cheese federation came into Wisconsin at that particular period. I can't understand and can't see why everlastingly the complaint is put back upon the state department. There is no state department in the state of Wisconsin that has got supervision and control over the commercialization of a dairy product in Wisconsin. Mr. Emery had no more control than Mr. Hill has today. It is an open fight. The man that pays more for that cheese is going to get it, and neither the state of Wisconsin, nor anybody else has anything to say about that.

**MR. EGLI:** Is there some way the quality maker can do better or receive more?

**MR. MARTY:** Mr. Egli, that is a very good point. Above all, put your cheese on a merit basis. You know we have it in Green County although it is criticized to some extent on the part of the

makers. There is no reason in my way of thinking, why a man that has initiative and puts up a nice package of cheese, and extra labor and extra nice finish—(I am referring now to the American cheese) that that man should not be rewarded at least some consideration for his extra effort, and if I were an American cheese maker I would get before this convention here and I would insist to be told why, that you can't get a fluctuation in the price of your cheese. Why all your top notchers should be paid on the same basis.

There is no reason that a nice fancy American cheese is not worth more. What it is worth is more than I can tell you now, but I know it is worth more and you all know it is worth more and I can't see for the life of me why you can't put a better price for your top notch cheese over a certain score like they do in Swiss cheese. In Swiss cheese they have a fancy number 1, and open number 1, and number 2, and grinder. They have four grades of cheese there and they are paying on four bases.

THE CHAIRMAN: Any further discussion?

MR. EGLI: You must give the consumer what he wants and in the shape he wants it. That is all right. They got it too. There is plenty of reprocessed cheese in every store. People don't buy it any more, it is too high priced, it is nearly six times more than what the producer is receiving. Now, you figure 25c for six ounces. I bought a little package of cheese like that and I took the label off and I put it on the computing scale, and it said six ounces. The prices are the same all over. No matter what town I go or what store I go the price is twenty-five cents for six ounces. Now, you take three packages that makes just exactly two ounces above a pound, that is eighteen ounces, that is 75c. You figure those two ounces off and it makes 60c a pound for cheese the consumer is paying, and the producer got last summer as low as 14c and then take the expense off, 2½c, 25c for making, that leaves \$1.15 for the consumer and that is 18% of the consumer's cost. Figure it out yourself.

#### COST OF TRUCKING MILK

MR. E. F. HORN: Mr. Chairman, I happen to be acquainted in the vicinity of Mr. Egli. There are two cheese factories and they are running two trucks and I think it would be of interest to the rest of the cheese makers here if these factories could come to the convention and show whether there was any profit in putting their own field men and trucking in their own milk.

MR. EGLI: We have experienced that, we lost patrons on account of the milk getting hauled away from the doors, so I bought a truck and I sent a man out too. I did it for five cents cheaper than all our surrounding people. Well, you can see I met the farmers in that line just as good as my competitors did.

MR. HORN: Do I understand, Mr. Egli, you are trucking in milk to your own factory?

MR. EGLI: Not now, I haven't my own business any more. I lost my business through bigger concerns. Now I am just working out. They are all handling their own milk.

MR. HORN: You did at one time truck milk?

MR. EGLI: Yes.

MR. HORN: How long did you truck?

MR. EGLI: Oh, about two and a half years.

MR. HORN: Did you find out in that two and a half years what it cost you to truck?

MR. EGLI: The farmers really paid the expense, that is fifteen cents.

MR. HORN: You can't truck milk for fifteen cents.

MR. EGLI: We only had a mile territory to go. That isn't like going ten miles on all kinds of roads.

MR. HORN: You have no figures then at all what it cost you to truck that milk?

MR. EGLI: No, I didn't keep them.

MR. HORN: You just dug down into the pocket until the pocket was empty and then you quit.

MR. EGLI: That is all.

MR. HORN: That is what I thought.

THE CHAIRMAN: The next number on the program is Facts Learned by Cheese Factory Investigations During the Past Two Years by Mr. Harry Klueter, Chief Chemist of the Wisconsin Department of Agriculture and Markets.

#### FACTS LEARNED BY CHEESE FACTORY INVESTIGATIONS THE PAST TWO YEARS

HARRY KLUETER, Chief Chemist, Department of Agriculture  
and Markets

MR. CHAIRMAN: With cheese lower than it has been for many years, with cheese factory patrons coming to the department seeking help in the improvement of both milk delivered and cheese made and stating they received 80 cents to \$1.25 per hundred for milk, it occurs to me that perhaps we ought to pry a bit deeper into the quality of cheese factory milk.

For two years prior to the last year an intensive sediment test campaign was waged on cheese factory milk with little or no attention given to the delivery of watered or skimmed milk. During the past year we have again given attention to a rather complete check up of milk delivered at cheese factories looking for every form of adulteration and using the Methylene Blue Test in addition to the well known Babcock, Lactometer and Sediment Tests.

It has been intimated by several men in rather close touch with cheese factory milk that we would find a better grade of milk going to those factories than was being delivered to condenseries and perhaps in the smaller towns and villages as city milk. It is apparent to me after this year's work that this contention is not entirely true and that if at least one-half of the cheese factory milk were not used in the manufacture of cheese within two hours from the time of production the quality of cheese made today would suffer. To support this contention we need only observe what has taken place in many cheese factories when the change of making daily to making every other day takes place. This means just this. That because of the time element, not entering into the production and use of about half of the cheese factory milk a product of relatively good quality can and is being used. Stated in another way in a few words it is simply this. Morning's milk is used before its faults have had time to develop and play havoc with its quality, but I



contend that even though the faults have not developed in the milk there is some likelihood of there being a reduction in the quality of cheese made from such milk.

Let us take up just briefly the results of an inspection of milk at an average size cheese factory, which inspection was made the earlier part of last summer. There were 47 patrons. No clean milk was delivered, 14 patrons delivered milk classed as fairly clean, so that there were 33 patrons delivering either unclean or very unclean milk. Eleven patrons had used rusty cans and one patron was using an open seamed can. This factory is not a neglected factory but a factory I should say equal to or slightly above the average cheese factory. By use of the Methylene Blue Test it was found that the farms of nine of the patrons delivering milk needed immediate attention. The milk delivered by one patron retained the characteristic blue color of the test for three-fourths of an hour, milk delivered by four patrons retained the characteristic color for two and one-half hours, the milk of another patron for three and one-half hours and the ninth sample retained the color of the test for five hours and I venture to say that in many other instances had the milk been held for a period of ten to twelve hours before being made into cheese, the number 9 would most likely have increased to 18 or perhaps 20.

Our inspector called at the 9 farms and a statement of what was found is of course typical of what might be expected with milk of the character delivered by these 9 patrons. The poorest quality milk delivered as shown by the 45 minute Methylene Blue Test was produced under the following conditions. Cans, pails, milker unfit. Inspection of the milking machine disclosed two large milker tubes dirty and the air pipe lines used were very very dirty. When the shut-off valves were opened a yellowish dirty fluid ran out of the air lines and it appears that some of this yellow filthy fluid must have found its way into the milk and was responsible for the very poor quality of the milk delivered. At the next farm at which the Methylene Blue Test of the milk is given as two hours the following conditions were found. One can had a yellow deposit in the neck. Milk pail in poor condition with broken bottom. Milk strainer bowl and cloth not clean. In fact they were dirty. Milker parts, tubes, teat cups, etc., unclean. Were said to be cleaned about once a week and all of you know what the condition of such a milking machine would be. In another case where the Methylene Blue Test period was two and one-half hours the inspector found one rusty can, filter strainer, pails and other cans were in reasonably good condition, tubes, teat cups and milker head in milking machine not clean and some of the rubber tubings on the milking machine were badly cracked and in such condition that they were classed as absolutely unfit for use. On the next farm the inspector found one rusty can in use, two milk pails in fair condition were in use, and a flour sack was used as a



strainer. It appears therefore that the unfavorable condition of this milk is due mostly to a flour sack cloth strainer, a rusty can and only fairly clean milking utensils.

I wish to digress for just a moment and mention that at last year's meeting a speaker when discussing improvement of milk at cheese factories stated that he had either given or supplied at absolute cost a Clark type filter strainer for all of his patrons and that the excellent quality of his milk was due to the use of this type of strainer, the thought being that the milk was improved by the removal of dirt. From my experience with that type of strainer I am willing to go considerably further than this speaker went and hazard the guess that the patrons produced a cleaner milk, not because they could do a better job of straining, but because they found that unclean milk would not go through this type of strainer. I wish it were possible for every producer of milk to adopt and use the filter pad type of strainer because of the immediate results that might be expected due to the fact that you must have pretty fair milk to go through the filter pad type of strainer and we might go on and depict for you the conditions found on the other farms visited by the inspector in connection with this factory investigation but time will not permit.

After the inspector's work was completed and the results before us in the office we corresponded with the manager of the factory, related to him the conditions found and he of course already knew them because the inspector had left a report and Mr. Charles L. Hill, the chairman of the department, offered to go and meet with the patrons of this factory for the purpose of discussing matters pertaining to the production of milk and the effect of using the type of milk their factory was using. Arrangements were to be made to call a patrons' picnic, an evening meeting, or any kind of a meeting, so that we might get matters out in the open for a thorough and frank discussion, but the manager and officers of this cheese factory did just exactly what I think every honest and conscientious manager would do. He said let us try and clean up our own conditions first and if we cannot clean them up then we will gladly accept your help. I am very happy to be able to say that reinspection of the conditions at this factory bear out the fact that the management was able to clean up and correct conditions.

This factory inspection recalls to my mind a statement made by a rather prominent cheese maker at the last cheese makers' convention when ways and means of providing for a suitable program for next year's convention were under discussion. In discussing subjects for the program some one suggested the subjects of how to get clean milk for cheese factories and the effect of the use of unclean milk in cheese making.

This cheese maker stated that in his opinion it wasn't necessary for any one to spend their time telling cheese makers how to get

clean milk, because they already knew how, or the effect of the use of unclean milk in cheese making, because they were aware of the results. It appears that there is considerable logic in the statement of this cheese maker and it further appears that the time may have come when the department, having found by appropriate and thorough inspection that unfit milk is being received and manufactured into food, must hold the operators of cheese factories and cheese makers equally responsible with the dairy farmer who produces this kind of milk and this of course is in accordance with the law governing.

I wish to turn now to another line of activity given considerable thought during the past two years, namely that of manufacturing the kind of cheese people wish to eat. From time to time we have heard the statement that we must have more moisture in brick cheese. It is too dry and hard, our patrons won't eat it. Let me present to you an investigation of a statement of that kind made very recently which is typical of past experiences of the department. The statement was by the cheese maker that a dealer had complained that some of the brick cheese from his factory contained less than 50 per cent of fat in the water-free substance and was too dry and hard. We found that brick cheese was being made at the beginning and end of the cheese making season. That the real business of this factory, so to speak, was manufacturing Swiss cheese and they were using some Swiss cheese methods in the manufacture of brick cheese, the result being of course that excessive quantities of fat were whipped into the whey and the cheese made in October of this year contained 48.32 per cent of fat in the water-free substance in one sample and 50.95 per cent of fat in the water-free substance in the other. The moisture content of the first sample with the low fat content was 39.58 per cent and the other sample 41.34 per cent. It is easy to see why a complaint about the character of this cheese was made. It is easy to understand that if we have any quantity of brick cheese of this character going on the market that there would be a demand for a higher moisture content, but that demand for a higher moisture content is being in too many instances misconstrued by the cheese maker. It is not a call for a higher legal moisture content but it is a call on the part of the trade perhaps for a cheese containing somewhere near the average or slightly below the maximum moisture content permitted by law. The trouble is not with the statute relating to moisture but rather with the factory operator who knows nothing of the moisture content of the product he is manufacturing. You will note I said knows nothing of the moisture content, but I did not say knows nothing of the fat content because I believe that the cheese maker will know something about the fat content of his cheese because he is in a position to know something about the fat content of the whey he skims and the income from whey cream. The factory investigated received about

4,000 pounds of milk and made in two kettles. The fat content of one kettle was 3.8 and the other 3.95. The percentages of casein were 2.67 and 2.59, giving us ratios of fat to casein of 1.7 to 1.65 and here comes I believe the significant part of this investigation. The whey from kettle number 1 contained 1.04 per cent of fat and the whey from kettle number 2 contained 1.01 per cent of fat. In other words, instead of having the usual 10 per cent or less of fat content of the milk going into the whey, we had 27½ per cent of the fat going into the whey. This method of removing fat is just as efficient as the use of a separator. An investigation of this kind at an earlier date gave us exactly the same picture and it is no wonder if there is much cheese of this character going on the market that there is a demand for higher legal moisture content, but that demand is of course not stated on fact, but on an assumption that the law is wrong and not the cheese. Dealers and consumers have assumed that cheese makers are doing their full duty in getting all of the milk fat into the cheese and making use of their rights and knowledge in getting somewhere near a reasonable amount of moisture in the product. So that, briefly stated, there seems to be a need for better cheese making methods and any revisions needed so far as our present knowledge goes is along the lines of revising cheese making methods rather than cheese standards and especially the moisture standard for brick cheese.

This investigation and our findings recall to my mind a cry heard several years ago something like this, "Let Wisconsin cheese makers put as much moisture in their cheese as the New York cheese on our retail markets contain and we will improve cheese conditions." A natural thing for an enforcement officer to do in meeting such an announcement is of course to collect samples of this New York and so-called New York cheese, determine the moisture and learn the facts and here they are.

The highest moisture content found in cheese sold for New York cheese was 40.08 per cent, the lowest was 32.30 per cent. The average for the 29 samples collected was 35.98 per cent, very close I should say to the moisture content that we have found in our analytical work on prize winning cheese at various fairs and conventions and this was the kind of cheese we were told the consumer wished to buy and was buying. As I scan the list of percentages of moisture, I find but four samples out of the 29 that contain more than 38 per cent of moisture.

Another piece of work somewhat investigational in nature but carried on at cheese warehouses and cheese factories is that relating to the number of boxes of cheese examined weekly by inspectors and classified as good, fair, poor and adulterated cheese. Time will not permit me to state the basis of our classification but I will state that the instructions given the inspectors were such as to enable them to easily place cheese examined by them

in one of the three classes. The work began in February of 1930 and has continued down to the present day and will be continued.

During the month of February we found the highest percentage of good cheese with the lowest percentage of fair cheese and practically 10 per cent of poor cheese. The percentage of good cheese held fairly uniform down to and including the month of June. It is true it dropped from 62.80 per cent to 52.4 per cent, but there was no sharp decline. While the percentage of good cheese was gradually dropping, the percentage of fair cheese was gradually increasing and the percentage of poor cheese remained just about constant, practically 10 per cent. But from July 1st the picture is an entirely different one. The percentage of good cheese dropped to 26.3 per cent for the month of July, the percentage of fair cheese increased to 63.5 per cent and the percentage of poor cheese remained about the same. In the month of August we had a very sharp decline in the percentage of good cheese found by our examination. There was only 6.9 per cent of the cheese examined for August classed as good cheese, while 83½ per cent was classed as fair cheese and about 10 per cent as poor cheese. September saw some improvement. In fact quite a little improvement in the percentage of good cheese found. We have 25.2 with a decrease, however, in fair cheese to 54.9 per cent and the amount of cheese classed as poor cheese doubled, there being 19.9 per cent of practically one-fifth of the cheese examined was classed as poor cheese. In October the percentage of good cheese again increased and so for November the percentage of fair cheese was about the same as found in September and much higher than we had during the months of February, March, April, May and June, but I am very happy to say that the amount of cheese classed as poor cheese for the months of October and November depreciated to 5 per cent and 3 per cent, the lowest percentage of this class of product found by us in our investigation.

In presenting these matters to this association I cannot refrain from stating that I have from time to time noted in the dairy press and in papers and speeches given at conventions the urgent and earnest plea for the preservation of the cross roads cheese factory. In a cooperative scheme of marketing especially, as well as in other channels through which cheese is marketed there is ample need and place for the cross roads cheese factory. Whether or not it survives or becomes extinct will depend largely, if not almost entirely, upon the character of cheese makers functioning in these small factories, upon their skill, their attentiveness to the business of cheese making, their real desire to progress in the field of cheese quality and this means better and better methods of cheese making, more pride in their work, longer hours and quality cheese that need make no apology nor look for a market other than to the ultimate consumer. It means more than this. It means that these cheese makers must supply themselves with



all the newer equipment and adopt all the newer methods for detecting inferior milk, it means that a frankness must be cultivated between cheese maker and patron that has not heretofore existed and it means a strong central organization of cheese makers officered with men of vision and a high degree of ability.

**CHAIRMAN:** There are some wonderful facts in that paper and I can't help but feel that any cheese maker who is making cheese should get a lot of information beneficial to himself. Are there any questions any one wants to ask Mr. Klueter?

**A MEMBER:** Mr. Chairman, I am interested in the moisture found in that New York cheese and I wonder where the samples were taken from, whether they were New York washed curd.

**MR. KLUETER:** Those samples were picked up on the retail market in Wisconsin in different stores. It does represent the moisture content of the cheese that is going to the consumer. We have an actual determination of the moisture content of the cheese as the consumer purchased the cheese, and therefor as he likes it.

**A MEMBER:** I am not boosting for washed curd cheese at all, but I come from the east and I have been an inspector for New York city. We had a lot of experience in the cheese business and I know the cheese they are getting in Wisconsin. If you make an analysis of so-called New York cheese, picked up in Wisconsin, it is not reflecting all the cheese that is sold to people in the east that is generally around New York, and upstate in New York. That is an entirely different product.

**MR. KLUETER:** This does represent, however, the kind of cheese that was sold for New York cheese.

**A MEMBER:** Yes, in Wisconsin.

**MR. KLUETER:** I think every one familiar with the cheese business knows that the retailer can sell much more cheese if he calls it New York, and if it has some flavor to it, even though it was made in Wisconsin.

**MR. MARTY:** Mr. Klueter, don't you think a lot of people, when they eat New York cheese, think they are eating a high moisture cheese, whereas in fact they are eating an overripe cheese?

**MR. KLUETER:** It has a great deal to do with it. I had this experience myself in the last two years, Hommel Brothers put on some large, uncolored American cheese. The clerk offered to sell it as New York cheese. The cheese weighed in the neighborhood of 150 pounds each. People bought it very readily because it was cured and it had a somewhat nice texture, pleasing flavor.

**THE CHAIRMAN:** What is the average moisture content of New York cheese?

**MR. KLUETER:** I only have, Mr. Gempeler, what we found it by that investigation.

**THE CHAIRMAN:** What do you consider the average moisture content of New York cheese?

**A MEMBER:** That I am not prepared to say.

**THE CHAIRMAN:** Mr. Klueter brought out in his paper that the average was 35.

**A MEMBER:** Yes, that in my mind is decidedly low for what is known as washed curd American cheese, and that is mostly cheese made in New York state.

**THE CHAIRMAN:** I am trying to find out what is really the average moisture standard for New York?

**A MEMBER:** I don't know whether it would run nearer 39 than 35, that is for washed curd cheese.

**MR. KLUETER:** Would it run as high as 42 or 44?

A MEMBER: / Oh, no, very exceptional.

MR. KLUETER: Of course, that may explain the experience we had in this state about eight years ago. One of the dealers was very insistent that he be permitted to fill an order for ten or twelve cars of this type of cheese, for the eastern market, and he came to the legislature and wanted to get the moisture law changed. As a matter of fact he went to get a law passed making it permissible to sell a washed curd type. We had a hearing and dug up the records of the federal departments to show them that is as long ago as 1918, the federal department had ruled a washed curd was an adulterated article of food, and could not even be sold or shipped in interstate commerce. The bill stayed in the legislature for six or eight weeks, and during that time, this man that came out from the state of New York to teach them how to make this washed curd cheese, was very successful the first time through the factories, and the first shipment of that product down to the east seemed to be satisfactory. He left the state. I was told yesterday by Mr. Sampe, that he was appealed to to make that type of cheese, and that he was very, very glad he hadn't done so because some of his neighbors had lost three or four weeks make of cheese simply because they had gone into that game. They had a quick curing type of cheese that was highly perishable and when they got it down to the eastern market there wasn't a demand for it, it developed bitter flavor and rind rot, and there was bitter punishment to kill the bill in the legislature.

THE CHAIRMAN: Are there any further facts? We will have to go on with the program.

### A BRIGHT OUTLOOK FOR WISCONSIN'S CHEESE INDUSTRY

By COMMISSIONER CHARLES L. HILL, Madison, Wis.

Mr. President, Ladies and Gentlemen: The thing I want to say today, it seems there has been so much of an air of gloom in the cheese industry that I was going to try at least in my remarks to paint a brighter picture, if it were possible to do it.

Wisconsin's Cheese Industry dates from the day that Mr. Rockwell made the first cheese in his farm kitchen in Jefferson County in eighteen hundred thirty-seven. It seems almost impossible that this industry could have developed in the eighty-three years since that time. It was a primitive industry, indeed, for many years after that date, and in fact only came into its own as an industry in the late sixties and early seventies. I am sure it would not be out of the way to just mention the milestones of progress between those days and today.

All of the cheese, of course, was made on the farms, up to the date when the first factory was organized in eighteen hundred sixty-four, and reports show that many farmer's wives were making cheese from fifty and sixty and on up to one hundred cows in those early days. The first marked change came in the establishment of the factory system, and the first one, as I mentioned was established by Chester Hazen at Ladoga in eighteen hundred and sixty-four. I can not mention these milestones in the exact order that they came, but I just want to call your attention to the difference between the industry of those days and today. Among

these was the introduction of steam-heated vats, gang presses, of annatto color, of standardized rennet extract, of power stirrers, of the skimming of whey cream, of the curd test, of the Babcock test; the sub-earth curing duct; paraffining; cold storage curing, greatly reduced freight rates; transportation in refrigerator cars; cheese boards of trade; co-operative factories, starting even with the small effort of Mrs. Pickett and her son who made cheese in their farm kitchen from their own and neighbor's herds at Jefferson County as early as eighteen hundred twenty-one. This could certainly be said to be the forerunner of the present co-operative factories. Two later things that are very vitally influencing the cheese industry was the starting of the organization and operation of the National Cheese Producers Federation, first called the Wisconsin Cheese Producers Federation, and the later manufacture of process cheese and cheese foods. This industry like Topsy has just grown, and the wonder is that it is as efficient as an industry as it is.

It seems certain that this time of depression, is the right time for us to take stock of the industry, and it is always in times of depression that such stock taking is done by all industries, and from times of depression that real progress starts. I certainly do not pretend to be competent to advise the industry, nevertheless, as one of the industry, I am glad to study its problems. When I say that the first need of the industry is, better quality, I of course, know that I am using a hackneyed expression, that has been used in every paper, that ever dealt with the cheese industry, and there is no doubt but what it is a supreme necessity and the wonder is that under the conditions existing that the quality is as good as it is. The next need is for uniformity. When I study the figures of the annual consumption of cheese per person for the different countries, varying from our four pounds up to the twenty-three pounds that the Swiss eat, I am inclined to think that the question of uniformity has as much to do per capita consumption as their quality. I may like one kind of cheese, and you may like a distinctly different kind of cheese, but I do think that one of the reasons that per capita consumption is low, is because of the difficulty that consumers find of buying exactly the kind of cheese that they like. Then the wonder is that the industry has succeeded as well as it has when we have done as an industry, so little to advertise our product. The National Dairy Council is supported not by the cheese industry to a very great extent, but, largely, other branches in the industry have done practically all that has been done to advertise cheese. I hope to see a scheme worked out whereby this industry can support, in a large way, the National Dairy Council to advertise our product. The product has everything in its advantage both as to healthfulness and economy, and we should be doing much more than we are to bring these facts to the attention of the consumer. The conditions as to price and

weather, in the season just past, have certainly not been conducive of quality; but we must never lose sight of the fact that consumption will follow quality and that we should never let the idea invade our mind that we will raise the quality of the cheese when we can get a better price.

The consumers are telling us in the loudest voice they can use, that they are willing to pay for the kind of cheese that they like, but not the kind that we like, but, to repeat, the kind that they like. Imported Swiss cheese is selling now for at least seventy cents a pound; and they are selling in Wisconsin stores, American Cheddar cheese as high as forty or fifty cents a pound, and I believe that the public would pay this fancy price for a greater amount of cheese than they are now doing, if they could get just what they wanted and not only good quality but uniform in quality.

Man is naturally a selfish creature, and whenever we think of our share in an industry of this kind, we are inclined to think that somebody else is getting a larger share of the profit than we are. We must proceed to organize the industry in a way, so that all concerned from the man who produces the milk on the farm to the retailer in the city must get his just share of the profit and no more. It is too largely, I think, a habit of ours to lay the present ills of the industry to the invasion of the industry by process cheese. The more I think of it the less I can get the viewpoint of those who are laying the blame on this product. The enormous sales of process cheese must be due to two things; one the fact that the public like it, and the other that it is handed to them in a package that is so convenient and so well advertised that they will buy it almost in spite of themselves. When we find fault with process cheese we must not forget that it does make a market for cheese; nevertheless, I believe, that the principle injury that it has done the business, is the fact that because it is put up in small fancy packages it is sold at a price per pound way above the price of natural cheese, and the housewife spends her cheese budget money on this product and this does not help the total consumption of cheese.

Many public and private interests are at work, as you know even better than I do, upon methods of manufacturing natural cheese in a way that it can compete with process cheese in size of package. I am not at all worried but when this problem is worked out that we will be able to easily compete with process cheese. The Dairy School of our Wisconsin College of Agriculture is splendidly equipped, and very efficient to help us work out problems of this sort. I believe that an association such as this association, can become and should become the greatest power for good of the industry. There is nothing that you can not do by united effort. The proposal is to come before you sometime at this meeting, if it has not already come before this paper, that this association and others of the kind in the state, should enter into co-operative effort.



to try and get every pound of cheese manufactured in Wisconsin to be marked with the word "Wisconsin". Not only is this a splendid project but it is one that should make the members of your association more proud of the industry, and more willing to cooperate in forward progress. We hope to have the heads ready so that we can begin our new voluntary grading and marking of fancy Wisconsin cheese soon after January 1. The more I study this project the more enthusiastic I become about the possibilities of its being one of the best ways to acquaint the housewife with possibilities of buying uniform high quality Wisconsin cheese, at the markets all over the United States of America.

In thinking about our industry I have been wondering what would happen if efficient modern methods of manufacturing and merchandising of cheese were practiced and only a reasonable margin of profit was taken anywhere along the line.

1. The enormous gap between the producer's price and the retail price of cheese would be very much narrowed.

2. The producer would receive enough more for his product to make it difficult for other milk receiving plants to close cheese factories.

3. Good cheese of any class could be purchased at a reasonable price and would fill the place of other common foods; while at the high prices now charged for cured cheese, it is considered in the class with luxuries.

4. The premium now paid for poor cheese (as is the case when the board price is paid for factory run of cheese) would go to the producers of good cheese to encourage the production of a good article.

A few factors that must be observed if the cheese industry becomes efficient:

1. Nothing but first class milk should enter the cheese vat, which would do away with the majority of poor cheese. If the small amount of poor cheese making milk that is offered at cheese factories was separated and the cream sold, the loss would be very slight as compared with spoiling a whole vat of milk each day by mixing in a small percentage of off milk. This practice should not be a common practice, but would often help out until a patron or two could be straightened out.

2. Poor inefficient makers as well as producers of poor milk must be discriminated against in the same manner that all other business discriminates against such a class.

3. There should be co-operation enough between all who play a part in the production and marketing of cheese to give the consumer what he wants as to quality, style of package, etc., and there should also be a way of the consumer letting his wants be known.

4. The producer must learn that whatever losses there are in the merchandising of cheese, he must sooner or later stand, and

losses that result in a dissatisfied consumer reflect their loss to the producer by reducing the demand for cheese.

It seems that practically all the ills of the cheese industry need not be taken seriously, for all we have to do to rectify them is to look about us and we will see our folly in the cheese business by making comparison with how other commodities are merchandised. Much of our trouble could be remedied if we would learn from the experiences of others in the same business.

The fact that Wisconsin makes seventy per cent of the nation's cheese, gives us an opportunity to advertise and market it, perhaps a greater advantage than would be true of any other food product manufactured in America. Again, probably no other industry has made the progress that this industry has made under conditions, as adverse as existed in our industry. I doubt if any other industry in the country has made as great a growth as our own, that has had behind it as little concerted energetic co-operative industry effort as has been behind this one. We must take a greater pride in it as an industry. Every one of us engaged in the industry must get over the thought of doing as little as we can to get by; we must produce the best milk, we must make the best cheese, with packages marketed in the most efficient manner possible. Just let the world know how good it is; how valuable the food products cheese is; and above all else we must study consumer demands; find out the kind of cheese that different markets like, and then proceed to produce that cheese, and to get it to the consumer in an attractive form of package and in the most convenient manner possible. The very fact, perhaps, that the cheese industry is said to be at a low ebb at this time, makes it true that if this is true, then the opportunity of progress is very great. To repeat what I said before, not only can this association do a great deal to help the industry, but that it has already done as well and perhaps better than any other branch of the industry; but, nevertheless, the opportunity lies before us. Won't you go back home determined to help your farmers to produce better milk than ever before. Won't you turn back more poor milk from your factories, and thus not only encourage the farmers, but compel the farmers, as far as is in your power to produce better milk. Won't you say that "In the year 1931 that I am going to make better cheese than I ever made before". "I am going to take an interest in the industry, I am going to attend cheese makers' meetings of every description, and when I offer criticism it will not be destructive criticism, but constructive, and remembering it is very easy to find fault, but that somebody has to do real work, if an industry is to move forward". If in a year's effort we could improve the quality of cheese and marketing conditions enough so that we could increase the consumption of cheese to a point where it would bring a cent a pound more to the producers than it would bring because of lack of our effort, it would mean three

million dollars to the farmers of Wisconsin. That is an amount of money that would be no mean goal for the industry to attain for a year's work. We are a nation of meat-eaters, and with the constant increase in higher prices, and the opportunities of substituting cheese for meat in the human diet, are making it possible to sell greater amounts of cheese. Whether the housewife does this or not is going to depend on whether we do our part; whether we offer her good cheese and of uniform quality as well; whether we do our best to control the markets in a way to keep down the spread between the producer and her table.

We can do all these things if we unite on a program and then all push it.

**THE CHAIRMAN:** Any questions?

**MR. MARTY:** Mr. Chairman, there are two points Mr. Hill brought out, and I think they are quite important. One is the great split between the price at the factory and that of the consumer.

It just occurred to me what would happen to the retail price today if American cheese was put up to 20c a pound wholesale. Is there anybody here that would think that the ultimate change of the retail price would be one penny difference? Not one penny. I think the dealers in American cheese are absolutely maintaining the wrong standpoint of view in putting American cheese away down here that they can't exist with other competitive concerns, such as dried milk, etc. The foreign type dealers at least have their product down to such a basis that they can compete with other dairy products. Even today at this critical moment they are making Swiss cheese in a condensed factory at Monroe and I think that is one point that the dealers in American cheese should do, to hold that market at least where the cross road factory can compete with oncoming concerns, such as dried milk.

The foreign type cheese dealers put the prices at that basis where they could at least compete with condenseries and such competition as they have in Green County. We have condenseries in Green County and I don't know for the life of me why they are in there. They are always paying out lower than the cheese factories. Under the shadow of the biggest condenseries in Green County the Swiss dealers existed all these years and it finally got to the point where the condensery moved out and Swiss cheese maker moved in. If they put the cheese up a little bit on American there will be no difference in the retail prices. You will never notice the difference.

### CRITICISMS ON CHEESE EXHIBITS

By FRED MARTY, Monroe

**MR. MARTY:** In general, the Swiss cheese is much better flavor this year than last year, also better in grade, not quite so much one-sided as other years. On the brick cheese I can only say we have the same trouble, due to the quality of milk, namely, pin holes. Although the prize winning brick cheese is a wonderful brick cheese, yet even under close observation you can detect some pin holes.

Limburger cheese never had anything better on exhibit. It scored 98 points and I couldn't tell you why it didn't score 100. It was just as nice as it could be. That is all that I have got to say on the exhibits of cheese.

(Score sheets on foreign cheese were not received and could not be delivered.)

Convention closed.

### WISCONSIN CHEESE MAKERS' ASSOCIATION, 1930

#### ENTRIES BY COUNTIES

Barron .....	5	Lincoln .....	2
Brown .....	7	Manitowoc .....	23
Calumet .....	2	Marathon .....	18
Clark .....	9	Marinette .....	6
Columbia .....	7	Oconto .....	10
Dane .....	10	Outagamie .....	15
Dodge .....	34	Ozaukee .....	1
Door .....	6	Polk .....	2
Fond du Lac .....	12	Richland .....	1
Grant .....	4	Rusk .....	2
Green .....	18	St. Croix .....	6
Green Lake .....	2	Shawano .....	15
Iowa .....	8	Sheboygan .....	35
Jefferson .....	4	Washington .....	1
Kewaunee .....	5	Waupaca .....	6
La Fayette .....	6	Winnebago .....	4
Langlade .....	5		

### 1930 WISCONSIN CHEESE MAKERS' CONVENTION

#### LEADING PRIZE WINNERS

##### Class 1—American Cheese, Made Before July 30, 1930.

#### Entry

No.	Name	Score
123	Frank N. Zehren, Coleman .....	97.00
133	W. H. Krumrey, Gillett, R. 1 .....	96.50
122	H. J. Howe, Nye .....	96.25
109	John Babler, Campbellsport, R. 1 .....	95.50
<b>Class 2—American Cheese, Made During August or September, 1930</b>		
232	Carl H. Luebke, Pulaski, R. 3 .....	95.50
244	Harold R. Winters, Gillett .....	95.17
221	Oscar Stock, Manitowoc .....	95.00
227	Roy J. Hrabik, Luxemburg, R. 1 .....	94.67
<b>Class 3—American Cheese Made After October 1, 1930</b>		
326	J. P. Zehren, Coleman, R. 2 .....	96.00
350	John Griener, Appleton, R. 1 .....	95.50
335	W. H. Krumrey, Gillett .....	95.00
314	Anton H. Brei, Stratford, R. 3 .....	94.50

##### Class 4—Colby Cheese

411	J. F. Tesmer, Colby .....	94.00
417	Wm. F. Pruess, Kiel, R. 1 .....	93.75
402	O. L. Baumgart, Colby .....	93.50

##### Sweepstake Prizes in Classes 1, 2, 3, 4

123	Frank Zehren, Coleman .....	97.00
133	W. H. Krumrey, Gillett, R. 1 .....	96.50
122	H. J. Howe, Nye .....	96.25



## WISCONSIN CHEESE MAKERS' ASSOCIATION

## Class 5—Drum Swiss

Entry No.	Name	Score
505	Robert Herrmann, Dallas	96.00
506	Emil Dubac, Argyle	95.75
517	Fritz Locher, Argyle	92.75
508	Otto Badertscher, Rice Lake, R. 3	92.50

## Class 6—Block Swiss

608	John Burkhalter, Blue Mounds, R. 2	94.00
605	Ernest Aeschlimann, Blue Mounds	93.50
607	Joe Nef, Blue Mounds	93.00
603	Fritz Berger, Mt. Horeb	92.50

## Class 7—Limburger

704	Emil Frehner, Monticello, R. 5	98.00
702	Emanuel Hess, Belleville	96.00
715	Paul Wyssbrod, Basco	95.50
714	Joseph Konrad, Monroe	95.00

## Brick Cheese

815	Fred Krummenacher, Oshkosh, R. 5	95.00
830	Walter Andre, Morrisonville	94.50
816	John Inabnet, Mayville, R. 1	94.25
824	Christ Delhlesfen, Colby, R. 2	94.00

## 1930 WISCONSIN CHEESE MAKERS' CONVENTION

## Class One. American Cheese, any style, made before July 30, 1930.

Exhibitors		Scores	Check
101	Henry Nolte, Cleveland	91.50	\$2.80
102	Wm. Eberle, Horicon	90.00	.45
103	Armin W. Hernke, Hilbert, R. 2	92.83	3.85
104	Oscar Stock, Manitowoc	92.00	3.55
105	Emil Krummenacher, Dale, R. 1	93.30	4.72
106	Aug. G. Schwanke, Newton, R. 1	91.00	6.30
107	Henry J. Locher, Calvary, R. 1	92.66	3.14
108	L. J. Brehner, Sheboygan Falls	95.33	5.25
109	John Babler, Campbellsport, R. 1	95.50	1.77
110	G. J. Blanke, Timothy	93.66	8.68
111	Louis F. Perronne, Plymouth, R. 5	90.50	1.20
112	August Brandt, Kewaunee, R. 6	94.16	5.17
113	Anton Kliment, Mishicot	91.33	4.83
114	Joe Adamski, Green Bay	92.83	2.55
115	Walter Poppendorf, Sister Bay	90.33	.30
116	Henry Rux, Wausau	91.16	1.04
117	Peter J. Heisler, Theresa	91.83	1.80
118	A. J. Reiss, Random Lake, R. 1	92.16	2.09
119	Emil Sonnenberg, Cato	93.00	3.70
120	Arthur Wolfgang, Antigo, R. 2	92.17	1.95
121	J. G. Cummins, Platteville	92.00	4.80
122	H. J. Howe, Nye	96.25	0.00
123	Frank N. Zehren, Coleman	97.00	0.00
124	R. H. Fiedler, De Pere	91.50	1.65
125	M. S. Flachac, Brussels	89.00	1.80
126	Oliver F. Felton, Black Creek	92.00	4.45
127	M. E. Meisner, New Richmond	92.33	5.75
128	Walter Reissner, Bonduel	95.00	4.50
129	Max C. Schroeder, Stitzer	91.33	3.20
130	Carl H. Luebke, Pulaski, R. 3	94.67	4.35
131	J. P. Zehren, Coleman	94.00	3.75
132	Robert Druckrey, Seymour	90.83	1.75
133	W. H. Krumrey, Gillett	98.50	1.00
134	A. H. Graf, Zachow	85.00	3.55
135	E. H. Peters, Sugar Bush	95.00	4.50
136	H. J. Kuschel, Pound	94.83	4.20

Exhibitors		Scores	Check
137	Harold R. Winters, Gillett	93.33	\$4.15
138	Mark Wohld, Thorp	89.67	.30
139	Victor Malueg, Shawano	93.83	3.60
140	Edward T. Peck, Coleman	92.67	2.40
141	H. G. Wiskow, Manawa	93.33	3.00
142	Richard Dawn, Hilbert	92.33	3.10
143	C. H. Schneider, Merrill, R. 3	93.00	4.35
144	C. C. Kraak, Twin Bluffs	91.50	3.00
145	Arthur Johns, Luxemburg	94.00	5.70
146	Wm. J. Kusta, Bonduel, R. 3	94.33	3.90
147	Hans Wallenschlager, Clintonville	90.83	.60
148	M. M. Schaeztl, Athens	89.33	1.00
149	John Lensmire, Marathon, R. 3	89.50	0.00
150	Jacob Strub, Plymouth	90.67	1.60
151	O. R. Schwantes, Clintonville	92.16	3.09
152	R. H. Sampe, Osceola	92.83	7.80
153	L. E. Kopitzke, Marion	91.83	1.50
154	Frank Valenta, Denmark	90.83	.75
155	E. R. Detert, Pulaski	93.83	3.30
156	Melvin Christopherson, New Franken	90.50	1.30
157	Erwin O. Wunsch, Cleveland	90.67	1.05
158	George Wussow, Sheboygan, R. 4	93.33	3.90
159	H. D. Schmidt, Sheboygan Falls	93.00	4.45
160	A. W. Schneider, Appleton	91.50	1.25
161	Stanley W. Koten, Adell, R. 1	93.67	3.90
162	John H. Schaefer, Sheboygan	94.83	9.60
163	Emil A. Bergner, Bonduel	91.50	1.15
164	Walter R. Schmidt, Sheboygan Falls, R. 1	92.33	1.90
165	Jacob Strub, Plymouth	91.17	2.60
166	Ben Heningsen, Mishicot	91.17	5.85
167	A. G. Ohm, Waldo	93.00	4.15
168	Ernest Schneiter, Knowles	88.67	1.60
169	Earl Schneider, Denmark	93.50	4.05
170	Arthur P. Ansay, Belgium	89.33	1.90
171	John Lemkuil, Plymouth	91.33	1.95
172	Walter Huegll, Juneau, R. 4	89.67	.45
173	E. H. Fischer, Random Lake	87.67	0.00
174	H. W. Behrens, Plymouth	90.83	.45
175	Edgar E. Peters, Plymouth	93.67	4.90
176	John H. Peters, Plymouth	94.00	4.77
177	Ernest Kaufman, Fond du Lac	92.67	2.55
178	Arthur Berth, Sheboygan, R. 1	93.83	5.05
179	Henry Sylvester, Gillett	93.67	3.45
180	Obert Raasch, Shawano	94.67	4.20

## 1930 WISCONSIN CHEESE MAKERS' CONVENTION

Class Two. American Cheese, any style, made in August or September, 1930

Exhibitors		Scores	Check
201	Henry J. Loehr, Calvary, R. 1	92.83	\$4.64
202	Louis F. Perronne, Plymouth	88.00	1.90
203	Geo. Mintzlaff, Beaver Dam, R. 5	89.17	4.20
204	A. J. Reiss, Random Lake, R. 1	93.33	5.68
205	Edwin Meinnert, Plymouth, R. 5	88.17	0.00
206	George W. Newmann, Plymouth, R. 5	90.67	2.60
207	Aug. G. Schwanke, Newton, R. 1	89.50	1.75
208	Arthur H. Berth, Sheboygan, R. 1	90.67	1.60
209	Henry Nolte, Cleveland	92.50	4.08
210	C. F. Heckman, Cleveland	91.67	7.27
211	Francis M. Mulvey, Fennimore	90.67	2.45
212	Erwin O. Wunsch, Cleveland	88.67	.60
213	John Lensmire, Marathon, R. 3	93.00	2.61
214	Albert J. Gafner, Brownsville, R. 1	89.67	.75
215	E. H. Fischer, Random Lake	90.83	.85
216	A. J. Schmidt, Sheboygan Falls	90.17	1.82
217	Edwin Meinnert, Plymouth, R. 5	91.33	.49
218	Anton Kliment, Mishicot	92.33	1.46
219	H. W. Behrens, Plymouth	91.17	1.34
220	John Greiner, Appleton, R. 1	93.33	5.08
221	Oscar Stock, Manitowoc	95.00	0.00
222	Void		
223	Edward F. Peck, Coleman, R. 1	93.83	5.01
224	Peter J. Heisler, Theresa	93.50	2.80
225	Henry Sylvester, Gillett, R. 1	94.00	5.08

## WISCONSIN CHEESE MAKERS' ASSOCIATION

Exhibitors		Scores	Cheek
226	Oliver F. Felton, Black Creek	92.67	\$3.39
227	Roy J. Hrabik, Luxemburg, R. 1	94.67	0.00
228	Herman Hoelsy, Antigo, R. 1	90.83	1.20
229	Earl L. Albrecht, Forestville, R. 2	90.83	.90
230	M. H. Parsons, Dorchester	92.50	3.18
231	R. H. Sampe, Osceola	91.00	1.42
232	Carl H. Luebke, Pulaski, R. 3	95.50	.15
233	Emil Krummenacher, Dale, R. 1	92.67	3.54
234	Henry Bolli, Allenville	91.83	2.32
235	Ernest Schneider, Knowles	91.50	2.91
236	Walter Reisner, Bonduel	93.67	4.81
237	Emil Sonnenberg, Cato	91.17	5.99
238	H. J. Kuschel, Pound, R. 1	93.17	4.02
239	W. H. Krumrey, Gillett, R. 1	93.67	5.66
240	E. H. Peters, Sugar Bush	91.83	2.62
241	M. M. Schaetzl, Athens	90.00	.15
242	W. E. Makinen, Abbotsford	90.67	.35
243	Edw. Winter, Ceel	90.50	1.34
244	Harold R. Winters, Gillett	95.17	1.30
245	Louis J. Horn, Conrath	91.83	2.32
246	Otto A. Klotzbuecher, Big Falls	92.50	3.03
247	Max C. Schroeder, Stitzer	88.17	0.00
248	Arthur Wolfgang, Antigo, R. 2	90.67	.85
249	Martin Kubitz, Edgar	92.33	2.81
250	John Babler, Campbellsport, R. 1	90.67	.85
251	J. P. Zehren, Coleman, R. 2	93.33	4.52
252	L. E. Kopitzke, Marion	93.00	4.66
253	C. H. Schneider, Merrill, R. 3	88.00	0.00
254	Arnold H. Ohlrogge, Denmark	91.50	4.86
255	M. S. Flachac, Brussels, R. 3	91.00	3.07
256	Wencil Gasche, Luxemburg	93.33	5.88
257	H. D. Schmidt, Sheboygan Falls, R. 2	92.33	4.71
258	L. J. Breher, Sheboygan Falls	91.17	1.94
259	Frank Pickaerz, Thorp	91.17	1.49
260	Christ Hazanes, De Pere, R. 3	93.17	4.03

## 1930 WISCONSIN CHEESE MAKERS' CONVENTION

## Class Three. American Cheese, any style, made on or after October 1, 1930

Exhibitors		Scores	Cheek
301	Henry J. Loehr, Calvary, R. 1	93.33	\$6.08
302	Henry Siewert, Dale	92.17	3.72
303	E. H. Fischer, Random Lake	90.00	0.00
304	Stanley W. Koten, Adell, R. 1	90.83	2.83
305	August Brandt, Kewaunee, R. 6	93.67	5.22
306	Oscar Hanson, Avoca	91.67	10.37
307	Christ Wenger, Horicon	88.83	4.65
308	Arthur H. Berth, Sheboygan, R. 1	91.00	1.90
309	Herman Braunschweig, Clyman	89.17	.75
310	Ernest Kaufman, Fond du Lac, R. 8	93.50	12.95
311	Ernest Eicher, Fond du Lac, R. 8	92.83	12.92
312	Anton Kliment, Mishicot	92.83	2.17
313	C. A. Bennin, St. Cloud	89.00	.60
314	Anton H. Brei, Stratford	94.50	0.00
315	A. F. Schulz, Phlox	91.17	2.12
316	Christ Wenger, Horicon	90.00	6.35
317	George Wussow, Sheboygan, R. 4	90.50	2.40
318	Erwin O. Wunsch, Cleveland	91.33	3.48
319	Hugo C. Kaufman, Plymouth, R. 5	90.67	1.47
320	Herman W. Behrens, Plymouth	91.50	1.80
321	August Krueger, Hilbert	90.83	1.23
322	R. H. Sampe, Osceola	91.67	5.12
323	E. H. Peters, Sugar Bush	92.67	5.72
324	M. S. Flachac, Brussels, R. 3	90.17	2.17
325	Oliver F. Felton, Black Creek	92.67	4.97
326	J. P. Zehren, Coleman, R. 2	96.00	0.00
327	W. F. Reetz, Ringle, R. 1	91.67	2.17
328	John Lensmire, Marathon, R. 3	91.83	2.53
329	Emil A. Bergner, Bonduel	91.00	1.45
330	Wm. Fiedler, Athens, R. 3	91.33	1.88
331	L. E. Kopitzke, Marion	92.00	2.45
332	Henry Metzlig, Fremont	90.50	1.65
333	John Babler, Campbellsport, R. 1	92.17	2.97
334	Henry Bolli, Allenville	91.17	2.82

Exhibitors		Scores	Check
335	W. H. Krumrey, Gillet	95.00	\$0.15
336	Orval Polzin, Bryant	94.00	5.35
337	Earl F. Albrecht, Forestville	92.17	2.67
338	M. M. Schaetzel, Athens	91.67	2.17
339	H. J. Kuschel, Pound, R. 1	93.50	4.40
340	Emil Krummenacher, Dale, R. 1	90.67	1.02
341	Carl H. Luebke, Pulaski, R. 3	91.83	2.53
342	Albert C. Drone, Muscoda	90.00	.15
343	Peter Heisler, Theresa	91.33	1.88
344	John Haupner, Wausau, R. 3	90.67	1.17
345	Emil Sonnenberg, Cato	92.33	3.03
346	Earl F. Albrecht, Forestville, R. 2	91.67	2.02
347	Otto W. Sixel, Cleveland, R. 3	90.50	5.90
348	C. F. Heckman, Cleveland	91.67	2.92
349	G. J. Blanke, Timothy	95.50	0.00
350	John Greiner, Appleton, R. 1	91.83	2.38
351	Oscar Stock, Manitowoc, R. 3	90.67	1.17
352	Louis J. Horn, Conrath	92.67	4.22
353	B. L. Splitt, Startford	92.33	3.78
354	Hy Walter, Cleveland	90.67	1.02
355	Joseph Bergs, Edgar	91.83	4.12
356	Leon A. Laack, Brillion		

## 1930 WISCONSIN CHEESE MAKERS' CONVENTION

## CLASS 4. COLBY CHEESE

Exhibitors		Scores	Check
401	Henry Nolte, Cleveland	90.00	\$5.10
402	O. L. Baumgart, Colby	93.50	.30
403	R. H. Sampe, Oseola	91.50	4.52
404	Frank C. Kovatch, Dorchester	92.83	7.96
405	M. E. Meisner, New Richmond	91.50	4.07
406	Christ Abegglen, Ripplinger	91.83	5.75
407	H. J. Howe, Nye	93.25	7.03
408	L. J. Breher, Sheboygan Falls	90.33	3.78
409	Harry Mandel, Colby	92.17	4.99
410	Carl Vogel, Beaver Dam, R. 5	92.00	3.22
411	J. F. Tesmer, Colby	94.00	0.00
412	M. H. Parsons, Dorchester	91.00	3.26
413	Fred Feutz, Waterloo, R. 1	92.00	4.22
414	M. M. Schaetzel, Athens	91.67	2.84
415	Albert H. Mandel, Colby	90.67	5.43
416	Wm. Eberle, Horicon	91.33	2.14
417	Wm. F. Preuss, Kiel, R. 1	93.75	4.80
418	Oscar Stock, Manitowoc	91.17	6.08

## 1930 WISCONSIN CHEESE MAKERS' CONVENTION

## CLASS 5. DRUM SWISS CHEESE

Exhibitors		Scores	Check
501	Jacob Aeschlimann, Argyle	91.50	\$40.48
502	Ernest J. Buholzer, Monroe	92.25	42.69
503	Eugene Wirz, Monroe	90.75	47.69
504	Joseph Lauber, Barneveld	92.00	36.77
505	Robert Herrmann, Dallas	96.00	41.88
506	Emil Dubac, Argyle	95.75	37.80
507	Franz Brand, Monroe	90.00	42.14
508	Otto Badertscher, Rice Lake	92.50	42.39
509	Gottfried Friedll, Mt. Horeb	87.00	46.54
510	John Badertscher, Rice Lake	90.50	47.53
511	Otto Bendicks, Mt. Horeb	90.75	40.57
512	Arnold Thull, Hollandale	88.13	30.92
513	Ernest Gossner, Darlington	90.75	53.81
514	Ernest Hermann, Neillsville	90.00	45.46
515	Jacob Niffenegger, Darlington	92.25	51.62
516	Fred Geissbuhler, Darlington	90.00	39.86
517	Fritz Locher, Argyle	92.75	41.88



## 1930 WISCONSIN CHEESE MAKERS' CONVENTION

## CLASS 6. BLOCK SWISS CHEESE

Exhibitors	Scores	Check
601 Eugene Wirz, Monroe .....	90.75	\$8.84
602 Fred Geissbuhler, Darlington .....	87.00	4.18
603 Fritz Berger, Mt. Horeb .....	92.50	3.16
604 John Kernen, Verona, R. 2 .....	88.00	7.23
605 Ernest Aeschlimann, Blue Mounds .....	93.50	3.50
606 Ernest Schuerch, Monroe, R. 6 .....	87.50	7.63
607 Joe Nef, Blue Mounds .....	93.00	4.82
608 John Burkhalter, Blue Mounds .....	94.00	3.38
609 Herman Aebersold, Argyle .....	87.50	6.31
610 Fritz Locher, Argyle .....	87.00	5.28
611 Arnold Thull, Hollandale .....	87.00	5.50
612 Otto Badertscher, Rice Lake, R. 3 .....	86.50	4.58
613 John Blickenstorfer, Blanchardville .....	90.00	8.13

## 1930 WISCONSIN CHEESE MAKERS' CONVENTION

## CLASS 7. LIMBURGER CHEESE

Exhibitors	Scores	Check
701 Christ Dethlefsen, Colby, R. 2 .....	88.00	\$0.00
702 Emanuel Hess, Belleville .....	96.00	2.76
703 Anton Motz, Monroe, R. 7 .....	94.75	5.52
704 Emil Frehner, Monticello, R. 5 .....	98.00	.21
705 John Glarner, New Glarus, R. 1 .....	88.00	1.50
706 Paul Milz, Monticello, R. 5 .....	94.00	3.29
707 August Thueller, Monroe .....	94.75	4.01
708 Werner Blum, Monroe .....	90.00	1.93
709 Fred Wyssbrod, Martintown .....	93.00	4.65
710 Rudy B. Lengacher, Monticello, R. 2 .....	86.00	0.00
711 Ernest Niklaus, Weyauwega .....	89.00	3.10
712 Mike Geisler, Verona .....	89.00	1.76
713 Lawrence Huttner, Juneau, R. 2 .....	87.00	1.04
714 Joseph Konrad, Monroe .....	95.00	0.00
715 Paul Wyssbrod, Basco .....	95.50	.23

## 1930 WISCONSIN CHEESE MAKERS' CONVENTION

## CLASS 8. BRICK CHEESE

Exhibitors	Scores	Check
801 Gottfried Zurbuchen, Woodland .....	91.00	\$4.88
802 Peter Balmer, Waterloo .....	91.00	4.60
803 Adolph Gurtner, Hartford, R. 1 .....	91.50	3.72
804 Walter Feutz, Neosho .....	92.00	4.88
805 Walter Lichty, Ixonia .....	90.00	2.12
806 John Wenger, Merrimac .....	91.00	3.24
807 Alfred Feutz, Rubicon .....	91.50	4.88
808 Walter Huegli, Juneau, R. 4 .....	92.50	6.16
809 Ernest Schlaginbauer, Monroe, R. 2 .....	91.00	2.60
810 Henry Egli, Pardeeville, R. 1 .....	91.50	3.92
811 Emil Gruber, Cambria .....	90.13	1.12
812 Fritz Berger, Mt. Horeb .....	92.25	5.64
813 Robt. Scheidegger, Klevenville .....	90.13	2.44
814 Ben R. Williams, Cambria .....	90.00	2.12
815 Fred Krummenacher, Oshkosh, R. 5 .....	95.00	.04
816 John Inabnet, Mayville, R. 1 .....	94.25	1.68
817 Arnold Weidmer, Juneau .....	92.00	3.72
818 Werner Niklaus, Cambria .....	89.00	3.52
819 Ernest Steinmann, Horicon, R. 2 .....	91.00	2.12
820 Karl Zuberbuhler, Horicon .....	93.75	5.04
821 Peter Haesler, Waterloo .....	92.00	5.08
822 Ernest Schwartz, Rosendale .....	92.50	3.88
823 John Burkhalter, Blue Mounds, R. 2 .....	89.00	.52
824 Christ Dethlefsen, Colby, R. 2 .....	94.00	0.00
825 J. A. Tesch, Friesland .....	91.25	3.52
826 Henry Weissenfluh, Argyle .....	90.00	1.48
827 Frank Mock, Dalton, R. 2 .....	90.00	5.92
828 Werner Salzmann, Woodland, R. 1 .....	91.50	4.56
829 Robt. Herrmann, Dallas .....	80.00	1.86
830 Walter Andre, Morrisonville .....	94.50	4.20

Exhibitors		Scores	Check
831	Frank Schmidt, Oconomowoc .....	93.00	\$4.36
832	Louis Kennbuhler, Fox Lake .....	88.25	2.00
833	Oscar Stock, Manitowoc, R. 3 .....	93.00	4.36
834	Elmer Tesch, Friesland .....	90.00	1.32
835	Robert Hirsig, Oakfield, R. 2 .....	92.50	6.16
836	E. Forster, Mt. Horeb .....	93.50	7.68
837	Rudolf Streit, Malone, R. 2 .....	91.00	3.92
838	William Wenger, Burnett .....	93.00	5.11
839	Arthur A. Raether, Ixonia, R. 1 .....	92.00	7.56
840	Gust Drachenburg, Watertown, R. 8 .....	89.00	2.16
841	Ernest Niklaus, Weyauwega .....	92.50	4.24
842	Gottfried Zurbuchen, Woodland .....	90.50	4.88
843	Jacob Disler, Allenton .....	93.00	3.88
844	John Falk, Waupun, R. 2 .....	93.00	4.79
845	Gottfried Hanni, Mayville, R. 2 .....	93.00	4.79
846	Alfred Huggler, Burnett, R. 1 .....	92.13	4.04
847	Rudy Stampfl, Barneveld .....	92.13	4.04
848	John Blickenstorfer, Blanchardville .....	93.00	5.96
849	Gottfried Friedli, Neosho .....	92.00	3.92
850	Anton Sutter, Jr., Sun Prairie .....	90.00	2.16

**CLASS B. PASTEURIZED MILK CHEESE FROM OTHER STATES**

Exhibitors		Scores	Check
181	J. H. Hecker, Gardnerville, Nevada .....	88.67	\$2.85
11	J. H. Hecker, Gardnerville, Nevada .....	91.67	3.75

**CLASS C. CHEESE FROM OTHER STATES, NOT PASTEURIZED**

Exhibitors		Scores	Check
21	W. D. Saunders, Blacksburg, Va. ....	87.33	\$3.30
22	Nathan B. Hecker, Gardnerville, Nevada .....	90.67	2.60
23	Wm. D. Saunders, Blacksburg, Va. ....	87.33	5.00
24	Wm. D. Saunders, Blacksburg, Va. ....	87.33	5.60
25	Wm. D. Saunders, Blacksburg, Va. ....	87.33	5.30
Total checks to exhibitors .....			\$1,688.95

**SECRETARY'S REPORT TO BE READ AT 1931 CONVENTION**

**PART I. STATE TREASURY ACCOUNT**

Transactions to close 1929 Convention by J. L. Sammis, Sec'y

**Receipts**

1930	April 1	Balance forward from last annual report .....	\$2,006.56
<b>Disbursements</b>			
	April 30	State Printer 1000 printed mailing envelopes .....	7.00
		State Printer Stamping titles .....	2.00
		State Printer Cuts for annual report .....	16.26
	May 5	State Printer Binding annual reports .....	1.02
		State Printer annual reports .....	382.96
		Supt. Public Property, Mailing reports .....	29.52
		Balance forward .....	1,567.71
Total .....			\$2,006.56

**TRANSACTIONS FOR 1930 CONVENTION, O. R. SCHWANTES, SEC'Y**

**Receipts**

1930	July 1	Balance forward .....	\$1,567.71
		State appropriation .....	600.00
1931	April 8	1930 Membership fees, deposited .....	419.00
Total .....			\$2,586.71

**Disbursements**

1930	Nov. 18	Spearbraker Agency, 1930 bond for Sec'y .....	\$14.00
1931	Feb. 3	Schwaab Stamp and Seal Co., badges .....	81.50

Mar. 10	Milwaukee Auditorium bill		
	Kilbourn and Walker Halls .....	\$300.00	
	23 Booths at \$12.00 .....	276.00	
	Projection machine rent .....	45.00	
	Extra lines on signs .....	22.00	
	Cheese shelves erected .....	30.75	
	Rental 7 tables, 8 rails .....	18.50	\$ 692.25
April 18	Paid O. R. Schwantes, to bal .....		400.35
	Balance forward .....		1,398.61
	Total .....		\$2,586.71
	State printer's bill for Annual Report not rendered.		

## PART 2. SECRETARY'S DONATION AND PROGRAM FUND

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

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

The Convention cheese exhibits were sold by the Secretary, acting as the agent of the exhibitors, and the proceeds paid at once to exhibitors as shown in the list of exhibitors in this report.

Balance forward from last report, nothing .....	
J. B. Ford Co., Milwaukee, booth .....	\$ 50.00
Diamond Salt Co., Chicago, booth .....	50.00
Ohio Salt Co., Chicago, booth .....	50.00
Stoelting Bros. Co., Kiel, booth .....	50.00
Ruggles and Rademaker, Milwaukee, booth .....	50.00
Drehman Paving & Construction Co., Philadelphia .....	50.00
D. & F. Kusel Co., Watertown, 2 booths .....	100.00
Schwab Boiler and Machine Co., Milwaukee, booth .....	50.00
Morton Salt Co., Milwaukee, booth .....	50.00
Chris Hansen Laboratory, Milwaukee, booth .....	50.00
Damrow Bros. Co., Fond du Lac, booth, 2 booths .....	105.00
Westerlin & Campbell Co., Milwaukee, booths .....	50.00
Marshall Dairy Laboratory, Madison, booth .....	50.00
De Laval Separator Co., Chicago, 2 booths .....	100.00
King Ventilating Co., Owatonna, Minn., booths .....	50.00

### Program Pages

Bingham & Risdon Co., Green Bay .....	\$ 10.00
Sheboygan Falls Creamery .....	10.00
A. & P. Tea Co., Green Bay .....	20.00
Ohio Salt Co., Chicago .....	100.00
Bestin Coating Co., Milwaukee .....	10.00
Wisconsin Dairy Supply Co., Whitewater .....	25.00
J. B. Ford Co., Milwaukee .....	20.00
Dairy Supply Co., Minneapolis .....	10.00
Rogers & Johnson, Marion .....	10.00
Wisconsin Dairy Laboratory, Green Bay .....	10.00
Morton Salt Co., Milwaukee .....	10.00
Pauly & Pauly Co., Manitowoc .....	10.00
Colonial Salt Co., Chicago .....	10.00
C. E. Blodgett Cheese Co., Marshfield .....	10.00
Midwest Cold Storage Co., Green Bay .....	20.00
Chris Hansen Laboratory, Milwaukee .....	10.00
Quincy Market & Cold Storage Co. ....	10.00
Triangle Cheese Co., Monroe .....	10.00
Four Wheel Drive Co., Clintonville .....	20.00
Winnebago Cheese Co., Fond du Lac .....	10.00
Walter Voechting, Sheboygan .....	20.00
Ruggles & Rademaker, Milwaukee .....	10.00
Schwaab Stamp & Seal Co., Milwaukee .....	10.00
Mojonnier Bros. Co., Chicago .....	10.00
Sheboygan Bandage Factory, Sheboygan .....	10.00

Cheese Reporter, Sheboygan Falls .....	\$10.00
Cheese Maker Mfg. Co., Ripplinger .....	5.00
Schmitt Bros. Inc., Blue River .....	10.00
Johnston Tin Foil & Metal Co., St. Louis .....	20.00
Marschall Dairy Laboratory, Madison .....	20.00
D. & F. Kusel Co., Watertown .....	20.00
Kiel Woodenware Co., Kiel .....	20.00
National Cheese Institute, Milwaukee .....	20.00
C. A. Straubel Co., Green Bay .....	20.00
Stoelting Bros. Co., Kiel .....	20.00
Damrow Bros. Co., Fond du Lac .....	20.00
Midwest Creamery Co., Plymouth .....	20.00
Fairbanks, Morse & Co., Chicago .....	20.00
Perfection Mfg. Co., Minneapolis .....	10.00
Louis F. Nafis, Inc., Chicago .....	10.00
Worcester Salt Co., Detroit, Mich. ....	20.00
National Cheese Journal, Milwaukee .....	20.00
King Ventilating Co., Owatonna, Minn. ....	20.00
Drehman Paving & Construction Co. ....	10.00
Cheese Maker Book Co., Madison .....	10.00
Badger Box Co., Madison, Wis. ....	20.00
Iwen Box & Lumber Co., Shawano .....	20.00
Buckeye Chemical Co., Akron, Ohio .....	20.00
The Bandage Corporation, Sheboygan .....	20.00
Vacuum Sediment Tester Co., Madison .....	20.00
The Torsion Balance Co., New York City .....	10.00
Diamond Crystal Salt Co., St. Clair, Mich. ....	10.00
C. E. Zuercher & Co., Chicago .....	10.00
Dairy Belt Cheese & Butter Co., Spencer .....	10.00
Fountain City Dairy Co., Fond du Lac .....	20.00
Midland Foil Co., Chicago .....	10.00
The Rexine Co., Sheboygan .....	10.00
Verifine Dairy Co., Inc., New London .....	10.00
Nelson Machinery Co., Green Bay .....	10.00
J. S. Hoffman & Co., Chicago .....	10.00
Cherry Burrell Corp., Chicago .....	10.00
D. Picking & Co., Bucyrus, Ohio .....	10.00
Cooley Mfg. Co., West Bend .....	25.00
De Laval Separator Co., Chicago .....	25.00
The Creamery Mfg. Co., Chicago .....	20.00
Republican Hotel, Milwaukee .....	20.00

**Cash Prizes and Miscellaneous Receipts**

Ashippun Box Mfg. Co. ....	\$ 10.00
Manitowoc Savings Bank .....	10.00
American Exchange Bank, Manitowoc .....	10.00
First National Bank, Manitowoc .....	10.00
State Bank of Manitowoc .....	10.00
Valders State Bank .....	5.00
Bank of Two Rivers .....	5.00
Two Rivers Savings Bank .....	5.00
Memberships and fees, O. R. Schwantes .....	46.00
Cheese Sales to J. S. Hoffman Co. ....	1655.82
Cheese Sales, J. W. Cross .....	144.73
J. F. Tesmer, John Greiner, due on cheese .....	.30
Convention Membership fees .....	373.00
<b>Total .....</b>	<b>\$4149.85</b>

**Disbursements, By O. R. Schwantes**

The Cheese Reporter, 1930 Program books .....	\$ 472.50
Mrs. Hubert Landgraf, Expense .....	20.00
X. B. Buholzer, Expense as cheese judge .....	24.19
A. H. Graf, V. P. Convention expense .....	17.98
A. H. Graf, V. P. Expense at extra meetings .....	34.93
J. W. Cross, Superintendent of exhibits .....	100.00
J. W. Cross, Express charges and expense .....	10.61
F. A. Flynn, Pres., Convention Expense .....	30.72
Earl B. Whiting, Expense at extra meetings .....	32.35
Earl B. Whiting, Dir., Convention expense .....	17.20
Fred Marty, Expense as cheese judge .....	27.50
M. M. Schaeztl, Expense at extra meetings .....	39.19
M. M. Schaeztl, Dir., Convention expense .....	33.02
E. L. Aderhold, Expense as cheese judge .....	28.18
Alex Kaempfer, Stenographic report .....	100.00



Hartman Furniture Co., 8 prize chairs .....	\$ 63.60
Hartman Furniture Co., 8 prize bags .....	65.00
Erwin Krause, Helper, expense .....	29.50
Mrs. Hubert, Landgraf, Chief clerk .....	164.00
J. D. Cannon, Expenses as cheese judge .....	30.13
J. Gempeler, Jr., Dir., Convention expense .....	22.56
O. R. Schwantes, Expense .....	20.00
P. H. Kasper, Pres., Convention expense .....	36.67
P. H. Kasper, Expense at extra meetings .....	28.10
Terminal Warehouse, Express and cartage .....	1.32
F. J. Brie, Helper, expense .....	34.80
Austin Somerville, Labor and signs .....	10.00
Republican Hotel bill .....	37.00
L. Genske, stenographer .....	42.75
H. P. Dillon, refund .....	1.00
Tribune Publishing Co., Printing .....	54.00
Parfitt Floral Co., Flowers for H. F. Zarling funeral .....	5.00
Checks to exhibitors .....	1688.95
Aug. F. Schwanke, refund .....	1.00
Cash balance forward from O. R. Schwantes .....	812.38
<b>Total .....</b>	<b>\$4149.85</b>

**Transactions After Audit, To Close 1930 Convention Accounts**

**Receipts By J. L. Sammis, Secretary 1931**

1931		
April 1	Cash from O. R. Schwantes .....	\$ 812.38
	R. L. Frome Mfg. Co., Page ad in program .....	10.00
	University of Wis. for cheese from 1930 exhibit .....	25.05
	Erwin Schwenzen, 1930 booths and page ad .....	120.00
	<b>Total .....</b>	<b>\$ 967.43</b>

**Disbursements**

1931		
April 6	Express on two trunks, etc., from Clintonville .....	\$ 6.25
8	Deposit 1930 membership fees, state treasury .....	419.00
18	Expense A. H. Graf, 3 trips to Clintonville, etc. ....	25.65
7	Phone call to Monroe .....	.70
17	To O. R. Schwantes for Fletcher Accountant Co. ....	135.00
18	Loretto Basche, stenographer, Green Bay .....	10.00
18	Earl B. Whiting, Expense to Clintonville, 2 trips .....	17.65
18	F. A. Flynn, Expense to date .....	33.56
18	M. M. Schaeztl, Expense to Clintonville, 2 trips .....	7.74
24	E. B. Whiting, Expense to final audit, April 17 .....	8.75
24	A. H. Graf, Expense to final audit meeting .....	6.95
24	J. H. Peters, Expense to final audit meeting .....	7.30
25	J. Gempeler, Jr., Expense to final audit .....	21.05
25	F. A. Flynn, Expense to final audit .....	7.00
May 4	M. M. Schaeztl, Expense to final audit .....	7.50
	L. J. Breher, 1930 prizes .....	13.00
9	W. H. Krumrey, Gillett, balance due on prizes, 1930 .....	15.00
	H. R. Winters, balance due on prize .....	5.00
	John Greiner, balance due on prize .....	5.00
	J. F. Tesmer, balance due on prize .....	5.00
	Emil Dubac, Argyle, balance on prize .....	5.00
	Ernest Aeschlimann, Blue Mounds, Balance due .....	5.00
	Emanuel Hess, Belleville, balance due .....	5.00
	Walter Andre, Morrisonville, balance due .....	5.00
	H. J. Howe, Nye, balance due on prize .....	5.00
	Oscar Stock, Manitowoc, balance due on prize .....	5.00
	Wm. F. Preuss, Kiel, balance on prize .....	5.00
	Fritz Locher, Argyle, balance on prize .....	5.00
	Joe Nef, Blue Mounds, balance on prize .....	5.00
	Paul Wyssbrod, Basco, balance on prize .....	5.00
	John Inabnet, Mayville, balance on prize .....	5.00
	Peter Haesler, Waterloo, 1930 check No. 821 .....	5.04
	Henry Nolte, Cleveland, 1930 check No. 354 .....	3.78
	Balance forward to 1931 report .....	146.51
	<b>Total .....</b>	<b>\$ 967.43</b>

Final audit of 1930 convention accounts was completed at Clintonville, April 17, 1931 by unanimous vote of Directors, Gempeler, Schaeztl, Whiting, Peters, President Flynn, Vice-President Graf and Secretary Sammis. Report compiled by J. L. Sammis, Sec'y, 1931.





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