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Wisconsin Cheese Makers' Association
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PROCEEDINGS

OF

Wisconsin Cheese Makers' Association

55th Annual Meeting

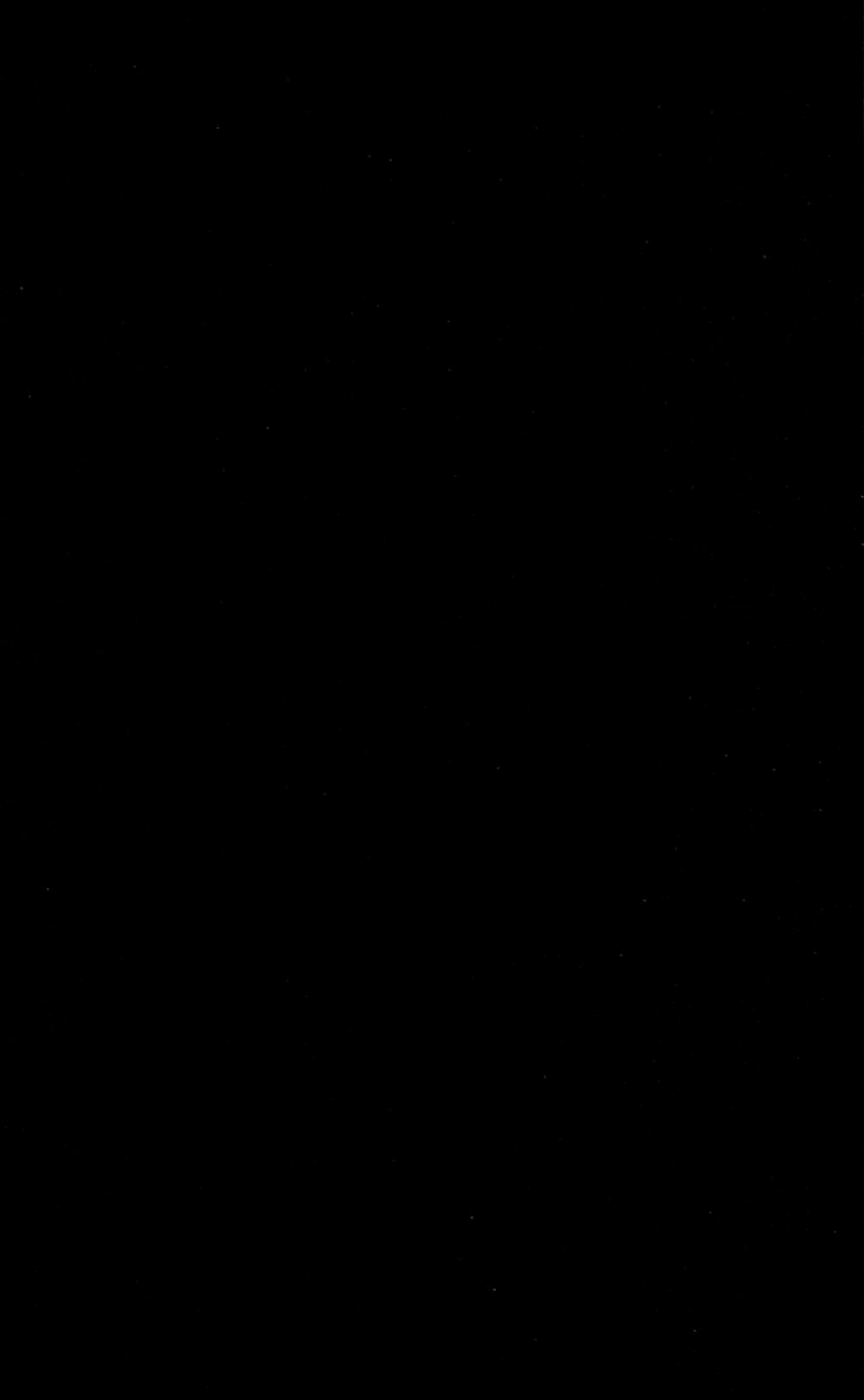


NOVEMBER 6 - 7 - 8

1946

RETLAW HOTEL AND ARMORY

FOND DU LAC, WISCONSIN

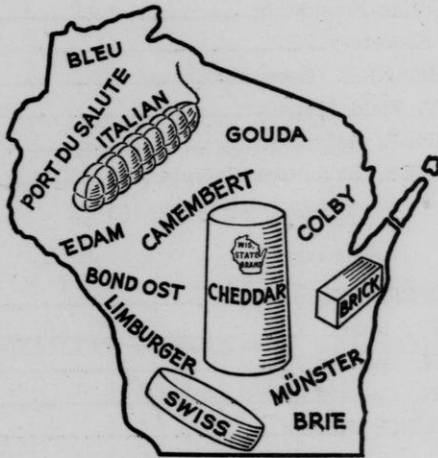


PROCEEDINGS

OF

*Wisconsin Cheese Makers'
Association*

55th Annual Meeting



NOVEMBER 6 - 7 - 8

1946

RETLAW HOTEL AND ARMORY

FOND DU LAC, WISCONSIN

WISCONSIN CHEESE MAKERS' ASSOCIATION

Incorporated February 2, 1899

OFFICERS

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

DIRECTORS

	Term Expires
EDGAR E. PETERS, Plymouth.....	1947
JOHN FISCHER, Boaz.....	1947
E. W. MARTIN, Spencer.....	1948
EMIL HANSEN, Cadott.....	1948
ERNEST W. JUNG, Juneau.....	1949

JUDGES OF THE 1946 CHEESE CONTEST

American Cheese

Frank M. Broeren, Thorp
Fred Buss, Clintonville

Swiss and Limburger Cheese

Gottfried Galli, Rice Lake
Edw. O. Lee, Monroe

Brick and Munster Cheese

E. W. Jung, Juneau
Fred Bleuer, Cambria
John Inabnet, Randolph

Italian Cheese

Joseph Sartori, Plymouth
Gottfried Galli, Rice Lake

IN CHARGE OF EXHIBIT

H. P. Mulloy — Superintendent
J. H. Peters — Assistant Superintendent

OFFICIAL CONVENTION REPORTER

A. J. Kemper, Alton, Iowa

LIFE MEMBERS

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

OFFICIAL ORGAN

The Cheese Reporter, Sheboygan Falls

LETTER OF TRANSMITTAL

Plymouth, Wisconsin
January 20, 1947

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

It pleases us to present this record of the 55th Annual Meeting of the Wisconsin Cheese Makers' Association. Our program and selection of speakers was planned to meet the problems that will face the industry during the year and those to follow.

On December 20, 1946, we handed you a resolution, that day adopted by our Board of Directors, withdrawing request for legislative appropriation during the 1947 session. We had been receiving \$600.00 annually for over forty years.

This action was prompted by the sincerity of your efforts to reduce the state budget and our desire to effectively cooperate.

Respectfully submitted,

GEORGE L. MOONEY
Executive Secretary

GLM:yz

Marion, Wisconsin
January 20, 1947

Association Members, Fellow
Cheesemakers and Friends:

There is genuine satisfaction in submitting this, our 55th, Annual Report and convention proceedings. Our membership included the highest percentage of Wisconsin cheesemakers in the Association's history; our cash balance of about \$25,000 was also the largest we have ever had, and we have withdrawn our request for financial assistance from the state for the first time in over forty years.

I believe it to be the duty of every cheesemaker in the state to support the Association which is daily guarding his interests and promoting his industry.

Respectfully submitted,

L. E. KOPITZKE
President

LEK:yz

APPLICATION FOR ACTIVE MEMBERSHIP

I hereby apply for membership in the

Wisconsin Cheese Makers' Association

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

Licensed Cheesemaker (employee) - - \$12.50

Plant Operator:

Up to 2 million lbs. milk annually - - 25.00

2 to 4 million lbs. milk annually - - 50.00

4 to 7 million lbs. milk annually - - 75.00

Over 7 million lbs. milk annually - - 100.00

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

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

.....
Name of member

.....
Name of factory

.....
Address

.....
County

.....
Date of application

Return to

WISCONSIN CHEESE MAKERS' ASSOCIATION

Plymouth, Wisconsin

**APPLICATION
FOR
ASSOCIATE MEMBERSHIP**

* * *

The undersigned hereby applies for Associate Membership in

Wisconsin Cheese Makers' Association

for the year 1947, as authorized and provided for in the By-Laws.

Minimum annual dues are \$25.00 payable in advance.

.....
Name

.....

.....
Address

.....
Address Mail to the Attention of

Date.....

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

WISCONSIN CHEESE MAKERS' ASSOCIATION

FINANCIAL REPORT

WISCONSIN CHEESE MAKERS' ASSOCIATION

STATEMENT OF RECEIPTS AND DISBURSEMENTS

For the Period from November 1, 1945, to October 31, 1946

BALANCE NOVEMBER 1, 1945

In:

Farmers State Bank, Potter.....	\$10,727.73		
Citizens State Bank, Plymouth.....	5,088.05		
United States Bond—Series G.....	1,000.00		
Petty Cash	100.00	\$16,915.78	
			<hr/>

RECEIPTS

From Nov. 1, 1945, to Oct. 31,			
1946	\$41,517.87		
Interest on Savings Accounts.....	134.30	41,652.17	\$58,567.95
		<hr/>	<hr/>

DISBURSEMENTS

Salaries	\$17,375.06		
Travel, Executive Secretary.....	1,299.78		
Travel, Others	5,260.64		
Rent	420.00		
Printing and Stationery.....	348.35		
Telephone, Telegraph and Light...	519.95		
Postage, Freight and Express.....	597.58		
Social Security	111.81		
Convention Expense	5,132.42		
Supplies	249.91		
Organization and Membership....	1,503.25		
Miscellaneous	682.61		
Furniture and Equipment.....	126.46	\$33,627.82	
		<hr/>	<hr/>

CASH ON HAND OCTOBER 31, 1946

In:

Farmers State Bank, Potter.....	\$ 8,642.78		
Citizens State Bank, Plymouth.....	5,139.05		
Hilbert State Bank.....	10,058.30		
United States Bond, Series G.....	1,000.00		
Petty Cash	100.00	24,940.13	\$58,567.95
		<hr/>	<hr/>

ARTICLES OF THE WISCONSIN CHEESE MAKERS' ASSOCIATION

(As Amended November 12, 1942)

ARTICLE I

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

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

ARTICLE II

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

ARTICLE III

The association shall be a corporation without capital stock.

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

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

ARTICLE IV

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

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

ARTICLE V

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

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

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

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

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

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

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

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

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

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

ARTICLE VI

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

ARTICLE VII

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

ARTICLE VIII

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

ARTICLE IX

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

ARTICLE X

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

BY-LAWS

of

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

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

ARTICLE II**Duties**

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

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

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

ARTICLE III**Salaries**

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

ARTICLE IV**Membership Dues**

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

Active Members:

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

ARTICLE V**Official Publication**

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

ARTICLE VI**Fiscal Year**

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

ARTICLE VII**Amendments**

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

PROCEEDINGS

First Session, November 6, 2:30 P. M.

COUNCIL MEETING

The meeting, attended by over 400 cheesemakers, was called to order by President L. E. Kopitzke. He referred to the announcement of a large dealer advising that in the future it would buy cheese on a "fat basis".

The discussion that followed revealed some in favor and some opposed to the proposal, and reasons assigned by both.

Because of the sewage disposal problem facing many Wisconsin dairy plants, we invited Mr. T. F. Wisniewsky, State Senior Sanitary Engineer, to discuss that subject.

The speaker went into detail regarding state laws which apply to sewage disposal, stream pollution, etc., and explained various types of plant construction for the disposal of dairy plant waste.

The President then called for a report of the Nominating Committee, which was made by Chairman Art Woldt as follows: The Committee recommended:

For President: L. E. Kopitzke.

For Vice-President: C. C. Brick and Art Woldt.

For Secretary: A. H. Graf and H. P. Mulloy.

For Treasurer: George Hernke and Ray C. Wifler.

For Director for the term of three years: John Inabnet and Ernest W. Jung.

After failing to receive any further nominations from the floor, a motion was made, seconded and carried, to close the nominations.

It was announced that ballots containing the names of the nominees would be prepared and ready for voting at 10 A. M. Thursday, November 7th, at the Armory, and voting permitted during sessions until 3 P. M. Friday, November 8, 1946.

The meeting then debated the advisability of permitting the standardization of milk used in the manufacture of cheese. The

meeting did not go on record for or against the question.

The President announced the Annual Bowling Party and Mixer would be held at the Arcade Alleys this evening at 7 P. M., and urged everyone to attend.

THURSDAY, NOVEMBER 7TH

The convention was called to order by President Leonard Kopitzke at 1:30 P. M.

President Kopitzke: We will now call the meeting to order. Some time ago at the Creamerymen's Association Convention at Stevens Point, Mr. Keenan was there and he showed a picture of DDT and the people seemed to enjoy it quite a bit, so I invited him to come here. The picture takes about fifteen minutes, after which we will have the invocation, address of welcome, and the rest of our program this afternoon. So come on in, folks, and I think Mr. Keenan is ready to go.

(The showing was then had of the film entitled: "DDT and Farm Dairying", suggested by a bulletin entitled, "Control of Some Insects Affecting Farm Dairying", by E. H. Fisher, Extension Entomologist, University of Wisconsin, and edited by Jack "BK" Keenan, for the Pennsylvania Salt Mfg. Co., Philadelphia, Penn., who produced the film.)

President Kopitzke: Thank you, Mr. Keenan, and I know you folks enjoyed the picture. We saw it over at Stevens Point and found it very educational. Let's all give him a hand.

Folks, I know you will agree we are very fortunate in this country of ours that we still have religious freedom and liberty, and sometimes the way it is going at one of the big manufacturing plants in Milwaukee, I wonder just how long we will enjoy those liberties here.

We will now have the invocation by Rev. E. H. Koster, who is Pastor of the Congregational Church at Fond du Lac.

INVOCATION

Rev. E. H. Koster

As your President has said, I think too it is a very healthy indication when you begin conventions as you are doing today, with a word of prayer, and it is my hope and my trust as it is

yours, that conventions and conferences of this kind will continue in their deliberations in that spirit of prayer, asking for guidance of the Eternal God. Let's bow our heads in prayer.

Eternal God, Our Father, Thou art the great and Eternal Worker, and also the Shepherd of our souls. Through the ages Thou hast wrought at the fabrics of the worlds and the upward progress of man.

We praise Thee for this divine comradeship which we have with Thee in good and profitable work. We are all of us bound together in a common labor and a common necessity.

We pray Thy blessing on all who work for their daily bread. May the souls of men, whatever their tasks, be brought into closer sympathy with one another, so that strife shall cease, and the workers shall be glad in their labor, and receive a just reward for their endeavors.

Oh God, who knowest that we are not sufficient of ourselves, assist us with Thy grace in all the work which we are about to undertake this day in this assembly.

In all that we do or say, direct us by Thy wisdom, support us by Thy power, that doing our duty diligently we may bring it to a good end, so that it may be to the honor and glory of Thy name and to our own well being.

Give, we pray, the spirit of governance, and of a sound mind to all who are in places of authority. Give us men of faith and vision who will look beyond the strife of the present and catch the meaning and importance of a nobler organization of our work.

Bring near the day when men shall toil, not for selfish gain or greed, but for the common good—when all commerce shall be honorable, all labor dignified, all work worship, and men shall rejoice in the things that their hands have made.

Hasten the coming of Thy kingdom and its righteousness throughout the world; put an end to international and industrial strife. Usher in the day of peace and good-will and understanding. In the Master's spirit we pray. Amen.

President Kopitzke: I want to thank Rev. Koster who offered a very nice prayer to open our convention.

We will now arise and sing the National Anthem. We will

call our good friend, Mr. Kemper, who is almost a fixture with us, to play the piano.

(The convention then sang the National Anthem.)

Thank you, folks, and Mr. Kemper. I think I will have to thank Mr. Koster again for leading the singing, he did a very fine job.

I think you folks who have come to Fond du Lac will agree that we always get a warm welcome. I notice in most of the business places they have cards up, "Welcome Cheesemakers of Wisconsin", and we always feel at home.

At this time I am very happy to present the Mayor, Mr. Edwin F. Weis, of Fond du Lac, who will give us the address of welcome.

ADDRESS OF WELCOME

Mayor Edwin F. Weis

Members of the Convention: There is no doubt in my mind at this time of the year when I walk up and down our streets and see how busy they are, I know who are our guests in our city. This noon I could see the busy people around the streets carrying bundles, and I assure you that our business people appreciate this convention.

As representing the city government and our city here, I want to welcome you here to Fond du Lac, to our city, for this convention. I always say, we hope you come back again next year, because it has always been a pleasure to entertain you people in our city.

If any one of you happen to get a parking ticket at this convention, please feel free to go to the police station and explain that you are a visitor at this convention and they will be glad to release the ticket. Thank you.

President Kopitzke: Thank you, Mayor Weis. We are always glad to be here.

The next speaker needs no introduction. He is just one of us. We are very happy to present him. He is none other than our good friend, Charlie Brick, vice-president, who will give the response.

RESPONSE

By Charles C. Brick

Mayor Weis, chairman, fellow cheesemakers, ladies and gentlemen: I want to thank the Mayor for giving us the keys to the city. We can now park right in the street—not in the middle, of course.

As far as I am concerned, I am not a speaker, but we have some wonderful speakers here this afternoon. We are going to talk about State Planning for the Cheese Industry, the Future of Wisconsin Cheese, and I hope before we go out of here we will also talk about the Future of Wisconsin Cheese Factories. Thank you.

President Kopitzke: Thank you, Charlie. Charlie always makes it short and sweet. That is right, we have got quite a few speakers here this afternoon. We were to have Assemblyman Rice here but he is sick, and so we have a Mr. Palmer who is here to take his place and tell us something about the Centennial Celebration in 1948, and I want to introduce to you at this time Mr. Palmer from Madison. He is also manager of the Centennial Committee, so he is right in there with Mr. Rice, and I imagine he can tell us quite a bit about it.

WISCONSIN CENTENNIAL CELEBRATION, 1948

Mr. Palmer

Mr. Chairman, ladies and gentlemen: I am sorry for you folks, but I am not going to spend very much time weeping. Dr. Rice is the chairman of the Wisconsin State Centennial Committee as your chairman just said. Dr. Rice has given you a great deal of time and attention and is very much interested in this Centennial Celebration which is coming in the year, 1948.

Perhaps just a word in regard to the organization and the set up and how it all came about would not be amiss. The 1945 legislature passed a joint resolution providing that a committee for this centennial of 1948 should be set up in the following way: two senators, three assemblymen, and the governor was to appoint fifteen, making a total committee of twenty. The governor appointed one man from each congressional district, and in addition to that President Fred of the State University, George Haberman repre-

senting labor; Milo Swanton representing agriculture; Ernest Swift representing conservation and recreation, and Joseph Heil representing industry.

That committee has been at work ever since the 5th of October in 1945, at which time the committee was organized, and they set up a planning committee of six of their own members with Senator Robert B. Robinson as the chairman of that planning committee.

The planning committee followed by establishing some 32 or more sub-committees trying to the best of their ability to reach all lines of industry and interest them in the State of Wisconsin. They were successful in appointing a group of people as chairmen of those sub-committees, people who are very much interested in the type of work that they are carrying on, and we believe that according to the outlook at the present time, 1948 should be a wonderful year for Wisconsin in the celebration of its admission to the Union as a state.

You probably don't need to be told or have it brought to your mind that the 29th of May, 1848, was the real date of admission of Wisconsin as a state. On the 4th of July following that date, the flag of our country became a 30-star flag. The Committee has been looking around for one of those 30-star flags and perhaps some of you can help in that. However, one flag has been discovered. It is in the archives of the State Historical Society of Madison. I had the pleasure of seeing that flag the other day, and I assure you that it is dirty and torn, but it is the real United States flag of 1848. And we are at the present time having some pictures taken of this flag so that they may be sent out over the state and to other people who are interested in Wisconsin's history.

Now, this matter of celebration of the state centennial cannot be carried on successfully by six people who constitute the planning committee. It can't even be carried on successfully by the committee of twenty or by the committee of twenty with the chairmen of the various sub-committees. In order to give this centennial celebration what it should be, every man and woman, every child in the state of Wisconsin should become interested in this matter and look forward to 1948 as a year when we are going to celebrate the admission of the greatest state that ever was admitted to the Union of these great United States.

Now, just a word perhaps would be interesting in regard to what some of these sub-committees are doing or are planning for the year 1948. I might go over the list for you, but that would

take a good deal of time. I will just mention some of them but the rest are just as important as the ones I happen to think about. One that interested me very much when I first began this work was the committee on Peoples and Nationalities. The chairman of this committee is Fred L. Holmes, who helped the village of Waupun celebrate its centennial last July, and went down during the time that was allotted to him for the centennial speech.

Wisconsin lost, it seems to me, at that time one of the grandest figures it has ever known in the person of Fred L. Holmes, of Madison. Fred always loved people. He took a great deal of pleasure and a great deal of pride in getting over the State of Wisconsin and meeting the people in every locality and especially the people of the different nationalities.

You know Wisconsin is made up of a very large number of people who came from the old country across the ocean, and the people who came into Wisconsin from the eastern states that border along the Atlantic Ocean. It was Fred L. Holmes' idea that these peoples and nationalities, many of whom are still a little bit clannish—they are settled together, and they are having a wonderful time, as I have had the pleasure of getting around and meeting many of these people; and I find these people are there with every thought of kindness and pleasure in looking back at their original countries, but at the same time they are thoroughly sold to the United States and to Wisconsin, and they make up our citizens.

Now, we are hoping that the Committee on Peoples and Nationalities may make a great deal during the year 1948 of these people. We have had the pleasure of meeting quite a number of the nationalities. For instance, down in New Glarus we met the Swiss people. They are getting ready for a big celebration in 1948, and they know how to do it. We had the pleasure just the other day up here in Kewaunee of witnessing a program that the Bohemians put on there Monday evening, a wonderful fine program leading up to the American citizenship. Those people came from the foreign countries because they desired to, they wanted something better than they were having there, and they found it and helped to make it. Now, it is no more than right they should help the celebration here.

And so I could go on and on and mention many other groups and we hope they will all bend their energies to the celebration of 1948.

Another committee I happen to think of at the present time is the committee on government. Judge Rosenberry, the Chief Justice of our Supreme Court, is the chairman of that committee. They have been giving a great deal of thought and attention and energy to building up plans that will make for good government in Wisconsin. Judge Rosenberry and his committee decided on three ways of presenting the government of Wisconsin to the people of the State of Wisconsin. First, as they said, they felt the best way to bring that about and to portray the government is by means of moving pictures; second, by means of radio, and third, by means of printing circulars and booklets and passing them around, but we felt that the moving picture is by far the finest means to carry the government into the State of Wisconsin. So that all the boys and girls, all the men and women all over the state may profit by what that committee is doing.

Money was lacking but upon applying to the emergency board, the emergency board felt that their point was very well taken, and they made it possible for that committee on government to go ahead, and they are having the script written at the present time, and the pictures will be made by means of engaging a professional producer so that the 35 mm. pictures showing the government of Wisconsin in every way may be shown through the theaters. On the 16 mm. film those same pictures will be available for the schools, the churches, the clubs, or any of the people that have the machines to show them and those films are certainly going to be of great value during the next twenty, twenty-five, possibly thirty years to come.

The script is being very carefully written, and nothing but a very fine picture will be acceptable in that way. So we might go on and mention many others, but I feel in talking to you people here who are particularly interested along a certain line, and I don't blame you, for you people I certainly ought to speak of two of our sub-committees, industry and agriculture.

Industry is going on out to make a very much worth while exhibition of what has taken place in Wisconsin in the last hundred years. Before I mention the other committee I would like to deviate a little bit to speak about the two types of celebration we are about to cover.

The first celebration is one that will get down to the grass roots of the state, one that will get to all the boys and girls, to all the men and women, which is the local celebration that will

take place we hope right here in Fond du Lac, perhaps out here in the school district, perhaps taken care of by the county people, by the city or village, or perhaps some service club, but we are hoping that those local celebrations will be held in every nook and corner of the state. Dramatic persons are already being prepared and they will be taken to those local celebrations, and that is the place where every man and woman, every boy and girl, will have an opportunity to take part in the centennial celebration.

Then on the fifth of August in 1948, there will open the Wisconsin Centennial Exhibition in the State Fair Park at West Allis. This will be continued for a period of 33 days. The State Fair Board of Directors voted sometime ago that the State Fair should be woven into the celebration, into this exhibition, and the work of the State Fair, the fine things it has done and will do, are going to be brought in as a part of that exhibition and to be carried on for a period of 33 days. We hope that thousands and thousands of people from all over the State of Wisconsin will be able to see that because there will be exhibits there that we cannot expect to have in the local situations. Exhibits very far reaching, and of a great deal of importance and interest to everyone.

Now, to mention the other subcommittee that I have in mind, I think perhaps it is the most important committee on the whole list, is that committee headed by Mr. Milo Swanton, the committee on Agriculture. And that is being divided up into different lines of interest that are included in the term Agriculture. The dairying industry stands out as one of the greatest lines that we can think of in connection with Agriculture. And I want to tell you folks because of the interest that you have personally, they are planning and it has been discussed several months ago and it has been mentioned almost every monthly meeting, we want a fine cheese exhibit in that central celebration and if possible, in every local celebration. One of the things that members of the committee have determined upon, we want packages of cheese, of the various types that are manufactured here in Wisconsin. We don't want it brought in from New York or any other state, we want the cheese that is manufactured by you people right here in the State of Wisconsin, to be put up in an attractive way so that the people who attend those celebrations may have an opportunity to send package after package away to their friends in the uttermost corners of the world, and they may lug them home under their elbows to enjoy as the time goes on.

So, as I said a minute ago, we need the interest of every per-

son in the State of Wisconsin to make the Centennial Celebrations wherever they may be the success and the outstanding educational exhibits that they should be. I am sure you people will be very much interested in this Agriculture and Dairying and Cheese as much as all of the other lines that may be considered and I urge you to take a keen interest in the local celebrations that will be carried on. Make your interests a part of those celebrations. I thank you very kindly.

President Kopitzke: Thank you, Mr. Palmer. You did a swell job of telling us about the Centennial Celebration, and I think you can depend on the cheesemakers of Wisconsin to co-operate to see that you get a real cheese exhibit. I am sure of that.

We are going to give away a couple of door prizes at this time. Mr. Wheeler says he is lonesome up here. We have got enough chairs. I am lonesome too. Come up here.

Is Mr. Button in the room? He will be the next speaker.

We have two \$5.00 prizes and also a couple of steak dinners. I have an announcement here to make: Mr. Phil Coleman left his car some place to have it repaired but he locked the doors and took the key with him. I guess they would like to have the key so they can repair his car. Is Mr. Coleman in the room?

The winners of the two \$5.00 door prizes were:

A. H. Graf, Zachow.

Ervin Schreiber, Cecil.

President Kopitzke: That is the luckiest fellow in Shawano County, because he won prizes at Shawano and down here. The next will be a couple of steak dinners.

The winner of the two steak dinners:

B. R. Mollidrem, Boscobel.

President Kopitzke: That ends the prizes. Now, folks, we all know we have got a very short market and had a good demand for cheese and dairy products for quite some time, but I notice cheese went down five cents last week, and the time is coming when we will again have to do all in our power to make a quality cheese; and not only that, but go out and tell the world about it. We have a man with us this afternoon who knows how to do it, and I am happy to present at this time Mr. Owen M. Richards, who will talk to you on "American Dairy Association—Plans and Program."

AMERICAN DAIRY ASSOCIATION—PLANS AND PROGRAM

By Owen M. Richards

Mr. Chairman, members of the Wisconsin Cheese Makers' Association, and the citizens of the Dairyland of America, the world's greatest nation: Before I get into the speech I am going to talk about that has been assigned me, I want to say it is a pleasure and a privilege and a pride to be here this afternoon. A pleasure to meet with people of your kind here in the Dairyland of America; a privilege to serve a great dairy industry, and a pride to live in a country that is still free.

I want to take one minute to take recognition of the splendid unity and co-operation expressed here within this state as in 47 other states in making possible nation-wide business active program for the good of the dairy industry and its products through the American Dairy Association. I want to pay tribute to some of the leaders, such as Mr. Kopitzke, George Mooney,—men who have shown leadership in uniting the ranks and bringing about a nation-wide program that will give us a great deal of benefit and good of all of us in the future.

I very seldom take time to write out what I am going to say, but I believe we are in a period, and I believe we are facing a situation that should yet be carried away by any one man's enthusiasm and should be written. In view of that I am going to read some parts of my speech.

The speech is on Plans and Program. Today the cheese industry is face to face not with chaos, not with confusion, but the golden age. No time in history has the like of it both in opportunity and in responsibility come to us. What lies ahead startles the imagination.

Let's look back for a few moments before we make ready for the future. Let's know our production strength and our business ability to tackle the assignment and capitalize this wide open opportunity before us. Usually it takes trouble, troubled times for an industry to find its relative strength. As an industry we have had a century of strength and trouble crowded into the last five OPA years. Enough of it to put the weak under. On the other hand, enough to temper and to toughen the strong in meeting any business challenge or opportunity. Through the ball and chain years haven't we come to realize more fully the significance of the cheese industry and the importance of cheese as a food? Don't

we believe in one another a little bit more? Haven't we come to realize that cooperation is something more than a word in the dictionary? Isn't the industry sounder and aren't we a bit smarter?

Business headaches and heartaches of the last five years have brought good and awakened the cheese industry with a magnified business vision and an electrified business understanding, to realistically blue print a business pattern keyed to the golden age that lies on the horizon ahead of us. Today's planning for the cheese industry must break away from the traditional past. The good old days are not with us, they are in back of us. But the days are ahead of us and our plan of action must have the imagination to meet and the business sessions to stand the new day challenge. Fundamentally it must include these five basic elements: 1, point of view; 2, point of production; 3, point of promotion; 4, point of sale; and 5, point of pay.

First, let's take up this matter of point of view. This is often referred to as public relations. Our good friend, George Mooney, cites it as public understanding. However, whatever the name or label, in the development and progress of the cheese industry, we can't overlook the importance of molding and building a favorable public point of view. Remember, there is no higher court in the land than we, the people. An example of that this last Tuesday. There is no decision rendered or more profound, with more profound effect than public opinion.

On this matter of point of view let's be realistic. Sure, some of you have heard in the last few years public reference to cheese as a new type of synthetic rubber. That is not good. That is shocking. In other words, we can't counteract that kind of public attitude. Something more is needed. It is going to take production of cheese that brings forth public acclaim of hmmm, that is good, delightfully good. We can do it and we must do it.

What about this rumpus concerning today's price of cheese? Among the growls and grunts of organized agitators there is a mild resistance on the part of the public to today's price. It is justified or it isn't. Compared with 1939 prices, the price of cheese is high, but there had to be some changes made since 1939.

Look at the hump in the industrial hour wage. Measure the nation's ability to pay. Look at the spendable dollars, consider today's cost of production. Why not use the economist's measuring rod, national income and the public's ability to pay from earned income. Back in 1919, 1920, the period following the first World

War, cheese was quoted at 24c wholesale, and the national debt was at the level of sixty billion dollars. Today the national income is at the level of 165 billion dollars and the price of cheese wholesale is but 46c. Even with the adjustment from control, economy of sharing scarcity to the economy of production of plenty coming in, a low production period with limited reserve, the claim of startling prices cannot be given too much foundation. But the law of supply and demand will adjust any out-of-line price conditions, and in the meantime it is the industries' responsibility to make available the facts in prompting better public understanding. That is one of our jobs today. It is a responsibility that we all must share. This matter of price will take care of itself.

We have had manipulation of prices for the last five years, and we have been in trouble for the last five years, and today we are all on the basis of supply and demand and if you will look back through the history of economics of this country you will find that the law of supply and demand absolutely works, and the price of cheese today is in keeping with the economic level of national income. Forty-six cents per pound on a national income of 165 billion dollars is just as fair and as much in line as 24c after the first World War, with a 56 billion dollar income. I believe that is a very important point. It should be a sharp point in your mind, the point of view, public point of view.

Remember, the public has a lot to say about what the price will be, what the public wants in cheese. So today I want to leave this one point, the point of view, public thinking, public attitude, and as George Mooney said, public understanding. That is point No. 1.

Point No. 2, that of production. It is the second phase of the business industry's action planning. We need more milk, 14 billion more pounds than we are now producing. That is more than the industry's total annual increase during the war period. Yet it is generally estimated this country needs 132 billion pounds of milk this coming year to meet the demands of 141 million people. Where is this milk to come from? Increase the cow population is one way, but that is long range action. Three, five, or maybe ten years. What we are concerned about is 1947 and 1948. Well, we might do it.

Today's milk production level is estimated at 20 to 25 per cent below the bred in production capacity of our cows. In other words, we are only getting 75 to 80 per cent of the milk from our cows

which have an inherent ability to produce 20 to 25 per cent more. The cheese business originates on the farm. That is where marketing begins. You need to take a competitive and cooperative hand at that point. Your producers, partners in your business, need to cooperate in the production of more milk and better care of milk. Regardless of what you have done in the past, your business program keyed to the times must include assistance and service at the starting point, the dairy farm. It is your one and only immediate solution to the volume and quality of milk needed for cheese. That is where more cheese will come from. That is where quality in cheese begins. That is point No. 2, point of production.

Now comes point of promotion. First, to hold our gains and second, to bid for more business. Again, the cheese industry is in better trim than five, ten, or fifteen years ago. Along with the National Dairy Council doing a magnificent job through educational channels in educating the public to the value of cheese. You now have the American Dairy Association to carry on nation-wide advertising, merchandising and research. Let's analyze the business potency of this ADA program in action.

First, advertising. Advertising to build and maintain greater demand for cheese and other dairy foods at the right prices. Second, public relations, to give the dairy industry a voice to the public. Third, research—to develop the dairy industry and its products. Fourth, merchandising, to spotlight cheese and other dairy foods at the point of sale. The audience is the nation from coast to coast. There isn't a spot in America that the ADA program doesn't touch. It is designed to influence the millions through dramatic out-door billboards, culture, magazine advertising, timely newspaper items, effective retail promotion and research to build sales.

The phase of advertising is expressed in the issue of the Saturday Evening Post, October 26, 1946, an ad that serves cheese to America; an ad that went into five million homes; an ad that was read probably by twelve million people; an ad that told the American people there was more than one type of cheese; an ad that encouraged different ways to use more cheese; an ad that spoke highly for an industry producing cheese.

As a further example of ADA advertising, here was the first ad run this year, that of cheese. It was the first ad of the new campaign, the one I just showed you in the Saturday Evening Post was the second ad. This is coverage, this is reaching into the homes and molding buying tendencies. The key to increased sales,

and increased sales is the key to greater production. Further types of advertising along that line are service ads that show the housewife in such publications as the Ladies' Home Journal, Better Homes and Gardens, Good Housekeeping, McCall's, showing them new ways to use cheese.

Now, here is a part of merchandising. This is called a bonus to the type of advertising we buy and pay for in advertising run by other food organizations in which they promote the use of cheese with their products. The National Biscuit Company, makers of rich crackers, this last month spent \$42,000 in national magazines, Life Magazine, Saturday Evening Post and American Weekly with this ad that said as much for cheese as it did for crackers.

Here is an example of another cracker house, that of Loose-Wiles, that is putting out 50 million package inserts promoting the use of cheese. Here even wine people in which they put out street cards displaying cheeses and a nationwide billboard campaign saying "Cheese with wine." Add all that up and you can see aggressive action in making this nation conscious of cheese.

Here is another over-all industry ad that promotes all the products of the industry, of cheese and butter, milk and ice cream. Another example of related food co-operations, when the magazine sent out all the economists of the nation, and the most favorite dishes of the season for which this is issued and here we have an ad in which cheese is promoted with the use of fruit and so forth. Here are pages in all our leading newspapers, Chicago, Milwaukee, New York, Philadelphia, Los Angeles, all giving space to the use of cheese with other foods and how to serve cheese.

That gives you an example of some of the advertising. That advertising cannot be bought with pennies except only one way, and that is when we are all together, just as we are in the American Dairy Association. On our check-off during the month of June those pennies buy a million dollar campaign; those pennies enlist the cooperation of the dairy industry in Minnesota and the dairy industry in Iowa, and the dairy industry in New York and Pennsylvania, and already 35 states are joining Wisconsin, in which we do a co-operative job, a job that no one state itself could do and no one branch of the industry could do, a job that is being done by all of us working together.

Now, we come down to merchandising. Merchandising is the business action taken at the point of sale. That is where the customer comes into contact with the product. The way natural cheese

has been handled at our stores discouraged sales and tended to decrease the consumption of cheese, but let the dairy industry itself handle the situation, like the power of the ADA, like the aggressive vision of the dairy industry, our food stores now are going into the cheese business and they are going into it in a way that makes the customer want to buy cheese. Want to buy cheese! Our dairy food departments—I have seen examples of them in certain stores. They are just in the beginning now. Many organizations such as the A & P, Krogers, Saveways or IGA's are going to invest millions of dollars in the next five years putting in dairy food departments. Think what that means in the way of future for the cheese business, for the butter business, for the milk business, that our products will be merchandised through good showmanship and good salesmanship.

In March of this next year the next double page ad will appear in the Saturday Evening Post. Here is a specimen of an actual dairy food department in one of our stores dispensing food to the American public where cheese is glorified, where cheese is made attractive, where the quality of cheese is preserved, where the public is tempted to the point of actually buying—not some cheese—but more cheese, more butter and other dairy products.

Along with that comes a new development, a development of a cheese cutter. Now, we have struggled with this for a long time. The dairy industry, the cheese industry, the food people, have tried to work out ways and means of cutting cheese quickly and satisfactorily, and this day when we are facing the golden age on the cheese business we have now the development of a cheese cutter that will take a round of cheese and cut it up into wedges all ready for packaging. This is another step in the progress of marketing cheese. So that is point No. 3, point of promotion. Three points. They are all sharp, they are all smart, they are all needed in capitalizing and taking full advantage of what lies ahead of us in the cheese business.

I don't know how or when you got into the cheese business, but I can stand here today and tell you you should be mighty glad you are in the cheese business. The cheese business is ahead of you. Its progress and growth and development is on the horizon, not in back of you. It is a new business, a new opportunity, and a chance to grow. Point No. 4, the point of sale. Here changes are being made to capitalize our business opportunities. Dairy food departments which I just covered in the last ad, which will be the big development.

Finally, we come to—and this should interest every one of you, I don't care how big you are, I don't care how small you are, I don't care what type of cheese you make, I don't care where you ship it, I don't care how you pack it, you should be interested in point No. 5. It is very important if you are going to stay in the cheese business, point of pay—point of pay. That point should be sharp; that point should always be present. There is no other way to stay in the cheese business than to have a point of profit. Because you want to stay in business, the first ingredient—and get this, the first ingredient you should put into a pound of cheese or a round of cheese or whether you put it in a package of cheese, the first ingredient to go into that is not cheese. The first ingredient in that particular product is profit, and too long we in the dairy industry have hesitated and have even skimmed, Mr. Kowitzke, we have even skimmed to cut our profit.

When a man builds a package of corn flakes or when he builds automobiles, or when he builds furniture, he first of all assembles his ingredients and the first ingredient is profit. He must have profit in that business if he is going to stay in that business. (Applause.) And I am going to stand here now and say we have no fear about today's price of cheese. We have undersold too long. Our big problem and our big wish is making that cheese worth that much. And to make it worth that much we are going to have to build quality in our product. For every housewife who complains about the price of cheese today, he will go down the street or any residence district and pick out ten women who will complain more about the quality of cheese than the price of cheese. This is our problem, the price will take care of itself and a good product will demand the right price, and I think the American public from coast to coast wants the people in the cheese business, the man on the farm today, to make a reasonable profit on what he produces.

Now, let's forget some of the little things in life and concentrate on the major, the big things that will make us a greater industry and greater nation. Cheap prices never made a great nation. Look at our India and look at our China. I am not scorning them, but there you have cheap prices, there you have cheap labor, and you don't have what we have in this country, a way of life, a standard of living, and prosperity, that has made this nation the envy of the world.

I am proud to be here today; I am proud to live in a nation that thinks that way. In closing I like to repeat my opening words, that the cheese industry faces—not chaos, not confusion, the cheese

industry is not living in the past, but the cheese industry is facing a golden age. In scope, opportunity, and possibilities it is a challenge. Regardless who he may be, put the industry's five point plan into action, and I am coming now to the point of promotion and the final one, point of pay, into your program and make it work, make it stick. Focus your production and sales objectives on the greatest market for cheese since the world began and you can forget the past and live in the future.

Thank you for listening. (Applause.)

President Kopitzke: Thank you, Mr. Richards, for your very inspiring message. I think we all agree with you. We are glad to have you here today, and tomorrow I know you are going to be talking down in Missouri.

Mr. Malloy now has an announcement to make and while he is coming up here, we have some good neighbors with us today from Canada. I am going to have them stand one by one, Mr. Bain, who is with the Department of Agriculture, Canada, will you please arise? Mr. Leseder, will you arise, please, in the cheese business in Canada. Mr. Wes Grant and Mr. Roy Johnson.

We are certainly very happy to have you gentlemen with us. You are really good neighbors. I know, my wife and I were invited to come to their annual meeting last year at London, and they treated us like the king and queen, and you are going to hear Mr. Bain who will talk to you tomorrow.

Now, Mr. Mulloy has an announcement to make.

Mr. Mulloy: Mr. President, I just simply want to let you know the results of the bowling contests last night. We have a lot of prize money to the expert bowlers who won last night and while you are here I want to let you know who the winners are so that some time during the day or evening as you contact me I can give you what you won.

(The various prizes for the bowling contests were distributed by Mr. Mulloy to the winners.)

President Kopitzke: Now, we certainly have a very nice group of speakers this afternoon. Our next speaker needs no introduction, you all know him very well and he happens to be the Director of the Department of Agriculture. I suppose some of you wonder how I am getting along on the board. I want to say the other six fellows are as nice a men as I ever met. We don't always agree;

you ought to hear them going to it some times. Some believe in Brown Swiss, some in Holsteins and others in Guernseys. I want to present to you our director, Mr. Milton H. Button, who is going to talk to you on Cheese Planning.

STATE PLANNING FOR CHEESE INDUSTRY

By Milton H. Button

Mr. Kopitzke, ladies and gentlemen: It is always interesting at least to be introduced by one of your numerous bosses. You feel a little better when he is through and he hasn't said some things about you that you are afraid he might say when he starts out with the introduction.

This is, I think the fourth time that it has been my privilege to stand before this group and I can sincerely say I am extremely happy to attend this first post-war meeting of the Wisconsin Cheese Makers Association, and to share with the members and friends of the cheese industry the privilege and responsibility of formulating plans and policies designed to meet the problems of the future.

Now, I assume that is what we are here for. I submit I don't assume that is what we are here for—I know that is what we are here for, because I have attended other meetings and I know that is what we are going to do.

Unfortunately, Mr. Richards and I did not discuss our talk with each other. I am touching on some of the same things he did. Are you folks all wondering as I did, if he made his point stick? Well, he did all right down here. I am not sure I can make all my five points stick, but I can discuss them with you anyway.

I term this first subject Consumer Reaction. He called it Public Relations; said George Mooney called it Public Understanding. It is the same thing no matter what we call it, but because of rapidly advancing prices on dairy products, some consumers are critical of the cheesemaker, the dairy farmer, and other members of the dairy family. This is extremely unfortunate. No industry can afford to lose the good will of their consumers.

A long continued consumer demand, built up and maintained by full employment, high wages, a great appreciation of the food

value of dairy products, and an extreme shortage of protein food has created our present situation.

Historically, price has served as a stabilizing influence when factors encouraging demand were very strong. The establishment of price controls delayed but did not repeal the law of supply and demand. Now that price controls have been removed, the natural force of price is restricting the demand and will in time permit the industry to operate on a normal basis.

In the meantime, prices have advanced and the consumer is in effect saying, "I told you so." Perhaps we of the industry should remind the consumer of the past and what happened to dairy prices during the early 1930's.

Prices dropped to disastrous depths. Warehouses were filled and consumers purchased cheese at prices that were ruinous to those engaged in the dairy industry. Dairy farmers and processors lived on borrowed money or accumulated capital. Eventually, but only after a period of years, low prices produced a heavy consumer demand and the crisis passed. The fact that it took years to correct a low price for our product should not be dismissed by the consumer.

Now prices are high and the impatient consumer is asking that the law of supply and demand bring an immediate reduction in price. As an industry we must remind consumers that as a rule economic changes occur relatively slowly. Economic factors resulting from the war and a planned economy have created these present difficult conditions that extend into every phase of our economic life. The dairy farmer and the members of our cheese industry are but a part of a great pattern of agricultural and industrial uncertainty.

It is decidedly unfair for the consumer to blame the dairy industry for the present conditions, and to threaten buyers' strikes against an industry that contributed magnificently to the war effort, and which, over a period of years, has not been highly remunerative. The consumer should, in my opinion, be reminded that even with the present prices of milk, recent studies reveal that dairy farmers receive an hourly wage for their services that is far less than the average of those who are purchasing his product.

Production

For six years the Wisconsin cheese industry has been subjected

to tremendous pressure for "more production" by various governmental agencies, business, and the cheese hungry consumer. Early in 1940 at the first meeting of the National Nutritional Council held in Washington, D. C., cheese was named an "Essential for Victory" food and a program was formulated for greatly increasing production of this important dairy product.

In studying the cheese production record of the nation, the members of the National Nutritional Council immediately learned that for many years Wisconsin had produced approximately fifty per cent of the nation's cheese. Therefore, the urgent appeal for greater cheese production that emanated from the office of the Secretary of Agriculture was directed primarily at Wisconsin's cheese industry—at you, the people in this room, and the people on the farm—to make every effort to give the nation more cheese.

From 1935 to 1939 our cheddar cheese industry had been coasting along with an annual production varying between 243 million pounds and 284 million pounds. This was a satisfactory five-year record. Actually, the average production for this five-year period was 30 million pounds per year greater than the average for the 1925-1935 ten-year average.

It must be with a sense of deep and lasting satisfaction that the Wisconsin cheese industry reviews the records of wartime production for the record of which we are justly proud was made under every normal wartime handicap, plus constantly changing governmental regulations that frequently imposed what appeared to be unnecessary hardships on an industry that was struggling desperately to meet the wartime demands.

The years of 1940-41-42 found Wisconsin's cheese industry writing a production record that is a shining example of courage, ingenuity, and hard work. In 1940 cheddar cheese production in Wisconsin moved up 30 million pounds over 1939 to 314 million pounds. In 1941 it advanced another 57 million pounds to 371 million, and in 1942 our banner year, Wisconsin cheese production totalled 417 million pounds.

Since that time cheese production had declined slightly, but it is still far greater than in our prewar days. In 1943 our cheddar production was 381 million pounds; in 1944, 370 million, and in 1945 it was 388 million.

Wisconsin's cheese industry is certainly deserving of the many

words of praise that have been spoken and written concerning its production record.

Dairymen in other states also entered the cheese industry. Many press articles have told us of the advances made in the cheese industry in states that formerly produced very little cheese. Statistical data has confirmed these stories.

There has been an implication in several of the articles that Wisconsin leadership and domination of the nation's cheese industry is at an end. Time alone will confirm or deny this implication, but the preliminary 1946 production records indicate that in 1946 Wisconsin is again producing a larger proportion of the nation's cheese than it did during the war years.

Wisconsin's cheese production record has been and will continue to be a marvelous one in complete keeping with the slogan of our state—"America's Dairyland."

Number of Factories in Wisconsin

During the last 25 years the number of cheese factories in Wisconsin has decreased annually, and cheese production increased. A study of the changes in the number of factories in Wisconsin, and the production totals during the past 10 years is very revealing. In 1936 there were 1,585 cheddar factories in Wisconsin with an average production of 170,000 pounds of cheese per year. In 1945, the last full year for which data are available, there were 1,262 factories and production per factory was up to 303,000 pounds per factory.

Many conclusions have been drawn from these figures. Some dairy industry leaders have made interesting statements concerning the comparative efficiency of the large versus small factory, and have inferred that the small factory will eventually pass from the picture.

There are, however, some owners of small factories whose product is recognized throughout the nation and who operate very efficiently. In my opinion that type of successful operator will continue to be a factor in our industry, but certainly all statistical data shows a trend toward fewer and larger factories.

Leased Factories

A relatively new situation now confronts the cheese industry. I refer to the startling fact that as of today, 808 Wisconsin cheese factories are owned or leased by operators having control over 10 or more factories. A relatively small number of companies or individuals now control or operate most of these 808 factories.

Unfortunately, none of us are gifted with the ability to look into the future and state with a certainty whether the multiple operation of factories by a few individuals is on the good or bad side. We are, however, all certain that the situation is one needing the most careful attention of all dairy farmers and cheesemakers. In general, the people of the nation are agreed that it is unfortunate for any industry, when and if a large percentage of its business operations fall into the hands of a few individuals and companies.

The Wisconsin Department of Agriculture shall, to the extent permitted by the statutes of Wisconsin under which it operates, and to the extent permitted by its personnel, keep in close contact with the situations developed because of this leasing program. Immediately that harm can be discerned to the dairy industry that fact will be reported in full detail to the public, and all legal machinery available to the Wisconsin Department of Agriculture will be focused upon the individuals or companies responsible for the damage.

Quality

With the need for greater production an important consideration during the past six years, it naturally followed that the Wisconsin cheese industry placed the major emphasis on volume. Confronted continually with labor and equipment shortages, cheesemakers performed admirably in producing quality cheese under discouraging conditions.

Under such circumstances it would hardly be fair to point too stern a finger at the few Wisconsin cheesemakers whose cheese was lacking in quality. Cheese made for consumption prior to aging was the goal of the regulating governmental agencies during the war years, and our aged quality cheese business received a setback from which it may be years in recovering. Despite these conditions which tended to discourage the production of quality cheese, I sincerely believe Wisconsin has maintained its reputation

as the source of the world's finest cheese.

As I have indicated previously, there are some who have predicted that Wisconsin will not continue to dominate the nation's cheese market. In my opinion, Wisconsin's future dominance in the cheese industry is dependent upon the quality of the cheese manufactured in Wisconsin.

The responsibility for maintaining quality in the cheese industry may properly be divided into three groups. In group one is the dairy farmer who delivers milk to the factory, the cheesemaker who converts the milk into cheese, and the dealer, wholesaler, and retailer who move the cheese to the consumer.

In group 2 is your Wisconsin Cheese Makers' Association. This is my invitation to the officers and membership of this association to develop, foster, and promote a quality cheese program. In general, Wisconsin cheesemakers have a wholesome respect for their own organization and a carefully formulated practical program, vigorously promoted by all of the membership would be a powerful influence in the production of quality cheese. The Cheesemakers' Association has done some work in the field of quality, but all will admit, I am sure, that the present effort may be intensified.

In group 3 are the educational and publicity groups, farm organizations, the press, and the Wisconsin Department of Agriculture. Their function is to help the cheese industry achieve quality by teaching better methods, developing new equipment and promoting practices that lead to the production of better milk, from which finer cheese is made.

There will always be farmers and cheesemakers who fail to meet sanitary standards. For these few, and they are a very few, this department has legal procedures designed to correct the situation. But, ladies and gentlemen, this is a very inconsequential part of Wisconsin's task of maintaining quality. If real success is to be achieved all three of the groups I mentioned must work as one unit in a common program.

In my opinion the quality cheese program must originate in and most of the expended effort must come from groups 1 and 2. In other words, from the cheese industry itself. The industry has the largest stake in the quality program, and the leadership and manpower should come largely from the industry itself.

What of the Future?

The future of agriculture and industry is uncertain following this second world war period. Nevertheless, many industry leaders are predicting a bright future for Wisconsin's cheese industry. They point to the fact that a greater appreciation of the importance of dairy products in the daily diet has been built up during this period of food shortages.

At the National Dairies Industry Exposition, the world's largest dairy meeting, attended by 25,000 of the nation's dairy leaders, a report was submitted by a special dairy committee on the "Tomorrow of the Dairy Industry."

It was very optimistic. It foresees a continuance and even an increase in the present demand for dairy products. The war, it states, has given the consumers everywhere a greater realization of the nutritional value of cheese, milk, and other dairy products.

A new cheese packaging program, improved and more efficient machinery and equipment, and better manufacturing methods are certainties of the future.

May I close with the sincere hope that those who are predicting a satisfactory and pleasing future for our cheese industry are correct in every detail, plus the added thought that the continued efforts of the cheese industry will make Wisconsin's second century of leadership in that field as successful as our first century.

President Kopitzke: I want to thank you, Mr. Button, and I am sure we all enjoyed it. We have two good speakers left and I am sure you will all want to hear them. We have the ballot box and the ballots out there and it is your duty to go and vote today as well as it was your duty to go and vote last Tuesday. As I said, we have two good speakers left, both of which happen to be members of the National Cheese Advisory Committee.

When I was sitting alongside of the one who is going to address you, he said: "Well, Len, no more trips to Washington, thank goodness". I said, thank goodness, and I am sure after last Tuesday's efforts we are all going to have a good time.

The next speaker is President of the National Cheese Institute and also of the J. S. Hoffman Company, and he is a director of the Plymouth Cheese Corporation and also a director or president of the Triangle Cheese Company. I am very happy to present to you at this time Harry Hoffman, your friend and mine.

NATIONAL PLANNING FOR CHEESE INDUSTRY

By Harry I. Hoffman

Mr. Hoffman: Thank you, Mr. Chairman. I haven't any charts, I haven't any pins, and I want to confess, I didn't help Mr. Richards write his speech, neither did I help Mr. Button. You might think when I finish that we all planned our speeches together but I am glad to know that in this State of Wisconsin that we are thinking along these particular lines.

When I was privileged to address you last year we were just emerging from history's most devastating war. A few controls over our industry had been relaxed — limitation orders, rationing and transportation, but we were still a long way from returning to a free economy. Today, I am happy to say, it appears as though we were now rid of practically all wartime controls. Whether we are to enter an era of unprecedented prosperity, a greater abundance of worldly goods and more leisure and the much discussed "better life," will depend on how all of us, as individuals, perform and behave.

I am grateful that your officers afforded me the opportunity to talk with you, as it is largely through the exchange of ideas that we make progress. I hope this convention will give all of you ample opportunity for discussion, exchange of ideas, as well as a generally good time. You have worked long hours under extremely difficult conditions and achieved a record of production unequalled by any other branch of the dairy industry.

In observing the results of the past ten years one need not be an expert to discern that our business is now a little abnormal. That may be putting it mildly, but I'm not an alarmist. It is quite evident, however, that we have had too many controls, too much outside interference, too many pressure groups, working only for their own interests and too little freedom of enterprise. The dairy industry itself, largely through the Dairy Industry Committee, has presented its case in most instances in a fair and impartial manner to the credit and benefit of the entire industry. I think we might, however, quite advantageously propose a fifth freedom—freedom of enterprise. Freedom always entails risk and danger, but most of us are quite willing to take the risk in preference to the security offered by the planners. Security and freedom never go together. The animals in the zoo have security, as do the inmates of penitentiaries. They enjoy freedom from want, fear, etc., but they certainly lack

freedom as individuals. All of you, I am sure, prefer freedom to regimented security and we can't have both in our lifetime, if ever, so let's stop trading our freedom of action and enterprise for this so-called security and freedom from want. We still have the opportunity—another ten years like the past may no longer afford us any choice.

The future of the cheese industry offers both great opportunity and many dangers. Which will materialize depends entirely on us. Recent price advances are not for the good of the long term outlook. The current pattern in agricultural prices is all too characteristic of times which have previously led to disaster. That rapid price advances beyond normal levels are always followed by sharp declines is almost an economic law. That factors beyond the industry's control have led to these conditions is well known. Yet, when the day of reckoning comes the innocent will suffer with the guilty. I know of no specific remedy except moderation and the golden rule. Do unto others as you would have them do unto you. Remember your friends of the past and don't be lured into what may appear as great opportunities at the moment. The friends, who have proved their sincerity and honesty in the past, will be the best to keep for future need. Don't interpret what I am saying to mean—that you should not take advantage of opportunities to better your outlets, or to take advantage of improved marketing facilities. Our industry has almost doubled its volume in five years. Many desirable changes have taken place. New faces have appeared, new blood is in our midst. That is a sign our industry is vigorous and growing. It will make for healthy competition and further growth beneficial to the producer and consumer. Remember, however, that the tree making the most rapid growth needs most vigorous pruning and some of the opportunists in the cheese industry today, may be conspicuous by their absence during the first signs of storm.

Now, I would like to talk to you a little about the National Cheese Institute. When I accepted the Presidency, almost two years ago, I did so for several reasons besides the honor the office bestows on the person holding it. First, I wanted to make the Institute more inclusive of the various segments of the cheese industry. I, specifically, had in mind including in the membership a greater number of small manufacturers and distributors. I wanted the Institute to be truly representative of the industry as a whole and that I believe, with the help of my fellow directors and the membership committee, we have reasonably well accomplished. Membership has been expanded from 54 on May 1, 1945 to over 100

as of today. I believe this represents 80 to 90% of the volume of cheese made, processed and distributed.

During the war and at the time I assumed leadership our activities were, of necessity, confined to the more urgent immediate problems facing us. These were all directly traceable to our war effort and consisted primarily of aiding our government to carry out its wartime program without too serious interference with our operations. I believe I am truthful in saying— that we accomplished this objective reasonably well. That certain regulations should have been eliminated earlier and that others should have been altered goes without saying but, in looking back, I believe the Institute, with the help of the Dairy Industry and your President, Mr. Kopitzke, and your Secretary, Mr. Mooney, has accomplished results with which it can be reasonably well satisfied.

I believe the future of the cheese industry offers tremendous promise. The increased production, which was largely government sponsored for military purposes, may be retained if proper advantage is taken of the free, though deserved, publicity which we received during the war years. Never have people been more conscious of the merits of cheese and cheese products than they are today. Never has a greater number of people been familiar with the many varieties of cheese than they are today. Never has cheese been as universally used as an item adding zest to the average meal than it is today.

So that we may at least continue present production and possibly expand it further, it will be necessary for us to constantly improve our product and give the consumer greater values. With this thought in mind the National Cheese Institute has just appropriated funds for research grants at Cornell University and the University of Wisconsin. We hope the results of this work will be as beneficial to the entire industry as have grants made in the past.

Likewise, our Committee for the improvement of quality has developed an "Overall Quality Program." It has prepared a Milk Intake Code, Raw Milk Sediment Standards and Cheese Sediment Standards, as well as Sanitary Standards for Cheese Factories. These should meet with ready acceptance by all segments of the industry. Anyone doubting this statement should talk to persons who have had quality trouble with the Food and Drug Administration.

The Milk Intake Code has now been printed and the prints laminated so that they may be conveniently placed where they will be conspicuous without the necessity of framing.

In the development of the Raw Milk Sediment Standards, conferences were held with representatives of the Evaporated Milk Association and the American Dry Milk Institute. This resulted in a set of raw milk sediment standards acceptable to all three groups. In order to insure uniformity, the final photographic standards were made by the same agency and with the same basic material, the only difference between the standards issued by the three associations being in the heading. These standards have also been laminated for convenience.

There is no doubt but that the adoption of the same raw milk sediment standards by the three associations represents material progress in the direction of quality improvement. Every effort is being made to have these standards adopted by the various states. As a matter of fact, several states have already done so. In some cases the states have secured photographs from the same source and again, the only difference is in the printing of the heading.

Cheese Sediment Standards were also developed by our Quality and Research Committee. These standards, like the Raw Milk Sediment Standards, have also been laminated for convenience.

Sanitary Standards for Cheese Factories have been developed by the Quality Committee working in cooperation with the Research Committee. These standards have as their objective improvement of cheese quality and the development of the Standards represents a considerable amount of work. Included are standards for factory premises, plant and equipment, plant operation and plant personnel. Copies of these Standards are now available (free) should you wish them.

Copies of the laminated Milk Intake Code, Raw Milk Sediment Standards and Cheese Sediment Standards may be procured by any of you at cost.

All of the work on standards for plants, equipment, raw milk and extraneous matter has, as its common objective, improved quality of cheese. The war having ended, and there being improvement in the circumstances resulting from the war, such as procurement difficulties in building materials, equipment and supplies, as well as the shortage of manpower and a very tight milk and cheese supply, the time seems right for increased emphasis on the produc-

tion of quality cheese. No doubt, consumers, as well as other interested parties, will become more critical of the quality of cheese offered and the conditions under which products are handled. I don't know how many of you hear complaints about quality, but the consumer is rapidly becoming more critical of the products he buys and whether it's cheese or shirts or meat, the day is not too distant when inferior products will no longer find a ready market.

While the development of these various standards represents an important advance, it must be recognized that such standards only provide the basis for improvement—whether results are secured will be dependent upon the widespread adoption and adherence to these standards.

As your group is responsible for the production of more than half the amount of cheese made in the United States, the success of this program is largely dependent upon your interest and cooperation. May I assure you that the National Cheese Institute stands ready to help you in any way that it can to make this Quality Program effective.

The Federal Food and Drug Administration has, for sometime, been developing Standards of Identity for various varieties of cheese and related products that would protect the public against inferior products and assure the consumer of always receiving a product characteristic of its name or label. Our Research Committee, of which Dr. L. K. Riggs is Chairman, has, for the past year, cooperated with this federal agency so that Standards, which may ultimately be issued, will comply with historic and commonly accepted composition and characteristics.

Our Committee has closely cooperated with a similar group in the State of Wisconsin, appointed by your Director of Agriculture, and would welcome suggestions from any member of the Wisconsin Cheese Makers' Association.

I would like to go a little further, at this stage, in suggesting that, insofar as the objectives of your organization as well as the National Cheese Institute are identical, in that we both work for the best interests of the cheese industry, our two groups make greater concerted efforts in cooperatively achieving our major objective—the welfare of the industry.

I believe it is fortunate that your Secretary was formerly Secretary of the National Cheese Institute and is acquainted with most of our membership. My appearance, for the second consecutive

year on your program, signifies your spirit of mutual understanding of our problems. We have been gratified by your President's and Secretary's acceptance of our invitation to participate in our annual meetings and I believe the expansion of this feeling of mutual friendship is extremely desirable.

Let me assure you that we contemplate closer cooperation in the future, if that is possible, with your group, and that we'd welcome any of you to membership in the National Cheese Institute. The many difficult situations, that will arise during the next few years, will be easier solved if our groups can jointly attack them.

In conclusion, I would like to leave a few thoughts with you. The past several years have amply demonstrated and re-emphasized that the wish to conquer and destroy ultimately comes to naught. My business has been and will continue to be built on the premise that your welfare and prosperity is fundamental to mine. No handler, processor or distributor can achieve lasting success unless the producers and factory operators each, individually, are rewarded for their contribution to the industry. The big men in the industry are more concerned with the welfare of the smaller producer and factory operator than they are with their own, knowing that their own success is assured if satisfactory conditions prevail throughout the industry.

A greater appreciation of some old but fundamental facts would be useful. Work is essential to success. We'll never do better by working less, nor will the abundant life ever be achieved by regulations, edicts or orders, be they issued by government bureaucrats, union stewards or corporation heads. Before we consume we must produce and no one produces without an incentive.

We, in the Cheese Industry, can't solve the world's ills—but, we can contribute our share—perhaps best—by producing a better product in larger quantities for more consumers to enjoy at a fair price.

Let's work towards that end.

President Kopitzke: Thank you Mr. Hoffman. You can see by the applause that they all enjoyed it. We still have two good speakers. I never heard the one, but according to my good friend Paul Raihle you certainly want to hear him.

Our next speaker also has been a member of the National Committee and it was also a pleasure to work with him. He certainly

needs no introduction either, because you all know him. I understand he was born in a cheese factory and I guess he has been in the cheese business ever since, and I feel it is a pleasure to present to you at this time, Mr. Harmon Wheeler of the Wheeler Corporation and of the Winnebago Cheese Company of this vicinity—Mr. Wheeler.

Mr. Wheeler: Mr. Chairman, ladies and gentlemen: I think I have attended meetings of the cheese makers, our annual meetings for about 38 years, going back to 1903. In all those years I never before have seen as large an attendance and as attentive as is here today. It must be gratifying to your officers and to your president to have a response such as you are having today. I don't know what they listed me to speak on the program but I changed it any way. I am going to talk on

WISCONSIN, THE MILK RESERVOIR OF THE NATION.

I wonder how many people in this great State of Wisconsin, including those who are actually engaged in various branches of the dairy industry, realize what this state is contributing to the milk supply of the nation. Because of the enormous amount of milk produced here, the various branches of the industry are highly specialized and no one seems to fully realize exactly what Wisconsin contributes and how it stabilizes the supply of dairy products consumed here and abroad.

Wisconsin is truly the milk shed of the nation. Other states produce milk and its kindred products but Wisconsin provides that great reservoir of milk that in periods of shortages and surplus largely controls the price factor of all dairy products. Here in Wisconsin we find milk production exceeding that of any other state in the Union and probably any other nation in the world. Further, here in Wisconsin, there is more diversity of dairy products than any other state in this nation. We do not depend on any one single product such as fluid milk, butter or cheese. We produce so much milk that we can manufacture any dairy product that the public wants. In my opinion, it is the most competitive dairy state on the face of the globe. Almost every product that can be made out of milk is produced here in Wisconsin.

Let's take a look at what we are doing in Wisconsin. First, let's take cheese. Even with the increased cheese production in all other states, Wisconsin is still making 50 per cent of all the cheese made in this country. Let us take butter. True, because of price

inequalities, due to war regulations, we have made less butter in recent years, but we are still one of the top states in butter production. Now take evaporated milk. Some of the largest evaporating plants in this country are located in our state and will continue to stay here. When you come to fluid milk, we are the great milk reservoir of our nation. When any other section of the country, no matter whether it be east, west or south, cannot meet their demand they all come to Wisconsin for additional supplies. We ship milk to far away Florida and to many other southern states. We ship milk to all of New England and the Seaboard states. We ship milk as far west as the Missouri river and if it were not for this enormous reservoir that we have here in Wisconsin many parts of the nation would suffer a milk famine. Not only taking care of all this demand I have already mentioned, we had to go further, and supply a big part of the powdered skim milk and powdered whole milk. We ship ice-cream mix everywhere.

At this time I want to point out that probably no state in the Union has more competition because of the many products of the dairy industry that can be produced here. Therefore, the farmer producers should feel happy that this competition exists and that no one branch of the industry and no company, no matter how large, can ever control the dairy industry of this great state. The competition between the different branches of the industry will always create healthy, competitive conditions.

Milk, as we all know, is one of the most highly perishable food products produced. In periods of surplus production we have certain manufactured products that lend themselves to storage facilities. Outstanding among the manufactured products is cheese. As far as I know, cheese is the first known art of preserving milk, going back to bible times. Likewise, cheese is the only manufactured dairy product that improves with age. The next manufactured product that probably absorbs the greatest part of the surplus milk produced in this country is butter. Unfortunately, butter does not improve with age and cannot be kept in storage more than six or eight months without deteriorating in quality. Then comes evaporated milk. But that too has a limited life because the solids tend to settle in the cans and further, the cans often become rusty. Some of the surplus milk produced in the summer months can be absorbed by frozen cream but frozen cream, like butter, has a very limited life. Whole milk powder is also perishable. Summing it all up, cheese today is still the best known art of preserving surplus milk and, for that reason, will continue to absorb a major portion of milk

during surplus production. Now all I have said about the over-all milk production in this nation brings me down to Wisconsin cheese production and its future. This, I know, is what all of you are interested in. At this time I am happy to tell all of you cheese makers that I think the future of the cheese factory, here in Wisconsin, never was brighter than it is right now. I am hopeful that I can convince you that my thinking is correct.

In the past year or two many Wisconsin cheese makers have sold their factories. Many more, I know, are thinking seriously of selling out, feeling that the future is not bright. Because of the OPA war regulations, it is true, many large corporations bought cheese factories to maintain their supply of Wisconsin cheese. They were willing to pay prices higher than most cheese makers thought their property was worth. So they sold out; probably to their regret. When you stop to consider the replacement value, under present day building conditions, I am sure they sold too cheap. I have heard of cases where the home alone could not be replaced at the price received for the entire business. It is nice to think of selling a going business out in the country and moving into the city but it is not so pleasant when full realization comes to the seller at what it costs to replace a home in the country by the purchase of a city home at the present day inflated values. Many sellers, I think, received a real shock when they looked around for city homes and compared the high tax rates of cities with township taxes.

At this time I want to point out the present low rate of interest which has probably been largely overlooked by cheese makers. Suppose, for instance, you figured the value of your factory, according to your records, at 15 thousand dollars and because some one came along and offered to pay you 25 thousand or 30 thousand, that you were making a good sale. And suppose further, that you received 30 thousand dollars in cash. To have any income you would have to put the money out at interest which, presently, is about two per cent on safe investments. This would yield you, approximately, 600 dollars per year. How well could you and your family live on that income? Now let's suppose further, that your net return from the factory you sold was three thousand dollars per year. This would equal the interest return on 150 thousand dollars. Looking at it from this angle I cannot see how any cheese maker, with a good location, would consider selling his business at five times what he thought it was worth a few years ago. I do not think there is any business in this state that is comparable with the ownership of a good cheese factory located in a good milk shed and properly op-

erated. True, there is a lot of grief and headaches in connection with the business but I do not know of any business that can avoid that. I do not think they compare with the problems of many little businesses located in your neighboring towns, your local garage, implement dealer or grocery store have their share of trouble but you, at least, do not have to worry about uncollectable accounts.

In my opinion, the future of a well managed, independent cheese factory was never more secure than it is today. To start with, the average cheese factory is located in a small city or village, or on the country crossroads. Naturally, the cost of living is lower than in larger urban centers. In most cases they are family-owned and family-operated and, therefore, have not much to worry about as far as labor troubles are concerned. They are in position to operate more efficiently than cheese factories owned by large corporations. I feel safe in predicting at this time that the independently owned cheese factory will operate at about half the cost of the large corporation factory. What better advantage could you independent factories ask for? How in the world can they put you out of business when their operating costs are double yours?

The cheese factory owner does not require a great deal of working capital above his investment in buildings and equipment. He sells his product each week and if he selects a good reliable dealer he usually receives payment before he settles with his patrons. Therefore, he has no accounts receivable to worry about. I feel safe in predicting that in the next few years many of the larger corporations, who have purchased factories recently, will be glad to get rid of them to the best possible advantage. They will soon realize that they cannot compete with the independently owned factory. On the other hand, I am convinced that the independent factories that are to be successful in the coming years, in many cases, will have to revise their methods of doing business. We all know that many cheese factories have very poor accounting systems and that their records do not disclose their true financial position. Many of you will be forced to install a simple accounting system which discloses each month the true financial position. The time has now come when you cannot wait until the end the year to have your banker tell you whether you are in the red or black. That is information you must have at the end of each month if you expect to succeed. No good business can survive without a good accounting set-up. To further amplify this I call your attention to the antiquated accounting practices used by many factories in this state. Take, for example, the average factory where the owner

works every day of the year and usually his wife, at least, part of each day in the year and, in many cases, a son or two. No weekly or monthly salary checks are issued; everybody just keeps on working and hoping that at the end of the business year there will be enough money in the bank left over, after paying all bills, to be of sufficient reward for that family. This is entirely wrong and un-businesslike. I think that every cheese factory should issue a monthly check to the owner for the time he serves each month and, in addition to this, salary checks should be issued to the cheese maker's wife for the hours she works and, if children also work, they should be paid monthly. If this is done you will know at the end of each month what your cost of operation has been and not have to wait until the end of the year to find out if you have any wages left for your 365 days of hard work. Don't forget that the large corporations, who have recently acquired cheese factories, pay the cheese maker and other employes, at least, once a month and there is no reason why you as an independent operator should not do the same.

Another important business mistake that is made by many cheese makers throughout the state is not providing for depreciation. For instance, if you buy a new vat that has an expectant life of say, 10 years, you are permitted by law to depreciate that piece of equipment at the rate of 10 per cent per year. If you take this depreciation and set it up in a reserve, when the vat has to be replaced, the money is all ready in the bank to buy the new one. The same thing holds true of all other equipment such as separators, pasteurizers and trucks. The United States Income Tax Division are very fair in allowing depreciation for they know that no business can exist that does not set up depreciation reserves. Depreciation is a definite part of your operating costs and unless reserves are set up each year no business can hope to succeed in the long run.

In the last few years I have heard much complaint throughout Wisconsin because certain factories have paid higher prices for butterfat than they actually could afford to. In many instances other factories, in the same community, do likewise because they feel they are going to be put out of business. As a result of this, the entire group end up the year at a loss and that is just why depreciation reserves are not provided for. There is not any profit to charge depreciation against. I think that a cheese factory should return to every patron every cent that he is entitled to but I do not think he should receive two or three cents additional for fat that is

paid out of the cheese maker's own hard-earned wages. It has been my experience over many, many years that when a cheese factory suddenly pays several cents a pound more for fat than all the rest of the factories in his neighborhood he eventually goes broke. It, therefore, seems to me that it would be better to lose a percentage of your milk receipts to him for the more milk he receives the sooner he will go bankrupt. No sound and lasting business can ever survive by paying more for any product than it can be sold for. Price wars can be disastrous and are usually started by poor operators. Every cheese factory operator is entitled to a fair return on his investment plus a fair salary for himself and fair wages for those who work for him.

Before I close I just briefly want to dwell on the necessity of operating a sanitary factory and the importance of refusing unsanitary milk from patrons. The clean-up campaign is here to stay and the United States Pure Food and Drug Department mean business. The day of selling filthy milk and the day of operating unsanitary plants is over and the cheese maker who is going to succeed in the coming years has got to recognize this right now. I know that nearly all cheese makers are trying to co-operate and those who keep out of trouble are going to refuse to accept dirty milk. Let the dirty milk go to your competitor, if he wants it. You will still be running a cheese factory long after he is out of business. I am sure that when the farmer producer realizes the importance of delivering clean, sanitary milk that you are going to be able to make better cheese and quality trouble will largely become a thing of the past. Perhaps the time is not far away when all milk, even for manufacturing purposes, will have to be Grade 'A'. I am sure that is what Food and Drug are striving for.

In closing I predict a wonderful future for Wisconsin cheese factories and I again say don't sell out just because somebody offers you a profit on your plant unless you permanently desire to retire because of age or health. Far away pastures always look greener but I know of no business that you could go into that has the advantages of a well operated cheese factory.

President Kopitzke: Thank you, Mr. Wheeler. Now, we are running right on schedule. I probably didn't ask you before whether you had any questions. If you have any questions to ask of Mr. Wheeler, and Mr. Button is still here. They both covered many things of interest.

Member: I would like to ask Mr. Wheeler what his opinion

is on pasteurization for making American cheese.

Mr. Wheeler: I will answer that by saying that I think that every cheese factory in Wisconsin will eventually have to own a pasteurizer. When I say that I don't mean all Wisconsin cheese will have to be made of pasteurized milk. There will be times in the summer when milk will be good, and when cheese made from unpasteurized milk will sell at a premium over the pasteurized milk. But we all know there are periods of years when the milk is gasey and you can make better cheese with pasteurized milk. I think that factories should have a pasteurizer.

Member: I would like to ask Mr. Wheeler a question. Why we should pay salaries to our wives and other members of our family; what can we gain by that?

Mr. Wheeler: As I stated only a few minutes ago, only by paying monthly salary can you figure your income. Income taxes have been getting pretty high. If you pay your wife a salary, assuming she works all the time or part of the time, and she can file a separate return and get an exemption. So can your children and under that plan you will find your income taxes are greatly reduced.

Mr. Malloy: I was glad to hear you make the statement the boys shouldn't sell their cheese factories, but I was thinking of a cheese factory in the state like some more of us, sliding along in years, and due to difficulty in getting help we find ourselves today with a plant and having a little difficulty. What is your advice with reference to a factory of that type?

Mr. Wheeler: I get around the state quite a bit during the summer months, and I get into lots of cheese factories, and no one knows better than I do, we have many cheese factories that are old and it probably would be very difficult to fix them up to meet the new factory requirements; but it seems to me that there is no reason to sell that factory. I can't see any reason why a new make room, vat room, and press room, and probably new intake couldn't be built with a one story addition to the old building. In many cases it would only be three walls and a roof and floor. Don't tear down the old factory building—costs will be high for many years. Fix up the old factory for a storage room, curing room, and there are a thousand things you can use storage space for. I don't think the actual cost of building that make room would be prohibitive and you could bring your factory up to date.

Member: That raises another question. You mentioned stor-

age. Do you think every cheese factory ought to have cold storage?

Mr. Wheeler: Well, I don't think they should have storage; they should have a refrigerated curing room. Some of my men in my organization pointed out recently some of the cheese factories that have a good refrigerating room are curing their cheese too cold. I think a curing room should be refrigerated but I don't think it should ever be allowed below 50. We received cheese during this past summer that apparently came out of a room that was down to 35, and while the truck was coming to the warehouse the cheese sweat and the bandages were wet and the cheese was sweating and the warehouse didn't have time to dry them off and they paraffined them wet and we had a lot of rind loss.

Mr. Martin: What is your opinion on the Wisconsin cheese exchange?

Mr. Wheeler: Well, I don't think I am going to answer that. Most of you know I am under indictment by the Anti-Trust Division of the Department of Justice, and until that case is either dropped—it has been hanging fire for three years—I suppose it will be out of order for me to commit myself or say anything about the Plymouth Board while I have that indictment hanging over my head.

Mr. Kopitzke: I will be glad to answer that question or give you my opinion. When it comes to the Wisconsin Cheese Exchange, I can state here now, if any government agency succeeds in closing it, that the dairy farmer and the cheese maker are in for trouble. I cannot see why a cheese industry should not be entitled to a jobber market as much as butter, eggs and other products, and I will state, any government agency that is trying to close the Wisconsin Cheese Exchange is playing into the hands of the government agency. If any government agency is trying to close the Exchange, whether it be the Department of Agriculture or any other agency, it should be investigated. I think the industry should investigate the agency. Personally I think the dairy producers of this country and manufacturers of dairy products have a right to investigate certain governmental agencies who are making it impossible for the small independent business to survive, and I right now and here recommend to our organization, that would be a good job for us and we can do it, and investigate some of the government agencies. That is my view of it. ((Applause))

Member: Mr. Chairman, talking a lot about cheddar cheese so far, I would like to ask Mr. Wheeler how the future would be on Brick and Munster cheese?

Mr. Wheeler: Those of you in the room who manufactured Munster for a lifetime have been put out of the business during the war. I don't need to tell you why. They priced it out of business. They gave you ceilings probably five cents a pound below other cheese products. So far the past several years we haven't made a great deal of Brick and Munster, but there is a very active demand for that type of cheese and I think we are going to build it back again. It will take a year or two to get that business back but I want to state right here that my experience with Brick and Munster, I think it must be made of pasteurized milk. I think where it is not made of pasteurized milk it is a short keeping cheese, and you run into a gasey condition, and there are too many grade 2 and under 2 made. If I were running a Munster cheese I would equip myself with a pasteurizer because there is a case you would use it all year round.

Member: Mr. President, I would like to ask Mr. Wheeler, why are you so sure that factories owned by large corporations will have a much higher cost of operations?

Mr. Wheeler: I thought I covered that in my talk, but I will be more explicit. The large dairy operator that has bought factories in the last year or two, as most of us know, are largely unionized, and if their factory help isn't unionized they will be in the near future. I don't know how in the world, and I guess you cheese makers will agree with me, how in the world could a factory work on a 40 hour week and on top of that pay them time and a half over 40 hours and double time on Sundays. When they get you with their pay roll it is going to be so much higher than you estimate your pay. That is why I made the statement, the operating costs will be more than double than your cheese factories have been in the habit of figuring.

Mr. Parsons: I would like to ask Mr. Wheeler whether it would be to an advantage to make the small styles of cheese?

Mr. Wheeler: Why, I think a good factory should have good equipment, not just for cheddars or daisies—I think you should be able to make cheddars and daisies, I am not so sure about longhorns. Some way I feel longhorns will be an obsolete style of cheese. If I remember, when I went in the business we had three styles of cheddar, Twins and young Americas. Today there isn't enough Young Americas made in the State of Wisconsin to keep a check on and perhaps longhorns are going out. You all know a longhorn press is a press that can't be used for other styles, so I don't know as I would recommend spending too much money on longhorn equipment until the next year would indicate whether the

demand for longhorns will be what it used to be.

President Kopitzke: What do you think about the 20 pound that they cut into a one and two pound in this pliofilm?

Mr. Wheeler: I think there is a nice future for that. I think it will take a few years to build it up but there is a greater demand, especially the smaller factories that can turn out a nice quality of product and have the time to do it. I think they can do it very well because they should get quite a large premium for the extra labor involved in turning out a small package cheese.

President Kopitzke: Thank you, Mr. Wheeler. I am going to ask our good friend and attorney, Mr. Raihle, to introduce his friend, because he knows him a little better and I could not do justice without knowing something about our next speaker. I know you will enjoy him. Mr. Raihle, will you kindly take over.

Mr. Raihle: Mr. President, ladies and gentlemen: Each year when we have our convention it has been the custom to ask some outstanding speaker in no way connected with the cheese industry to address our convention. We have had heretofore two different U. S. Senators and a Governor of our state, and other outstanding speakers. I can say most sincerely that I am very happy over the fact that at the directors meeting when our program was being arranged, that I offered the name of the next speaker who was invited to address us today. He is an outstanding man; he is a man born in Wisconsin. He is a man who has been District Attorney of four different counties of our state. He is not only a great American and a great judge, but from a personal acquaintance and friendship of many years, I say to you honestly he is one of the finest Christian gentlemen I have ever known. And I certainly am honored in introducing to you today Judge Roland Steinle, of the Circuit Court of Milwaukee.

ADDRESS—Hon. Roland Steinle

Mr. Raihle and officers, and members of the Wisconsin Cheese Makers Association, ladies and guests: I am very grateful for the kind introduction by my old friend, Mr. Raihle. It reminds me of an introduction I heard the other evening in Minneapolis, when the city attorney Mike Dolan was being introduced and the toastmaster had done himself proud in great flowery language in introducing this officer of the law. Mr. Dolan arose and he said: Ladies and

gentlemen, he said, you know I have been exposed to many toast-masters in my life. He said, statistics show that if all the toast-masters of the United States were laid end to end in this country, it would be a good thing.

The second of the Bulwar Lyttons, one who used the pen name of Owen Meredith, and who was recognized as a celebrated English politician, diplomat and poet of the last century, once wrote, and I quote, he said:

We might live without poetry, music, and art,

We might live without conscience and live without heart;

We might live without friends,

And we may live without books,

But civilized man cannot live without cooks.

And what a desolate world it would be for the cooks if they did not have the help of the dairy farmer and the cheese maker in the supplying of one of mankind's most wholesome and palatable foods—cheese. (Applause)

Our State of Wisconsin leads America in the production of cheese, and you, the members of this dynamic association, are the craftsmen and the brains responsible for the development of this, our most important industry.

It is a distinct privilege for me to address you on this occasion of your association's 55th annual meeting, and when my old friend and schoolmate, your distinguished executive secretary, George Mooney, invited me a short time ago to address you, my first inquiry was: Well, George, what would you like to have me talk about. And his immediate response was: Oh, talk about fifteen minutes. So I am going to stay entirely within the limitations he imposed.

Had I the experience of my contemporary, Circuit Judge Henry Hughes of Oshkosh, who was privileged to learn about the technique and the intricacy of your business when he was called upon a short time ago to preside at a trial involving an important question affecting your industry, the fact that pertained to bonds of some kind, and as I remember it, the cheese maker won the case both before Judge Hughes and in the Wisconsin Supreme Court, then I could probably qualify in seriously discussing with you some technicality of the cheese making business. However, my experience is limited

entirely to partaking of cheese. I enjoy it in every way. No matter what the price, in fact, I think I am one of your best customers, and I suppose when I arose you suspected that fact when you probably tried to guess my weight, and on the basis you, the same as other people, advertised the slogan: "If you like our product tell others; if you don't, tell us." And if you subscribe to that principle, it probably will be better that I continue as a living and walking model of what cheese can do for a man, rather than try to tell the experts about it.

My friends, fifteen months ago, after the world's most terrible conflict in arms had come to an end, the people of our country sincerely believed that peace had at long last arrived, and that all of the aims for which we had sacrificed—yes, for which we had given our blood and our sweat and our tears, had suddenly become fulfilled. Today you and I know that such belief was merely an illusion, and that while at present our armed forces are not actually engaged in combat, and that while the united nations have considered some peace programs, actually the diplomats of the world have been engaged in the most desperate altercation in all history, and the war has not been officially declared at an end by our national authorities.

Since the termination of actual hostilities in August of 1945, the people of the United States have witnessed much internal disorder and unrest, and the heralded prayers for recovery and adjustment have as yet not been productive of very much satisfactory result. Obviously an important lesson that we Americans have learned in this interlude is that peace in the world and peace in our country are not developed automatically nor by wishful thinking, but that all people, the high and the low, in every field of activity must struggle and sweat and toil for the attainment of harmonious and just conditions.

We know now that peace does not come of and by itself, but that as a nation in conjunction with others and unitedly amongst ourselves at home we must labor and give forth the best of our intelligence and good will to produce international peace and domestic tranquility, and thereafter we must ever be vigilant to preserve them. The ominous clouds of dissention and confusion hang low over our country and outside. The issue on the broad front is whether there shall be one world or all. The issue at home reflects this also, whether our friendly enterprize system shall be continue.

As citizens of this country, you and I, my friends, have a vital stake in the answer of both of these questions, for all that we are and all that we hope to be, are wrapped up in their very solution. As late as yesterday, and as reported in the press of today, we noted a leading militant figure on Red Square declaiming against the possibility of reconciling the totalitarian process with the capitalistic form. As Americans we must face this issue. We dare not assume an ostrich attitude. We must be relaxed. We know that there are existing today in the world two dominant forms of government, each different in its philosophy and in its ideology. On the one side is our own, the Republican form of Government rooted in the principles of freedom of enterprise. On the other side, sponsored by Russia we find a collectivist endeavor in which the state is all supreme. Each is the antithesis of the other. Each believes its own system superior. Must these two groups of necessity live under the canopy of the skies as enemies or can they collaborate as friends in a world of unity and under an honorable and enduring arrangement for peace. One thing is plain. The American people have not attempted to force our system upon the other group. We have not dispatched agents to Russia or to countries dominated by Russia to proselyte their people with our views. Any such American agents would have been disposed of with dispatch, but America, as we well know, has not been free from such interference by the other group.

Today our people through their duly acting representatives present a united front in all matters affecting foreign policy. Unitedly we still stand for the principles for which our heroic soldiers gave their lives during the last conflict. Let's never overlook those principles, freedom of speech, freedom of religion, freedom from want, freedom from fear, freedom in elections, freedom of the seas. All these for all of the people of the earth.

Yes, we as Americans are positive that we can live agreeably together in the same world with any group no matter what their views, provided that they will only subscribe and adhere to these fundamentals and these human assurances for peoples and nations everywhere. Unless and until just agreements are reached and amicable arrangements are established throughout the world by and for all nations, it behooves us to keep our swords fastened to our belts, not to use in stirring the vines of dissention but as a symbol of power and warning to any governmental power or other group, large or small, who may be ambitious to subjugate the world or any part of it by force.

Once before in our generation, specifically after World War I we disbanded our armies to a mere fragment. We scuttled our navy, we gave proof positive of our desire and our intention to subscribe to world disarmament but there were others for whom the same pledge was but a mere sham. They did not even scuttle the blue prints for the next war. America dare not be deceived in such vision again. The cost of this last war in lives and treasure was too great.

As Americans we believe that there is no problem or disagreement between nations great or small that cannot be settled around the conference table or fairly determined in international tribunals of justice. But until the good faith of all nations to such procedure is satisfactorily established, we shall ask Generals Eisenhower and McArthur to keep our armies strong and we shall provide Admiral Nimitz with all necessities to keep our navy powerful. We believe that in such manner we may be able to impress others with our strength and with our determination.

The other problem that has concerned all Americans, since the end of the war is the great wave of unrest in the industrial and the business world, which condition has deplorably hindered our national progress. After the war we had hoped for vastly expanding economy. We had hoped for management-labor unanimity. We had hoped for the highest degree of production and employment and wages, assuring a steady advancing standard of living and increased prosperity for all. We had hoped for a vastly increased foreign trade resulting from the rebuilding of devastated areas over seas and the development of sound economic systems for undeveloped nations.

It is not my purpose here this afternoon to allocate the cause of our failure to achieve such goals. Oh, some lay the blame on shortage of materials, some blame governmental control and restrictions, some blame labor, some blame industrial management and business generally, and some even if you please, blame the farmer. The effect is that there has been scarcity and insufficiency all around. Our peoples worked hard to carry out the slogan "produce the goods and win the war." Today we ought to be working hard under a self-imposed slogan, "produce the goods and win the peace."

A prosperous and sustained peace in this country can come best from an earnest cooperation by all elements in our national life. The rights of private property and free choice of action un-

der a system of private competitive capitalism must be continued in this country as the foundation of our nation's peaceful and prosperous expanding economy. Free competition and free men are the very strength of our free society. Our country's history, our development, our customs, our laws, our system of government, are all founded on the principle of free enterprise.

Freedom of enterprise operated within the bounds of common decency is America's greatest tradition. The constitution of the United States was the magnificent effort of the best informed students of the world ever to assemble. Under it they gave us a government which safeguards the rights of the common man against dictatorship and tyranny. Under it they provide a system that affords individual liberty, equality of opportunity, freedom of organization, a high standard of living, protection for minorities, justice, and yea, even brotherly love.

For 159 years our people have considered our system the American way of life superior to any other as an economic, political and social plan for collaboration in human society. The English Premier Gladstone declared our fundamental law, the constitution, as the most wonderful work ever struck off at a given time by the principle and the purpose of man. We have changed this constitution from time to time. We can change it again to meet conditions, if necessary, but true Americans will die fighting before they consent to changing over their governments or its institutions by force and violence. (Applause.)

It is under this form of government and our American way of free enterprise that all industry in this country, including dairying and cheese making, have been developed and prospered to the high point in your business, as we have heard it explained today. Under this system the owner of every business is entitled to his inherent right and has a corresponding responsibility to the operation of his enterprise, be it large or be it small.

Under our system labor is assured the right to organize and engage in collective bargaining. In our time we have developed a salutary program to protect individuals from the hazards of unemployment, old age, and physical impairment beyond their control. Before World War II the rights of labor to organize had been prohibited in such countries as Germany and Italy. There labor merely became the pawn of the state, greed, glut, hate. On the part of capital toward labor or labor toward capital is the only poison that can infect or destroy our system. In the war crises through

which we just passed labor of the country was our salvation. Let us ever be mindful that the part of the laborer—the better his condition, the higher its rewards, in accordance with the ability of the employer to pay and the public to absorb. The higher standard of labor, the greater its comforts and environments, and the better will be our civilization and the more sacred will be our organization and the more capable will be our children and the nobler will be the destiny that awaits us.

Production—production and more production is the answer to our present dilemma. However, in all our production programs employer and employee must both be considered at all times, and a program must of necessity be effectuated whereby industry and labor each are fairly rewarded for their contributions in money or work, otherwise the incentive for investment or effort will be diminished, if not entirely removed. Let us never forget that although we live in a highly industrialized age, some people refer to it as the machine age, actually we are not a nation of machines, of buildings, of factories, of transportation systems. We are a nation of men and women and children. Our industrial system and our commerce are merely the implements for the government and the happiness of all our people, those from the homes of capital as well as labor alike.

Intelligent and sympathetic understanding between owners and working people in every business enterprise, large and small, in this land; cooperation for maximum production in every field will soon put this nation on the road to recovery and peace. Every employer and every employee ought to make an intelligent and comprehensive survey of his own present situation and put his house in order, roll up his sleeves and go to work.

Today we are confronted with great problems, but Americans have always arisen to meet any problem, and we can soon pass from these critical times into an era of our greatest prosperity if we but will, the era that all of these gentlemen who preceded me this afternoon referred to as the Golden Age.

Our founding fathers, when they designed the constitution, had their eyes upon the stars and their feet upon the ground. In their day the times were critical, too. We ought always be thankful that those founding fathers did not have their eyes upon the ground. The constitution which they provided for us has more life today than it did even in their time. It is our symbol of peace. It is our symbol of prosperity and happiness. It is to us and all the peo-

ples of the world our pledge of justice and of fair dealing. It gives to us importance as individuals and postulates that institutions exist for men and not men for institutions. It has always been the anchor of our safety conceived by wise men, administered by strong men, protected by brave and heroic men. It is the bulwark of our liberty, our most precious heritage. Under it today we can, if we will, reach any successful goal that we desire.

In these difficult days as we find ourselves surrounded by problems of great magnitude, let us all give heed to the expressed thought from the brilliant mind of one of America's greatest leaders of all times, Daniel Webster, he of the profession to which I belong, as he once said, I quote: "Let us then stand by the constitution as it is, and by our country as it is, one and entirely. Let it be a truth engraven in our hearts and let it be borne on the flag under which we rally in every exigency that we have, one country, one constitution, one destiny, with faith and confidence in our American way of doing things, and with a firm determination to succeed."

And the cheesemakers of Wisconsin, and of this nation, working hand in hand with all other elements in our great country are bound to effectively assist in restoring peace, prosperity, good will and progress for America and for the entire world. I thank you very much. (Applause.)

President Kopitzke: Thank you, Judge Steinle. I think now all of us will agree with our good friend, Paul Raihle, and George Mooney, at least, I never heard a more beautiful speech in my life as I did this afternoon and as you people here after sitting here all afternoon. I feel that you all feel the same way.

Don't run away now, folks, we will have a few door prizes.

Well, one of the old timers got one prize, and he is one of the old timers, and Mr. Kemper mentioned he was here 34 years. Mr. Wheeler mentioned in his talk he was here 38 years and about the time I heard those things I saw the grand old man in the cheese industry, and he has been with us and hasn't missed a convention in 55 years, and I want him to stand, Mr. Aderhold. (Applause.)

We are going to have Mr. Aderhold with us tonight at the banquet. Come up with the ballots, folks; we have a couple of door prizes. Tomorrow we are going to start our meeting, if possible, at one o'clock, with a moving picture which has Hollywood stars and we will start that a little earlier because we have a very complete and heavy program tomorrow afternoon. I am

sure you all want to be here. Besides hearing some good speeches, you will hear from Mr. Bain, our good neighbors from London, Ontario, Mr. Swift of the Cheese and Dairy Institute, and Mr. Mooney and Mr. Mulloy. Stay with us for a few minutes and we will be all through with the prizes.

I am sure you all want to hear the program tomorrow afternoon, and I agree with others that said we never had such a large attendance crowd as this afternoon.

(The following names were drawn and the prizes awarded as follows:)

Hugo Kielsmeier, \$5.00.
Raymyond Benecke, Denmark.
Edgar Thielman, Chilton.
Norbert Schmitz, Newton.
Harlan Watt, Gillingham.
Bernard Molldrem, Bscobel.
William Gurtner, Rubicon.
Obert Raasch, Sawano, \$5.00.

President Kopitzke: I want to thank all the speakers again and for you for being so attentive.

FRIDAY, NOVEMBER 7, 1946, 1:45 P. M.

President Kopitzke: Well, friends, we will come to order. We are now going to raffle off the prizes for the Western Condensery. We have Mr. Stevens with us, and will you tell them just how this is? I know they don't have to be here to win, so we will give those prizes out first.

Mr. Stevens: Ladies and gentlemen, we will now draw prizes for licensed cheesemakers. As you know, you registered at our booth, gave your name and address, and I want to have one of the gentlemen here draw out the tickets and if he is a registered person, a licensed cheesemaker, they will receive the prizes in order in which their names are drawn. First drawing is \$100, second \$50, and third \$25.

We will mail the bonds to you from our Appleton office regardless whether you are present.

(The following names were drawn for these prizes:)

Walter Klosterman, Bonduel, \$100.

Albert Schultz, Reedsville, \$50.

Harold Diener, Kewaskum, \$25.

Mr. Stevens: Thank you, ladies and gentlemen. These prizes will be mailed from our Appleton office.

President Kopitzke: I want to thank you, Mr. Stevens. All these things create more interest in our meetings. Thank you.

Well, ladies and gentlemen, we will have to open our program now and we are going to have a picture shown to us by some people from Fond du Lac, Sherwin Williams. I think you will have to start your picture now.

The film, entitled "DDT and Farm Dairying", was shown, suggested by a bulletin, entitled "Control of Some Insects Affecting Farm Dairying", by E. H. Fisher, Extension Entomologist, University of Wisconsin, and edited by Jack "BK" Keenan, for the Pennsylvania Salt Mfg. Co., Philadelphia, Penn., who produced the film.

President Kopitzke: I want to thank you for the very interesting picture. We will now give away two door prizes of five dollars each. There will be a five dollar bill given now and two at the close of the meeting.

(The following names were drawn and prize awarded:)

Jens P. Anderson, Denmark.

Ernest W. Jung, Juneau, \$5.00.

President Kopitzke: Well, folks, every year there comes a time when the President is supposed to give his annual message. I have been trying to get out of this for a couple years but they always put it on the program, so here it goes.

ANNUAL MESSAGE

By L. E. Kopitzke, President

Mr. Chairman and friends of the Dairy Industry.

We have won the war and now we are trying to win, or establish the peace. In order to accomplish this it takes God-fearing men, not communists. We need workers, not strikers and shirkers. We need more men of the old pioneer type,—men who depend on themselves and not on Uncle Sam.

Labor organizations are absolutely necessary and I am positive that the rank and file are sincere and realize that in order to get this grand nation of ours back to normal, it takes real cooperation. There is the radical element in labor, however, who are doing all in their power to reduce production and retard progress.

Supposing the farmers, cheesemakers and others in industry had taken this attitude during the war,—in what condition would we be? Starvation would prevail instead of plenty. The war would have been lost, not won. Instead of our troops occupying Germany and Japan, we would be taken orders from the enemy. It is no wonder that there is a serious shortage of cars, machinery, clothing, etc., with all the strikes we have had since the war.

As we in the cheese and butter industry look back a few years and do a little figuring, certainly we must admit that 1946 has been the best year we have had for a long time.

It all happened on May 17th at Fond du Lac when cheesemakers and dealers came to the conclusion that it was time to call a halt and discontinue selling our cheese at a price which was way below the cost of production.

Brother cheesemakers, I want to thank you and, also, the dealers who gave us such wonderful cooperation which made this accomplishment possible. Without your cooperation we could have done nothing. It was a long, hard fight, but oh, what a grand victory.

A few days after the historical Fond du Lac meeting, OPA Administrator Chester Bowles announced that the ceiling prices on butter and cheese would be raised approximately twelve and six cents, respectively, but he did not state when.

When the order finally was written, the latter part of June, it had a retroactive clause in it which would have made it unlawful to sell cheese made before the effective date at the new ceiling prices.

After the announcement was made by Bowles about May 21st, the producers, who listened to their radios and read the papers, expected to be paid for their milk according to the new ceiling prices for cheese, and rightfully so. This was done. Some OPA officials still thought the cheese should be sold at the old low ceiling prices.

This was a time when team work really counted and after cheese dealers, cheesemakers and several congressmen stood firm and put up a real battle, we finally convinced them that it was impossible to pay high prices for milk with low priced cheese.

Whenever a group of cheese men get together these days, the main topic for discussion is the present high prices for cheese, butter and other food products.

I will admit the price is high, probably too high, for the good of the industry. Let us examine the situation for a moment and try and analyze what caused this.

To begin with, cheese and butter have been the underdog for the past three and one-half years. The prices of these products under OPA regulations were so low and so far out of line that production shifted and shortages were created.

To add insult to injury, ceiling prices were put back on meat which immediately disappeared from the market. This created still greater demand for cheese.

I may be mistaken, but I sincerely believe that if ceiling prices would have been removed from all dairy products and meat shortly after V-J Day and the good old law of supply and demand would have been allowed to function, our production and prices would have been adjusted long before this.

There is a great demand for our cheese at present and we are probably enjoying the best market we ever had in the history of our industry.

This is only temporary. Let us insure at least a fair market for our product in the future by demanding cool, clean milk and taking every precaution necessary during the manufacturing process so that the quality is such we can double the amount consumed.

While on the subject of quality, I just want to mention that there are rumors of standardization floating around again. In my estimation, this would be a mistake. It is a well-known fact that cheese made from whole milk is of a much better quality, at least from a consumer's standpoint, and that is what we are interested in.

On the other hand, I do not blame cheesemakers who are making cheese from milk with a high butterfat content for complaining that they are not getting enough for their product. If there is any way in which a system could be worked out whereby

cheese could be purchased on a butterfat basis such as being done on the moisture basis, I am sure it would be welcomed by the industry.

We hear much discussion and many arguments these days about flexible plants and how large a plant must be to be efficient. You also hear plenty of complaining from some of the operators of large milk plants (other than cheese), about the price of cheese being too high. They seem to have forgotten very quickly that they have been sitting in the driver's seat for the past three years when they were protected by the bureaucrats in Washington with advantageous price ceilings on their products. You did not hear from them when cheese and butter prices were low, in fact, they were even sympathetic at times but now the shoe pinches on the other foot and it is just too bad.

With the labor problem becoming more difficult, the large plants are more vulnerable than are the small. The cheese industry in Wisconsin is over eighty years old and you never heard of milk being dumped, drivers stoned and trucks being run down embankments where producers were selling their milk to the so-called crossroad cheese factories. This has happened recently, however, to milk being delivered to large plants.

If we want to continue to market some of our cheese (small styles) in its natural form, the small plant is in a much better position to do this than the large. It is just impossible to make high quality cheese from milk which has been trucked long distances unless it is pasteurized.

As a rule, the owner of an individual plant has not only his life's earnings but his heart in the business. He tries to please his producers and also the consumers by making a quality product. On the other hand, in many instances, the men who are working in large plants are interested only in how much they can earn and how many hours they have to work.

In closing, I want to say that in spite of the fact that each year there seems to be more problems and more work, it has been a pleasure to serve you and I want to thank you for your cooperation.

To the other officers and directors, Mr. Mooney, our executive secretary; Mr. Mulloy, our field manager, and Mr. Raihle, our attorney, I also want to say thank you for the splendid cooperation I have received from you during the past year.

Thank you.

President Kopitzke: Well, the next is our treasurer's report by our hard-working friend, George Hernke, who has been sitting back there a couple days and hasn't enjoyed our convention. I think something should be done about that because anybody, like I said in my talk, who is earning money in the business should sit here and listen to the wonderful talks we had here yesterday afternoon. Mr. Hernke.

Mr. George Hernke: Thank you. (Note: The report of Treasurer Hernke will be found on page 8.

President Kopitzke: I certainly want to thank you, George. That is a pretty nice report. I think right today our balance is probably around \$35,600.

Yesterday we had a man from the department, a director here, and today we have with us the chief of the Dairy Division. I am sure that most of you know him, and he will have an interesting subject to discuss with you. He is to talk to you on "The Future of Wisconsin Cheese", and I am very happy to present to you at this time, Mr. Harvey Weavers, Chief of the Dairy Division, Department of Agriculture.

THE FUTURE OF WISCONSIN CHEESE

By Harvey Weavers

It is a real pleasure for me to meet with the members of the Wisconsin Cheese Makers' Association, shake hands and talk with the many of you who we have learned to know and to discuss with you some of the problems confronting the dairy industry as we see them.

During the course of a year one in my position runs into many interesting situations. I want to tell you about a few of them.

Along in August, a few days before the opening of the State Fair, when we were preparing the exhibits for display, the Ringling Bros. and Barnum and Bailey circus was showing on the Fair Grounds. About 4 o'clock in the afternoon a fellow came into the Dairy Building and asked if he could buy some cheese. We told him we thought we could fix him up, thinking he wanted a pound or two, but he wanted 20 pounds. After taking care of him he told us he was the legal advisor for the circus. About a half an

hour later a robust gentleman came along and he also wanted 20 pounds of cheese and he informed us that he was Ed Kelley of the circus whose headquarters were in the big yellow wagon. His next question was, "Will you ship two packages of assorted cheese, value \$15 to \$20, to Madison to reach me when we show there on the 20th and 21st of the month?" We agreed to do this, and, accordingly, sent him some of the finest quality cheese we had on hand at the Fair. About the middle of September I received a letter from Ed. Kelley, which read as follows:

"Dear Harvey: The cheese you shipped to me arrived in fine shape. That's the kind we have been looking for. Send similar packages to Sarasota, Florida, New York City and Chicago, Illinois."

I had to write him that the only time we had cheese to sell was when the State Fair was in progress but that I was turning his order over to a concern which I knew would take good care of his wants. About a month later I heard from Ed. Kelley again and here is what he said:

"Dear Harvey: The cheese which I asked you to ship me about September 15th arrived. When did you say you would be starting your next State Fair?"

About two weeks ago, two men from northeastern Texas by the name of Ramsay drove to Wisconsin to attempt to locate a source of a carload of real Wisconsin made American cheese per week. I don't know whether they found any or not but I do know that they drove the length and breadth of this State to attempt to locate it. Here was their story: "We are wholesalers of cheese in Texas. Our present source of supply is in the South. We have a trade that wants the best possible cheese we can lay our hands on. We have had the opportunity of trying some of your good Wisconsin cheese and we like it. We want to locate a permanent source of supply."

Here's a letter from New York City to the Department of Agriculture:

"I am asking a number of questions because both I and the Mrs. are cheese lovers and we have found that Wisconsin cheese, especially your Cheddar type, has rated well and given us satisfaction. This is now unobtainable. The result is we have been compelled to eat Wisconsin cheese of another type or go without. The other day some of this Wisconsin made cheese made us ill. Upon inquiry we found others who ate it also became ill. But

we want to be fair and not hasty. That is why I am writing you this letter. We want to know—is this type of cheese to be the rule from Wisconsin from here on or will we be able to get the old straight Cheddar that we liked and trusted so well again? That was cheese as is. Your reply will be read by a group of disappointed Wisconsin cheese fans."

My purpose in relating these incidents is mainly to elaborate on the fact that we have in Wisconsin not only a reputation for good cheese but we have the opportunity of capturing the better markets of the Nation—IF—and that is a big word—IF the Wisconsin dairy industry will solve the many problems of producing uniformly high quality cheese.

During the past years Wisconsin has enjoyed nation-wide recognition as a producer of dairy products of the highest quality. We speak with justifiable pride of our position as the producer of a large per cent of the nation's entire cheese production. We are also proud of the large quantities of butter, evaporated and powdered milk, fluid milk and cream, and other dairy products manufactured in the state.

One of the reasons Wisconsin has enjoyed this enviable reputation is because we have sent to the markets of the world a product which has been high in quality. It is one of the foundation stones upon which our entire dairy industry rests. Because of this past record we stand today in a favored position. Our dairy industry is established. We have natural advantages in this field which few other states enjoy, advantages which will help us maintain our position at the head of the industry.

But we must not forget that other states also have their eyes on the nation's large better market for dairy products. As a result dairying is being promoted in many areas where it was practically unknown a few years ago. And there is every indication that this trend will continue, resulting in ever-increasing competition for the favor of the consumer. If Wisconsin is to continue to hold its position of leadership it is essential that more emphasis than ever be given to quality, for only products of the finest quality can hope to obtain and hold the better markets of the future.

Wisconsin started its quality program years ago. At the beginning of World War II the campaign was in full swing and definite progress has been made. Then came the war, with the resultant emphasis upon quantity above everything else. Because of the

lack of manpower and other factors, you in the industry found it extremely difficult to swim against the current and meet the incessant cries for more—more—more; and at the same time continue quality improvement work.

The time has come when Wisconsin's dairy industry and the State Department of Agriculture must be ready, hand in hand, to go out and promote the production of dairy products of better quality than ever before.

Many of our leading farmers and dairy plant operators are calling for additional vigor in our quality program. Its importance is recognized by the vast majority, and they are already taking steps to reach the desired goal. The State Department of Agriculture has a responsibility to the dairy industry of the state in helping them to accomplish this end. This responsibility we accept, and we will do everything in our power to see that no one is permitted to forget for one moment the importance of quality in our dairy program. This program must begin in our dairy farms and must carry through the entire process of manufacture and marketing.

The Department expects to play an important part in this quality program. The bulk of the work, however, is expected to come, and must of necessity come from you in the industry itself. Both State and Federal authorities today hold the processors of all food products for human consumption responsible for the cleanliness, wholesomeness and purity of the raw material used, the conditions under which those raw materials are produced, the sanitation of utensils used in production and transportation to market, the sanitation of the plant and equipment in which the food product is processed, insect and rodent control and sewage disposal of the plant, the legal composition and correct weight and correctness of labeling. The dairy industry is no exception to this general rule laid down for the entire food industry. So that's what we are up against.

The word "quality" is used a lot—to some it doesn't mean much. To have quality—we say

1. Cheese must be safe—It must be manufactured from a clean raw product, free from undesirable, extraneous material.
2. It must be manufactured under sanitary conditions, with clean equipment.
3. It must have good flavor.

4. It must have a satisfactory appearance.
5. It must have satisfactory composition.
6. It must keep and age well.

Here is what plants are doing who are getting results with their quality problems.

1. Check all incoming milk at plant intake and reject poor quality.
2. Keep quality records of each patron.
3. Provide field service.
4. They encourage quality improvement.
5. They set an example of cleanliness and sanitation in their own plant.
6. They make differential payments.
7. They cooperate with their neighbor plants who may be working with a problem (often called switch) patron.

I purposely haven't said much about the work of Federal Food and Drug in Wisconsin. By that I don't in any way mean to minimize the possibilities of their work, knowing full well that those of you who do not solve your quality problems will sooner or later become dangerously involved with this agency.

The Federal Food, Drug and Cosmetic Act of 1939 was intended to protect the health and pocket book of the consuming public. It in effect states that any food is adulterated if it is prepared, processed, held or packed whereby it may have become contaminated. Food such as milk for cheese making can become contaminated on the farm, from the cows, barns, yard filth, utensils, cans, etc., or in storage on the farm. It can become contaminated in processing plants by coming in contact with unclean equipment or from unclean quarters in which the processing takes place. And thirdly, it can become contaminated from rodents and insects. Rodents carry disease and filth and they leave excreta and hair.

During the past year Federal Food and Drug officials have carried on a considerable amount of dairy inspection work in Wisconsin. On the first visit of these inspectors to cheese factories or to processing plants they usually ask one of our state dairy inspectors to accompany them to certain designated plants. Most

of the time they don't tell our men where they want to go until they are ready to start out for their destination. We have found it advantageous to keep up a working relationship with the Federal Food and Drug officials. Through the maintenance of this relationship we believe it has been possible for our state department men to serve you in the industry to better advantage.

It may be of interest to you to know how Federal officials get leads of undesirable conditions in our Wisconsin dairy industry. The following illustration, I think, will serve to point this out.

A short time ago a certain creamery in the state got into difficulty with health officials in an eastern market. A hearing was held at which all the grievances were aired. Eastern newspapers carried headlines of so-called midwestern cream being shipped into these Eastern markets. Just a few days after this Federal Food and Drug officials called on the Wisconsin plants involved in this cream situation and were all ready to place holding orders on 130 cans of frozen cream on hand in the creameries.

The Federal Food and Drug organization is an intragraded organization and covers the nation from one end to the other. My personal opinion is that any operator who is particular about the raw material he uses in his processing, keeps his plant and equipment in good repair and in a sanitary condition, keeps rodents and insects surrounding his plant under control, has nothing to fear from Federal Food and Drug officials.

Our affair with the city of Knoxville, Tennessee, indicates to us in the State Department of Agriculture that there are other agencies in the picture that can possibly cause our industry much more difficulty than the aforesaid agency. However, organizations which persist in violating both Federal and State laws are headed for trouble.

Last week a manufacturer of candy, doing an interstate commerce business, was fined \$500 in Federal court for having a product which contained both insect parts and rodent hair. Two days ago the morning's paper contained an article stating that a large creamery, also doing business in Wisconsin, was found guilty in Federal court for shipping butter containing less than 80% butterfat in interstate commerce and was accordingly fined \$3,000. Those Federal boys really go to town when they get violators over the barrel.

Following a talk by Chester T. Hubble, chief of the Minnea-

polis Federal Food and Drug District, at the Wisconsin Creamery Operators Association meeting at Stevens Point a month ago, a number of creamery operators were discussing Mr. Hubble's talk. One of them asked this question: "What would happen if it were possible to get rid of all regulations and laws relating to production of dairy products?" One of the operators came back with this statement: "I think I know what would happen. First, one of us would start to leave down the bars, then the next fellow and pretty soon we would reach the point where we would get a definite consumer reaction against our product. The result would be loss of markets and less consumption."

During the past year our Department has enjoyed some of the finest cooperation with you men out in the field that we could possibly expect. Plant operators have actually asked inspectors to come out and look their place of business over and make any suggestions for improvement which they might have. Field work amongst patrons of plants producing cheese has grown. Factories in several counties are practically all members of quality improvement associations. The organization of these associations has been encouraged by county operators' associations.

Much work still remains to be done. Worth while results can only be accomplished through active, extensive cooperation of you men in the industry, the farmers that produce the milk and our department. We in the Wisconsin dairy industry cannot afford to rest on our laurels or forget that present market conditions will not always be with us.

The farmer, the cheesemaker, the handler of cheese, the College of Agriculture and the State Department of Agriculture all have a big stake in this work. None of us can shirk our responsibility. We must work together in a five-horse team as a powerful unit to keep pegging away at the quality problems confronting the industry. Each must assume his responsibility, each must see that the other has the proper personal and the proper tools to do his job.

In conclusion, I just want to urge all of you "To Produce and Market a Product which when labeled made in Wisconsin will always meet with the utmost consumer confidence and acceptance. Let's refuse to level off to the standards of competitors anywhere in the world on all dairy products and especially on cheese."

President Kopitzke: Thank you, Mr. Weavers. We are cer-

tainly glad to have you with us. I am sure we all enjoyed your talk very much.

I would like to at this time appoint three tellers whom we would like to have count the votes as soon as possible. I understand there is nobody voting back there. Apparently everybody has voted. I am going to appoint Edwin Zillmer, Belle Plaine; Hans Scheidegger, and Mr. Smith, I believe his address is Butternut,—he is from the Ashland territory. Is Mr. Hans Scheidiger here? Would you be willing to act as one of them? How about Fred Bleuer, Mr. Smith of Butternut?

Well, we had quite a nice discussion on the Wisconsin Cheese Exchange yesterday, and today we are very fortunate to have its president with us, Mr. Leffler, who has not only been interested in the exchange alone but he has been very much interested in the cheese industry as a whole during this war, and it was interesting to see him down at Chicago, Washington, or Milwaukee, wherever there were any troubles. At the time when bandages were very short, Mr. Leffler stepped in and did what he could, and also when he saw that pricing conditions were unfair, and he took hold in all of this. We are very fortunate in having him with us today, and I am happy to present him at this time, Mr. Bob Leffler, president of the Wisconsin Cheese Exchange.

ADDRESS

By R. W. Leffler

Mr. Chairman, members of the Wisconsin Cheese Makers' Association, and friends.

I greatly appreciate the honor of appearing on your 55th annual convention program, and I bring you the sincere greetings of the Wisconsin Cheese Exchange, and our thanks for your fine, continuous constructive cooperation with our organization.

Today, I would like to discuss with you the function of the Wisconsin Cheese Exchange. It has one function and only one, namely, to offer a trading place where those eligible to trade may buy, sell, offer or bid for cheese.

The prices at which cheese is sold, offered for sale or bid for on the Exchange are naturally of great interest to anyone who himself has cheese to sell or to buy and we of the Exchange think that

the transactions on the Exchange accurately reflect market conditions.

At the same time neither the amount nor the significance of these prices is a matter for the Exchange to pass upon. When you see a news release referring to Wisconsin Cheese Exchange prices or Wisconsin Cheese Exchange quotations, you see merely a record of the transactions on the Exchange or the opinion of an observer as to what is indicated by those transactions. Such opinions may be of great value to the industry but it is not the function of the Exchange to give them and it does not do so.

Mr. L. M. Davis, who has had over 27 years experience in market news work, and is Chief of the Dairy and Poultry Market News Division of the U. S. Department of Agriculture, gave an address on "Market Quotations" on September 17, 1946, before the annual convention of the National Poultry, Butter and Egg Association in Chicago, Illinois, and said in part as follows:

"One hears mention of 'exchange quotations' in some markets. For the most part this is a misnomer. Exchanges are places which afford facilities for trading under established rules, and although they may be the scene of buying and selling operations, they do not usually issue official exchange quotations. What is referred to as an exchange quotation is usually the price at which goods sold on the exchange.

"The point I wish to make in the foregoing is that terms are frequently so loosely used over a period of time that they come to be actually misused."

The facilities of the Exchange may be used not only by members to buy, sell, offer or bid for cheese, but are available, without charge, to any licensed cheese factory for the sale of its unparaffined, ungraded cheese, f.o.b. factory, and to any Governmental Agency for the purchase of cheese. From July 18, 1941, through June 21, 1946, various Government Agencies purchased in excess of 133,000,-000 pounds of Cheddar cheese through the Wisconsin Cheese Exchange.

During recent years the Exchange has averaged about 30 members. On January 1, 1946, there were 29 members. Today we have 45 members whose principle places of business are located in the following states: California, Illinois, Iowa, Minnesota, Nebraska,

New Jersey, New York, Ohio, Pennsylvania, Tennessee and Wisconsin.

The increased interest in the Exchange by firms from distant states not only reflects the general increased interest in Cheddar cheese as a food, but recognizes the Wisconsin Cheese Exchange as a place where cheese may be bought and sold.

The advantage of trading on the Exchange can only be contrasted with the facilities available in 1858, when Mr. J. J. Smith of Sheboygn County barreled 58 cheese (as boxes were not available) and took them to Chicago. After making many calls and being told by all he approached it would be a waste of time to look at his cheese, Mr. Smith asked one dealer how much his time was worth and offered him one dollar for one-half hour of his time to examine his cheese. As a result of this examination a sale was effected of the 58 cheese at 8 cents the pound. This was said to be the first cheese ever shipped to another state from Sheboygan County, Wisconsin.

It is the duty of the Exchange to establish rules which will insure honest trading and we are proud of the record which we have established in that respect. Obviously changing conditions in the industry require a revision of those rules from time to time and for some months a committee has been making a careful study of the Exchange's by-laws and rules in an effort to determine whether or not any revision is called for at this time.

Any suggestions which you or anyone else interested in the operation of the Exchange may have to offer will be welcome.

In closing I would like to pay tribute to the operating members of your Association, who, faced with an extreme shortage of help, were able with the assistance of their families to adequately take care of the large supply of milk which found its way into the cheese vats during recent years. Your task was extremely difficult and only men interested in serving their country and chosen industry in time of need could have successfully overcome the hardships necessary to complete the job.

President Kopitzke: Thank you, my friend, Bob. Have you any questions you would like to ask Mr. Leffler? I guess he covered it so completely that you have no questions, so that is good enough. Thanks a lot again.

Yesterday afternoon and last night I introduced some neigh-

bors of ours from Canada, and this afternoon we are going to have the pleasure of hearing one of them. I would like to have—why don't the four of you come up here. Mr. Johnson, Mr. Adair said he would back up Mr. Bain. Will you please come up? The first gentleman here is Mr. Bain, who is the chief instructor of the Department of Agriculture, London, Ontario, next Mr. Krautz and Mr. Adair and Mr. Johnson. You are all in the cheese industry in Canada. I am very happy and I consider it not only a privilege but a pleasure to introduce you to our audience here.

Mr. Bain: Thank you very much, Mr. President. It is certainly a pleasure and a privilege to come over to Wisconsin and attend your 55th annual convention and exhibition. We had Len over with us last year in London, and we certainly enjoyed his talk over there and visit during the convention. I am sure he got some idea of what we are trying to do in Canada in reference to the cheese.

I am not planning on taking up very much of your time this afternoon. A great part of the convention is in getting around and meeting different ones in the business and finding out your methods and equipment that is being used in your plants and so on.

It certainly must be a source of great satisfaction to your officers and directors to see the turn-out that you had and then the speakers, to have the fine audience and attendance they had. Now, in your program it was listed as "A Neighbor's Observation". I didn't have any ideas as to what I was going to say. My observations as to Wisconsin previous to about a year ago were practically nil except what I read: I made a short trip through this state. I met quite a few people and I decided I would come back again at the first opportunity and the fact that it will give you some idea of the co-operation that we have in Canada and the Province of Ontario in particular, is that Mr. Johnson, who was introduced to you here a moment ago was president of the Cheese Makers' Association. Mr. Kratz has been our secretary, I don't know when, we just keep him on the job, and Mr. Adair is a past president, and of course, I am representing the Department of Agriculture.

We feel the only way to get any place in the industry is to work together. Now, I will stick closely to the few notes that I have here and it will give you some little idea of the set-up we have in Canada. It isn't too elaborate, but if there are any questions I will try to answer them.

Total milk production in Canada, previous to the war, was approximately 12 billion pounds. In 1945 it had increased to about 17 billion pounds. A large percentage of this increase was utilized in the manufacture of Cheddar cheese, bringing our total production up to a peak of over 200 million pounds per year. This was made up in about one thousand plants of which 600 are situated in the Province of Ontario. This Province is the largest cheese producing area in the Dominion and is credited with making the finest cheese.

Consumption of cheese in Canada is not large, about four pounds per capita. There are various reasons for this. Large quantities of meat, eggs, etc., are available at all times to the consumer and it has been felt that pushing cheese sales might affect the consumption of these goods. Also, the dairy industry has needed a safety valve. When milk production exceeds our domestic requirements, exports of some dairy product is essential to good marketing. Therefore, a large percentage of our cheese have been exported since the time cheese have been made and continued through the war years. England has been our main outlet.

Due to the fact we export large amounts of our cheese, a great deal of study and consideration is given the requirements of the ultimate consumer.

All cheese are inspected by Federal Graders and stamped as to quality. Cheese remain in factory curing rooms for ten days at a temperature not lower than 58 degrees. It is then boxed and placed in approved warehouses and inspected and stamped by official graders as to quality. Due to the fact all Canadian Cheddar cheese are manufactured from raw milk, Department of Health Regulations demand that no cheese be offered for consumption until it has been held for a period of ninety days at temperatures not lower than 45 degrees. All cheese are stamped as to date of manufacture, vat number, and registered number of factory.

In the Province of Ontario we have what is termed a Cheese Makers Instruction Staff. A local instructor has a group of approximately twenty cheese factories to visit regularly. His duties are to maintain a uniform high scoring product from each factory. He is a qualified cheesemaker and familiar with the type of cheese required by the trade. He has full power to inspect all plants and also carries out farm inspection. Sediment tests, of all milk, are made at regular intervals.

We are happy to say that fine progress has been made in reference to extraneous matter in our finished product, which has been a serious threat to our export trade this past few years. This improvement has been brought about by improved milk supplies and more careful handling by the operator during the process of manufacture.

These remarks will give you some idea of the cheese business in Canada as it has been in the past. How about the future? We have a population of only 13 million people at the present time. A great many believe we are going to have an influx of people from England and European countries and, if this is the case, we will have a domestic market rather than an export. This will mean a different type of cheese, faster curing, put up in attractive packages, rather than in the ninety-pound size of the present time. This change will demand new, more efficient machinery and a different marketing programme.

I am of the opinion this change will come. If the cheese industry is to survive and flourish, the nutritional value will have to be made known to the public and some money spent on advertising.

The Cheesemakers' Association and our Dairy Schools are working along these lines now, trying to peer into the future and keep our cheese business up-to-date and flourishing.

I have said nothing about cheese prices or other dairy products. Labour troubles are everywhere and wartime controls are leaving us very slowly in Canada. The farmers are threatening to stop deliveries and have done so in some sections. However, we hope the day is not too far distant when normal conditions prevail and the law of supply and demand are once more in control.

Our cheese factories are operated in most cases by the producers. While a percentage of the makers own the building and equipment, they contract with the producer on a commission basis. A few buy the milk outright.

The past few years, and this season in particular, operating costs have risen sharply and consequently the makers' revenue is not very satisfactory. The result of this is, that the large processing companies are buying plants and others are closing up.

Our Cheesemakers' Association was originally formed to improve the quality of our product and protect our markets. Recent

developments indicate that their efforts may have to be directed into other channels to bring about better incomes for themselves and their employees. Comfortable living conditions, satisfactory incomes, encourage good men into the industry.

We are always very fortunate in having good men in the industry in Canada. Our production has increased during the war years 35 per cent and a survey of the labor situation indicates that there are some 35 per cent less men working. And our quality according to grading and standards wasn't lowered at all, and it was just as high as it was previous to that time.

Now, ladies and gentlemen, I could go on and tell you some of the things we are doing at the present time to market our cheese better and more satisfactorily and our export business. We are stamping them all now, putting the word "Canada" on them, putting it on 58 times. Nobody will be able to cut a chunk out of them anywhere without knowing they are made in Canada. Of course, that puts the cheesemaker more or less on the spot. When you advertise and ship a brand of goods you certainly must put something good in them.

We have got a lot of problems. I think you have practically the same ones here. We came over here to get all the information we could to see what you are doing, and we certainly had a wonderful reception and we hope some time we may be able to repay those of you who may find time to come over to our conventions and your association—you will know when they are, and we will certainly try to look after you and give you a good time. Thank you very much for this opportunity of saying a word.

President Kopitzke: Thank you, Mr. Bain. We are certainly very glad to have every one of you with us. Your talk was quite interesting and we certainly learned a lot about Canada this afternoon.

We have done a lot of talking in the last couple of days about going to Washington and fighting some of those bureaucratic organizations down there. I want you men to know when George and I went down there we found a few that were very good to us, like Dr. Stitz and Harry Trelogan. I'll never forget when George and I were down there we had a conference with the gentleman who is going to address you, and Mr. Taylor. It was just about that time when we were trying to break the OPA and get out of those restrictions of getting a raise. He said, "Now, Lem (I don't know where he got the "m"), what are you going to do when you

go back and get a raise of six or seven cents on cheese? Are you going to throw it all away?" He knew the cheesemakers were making cheese on a very small margin. In fact, Mr. Mosey, who is with the D.P.M.A., and he bawled those cheesemakers out at Boscobel for being so dumb, they don't have enough money left to fix their machines or buy new plants.

I am going to present Mr. Don Anderson from Washington, D. C. He is going to talk to us on the cheese and dairy outlook. Mr. Anderson is indeed the friend of the cheesemakers of the State of Wisconsin. He used to be with the university here, and I am very happy to present to you Mr. Anderson.

CHEESE AND DAIRY OUTLOOK

By Don Anderson

What is the future of cheese?

We can be certain of one thing, it is going to be somewhat different from the immediate past. For almost six years, there has been what has seemed like an unlimited demand for cheese. Thus, cheesemakers have had no selling problems. The Government has not only been willing to buy but has had to use set-aside orders to obtain the cheese it needed.

Cheese was one of the first of the dairy products that was called to war. It will also be one of the last to be released from war service. All during the war, cheese has made a heavy contribution not only to winning the war, but also to the famine export program of the Department that came after the fighting was over.

In the enthusiasm of victory we forgot for awhile what the Department of Agriculture had recognized when the war began—that not only could food help to win the war, but also that it could help to write the peace. In our anxiety to get rid of all wartime controls as quickly as possible, we forgot temporarily that it would be necessary to use some of those controls in the immediate postwar period the same as it had been necessary to use them while the fight was still on.

The war began at a time when we still had a vivid memory of low farm prices and relatively large supplies of farm products. "Food for Freedom" was our slogan. A leaflet distributed by the Department carried this paragraph:

"In the day of victory when the nations sit down at the peace table our food stockpiles, ready to be drawn on by the famished people of the Old World, will give great force to our views. For they will show once and for all that democracy builds for the needs of common men."

This was emphasized recently by the Secretary of Agriculture when he said:

"If agriculture is to meet the universal challenge of the atomic era, we must insist on the principle that everyone has the right to freedom from want of food. Food is the basic essential of civilization. It is the basic essential defense against war. It is the basic ingredient for peace."

With the end of hostilities, it soon became apparent that people of the Old World would need food—lots of it—but we had no food stockpiles available. While total farm production in this country increased by one-third and milk production by one-sixth during the war, these increased productions had not been sufficient to meet current needs. So it was necessary to reinstate some of the wartime controls that had been lifted soon after the fighting stopped. One of the controls that was restored was the set-aside on Cheddar cheese.

Practically all wartime cheese controls—except price control (and subsidy)—were removed in September 1945. The September 1945 set-aside was canceled, the limitation on the production of cheese other than Cheddar cheese and cottage cheese was terminated, and the ration point value of varieties of cheese was reduced to zero.

Under the wartime food program the Cheddar cheese industry had furnished to the war services an average of 330 million pounds of cheese per year for each of five years. This was 40 per cent of the total production.

It was hoped that this fine contribution would complete the Cheddar cheese industry's contribution to the war effort. But this was not the end. In the spring of 1946 the dairy industry was again called upon—this time not to help fight a war, but to help fight the famine that followed. The set-aside orders that had been in effect during the war were reinstated, and a set-aside on evaporated milk was introduced for the first time.

Dairy products were needed to fight famine, and wartime experience suggested that the best way to assure that all members of an industry were treated equally was by means of a set-aside

under which everyone would contribute in proportion to his production. Once the set-aside orders were issued, the most frequent question asked was, "Will everyone have to contribute—will everybody be treated alike?" When assurance was given that everyone would be treated alike, the cooperation received from the industry was almost but not quite unanimous. It is to be regretted if a few, a very few, individuals are to spoil an otherwise perfect record of your industry. Should anyone feel so inclined, you can be sure that the Dairy Branch will do all in its power to guide him to the path that the industry as a whole has followed with wholehearted cooperation.

The Department has attempted to make its program clear. It has done everything possible to minimize the amount of cheese required in order to give your industry an opportunity to build its domestic market. In line with this policy the August set-aside was canceled as soon as it was found possible to reduce military and export needs from 116 to 90 million pounds.

The most difficult problems of maintaining equality between members of the industry have arisen from the uncertainty with regard to price control. The set-aside for 1946 applies to May, June, and July production. On May 29, 1946, the Office of Economic Stabilization announced that the retail price of cheese would be increased by about six cents; this price, however, did not become effective until June 17, 1946, over two weeks later.

In view of the ceiling prices for non-Cheddar cheese that had prevailed and their effect on the competitive situation in the country, it did not appear appropriate to press for the delivery of cheese before the announced price became effective. Furthermore, there was very little time between the effective date of the price increase and the lapse of price control on June 30, 1946.

Under these circumstances it is not surprising that little cheese had been delivered to Government agencies by assemblers when price control lapsed. Undoubtedly, however, considerable May and probably some June cheese had been delivered to assemblers by factories. Both May and June cheese had been produced from milk that was eligible to receive dairy production payments.

These circumstances dictated the policy announced on August 1, 1946, which was that:

"The Department will continue to buy May and June set-aside cheese at not more than the ceiling prices in effect

on June 30 and manufacturers and assemblers are expected to complete delivery of such cheese on that basis."

This policy was restated on August 22 and again referred to on October 1, 1946, when the set-aside order was amended.

The above is the Department's policy with respect to May and June set-aside and it has received the wholehearted cooperation of the industry. I regret to say that every pound of Cheddar cheese due under the set-aside has not been delivered or contracted for delivery. We think we have every case of evaporated milk due under the set-aside either delivered or under contract. Some butter and some Cheddar cheese is still to be accounted for. If there is a member of either the butter or Cheddar cheese industry who is not planning to meet his obligation he is in the minority, and his attitude is in sharp contrast with that of the great number who have cooperated so splendidly under rather trying conditions.

The problem of the July set-aside is different. With regard to this, the Department has taken two actions. On June 30, 1946, when price control lapsed, the Department announced that in an effort to continue to meet famine export needs, Commodity Credit Corporation would buy set-aside dairy products at not more than the ceiling prices that were in effect June 30. It also stated that if price control was renewed and funds for dairy production payments were made available by Congress, the Department would carry out the previously announced policy with regard to income for dairy farmers. With the possibility that price control might be reestablished on dairy products, it seemed unwise to take any steps that would result in a temporary price increase in dairy products.

The situation changed when on July 25, 1946, the President approved the "Price Control Extension Act of 1946". By that time dairy prices had risen and there was still uncertainty as to whether or not dairy prices would be recontrolled. To meet this situation the Department stated on August 1, 1946, that "Competitive offers of July set-aside cheese will be considered in view of the general increase in prices of cheese and other dairy products during July." This afforded everyone who expected that dairy products would be recontrolled at prices less than June 30 ceilings plus the equivalent of the July dairy production payment to hedge their July set-aside if they so desired. There was no attempt to secure delivery of the July set-aside. Some members of the industry apparently guessed that dairy prices would be recontrolled.

The second action with respect to the July set-aside was taken on October 1, 1946, when Amendment 7 to W.F.O. 15 was issued. This amendment permits delay in delivery of the July set-aside. It does not, however, apply to the May-June set-aside.

An important reason for this amendment was the strong domestic demand for cheese and the steadily increasing prices. It was far from clear that even the prices reached in early October could be maintained after a supply of meat again became available. Prudence dictated that no further demands be placed upon the available supply of cheese.

The July set-aside has not been canceled, but the provisions of the order designed to force delivery have been eliminated with respect to July cheese. Even when prices were at the peak, we could not forget that some day we might be looking for customers rather than for supplies. Since that day may come we want to continue to treat all customers, including those supplied by set-aside, as well as we can.

Thus far this has been a report on the past and the present rather than a statement looking into the future. I feel that an industry which has given the cooperation that the Cheddar cheese industry has, should have such a statement.

As for the future, I am sure we all hope it will be different than the past six years. During these years the cheese industry has been experiencing many unusual conditions—price control, subsidy, rationing, limitation order, and heavy Government procurement. On top of all this has been a great civilian demand for cheese. This demand, like the Government orders, is largely a direct result of spending by the Government, such as for tanks and guns, for airplanes, ships, and hundreds of other products of our factories and yards.

We can't expect the intense demand of the war period, and the immediate postwar period, to continue indefinitely. We can hope and strive for continued good business.

In looking at the long-time outlook, however, it is apparent that there are certain problems to be solved. Some of these are of immediate concern to this association. One of those grows out of the needs of large-scale distribution—especially those of self-service stores. This kind of selling requires a uniform product in a consumer package. In the past this need has been met, in part at least, by processed cheese. It appears that small packages of natur-

al cheese may fulfill a part of this need in the future. But if such sale of natural cheese is to be successful, large volumes of such cheese will be required and the customer must be assured that he will get the same quality product week after week.

This is a challenge to the small- and medium-sized factory. If the challenge is to be met by the present cheese producing set-up, someone, perhaps your association, may have to develop a standardized form of procurement and manufacture that will result in standard and uniform products from many small factories.

Otherwise there is the danger that our present factories will be almost completely replaced by large manufacturing units that will have control over quality. There is some evidence that such a trend is already under way. During 1945, audits were made of 1,924 cheese factories in connection with the Cheddar cheese subsidy program. Over half of them produced less than 300 thousand pounds a year. In sharp contrast to this small output was the production of nine of these factories with an output of over three million pounds per year—or more than 10 times as much per factory. These nine large factories produced more cheese than the combined products of the 253 smaller factories.

In addition to the problem of getting uniformity of product, there is the one of meeting possible higher health standards. Here, again, the large factory may have the advantage unless the small factory can find ways of complying with these higher requirements.

Fuller utilization of all the milk may be another problem requiring solution. The greatly increased demands for food during the war made it advisable to encourage farmers to sell whole milk rather than farm-separated cream in order that the nonfat solids would be available for human food. During the war much of this increased supply of nonfat solids was consumed as fluid milk. Some went into increased evaporated milk production, some went to cheese. But cheese itself does not utilize all the solids in milk unless some use is made of whey. Here, again, the large plant has the advantage.

These are problems to which your association might give careful study.

There is one other problem I want to mention that concerns the Department of Agriculture as well as your association. It is the problem of price reporting. This has been especially acute during recent weeks, during a number of which there were no

sales in the Wisconsin Cheese Exchange and when, according to reports, a wide variety of premiums were paid. One of the requirements of a competitive economy is that buyers and sellers know at what prices products are changing hands. It is doubtful that these requirements have been met with respect to cheese during recent weeks.

Perhaps some changes need to be made in the selling practice of factories if truly competitive practices are to be achieved. In the past, there has been a tendency to criticize buyers; it is quite possible that correction of the situation lies in better selling by producers.

I began by saying that we can be certain that the future of the cheese industry will be different from the immediate past. We shall all be much happier when wartime regulations are only a memory. But there is one thing about these regulations for which I shall continue to be grateful. They gave me an opportunity to meet—yes, sometimes to fight with—some of the fine people of the cheese industry. I hope this association can continue in efforts not to regulate but rather to develop a bigger and better cheese industry in giving our civilians more of the food that contributed so largely to winning the war.

President Kopitzke: Thank you very much, Mr. Anderson. Oh, yes, Don, you are mistaken on that, we sell quite a lot of cheese and a lot of it trickles down to Washington, and we get a lot of letters back and it isn't because it sells for a low price. I was very much interested in your discussion, and I wonder if anyone has any questions to ask. Again you must have done a good job because no one has any questions.

Now, we have had a man that has been working with us very hard for the past four years. It has been a pleasure to work with him and you all know him and he needs no introduction. I am going to ask him to come up and give us his report. It is none other than our executive secretary, Mr. George Mooney.

Mr. George Mooney: Mr. President, members and friends: I suppose the responsibility of a secretary in giving his annual report would be to detail some of the activities of the association during the past year. I believe if I were to do that I would be compelled to turn my back on fifty-four years of association history. I am not going back that far, but I am going back.

I would like to enumerate just a few of the things that were

done during the past three or four years. I want to start first with the recognition of the association by our state government, in the appointment by the Governor of the late Ed. Horn to the Board of Agriculture and then after his death again recognizing the association in a successor when he named your President, Leonard Kopitzke, to serve for the three years of the unexpired term of Mr. Horn.

In your 1943 convention you adopted a resolution recommending higher ceiling prices on small styles of cheddar. That was accomplished but not to the extent or the amount you had hoped. In the last couple days or the last week we have learned that a new adventure in the cheese industry took place. I believe you all read in The Cheese Reporter where a large buyer has declared a policy of purchasing cheese on a fat content basis. That is a new venture again in our industry, and although we are not the first to try or the last to lay the old aside, I think we should move with caution because sometimes it pays to be wise.

It appears unnecessary today, thank goodness, to adopt any more resolutions and directions protesting the unfairness of OPA regulations as being discriminatory against the Wisconsin cheese industry, but even though we are unwilling to perpetuate the unpleasant memories of OPA, we are again challenging the officials of OPA or anyone in or out of it to justify the Plymouth plus provision of the cheese price ceiling order that has cost the Wisconsin milk producers and the state of Wisconsin many millions of dollars during the war.

In 1944 you recommended to your state legislature the appropriation of funds sufficient to build a proper dairy school and dairy building in keeping with the importance of the industry in this state. Your officers through one of the hard-working senators at Madison in the 1945 session introduced a bill. Plans were brought out by the state college and revisions were made as a result of increased costs, and a bill appropriating \$600,000 has been passed and funds were earmarked for your new school as soon as materials are available. I want to mention also that Prof. Jackson of the dairy school asked the association to name a member on the university building committee that will sit and discuss the planning and the building of it. Your board gave it consideration and one of your directors, Edgar Peters, has been named a member of that building committee.

Your field manager, H. P. Mulloy, has been named a director

of the Wisconsin American Dairy Association. The State of Wisconsin gave us official recognition a few weeks ago by appointing your executive secretary to the Wisconsin Centennial Committee, as chairman of the sub-committee on cheese.

Reference was made during the convention of planning in 1948 at Milwaukee an over-all large dairy convention rather than cheese at Fond du Lac and ice cream at Milwaukee and butter at Stevens Point. We are trying to consolidate them all in the centennial convention at Milwaukee. That will be receiving consideration from your board of directors in the very near future.

Then too, in the past conventions we have consistently supported since birth the American Dairy Association, and hope that the pledge of Mr. Richards yesterday and his careful discussion and report of what the future has for the American Dairy Association, the 32 to 34 states who are members, that their program justifies every resolution you ever adopted, and justify the efforts of those in Wisconsin who have taken a check-off of ten cents a thousand pounds of fat per year, to contribute to that fund that now reaches close to one million dollars per year for an excellent job that is being done in an excellent manner. Bear this in mind, with Wisconsin alone producing over ten per cent of the nation's milk stands to gain more from that program than any other contributing state.

But we shouldn't forget too soon that even though we have always felt the state association was strong, errors of judgment can easily be made where the strength is present to carry out ill-advised resolutions or suggestions. As I say, we have guarded that power very carefully; but, we had reached a point last spring, if you recall, where the price situation in your state under ceilings meant you could not sell your cheddar cheese at the price ceilings and meet the competing prices for milk, and that is when you met in Fond du Lac at that memorable meeting and adopted resolutions declaring your unwillingness to sell your cheese below cost of production, and you know a few days later official announcements out of Washington said increased prices in cheese would be made in the near future, and within thirty days you got five cents on cheese and eleven cents on butter. Those two figures amounted to approximately fifty million dollars per year on the basis of Wisconsin milk, and we take just a little bit of credit for the price increase that was granted butter, because we do know the unsuccessful efforts they made, and it was through our withholding the cheese; it wasn't a strike, it wasn't a sit-down, it wasn't

a refusal to produce food. You just said it was good, sound business economics to refuse to follow any directive of federal or state agencies if it meant manufacturing at a loss.

From time to time at your sectional meetings at Marshfield, Shawano, Boscobel, Beaver Dam, I have given various reports, and I don't believe it is necessary to go into those details at the present time. There is one thing we do, however, believe that under the present sanitary program, both state and national, that we speak, and the association speaks for the great majority of the cheesemakers of Wisconsin and milk plant operators, when I say we invite state and federal inspection of our plants. We want good, clean kitchens, and we want good, clean milk. We do believe, however, the impossible should not be expected. I don't believe we should expect from a cheese factory anything more than you could expect from the kitchens of the housewives of America. I don't believe that every time you draw a sediment pad across a piece of machinery and have it come up with dark lines or dark spots, that means lack of sanitary care any more than you can show the same result on that pad if you drew it over the forehead of a judge sitting on the case.

There is one more thing. I don't believe we should lose track of it, and that is this: we did work under handicaps any number of times during the last four or five years. I think we should try and find out whether or not some of those handicaps were blessings in disguise. Reference was made by one speaker yesterday to the necessity of improving the bookkeeping methods in some of our cheese factories and dairy plants. During the war you had the set-aside order and you had to work as a mathematician nights to work out your percentages and deliveries. Then you had your limitation orders and your quotas. All that required additional bookkeeping.

There is no question but what those, who went through the war period, everyone today, as I said in Boscobel a week ago, could qualify as worthy graduates of the school of experience in the problem of handling of cheese factory records. I think as we look into the tomorrow, when business is again returning to normalcy, and competition will rule and the black markets will not exist, there won't be the tendency and there won't be those in the industry that nearly wrecked what we thought was the backbone of Wisconsin economics. They look to the cheese industry as the backbone of the state, because it is the backbone of the dairy industry, and no one questions the importance of it.

We are returning to better times. We are not going to lose sight of some of the guide posts and some of the warning signs of the future. We do hope that government will work with the industry, and the industry work with government; and I don't know of a better way to express what I mean than this. It is the milk plant operators with the cheesemakers of Wisconsin or the nation who will form that army engaged in our next war. I mean the war of insanitary conditions, the war of rodents, mosquitoes and flies; the war on any kind of unwanted dirt. That is our war of tomorrow. You are the soldiers, the state and federal officials are the military leaders of that fight. Let's all work so that each will earn and receive the respect of the other. I thank you. (Applause.)

President Kopitzke: I thank you, George. That was an excellent report, and I know they all enjoyed it. We have one more report from a fellow that surely needs no introduction. That is none other than "Horsepower" himself, Mr. Mulloy.

Mr. Horace Mulloy: Mr. President, and ladies and gentlemen: What a spot to put me up on here, to give a report after listening to the excellent report that George has given us. To be perfectly honest about it, I knew three weeks ago I was going to be called on just at this time to give a report, and I seriously intended to work out a mighty nice talk for the occasion.

There are one or two little jobs I had to get done, and I started getting them done, and time began to slip by and I started my few notes and I made a few more notes. The first thing I knew I had so many notes, I didn't know what I was going to talk about. But I hung on to those and transferred them from one pocket to another, day after day, and I was gradually getting my talk worked out. After Paul Raihle started this movement to send me down to Washington, I haven't been able to think of anything else, so I don't know where I am now.

I am supposed to give you a report of the membership in the association. Well, that is easy, and it is a wonderful report as evidenced from the crowd we had in attendance at this convention. I am the boy who circulates around the state and talks to the members as individuals and I get their reactions and I am glad to report, and to use a quotation that has been used before, "99.4%" of the members of this association are happy and are glad to be members of this association. That other six-tenths of one per cent I do run into occasionally but I don't have too much trouble with

them. I have a nice little visit with them and they begin to see that the organization is in there every day pitching and trying to do the right thing, as George has said.

I could quote instances but I am not going to do it. The records of the association are open to any member at any time. You as a member have got a right to step into the office to look over those records of achievements and accomplishments on behalf of the industry as a whole and on behalf of the individual members of the association. That is really the acid test.

Recently I came into a cheese factory of a former member. I say a former member because he was a member in 1944. He didn't think he got his money's worth and he didn't pay up in 1945. I called on him recently and he told me very bluntly that he thought he was throwing his money away. Well, I began to visit with him a little while and it didn't take very long before the Missus came around, and it didn't take very long to realize that mama had a lot to do with holding up of that check for 1945 dues. I said, "Now let's talk things all over from the beginning," and I am glad to report that member is a paid-up member today. Mama didn't just understand. That is why I am so glad to see so many of the ladies attending the convention these days. It is absolutely necessary that mother understands what father is doing. That is right. When she comes to the convention she gets a keener conception of what this whole problem is all about, and what the activities of the association are.

I am going to quote just one other little incident that has a direct bearing on membership in this association. Another member was a good member in 1944, but in 1945 \$50 was a lot of money, and he didn't send in his check. I did not get to call on him, not because I wouldn't be glad to call on him, but the state is a pretty big place and I was not able to get around and visit with every factory every year, and that is one of the factories I missed in 1945. But sometime in 1946 this former member and his wife paid a visit to our office. The reason they paid a visit to our office is they were in trouble. They were in trouble that our executive secretary, George Mooney, could help them on. They are members today and they will be members next year.

I want to sound just one word of warning for all of our membership. Our association has got a lot of work to do. We don't have time to act as a collecting agency. The work and services that our association can offer the individual members are consider-

ably like insurance. You don't leave your building and equipment stand overnight without insurance. It may stand there for generations and never need insurance, but if the time ever does come that it needs insurance you must have it before that time comes.

Facing the sanitary and the production requirements that we are facing today, your board of directors can't do anything but hew to the line and give service to the member. Now, fellows, that is up to you as individuals. I will call on you at the earliest opportunity if you have got some grievance and do my best to iron out that grievance. If you have some grievance or some problem, you just drop a line to the office and let us know about it. We will contact you a whole lot sooner, but in the meantime we have a wonderful organization. We know it, you know it, they know it in Washington; they know it in Canada and they know it every place else. Let's keep it that way. We can keep it that way by the individual response of the members.

Now, in closing, I want to echo the words of George Mooney when he referred to the activities of the American Dairy Association and Owen Richards' talk yesterday. There isn't a bit of doubt in my mind, and there can't be a doubt in the mind of any individual who does any thinking about the future, that we have got to do just a little bit more than make cheese and make cheese and other dairy products of the highest quality. We have got to do something about creating customers for the future, and if you will use just a little bit of your spare time to follow through on the action program that was laid out by Owen Richards yesterday, I am sure that every dairy plant operator in the state of Wisconsin who will willingly give the necessary time required in his plant, will get every individual patron of his plant supporting the ADA for the good of the industry and for the success of his own plant, and for the future of America. I thank you. (Applause.)

President Kopitzke: Thank you, Horace. That was also a very interesting report. We now have the report of the resolutions committee and the election committee and after that we will have the drawing of a couple prizes. Most of you have the convention book which contains the names of the members of the committees. I want to thank them for the work they have done on the resolutions. I know. I stopped in at the office several times and it takes a lot of time to prepare these resolutions. Your chairman, Obert Raasch, president of the Northeastern Cheese Makers Association, has attended conventions for many years and has always done his bit while here. Mr. Raasch.

Mr. Obert Raasch: Mr. President, ladies and gentlemen: These are the resolutions which we have agreed upon.

RESOLUTION NO. 1

WHEREAS, Attendance records and interest shown at our 55th annual convention has surpassed all previous records;

RESOLVED, That we publicly acknowledge the reasons therefor by thanking the City officials and Association of Commerce of Fond du Lac for the services rendered and courtesies given, and that we personally convey our appreciation to those who appeared on our program and our sincere gratitude for the personal sacrifice they have made and the invaluable contribution to our program, which has made it outstanding as an event in the dairy industry of Wisconsin.

I move its adoption.

(Motion seconded and carried.)

RESOLUTION NO. 2

WHEREAS, during the past year many of our members and former members have answered the summons to join the caravan that moves them to their eternal reward, and

WHEREAS, we do not have an accurate and complete list of such recently deceased members;

BE IT RESOLVED, That we convey to the relatives of all members who have passed on during the past year our deepest sympathy.

I move its adoption.

(Motion seconded and carried.)

President Kopitzke: Now, I think at this time we should rise and offer a minute of silent prayer. One of the men we do remember is Mr. Horn, who was a director of this association.

Mr. Raasch: I am sorry I didn't inform the president. We have a special resolution for Mr. Horn.

RESOLUTION NO. 3

WHEREAS, Edward F. Horn was for many years an especially active member and officer of both the state and regional cheese-makers' association, and

WHEREAS, The advice, counsel, guidance and friendship of

Brother Horn is already missed and will be missed more as time goes on, and

WHEREAS, Our Association is under lasting obligation to Brother Horn;

THEREFORE, BE IT RESOLVED, That we express both our sympathy and gratitude for past services to the family of our late Brother Horn. President Kopitzke: Now, ladies and gentlemen, I think to save time, I included Mr. Horn. I didn't know about the resolution that included all of them. I think it would be fitting to pass on the third resolution.

Mr. Raasch: I move the adoption of Resolution Nos. 2 and 3 with the addition about Mr. Horn, be adopted as read.

(Motion seconded and carried.)

RESOLUTION NO. 4

WHEREAS, The administration officials of the state and Federal Food and Drug departments are embarked on a program that rightfully outlaws poor housekeeping in milk receiving plants, and

WHEREAS, Every cheesemaker in Wisconsin welcomes such supervision and inspection, and

WHEREAS, Some recent actions in our state courts have shown that our state department expects the impossible to be performed, and

WHEREAS, It is a foregone conclusion in Wisconsin that milk producers and milk receiving plants have a personal pride in their product and utensils and any reflection constitutes a penalty more severe than the cash fines imposed;

THEREFORE, RESOLVED, That state and Federal agencies in charge of enforcement exercise a reasonable degree of tolerance and application of the sanitary laws, and

FURTHER RESOLVED, That the same consideration that must be given the American housewife regarding air borne dust, flies, etc., be accorded the cheesemaker.

Mr. Raasch: I move its adoption.

(Motion seconded, carried.)

RESOLUTION NO. 5

RESOLVED, That we endorse the program of the American Dairy Association and pledge our continued support of its worthy efforts.

Mr. Raasch: I move its adoption.
(Motion seconded, carried.)

RESOLUTION NO. 6

RESOLVED, That we thank our Governor Walter Goodland for his kind consideration to our Association in appointing Worthy President L. E. Kopitzke as a member of the Wisconsin Board of Agriculture.

Mr. Raasch: I move its adoption.
(Motion seconded, carried.)

Mr. Raasch: It is moved and seconded that Resolution No. 6 be adopted. Are you ready for the question? All in favor of that resolution signify by saying aye. Carried.

RESOLUTION NO. 7

RESOLVED, We endorse the fight conducted by our officers against unfair provisions of OPA and other injurious State and Federal regulations.

Mr. Raasch: I move its adoption.
(Motion seconded, carried.)

RESOLUTION NO. 8

RESOLVED, That we request the Wisconsin Department of Agriculture to take up with the proper authorities the enforcement of the Dustproof Highway Law by dairy plants.

Mr. Raasch: The reason that this resolution was requested by a certain number of members, there is a complaint that some of our factories have been bi-passed the last year with dust-proofing and they want to know who the proper authority is for that project of dust-proofing the road. I will read that again.

Mr. Mooney: I would just like to make a statement on that. We have a statute today that makes it compulsory for those charged with maintaining a highway to keep that road dust-controlled within 400 feet of a milk receiving plant. That depends whether it is a town road, county road, or a state trunk highway. I am not sure

whether it is the responsibility of the Wisconsin Department of Agriculture. It is the duty of the highway department charged with the responsibility.

President Kopitzke: Now, right along that line, we have the complaints where they refuse to do it. It might be all right for somebody to investigate that. Some of our Shawano county members have had that trouble. There is a law on the books but they are not living up to the law. If the department would only go after them.

Mr. Mulloy: Mr. Chairman, I think that is a good resolution. I personally called on a couple of county agents to get the road in front of their place dust-treated. It was the county highway commissioner who showed reluctance to co-operate and for some reason he felt he could get by during the years of the war, and I think it would be a good idea to have the state department work with the state commissioner to get the roads dust-free. I understand it is a good resolution and we should ask the department of agriculture to get action.

President Kopitzke: Thank you, Horace. We would be willing to do what we could through the association. I have just been informed we haven't had a complaint in the office along that line yet.

(Motion seconded, carried.)

RESOLUTION NO. 9

RESOLVED, That to improve the quality of Wisconsin cheese, we endorse the quality program and to urge the use of field man service to further aid quality.

Mr. Smith: Mr. President and gentlemen: For five years they have been after us. We have to clean up on our own milk or the federal government will do it for us. For a few years we decided to do something about it. Sixteen small plants banded together and hired an efficient field man who works under close supervision. We are thoroughly sold on that idea and some of our directors and members are here. Mr. Mulloy appeared before our annual meeting, and I am sure that the association can't go wrong in endorsing the program of that kind. If any group or any members in the state are interested in forming such a group, we will be glad to give them the benefit of some of the experiences that we learned in a hard way that would help them out.

President Kopitzke: Thank you, Mr. Smith. That was a very nice report.

Mr. Mulloy: Mr. Chairman, in my work in the last couple of years I have come in contact with quite a few of those organizations and in most instances the boys were quite happy they had a field man that is capable and they are getting pretty good results. I was glad to be able to attend an annual meeting of the association in Bayfield county. The point I want to make is this: During the past year there has been an attempt made to organize those organizations on a county-wide basis, and the fellow says, "I am agin it." I don't like them on a county-wide basis. I'll tell you why. When you get to meet with those fellows doing this kind of work, I find they get better results and better co-operation where they have a smaller group of 12 or 15 than they do have in a larger group. It is just like everything else, there is not enough attendance in the monthly meetings and I honestly believe the association is going to endorse that kind of work in sectional work rather than county-wide groups.

President Kopitzke: Thank you. Any more discussion? I don't see where the association could go wrong endorsing the idea. Anything like that is good for the industry.

A Member: In Sauk county we have thirteen factories, and like Mr. Mulloy says, if that group is too large we should not have too many factories. It will cost a little more but it is well worth it.

Mr. Mulloy: Up in Adams and Bayfield counties at their annual meeting some time during the late summer I had quite an interesting discussion up there on the cost of operating their unit and they passed a resolution at their meeting whereby the group went on record as favoring the requesting of financing aid through the state to help support that kind of work, and I think it would be worthwhile, that part of the activities at this time. They are well satisfied with the work they are getting but the cheesemakers in that area or plant operators are paying the expense of this out of their own pocket and if that work is good everybody is profiting from it. The plant operator and the consumer are profiting from the result of that work. Maybe those boys have got something up there in Ashland and Bayfield. I would like to ask Mr. Smith if he cares to make any remark about the financing of their association up there.

Mr. Smith: Mr. Chairman, we ourselves, our idea in getting that resolution through in our annual meeting, was not as much to

benefit in our own association because we are now in a very sound financial condition, but it was to give aid to groups that would start but he went up just like I talked about and we felt the state government, if we could get an appropriation for that kind of work, either field man or educational through the schools, and we thought we should have some provision in the state budget for an appropriation covering that kind of work.

President Kopitzke: Thank you. Well, I think that is something to be taken up with the legislature. As this resolution reads, I can see no harm in it. We are in favor of those organizations if they could have them.

Mr. Martin: I move the adoption.
(Motion seconded, carried.)

RESOLUTION NO. 10

RESOLVED, That we urge our officers and directors to present to our next legislature a comprehensive program for the benefit of the dairy industry, and we especially urge that every effort be made to repeal the law requiring the Wisconsin Department of Agriculture to favor co-operatives.

Mr. Raasch: I move the adoption of this resolution.
(Motion seconded, carried.)

Mr. Martin: Is there a law on the statute books that they are favoring co-operatives?

President Kopitzke: Yes, there is. That is back in 1929 when we were in Madison too much. When we had the one dollar membership.

Mr. Martin: I think if you look over the statute, there is a pretty nice co-operation. I think the co-operatives have as much right in our country as an individual, but I don't think you and I should be paying money to fight our own business.

President Kopitzke: Thank you, Mr. Martin.
(Motion carried.)

RESOLUTION NO. 11

WHEREAS, Our Southeastern Association has asked the Wisconsin Department of Agriculture to speedily hold a hearing on the Brick Cheese Holding rules;

THEREFORE, BE IT RESOLVED, That we endorse the action

of our Southeastern Association and join with them in urging the Department to hold a hearing on brick cheese soon.

Mr. Inabnet: It was brought out that a lot of big cheesemakers were having a demand for young cheese, and under the present holding law the brick cheese has to be two weeks old in the winter before it can be shipped out of the factory and a lot of that trade is in the eastern part of the state. By the time that cheese gets to the east it sometimes is three weeks older and some of the customers would rather have a fresher cheese. It doesn't matter, the whole output of fresh cheese, but still there is a demand for fresh cheese, and we went on record at Beaver Dam last week to put up a resolution and ask the department for a hearing. At this time we are asking the state association whether they would want to support us on that hearing.

President Kopitzke: Thank you, John. I think I know you fellows well enough in Southeastern Wisconsin when you go after something it has merit and I can see the point clearly and I think the state association should give you assistance in getting you a hearing.

Mr. Mulloy: Mr. Chairman, I have just been handed a copy of the resolution passed at the Southeastern.

"Whereas the members of the Southeastern Wisconsin Cheese Makers' Association at regular session at its convention requested and by motion was carried that the Wisconsin Department of Agriculture arrange hearings for the purpose of discussing changes of the present holding order on brick cheese."

I think we certainly can endorse that resolution here.

President Kopitzke: Did I hear a second on that motion?
(Motion seconded, carried.)

Mr. Raasch: That is the last of the motions.

President Kopitzke: Thanks a lot, Obert. That is the last of the resolutions they had, unless there is anyone has a resolution to hand in from the floor. If not, the election report will be in order.

Mr. Mulloy: On Resolution No. 10, can I make a little comment? You are going to expect the officers to go to Madison when the legislature meets and start working on that resolution, and there will be a lot of smoke and I want you cheesemakers to get your coal shovels ready because there will be a lot of smoke.

ELECTION REPORT

Mr. Smith: Mr. Chairman, 90 ballots cast, of which one was void. For president, Leonard Kopitzke, Marion, 86 votes; for vice-president, C. C. Brick, Brillion, 66 votes, Art H. Woldt, Reedsville, 23 votes. Secretary, A. H. Graf 31, H. P. Mulloy 34. Treasurer, George Hernke, Hilbert, 83 and Ray Wifler, Glenbeulah 6.

Directors, John Inabnet, Randolph 38, Ernest W. Jung, Juneau 47.

President Kopitzke: Thank you, Mr. Smith. Just one thing, folks, I don't like about that election report. When nobody votes it shows a lack of interest. I don't know, we used to think years ago if we had this balloting system and the ballots would be available for two or three days we would get a larger vote. I think if we go back to the old system and we would have voted yesterday by ballots when we had this group of people, I think you would have had 400 votes cast. I can't see where there is any improvement on this.

Mr. Raasch: Mr. Chairman, how about the fellows voting for secretary? I notice only 65 ballots cast and I understand the first 24 cast a vote did not have a name on the ballot and the mistake was discovered later and the names written in and then the ballots written out. I don't see how that election is legal.

President Kopitzke: Of course, Obert, I didn't know that. That is the first that has been called to my attention. It calls for a statement, I don't know by whom.

Mr. Mooney: After about 20 or 21 voted yesterday it was discovered in writing the stencil the names of Graf and Mulloy were omitted. The first 20 or 21 voted with that kind of ballot. A few wrote in and wanted to know the other name and voted for a secretary and some did not. Now then, Mr. Hernke, as they voted, kept a record of each one who dropped a ballot. If there is any question about the vote, fortunately we are in a position to name the first 21 individuals, if you want to submit that vote to them by mail.

President Kopitzke: Thank you, George. Any other comments?

Mr. Brick: Mr. President, I think if the ballots were there when the fellows registered yesterday morning we would have a couple hundred but they were passed out and after they left and there wasn't enough here today to make a change. I think that is one reason why there weren't more votes cast.

President Kopitzke: What is your pleasure on this thing?

Mr. Zillmer: I think it would first be proper to write the 21 that voted.

Mr. Mooney: It could be done.

President Kopitzke: I think it would be better than have a criticism. Is that the consensus of opinion of the group here? Edwin, would you make that as a motion?

Mr. Zillmer: I move that as a motion.

Motion seconded.

President Kopitzke: Of course, it is moved and seconded we send the ballots to the first 21 votes on the vote of secretary, that we mail the ballots to them.

(Motion carried.)

President Kopitzke: Thank you. I think, gentlemen, that is the proper way.

Mr. Mooney: Very well.

President Kopitzke: Yes, it is a fair way. Well, if there is nothing more, we will have the drawing of the prizes. Will you please bring up the ballots, and before we do that, I again want to thank all the speakers and all of you for your kind attendance. It certainly has been an attentive bunch. I again want to say to our neighbors of Canada, you certainly have been more than welcome and you will always know about our conventions here at any time and we will be glad to have you with us at any time.

Whereupon, the convention adjourned.

Respectfully submitted,

Official Court Reporter,
A. J. KEMPER,
21st Judicial District,
Alton, Iowa.

GEORGE L. MOONEY,
Executive Secretary,
Plymouth, Wisconsin.

CHEESE SCORES

WISCONSIN CHEESE MAKERS' ASSOCIATION
ANNUAL MEETING AND CONVENTION

Fond du Lac, Wisconsin

NOVEMBER 6, 7 AND 8, 1946

We are grateful for, and publicly acknowledge, all cash donations for prizes. A list of the donors of prize money will be found in the official program. The donations have all been pooled and permits payment of \$3.75 for each full point scored, commencing with 92.

CLASS 1 — Any Style American Cheese Made Prior to Jan. 1, 1916

Entry

No.		Score
101	I. J. Koschak, Thorp	94
102	Bernard Vanderkamp, Gilman.....	94
103	A. M. Thiel, Menasha.....	92
104	Paul Viktora, Muscoda.....	93½
105	Norbert Schmitz, Newton.....	93
106	John F. Lensmire, Marathon.....	93
107	Erhardt Brandt, Kewaunee.....	95
108	Arno W. Sass, Plymouth.....	97
109	William J. Kusta, Bonduel.....	97½
110	Val Kohlman, Malone.....	90
111	Steve Koenigs, Fond du Lac.....	94
112	Steve Suidzinski, Denmark.....	93
113	Armin Hernke, Hilbert.....	93½
114	C. E. Hruska, Luxemburg.....	92¾
115	A. N. Kanstrup, Livingston.....	93
116	W. A. Zietlow, Marion.....	96½
117	Ray Grebe, Glenbeulah.....	95½
118	George M. Davis, Plymouth.....	94½
119	Edgar E. Peters, Plymouth.....	98
120	Charles Winter, Neenah.....	96½
121	Art Woldt, Reedsville.....	96
122	John Babler, Campbellsport.....	95½
123	Leland Pagel, Luxemburg.....	97
124	Henry J. Loehr, Calvary.....	96
125	Gus E. Plate, Brillion.....	93½
126	Arnold Ohlrogge, Denmark.....	94

**CLASS 2 — Any Style American Cheese Made Between January 1,
1946, and July 31, 1946**

201	Val. Kohlman, Malone.....	93
202	William J. Kusta, Bonduel.....	94
203	Arno W. Sass, Plymouth.....	96
204	I. J. Koschak, Thorp.....	97
205	James Hoffman, Kewaunee.....	91
206	A. M. Thiel, Menasha.....	92
207	Erhardt Brandt, Kewaunee.....	96
208	Emil H. Peters, Sugar Bush.....	90½
209	John Trybeck, Two Rivers.....	95
210	P. J. Thompson, Arena.....	94½
211	Norbert Schmitz, Newton.....	93½
212	Steve Koenigs, Fond du Lac.....	93
213	Wilfred Retzlaff, Brussels.....	92½
214	Marvin Zabel, Lancaster.....	92½
215	Harry Pankow, Hortonville.....	94
216	George H. Scannell, Eden.....	94½
217	Ray Grebe, Glenbeulah.....	93
218	Maurice Raasch, Shawano.....	90
219	Steve Suidzinski, Denmark.....	96
220	Vernon Gerbig, Marion.....	93½
221	C. E. Hruska, Luxemburg.....	95
222	Leland Pagel, Luxemburg.....	95
223	Edgar E. Peters, Plymouth.....	93½
224	Art Woldt, Reedsville.....	92½
225	John F. Hinz, Cleveland.....	92½
226	George M. Davis, Plymouth.....	93½
227	Jens Peter Andersen, Denmark.....	93½
228	Eddie Huebner, Neenah.....	95
229	Charles Winter, Neenah.....	92
230	A. N. Kanstrup, Livingston.....	91½
231	Reinhold Pipping, Glenbeulah.....	96
232	Donald Preuss, Seymour.....	92
233	Henry J. Loehr, Calvary.....	95½
234	E. J. Scray, DePere.....	93½
235	Gus E. Plate, Brillion.....	93
236	A. B. Neuman, Brillion.....	92 2/3
237	Roelli Bros., Shullsburg.....	93½
238	Arnold Ohlrogge, Denmark.....	94

WISCONSIN CHEESE MAKERS' ASSOCIATION

CLASS 3 — Any Style American Cheese Made on or After
August 1, 1946

301	P. J. Thompson, Arena.....	93
302	Everett H. Smith, Peshtigo.....	92
303	Arno W. Sass, Plymouth	97
304	Steve Koenigs, Fond du Lac.....	94
305	Gerhart Koehler, Forestville.....	93
306	Leland D. Adams, Richland Center.....	92
307	E. J. Zillmer, Shawano.....	91½
308	Tony Meixelsperger, Plain.....	93½
309	Ted Landwehr, Casco.....	95
310	Joe Omernik, Rosholt.....	93
311	I. J. Koschak, Thorp.....	95½
312	Anton Peters, DePere.....	91½
313	John Trybeck, Two Rivers.....	93
314	Norbert Schmitz, Newton.....	95
315	Marvin Zabel, Lancaster.....	94
316	Don Oosterhous, St. Cloud.....	93
317	Ervin E. Schreiber, Cecil.....	93
318	Emil H. Peters, Sugar Bush.....	93
319	Wilfred Retzlaff, Brussels.....	90½
320	Reinhold Pipping, Glenbeulah.....	95½
321	George M. Davis, Plymouth.....	95
322	Erhardt Brandt, Kewaunee	96
323	Robert Strang, Boscobel.....	94
324	Edgar E. Peters, Plymouth.....	90
325	C. A. Kraak, Richland Center.....	93
326	John F. Hinz, Cleveland.....	93
327	C. E. Hruska, Luxemburg	96½
328	Steve Suidzinski, Denmark.....	94
329	Charles Winter, Neenah.....	93
330	Eddie Huebner, Neenah.....	93
331	Harry J. Pankow, Hortonville.....	94
332	Jens Peter Andersen, Denmark.....	93
333	Henry J. Loehr, Calvary.....	93
334	William J. Kraus, Fond du Lac.....	92
335	E. J. Scray, DePere.....	94½
336	Gus E. Plate, Brillion.....	93
337	Milton Schultz, Reedsville.....	94
338	Roelli Bros., Shullsburg.....	93½
339	Ray Schuler, Mishicot (Comp.).....	95
340	Arnold Ohlogge, Denmark.....	95
341	Ray Schuler, Mishicot	96

CLASS 4 — Colby

401	Harry J. Pankow, Hortonville.....	96½
402	George M. Davis, Plymouth.....	93¾
403	Henry J. Loehr, Calvary.....	96
404	Don Oosterhous, St. Cloud.....	96
405	Norbert Schmitz, Newton.....	90

CLASS 5 — Swiss

501	Bud Buesser, Rice Lake.....	97¼
502	Arnold Gudel, Verona.....	96
503	Arnold Zumkehr, Woodford.....	94½
504	Casper Furrer, Hollandale.....	93¾
505	Emil Dubach, Monroe.....	96½

CLASS 6 — Limburger

601	Emil Gertsch, Juneau.....	97
602	Fred Balmer, Juneau.....	94
603	Clarence Boeck, Belleville.....	96
604	Walter Minnig, Monticello.....	95
605	August Martini, Beaver Dam.....	97½

CLASS 7 — Brick

701	Gottfried Boss, Waupun.....	93 1/3
702	Henry H. Abegglen, Fall River.....	95 2/3
703	Adolph Gurtner, Rubicon.....	93 1/3
704	Fred Wenger, Juneau.....	95 1/3
705	Walter Huegeli, Woodland.....	97 1/6
706	Gust Drachenberg, Watertown.....	96 1/6
707	Charles Kueffer, Rio.....	97¾
708	Fred Balmer, Juneau.....	94 1/6
709	Walter Minnig, Monticello.....	92 1/3
710	Ewald Jung, Juneau.....	95½
711	Adolph Bigger, Blanchardville.....	94

CLASS 8 — Munster

801	Harold Kempfer, Beaver Dam.....	94 1/6
802	Fred Wenger, Juneau.....	97 1/6
803	Ewald Jung, Juneau.....	95
804	John Luthi, Mt. Horeb.....	93½

WISCONSIN CHEESE MAKERS' ASSOCIATION

CLASS 9 — Italian (Hard Type)

901	Ewald Jung, Juneau.....	95½
902	Fred Bieuer, Cambria.....	95½
903	John Inabnet, Randolph.....	95½
904	Jos. and Antonio Frigo, Lena (Comp.).....	95½
905	Jos. and Antonio Frigo, Lena (Comp.).....	96
906	Jos. and Antonio Frigo, Lena.....	96½
907	Jos. and Antonio Frigo, Lena (Comp.).....	95¾
908	Jos. and Antonio Frigo, Lena (Comp.).....	95¾
909	Stella Cheese Co., Campbellsport.....	97½
910	Stella Cheese Co., Campbellsport (Comp.).....	96½
911	Stella Cheese Co., Campbellsport (Comp.).....	95½
912	Joseph Sartori, Plymouth.....	97

CLASS 10 — Italian (Soft Type)

1001	Ernest Jung, Juneau.....	93½
1002	August Fischer, Brillion.....	93
1003	Stella Cheese Co., Clayton (Comp.).....	95½
1004	C. C. Brick, Brillion.....	93
1005	Stella Cheese Co., Clayton.....	96
1006	Stella Cheese Co., Clayton (Comp.).....	94
1007	Jos. and Antonio Frigo, Lena (Comp.).....	93¾
1008	Jos. and Antonio Frigo, Lena (Comp.).....	93
1009	Jos. and Antonio Frigo, Lena (Comp.).....	93¼
1010	Jos. and Antonio Frigo, Lena (Comp.).....	93¼
1011	Jos. and Antonio Frigo, Lena.....	94
1012	Stella Cheese Co., Cumberland (Comp.).....	96
1013	Louis Rossini, Plymouth.....	95¾
1014	Louis Rossini, Plymouth (Comp.).....	95¾
1015	Louis Rossini, Plymouth (Comp.).....	93¼
1016 to 1019,	inclusive, for display	
1020	Adolph Gurtner, Rubicon.....	91½

CLASS 11 — All Other Cheese Not Included Above

1101	Art Woldt, Reedsville.....	96
1102	Art Woldt, Reedsville (Comp.).....	96
1103	E. J. Scray, DePere.....	90
1104	F. F. Weil, Spring Green (Comp.).....	94
1105	Walter Huegeli, Woodland.....	96
1106	George M. Davis, Plymouth.....	96
1107	Louis Grainger, Reeseville.....	96
1108	Steve Suidzinski, Denmark.....	96

1109	Henry Abegglen, Fall River.....	94
1110	Elmer Krause, Dalton.....	94
1111	F. F. Weil, Spring Green.....	96
1112	Harold Kempfer, Beaver Dam.....	93½
1113	John Gurtner, Cumberland.....	94
1114	Walter Kalties, Thorp.....	96

ACKNOWLEDGMENT

We gratefully acknowledge the generosity and support of the many friends of our Association who assist in making the convention an annual event in Wisconsin.

Special mention is due those who contributed to our "Prize Money Pool" and to those who exhibited supplies and machinery during the convention. On the following pages we furnish a list of both.

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7	Marathon Corporation.....	Menasha
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10	Cleveland Container Company.....	Plymouth
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13	Industrial Insulation Corp.....	Appleton
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