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## **Wisconsin Cheese Makers' Association 56th annual meeting November 3 - 4, 1947 Auditorium and Schroeder Hotel Milwaukee, Wisconsin.**

Wisconsin Cheese Makers' Association  
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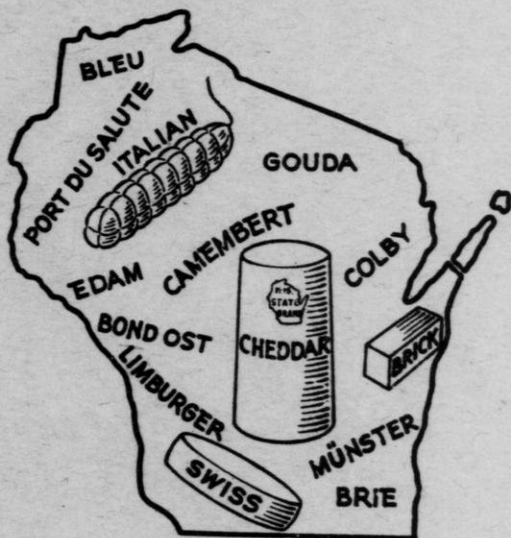
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PROCEEDINGS

OF

*Wisconsin Cheese Makers'  
Association*

56th Annual Meeting



NOVEMBER 3 - 4, 1947

AUDITORIUM AND SCHROEDER HOTEL

MILWAUKEE, WISCONSIN

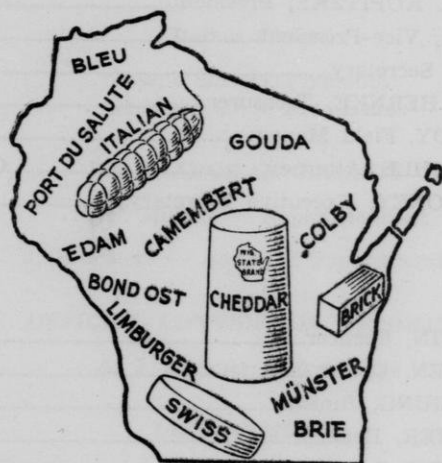


# PROCEEDINGS

OF

## *Wisconsin Cheese Makers' Association*

### 56th Annual Meeting



**NOVEMBER 3 - 4, 1947**

**AUDITORIUM AND SCHROEDER HOTEL**

**MILWAUKEE, 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

E. W. MARTIN, Spencer.....	1948
EMIL HANSEN, Cadott.....	1948
ERNEST W. JUNG, Juneau.....	1949
JOHN FISCHER, Boaz.....	1950
HARRY SMITH, Butternut.....	1950

**JUDGES OF THE 1947 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**

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

J. D. Cannon, Neenah

A. T. Bruhn, Madison

Fred Marty, Monroe

J. L. Sammis, Madison

Math Michels, Fond du Lac

O. A. Damrow, Sheboygan Falls

Al. Winkler, Cumberland

John H. Peters, Plymouth

**OFFICIAL ORGAN**

The Cheese Reporter, Sheboygan Falls

**LETTER OF TRANSMITTAL**

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Plymouth, Wisconsin  
February 20, 1948

To His Excellency,  
Oscar Rennebohm,  
Acting Governor of Wisconsin.

For over forty years our Association has been receiving state aid and therefore required to file an annual report of its finances, activities and proceedings.

On December 20, 1946, our Board of Directors decided to withdraw its request for an appropriation by the 1947 Legislature. This was done to comply and cooperate with the late Governor Goodland's urging to reduce taxes by reducing legislative appropriations. We believe our Association's example to be the only such action in the 1947 Session.

As a result we are not required to file a report,—but, we desire to continue that unbroken record of our work, and therefore we are pleased to submit to, and file with, you the complete report of our 56th annual meeting and 1947 proceedings.

The cheesemakers of Wisconsin have, in the daily practice of their profession and art, rendered a service to the State's economy, unmatched by any other group which handles a farm product.

The attached report, and those of the past forty years or more, are proof of their past and continuous interest in the State's cheese industry, which entitled them to take their proper place with others who are called upon to assist the State in its planning for the future.

Respectfully submitted,

GEO. L. MOONEY  
Executive Secretary

GLM:yz

Marion, Wisconsin  
February 20, 1948

Association Members,  
Fellow Cheesemakers and Friends:

The past year witnessed the retirement of many of our pioneer cheesemakers and the entrance of new and younger ones into the industry.

This emphasizes the necessity for continuance of an Association so that the younger ones can receive the benefits of the experience of those who have participated in, and kept pace with, the march of progress in this great industry and their chosen profession.

One cannot deny the present day existence of group associations and the necessity for them. Your problems are common to all but you cannot solve them alone,—with others you can.

A certificate of membership in the Wisconsin Cheese Makers' Association hanging on the wall of your factory is proof of your interest in the industry in general and your own welfare in particular,—it is proof of your wisdom in sharing in, and profiting by, the experience and efforts of others.

Association effort and group action is today's remedy for ills of all kinds; even the solution of world problems and insuring universal peace through an association or union of nations.

Our aim is to continue to serve our members and the industry in every way possible.

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 1948, 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**



## FINANCIAL REPORT

## WISCONSIN CHEESE MAKERS' ASSOCIATION

## STATEMENT OF RECEIPTS AND DISBURSEMENTS

For the Period from November 1, 1946 to October 31, 1947

**BALANCE NOVEMBER 1, 1946**

## In:

Farmers State Bank of Potter .....	\$ 8,642.78		
Citizens State Bank .....	5,139.05		
Hilbert State Bank .....	10,058.30		
United States Bond—Series G .....	1,000.00		
Petty Cash Fund .....	100.00	\$24,940.13	

**RECEIPTS**

From Nov. 1, 1946 to Oct. 31, 1947 .....	39,142.59		
Interest on Savings Accounts .....	225.72	39,368.31	64,308.44

**DISBURSEMENTS**

Salaries .....	\$16,480.03		
Travel .....	6,718.18		
Rent .....	420.00		
Printing and Stationery .....	1,010.20		
Telephone, Telegraph and Light .....	467.64		
Postage, Freight and Express .....	614.05		
Supplies .....	247.80		
Social Security and Withholding Tax .....	2,073.00		
Convention Expense .....	7,002.63		
Organization and Membership .....	1,175.15		
Furniture and Equipment .....	88.71		
Miscellaneous .....	1,635.39	37,932.78	

**CASH ON HAND OCTOBER 31, 1947**

## In:

Farmers State Bank of Potter .....	\$ 4,877.59		
Citizens State Bank .....	15,248.94		
Hilbert State Bank .....	5,149.13		
United States Bond, Series G .....	1,000.00		
Petty Cash Fund .....	100.00	26,375.66	\$64,308.44

## ARTICLES OF THE WISCONSIN CHEESE MAKERS' ASSOCIATION

(As Amended November 12, 1942)

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### ARTICLE I

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

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

### ARTICLE II

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

### ARTICLE III

The association shall be a corporation without capital stock.

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

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

#### ARTICLE IV

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

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

#### ARTICLE V

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

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

**Section 3.** The principal duties of the Secretary of 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 receipts 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 3, 2:30 P. M.**

President Leonard Kopitzke: We will call the 1947 convention to order. I realize there is not too large a group here yet but there are still some downstairs, and according to the Good Book we were supposed to start at two o'clock but we didn't have anybody here then. We have to stop and realize that some of our fellows have to come a long distance, and if they are here one full day that is the best they can do. One fellow told me they have to take care of their work first, and possibly can't come until tomorrow afternoon.

Now, some of us have been working for quite some time. We started last night. The Resolutions Committee worked hard until eleven o'clock last night and started again this morning at about 10:30 or so. The Board of Directors sat in on the meeting, and there were a few others. We were here in Milwaukee two years ago and I guess we are glad to be back again.

The first number on our program is the address of welcome. I haven't found out what the reason was, but the Mayor could not be here, so we have Mr. Wallace E. Maciejewski with us this afternoon, who is the Executive Secretary to the Mayor of the City of Milwaukee, and I am very happy to present him to you at this time.

**ADDRESS OF WELCOME**

Wallace E. Maciejewski,  
Executive Secretary to the Mayor

Mr. Chairman, Members of the Wisconsin Cheese Makers' Association: Mayor Bohn has asked me to pinch hit for him and to express to you his regrets for his inability to be with you on the occasion of the opening of your 56th annual convention. He has also asked me to welcome you to Milwaukee on his behalf and on behalf of the people of Milwaukee. We want to assure you that we are happy to have you meet in our city.

At a time when strife, misery and injustice seem to be spreading, even after a great war which was to have brought more peace and security to the entire world, such meetings as yours are confronted with many problems, your own answers to which will be of great importance not only to your own industry, but also to all Americans and all human beings.

It is natural, therefore, that not only the cheesemakers in the state of Wisconsin should follow with great interest the developments during your stay here, but all people everywhere should follow your deliberations during this convention.

A word about the city in which we hope to make you feel at home during your stay. The key city of the great Northwest, Milwaukee is a busy industrial and commercial center. It has over 600,000 persons living within the city limits, while our metropolitan area includes more than 800,000 people. Having passed the century mark, the city feels it is well established as an American institution and that it has grown deep and strong cultural roots.

Nearly everyone knows that Milwaukee is famous for beer. But we have many other "firsts" to our credit. Our city leads the world in the production of diesel and gasoline engines, outboard motors, motorcycles, tractors, wheelbarrows, padlocks, and teen-age dresses. We lead the nation in the production of silk hosiery, work shoes, leather gloves and mittens.

We are also the safest city in the nation; a city which has won a long string of awards for its traffic program. Milwaukee is known for its fine municipal government, for its police protection and for its health program.

Those are just a few of the facts about the city which we hope you will grow to know and love well during your stay here. On behalf of Mayor Bohn, I extend a heartiest welcome to you and invite you to enjoy yourself fully, stay long and return often.

I want to express to you on behalf of the Mayor and the people of Milwaukee a sincere desire that you return often, too.

**PRESIDENT KOPITZKE:** I am sure you are sincere and meant what you said. I think the boys will have a good time if they don't have to be on the job tomorrow morning, because Milwaukee really has much to offer.

Our next speaker needs no introduction. He is a permanent fixture of the organization. I can remember him way back when—I don't know just when I learned to know Charlie Brick, or you might guess my age and his, too. I am very happy to present our vice-president, C. C. Brick, who will give the response to the address of welcome. Mr. Brick.

**RESPONSE**

By C. C. Brick, Vice-President

Mayor Bohn's representative, fellow members: I would like to thank the Mayor for giving the address of welcome, and I believe we will have a good time and use all the advantages that are at our disposal here.

Another year has rolled by, and which reminds me of an editorial we saw in The Cheese Reporter the other week, where they said the theme of this convention could well be called "Progress and Problems."

I believe a lot of us have made progress—maybe at the expense of our own pocketbook. Some of them have made progress and have made money doing so, but conditions are not 100 per cent, I assure you. After all, when we go through the country and we hear of reports that makers are making cheese for less than one cent a pound, and have to take all the expenses out of this amount, I think our Association should wake up and do something about that. I don't know how it can be done, but something must be done. I think we should get down to business and really work out our problems, and in that way we can also have progress. Thank you.

**PRESIDENT KOPITZKE:** Thank you, Charlie, thanks a lot. Now, the size of the crowd might indicate there are no major problems, but I wouldn't look at it that way. But as I said before, it is pretty hard for some to get here for both days.

There always comes a time when the President has to give his annual message, and I would rather call it a report, and I want to give it now.

**ANNUAL MESSAGE**

By President Kopitzke

It is customary for your President to give an annual message. I would rather call it a report.

Although I do want to be brief, this report may be rather long for I feel that it is essential to point out some of the problems which your officers have been confronted with during the past year or more.

Probably it would be wise to go back a little farther for I am positive that some of our new members do not know and some of our members of long standing have forgotten some of the real issues we have had to deal with.

Government regulations issued during the war gave us plenty of problems. The first one, which made operating cheese factories difficult, and especially dealt a body blow to the cheese industry of Wisconsin, was that famous Order M. P. R. 289 which came as a Christmas gift on December 24th, 1942. This happened nearly five years ago. In spite of the many disadvantages and handicaps, you men kept right on producing and contributed much toward winning the war and establishing the peace.

This order made it impossible to make small styles of cheese and meet competition. The producers selling their milk to cheese factories lost over ten million dollars on account of the Plymouth Plus provision alone.

Mr. Mooney and I had many conferences with Federal officials, trying to convince them that this was unfair, but to no avail. They contended that Wisconsin was a surplus producing area, and that our cheese must be sold for less money or it would not move out to consuming areas. The fact that our Wisconsin cheese has been selling at higher prices than that of other states should convince them that they were wrong.

These difficulties were all overcome on May 17, 1946, at Fond du Lac when the cheesemakers and dealers decided to call a halt to selling their cheese way below the cost of production. Thank you again for your wonderful cooperation. The result of that action taken at that meeting netted our producers over fifty thousand dollars per day.

Probably this was the reason some of our Senators thought your humble servant was not capable to serve on the Wisconsin State Board of Agriculture. Let us go into that a little further so that you may be better informed as to where the opposition came from, and also who some of our friends in the Senate are.

From the information you received by listening to your radios and reading the papers, you would get the impression that all co-operatives were opposed to my appointment. This was not the fact. Most of the better co-ops did not oppose the confirmation. In fact, the manager of one of the largest co-operatives in the state wrote a letter to one of their patrons, recommending confirmation. This letter was read to the Senators at the hearing.

The opposition was started by Mr. Erich Lenz, Executive Secretary of the Wisconsin Association of Co-operatives. Mr. William Sanderson, Secretary to Congressman Hull, is president of the organization. Mr. Lenz sent a letter to many organizations as well as to individuals which contained misstatements or just plain lies, if you want to call them that. This letter read as follows:

February 7, 1947

Dear Cooperator:

Cooperative organizations should be particularly interested, at this time, in the name of Leonard Kopitzke, which has been presented to the State Senate for approval to serve as a member of the State Board of Agriculture. This board determines policy for the Department of Agriculture.

Mr. Kopitzke is president of the Wisconsin Cheesemakers' Association. That association, at its last annual convention, passed a resolution calling for the repeal of laws which now oblige the state department of agriculture to assist in the formation of farm marketing co-ops.

This was seen as an act most unfriendly to the cooperatives in Wisconsin. So far as we have been able to find out, the association of which Mr. Kopitzke is president has always maintained an unfriendly attitude toward the co-ops.

Mr. Kopitzke is not a farmer, but a private cheesemaker, and plays to the tune of big cheese buyers.

Farmers cannot afford to have Mr. Kopitzke represent them on the Board of Agriculture. There should be a farmer, who can truly represent farmers, on this board.

Your letter or card, asking your state senator to vote against Mr. Leonard Kopitzke's appointment to serve on the Board of Agriculture, should reach him not later than February 17. Make it strong and to the point.

The anti-co-op groups are using every possible means to wreck the cooperative movement. Mr. Kopitzke's appointment is just one of the issues the co-ops must fight.

Cooperatively yours,

ERICH LENZ, Exec. Sec'y.



P. S. Managers and Directors, **please** do everything possible to encourage your membership and others to write to your senator so he votes "no" on Mr. Kopitzke's appointment.

The opposition was based on a resolution adopted by our Association at its annual meeting last November at Fond du Lac, but the full text of that resolution was never quoted. Let's examine the resolution:

#### 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, too, we especially urge that every effort be made to repeal the law requiring the Wisconsin Department of Agriculture to favor co-operatives.

We will take up the first part of the resolution. It was adopted on November 8, 1946. On December 2nd, Mr. Button, Director of the State Department of Agriculture, wrote to our office at Plymouth for a copy of that resolution.

Ten days later, Director Button, through a press release, announced appointment of an advisory committee on dairy laws. To maintain Wisconsin's leadership in the dairy industry, Button said, Statutory requirements need to be changed from time to time to keep pace with scientific progress. Members of the committee held their first meeting on December 19th in the Senate parlors at the State Capitol. The committee of twenty named represented the various dairy products, the Department of Agriculture and the College of Agriculture. I was a member of that committee and attended every meeting.

This takes care of the first part of the resolution. In fact, we called Mr. Button's action commendable and a compliment to the vision and straight thinking of our members.

As to the second part of that resolution, "To repeal the law requiring the Wisconsin Department of Agriculture to favor co-operatives," we examined the various releases of the Wisconsin Association of Co-ops and failed to find a single quotation of that resolution using the word "favor." They used the word "assist." The first denotes discrimination, the second assistance. Neither the Association nor I have ever gone on record against assistance to co-ops.

On March 4th, 1947, there was a hearing before the Wisconsin State Senate, acting as a committee of the whole. At this hearing, testimony was taken from the opposition as well as those in favor of confirmation. We have a transcript of the minutes of that hearing and I would like to read part of the testimony of Mr. Lenz, which is as follows:

By Senator Bubolz:

Q. Where do you reside?

A. At 3137 Fremont Avenue, Madison, Wisconsin.

Q. Before coming to Madison, where did you live?

A. Merrill, Wisconsin, and before that in Badger, South Dakota.

Q. You are an immigrant?

A. Yes, from Russia and Germany.

Q. When did you come to this country?

A. After the war. We used to live close to Danzig, Germany, and close to Kiev, Russia.

Q. Your parents immigrated to this country?

A. Yes.

Q. Did you ever serve in the military services of this country?

A. No, sir.

Q. Any other country?

A. No. My father did. He was in the Russian and German armies. He served in both.

Q. Do you represent any foreign government?

A. No, sir.

Q. Do you represent any foreign agency?

A. No, sir.

Q. Do you have any foreign connections whatever?

A. No, sir. I am an American. I came here by choice and I became a citizen of the United States by choice and not any other way.

Q. Now, I understand that the C. I. O. took some action on this matter.

A. I don't know. There is supposed to be a telegram at my office.

Q. Well, is it true that the CIO is opposed to Mr. Kopitzke?

A. I was told so, it came second-handed.

Q. Have you ever gone back to Russia?

A. No, sir.

Q. Do you correspond with anybody over there?

A. No, sir.

Q. Now, Mr. Lenz, you are opposed to private enterprise?

A. Yes.

Q. You are opposed to the American system?

A. No, sir, I am in favor of it.

Q. But you attack private enterprise in your letter to the senators.

A. I did, but there is no way in which an organization like a cooperative could be set up under the private enterprise, but a cooperative can be set up under private free enterprise.

Q. You are opposed to private enterprise. You are familiar with this book?

A. Yes, I am.

Q. You are responsible for the ideas presented in this book?

A. Yes.

Q. You don't deny having written an attack on private enterprise?

A. That is right.

Q. Now this is dated February 18th. Are you familiar with Chapter 346 of the statutes which requires lobbyists to register?

A. Yes.

Q. You are paid by your association?

A. Yes, as executive secretary.

Q. Did you file a copy of this printed statement with the secretary of State?

A. No, sir, I don't think so.

Q. Do you realize you violated the law?

A. I didn't know it was required.

Q. Do you know the penalty of the law?

A. No, sir. I am not the author, that came from our association.

Q. I quote from page 16: "Private profit business is motivated by a selfish desire for personal gain, a desire that often

develops into ruthless competition and greed. A cooperative business enterprise, on the other hand, is owned by all who buy or make use of its services." Is that your statement?

A. Yes, I believe it is true.

Q. On page 17, paragraph 2, you state that "Competition among private profit enterprises often leads to friction, ill-feeling, hatred, cheating and chiseling, corruption and graft, and, on a larger scale to wars among nations."

A. That is my statement, that is I o.k.'d it. I believe that.

Q. Then in the next paragraph you say: "The figures presented above should convince even the most skeptical persons of the fact that a new economic system is growing and has become large enough and powerful enough to merit the attention of both friend and foe." That is your statement?

A. That is right.

Q. And you also attack on Page 17 the NTEA.

A. That is right.

Q. This is not an attack on cooperatives. It is an attack on certain leaders who are trying to take over the movement and herein lies the danger of the statements I have read. Here again, "Private profit business has always taken a hypocritical attitude toward the question of competition. On the other hand, it maintains that free and unhampered competition is the lifeblood of the free enterprise system; and on the other hand, it tries to eliminate competition in every way possible." Is that your statement,

A. Yes, I believe that.

Sen. Risser: I am willing to listen to this all day and night and tomorrow, but I can't see that it has much to do with the qualifications of Mr. Kopitzke.

Sen. Bubolz: I want to show what is back of the opposition, I will be very brief.

Q. Now in the next to the last paragraph on page 18, it reads: "In the Wisconsin Association of Cooperatives it is well understood that our cooperatives rely on a defensive program. In military strategy it is said that offense is the best defense, and that holds good."

A. It came out of our office.

Q. You believe in military strategy in matters of this kind?

A. Yes.

Q. Did you write that?

A. It went through our office.

Q. Now a few more references—on page 20 you give a definition of capitalism: "Capitalism is a system of production and distribution for private profit. Capital is the dominant element in such a system of economy." Then you state: "The cooperative movement represents both a social and an economic system." A little further on you state, "Cooperatives generally advocate collective or group ownership of the means of retail and wholesale distribution and of production as far as this is necessary or desirable to secure a needed source of supply." Is that your statement?

A. Yes, but you read only parts of it, read the last . . .

Every Senator had this information and a lot more before voting, and here is how they voted. For confirmation: Brown, Bubolz, Buchen, Busby, Downing, Fellenz, Gettleman, Hilker, Hipke, McBride and Panser. Against: Dempsey, Gawronski, Heden, Knowles, Krueger, LaFond, Laird, Lenroot, Leverich, Lytie, Madson, Olsen, Porter, Reuther, Risser, Robinson, Schlabach, Tehan, and Zablocki. Absent or not voting: Miller and Neal.

Within twelve hours after the vote was taken some of the Senators were trying to find excuses which would justify their position but, oh what weak excuses they were. Here are some of them. One Senator voted no because it would break a precedent, me not being a farmer. He knew, however, that I had taken the place of your good friend and mine, the late Ed. F. Horn of Beaver Dam. Another said he voted no because when on the Board I voted against the daylight saving time. We received many requests from farmers to vote that way and the vote was unanimous. Another voted no because he made a promise to one of the Senators and whether he voted right or wrong he would not break a promise. Without mentioning the Senator's name, here is a copy of his letter to one of his constituents.

I have your critical letter of the 8th and I am going to answer it now. I voted against Mr. Kopitzke for the following reasons, which were not good in the light of later research.

Quite early in the session I received a number of letters from numerous groups and individuals attacking the appointment of Mr. Kopitzke and asking for answers. I went to the chairman of the committee on Agriculture and Conservation, an old-time conservative Republican from Green county. I

asked him as to the qualifications and other matters in relation to Mr. Kopitzke, and he informed me that Mr. Kopitzke was not qualified for his job by reason of his prejudices in the matter of properly grading cheese. I went into it thoroughly, I thought, largely because of my high regard for the senator who gave me this information and concluded that it was correct. Therefore, I promised these people that I would vote against Mr. Kopitzke.

In the light of later developments and at the hearing which was held in the Senate, I concluded that I was wrong in my position. However, I keep my promises, whether they are well or ill-advised, and if I am to be punished for keeping promises, be that as it may.

Mr. Kopitzke as a person, I think, is a very able man, very aggressive, and, as the testimony showed, very opinionated, and while I regret his defeat I do not see that any particular group in this state has been injured by it. I am well advised that the new appointment coming in will not be made from the group which opposed Mr. Kopitzke and that your industry will be well served by whoever is appointed.

I later found out that the erroneous information that I received was based upon the fight which went on in the legislature in 1943 relating to the grading of limburger and brick cheese, and because of that local prejudice, of which I was not advised, I made a mistake for which I am sorry now. That's that.

I may add that had Mr. Kopitzke been approved, the storm engendered in the matter of his appointment would have ruined his usefulness on the Board. Personally, I know nothing against the man's character or ability.

Very truly yours,

No doubt you noticed that the Senator referred to grading of cheese in his letter. You also should know where I stand on that. The present system of supervision of grades used for cheddar cheese is good enough for me. I am opposed to Federal or State-Federal grading of all cheese, and I know most of you are.

The cost of grading all cheese would be approximately five hundred thousand dollars per year. Who would reap the benefit of that? Surely not the producers of milk or the manufacturers of cheese. Most of you remember what happened back in 1942.



## WISCONSIN CHEESE MAKERS' ASSOCIATION

Some makers lost as much as four or five cents per pound of cheese but I'll bet the consumer paid as much as ever.

It would be far better to use the \$500,000.00 and use it to clean up the milk supply and improve our farms, plants and equipment.

The question is, what are we going to do about it? When these politicians come to you before the next election with a flock of promises are you going to believe them? Are you going to clutter up your plants and trucks with their posters? Or are you going to let them know that you disapprove such representation? The old saying is you can fool part of the people part of the time, but you cannot fool all of the people all of the time. Let's wake up.

Not being a politician I always have voted for the man and not the party and will continue to do so. After observing the action of some of the legislatures, I am convinced that they do not deserve the support of either loyal Republicans or Democrats. When seeking office why not be honest about it instead of acting like wolves in sheep's clothing.

Although I thought there would be a lot less work after we got rid of most of the Federal regulations, the past year has been a busy one. There have been as many as nine meetings in one week which I felt should be attended.

In spite of all the work, it has been a pleasure to serve you. The cooperation given me by the officers and directors, as well as the members, has been splendid, and I want to take this opportunity to thank you.

In legislative matters, your officers have attended all hearings on important bills. A few of the bills which were defeated would have cost our members many times the amount of their dues if they had passed.

Before closing, let me suggest that if you have any problems get in touch with Mr. Mooney in our office at Plymouth or with some of your officers. We want to serve you but this is impossible if you do not keep us informed. Thank you.

**PRESIDENT KOPITZKE:** We will next have the financial report of our good friend, George Hernke. About all he sees of the convention is when he comes up here to give his report. I feel sorry for him. He is down there in the harness all the time. Mr. Hernke.

(Note: The financial report as read by Treasurer George Hernke appears on page 8 of these proceedings.)

**PRESIDENT KOPITZKE:** Thank you, George. Are there any questions on the Treasurer's Report? Any discussion or questions? If not, I will entertain a motion to accept the Treasurer's Report.

**MR. PETERS:** I move the Treasurer's Report be accepted as read, Mr. President.

(Motion seconded and carried.)

**PRESIDENT KOPITZKE:** Thank you, George. That is a very nice report.

The next will be the report by the Secretary, Mr. Mooney. He has been Secretary now for four years and he needs no introduction.

### **GENERAL REPORT**

By Executive Secretary Mooney

Mr. President and Members: I wondered if the man who spoke for the Mayor and had to sit there while he talked about Milwaukee, was going to wait and have us tell him about cheese, —but, he didn't wait.

The program arrangement this year is intended to permit of more detailed report by your officers of the association's activities during the past year.

Like every year, some members have retired from membership and some have withdrawn from the industry, and some of those have continued as active members on the \$12.50 basis. Some have sold their factories and new members have been added. So as of today we have 946 members, about the same as last year. For the year just ended Friday, October 31, 1947, our total receipts were \$39,368, as compared to \$41,652 the previous year. Our cash balance October 31, 1947, was \$26,375 as compared to \$24,940 a year ago.

It should be noted that much of Mr. Kopitzke's and Mr. Mulloy's time during the first five or six months of this year was required in Madison during the legislative session. This made it impossible for either of them to make very many personal calls

during the first half of the year, which has been their plan and the association's plan in the past. So it was not until during the summer that they were able or in a position to call upon members and prospective members. If they could have done so and made those personal calls, more new members would have been added and the receipts of the association would have been increased. There will be no legislative session in 1948, so you, the members, and the non-members may expect calls from your officers.

Those who have not belonged to the association or followed its activities have no idea of the type, kind and variety of activities and services of the association. A year ago at your convention you directed your officers by resolution to secure passage of an enforceable law compelling dust-proofing of roads within 400 feet of cheese factories and dairy plants. This we did. The law finally passed and was signed by the Governor last July, and has been interpreted by the Attorney General as having the effect of passage on June 1st, 1947.

Another resolution requested that assistance be given to the Southeastern Wisconsin Cheese Makers' Association in securing a department hearing to enforce putting in the holding order for brick cheese. This was also done. The hearing was held and an order shortening the holding period was issued by the department. I should add that this was promptly done while Mr. Kopitzke was sitting as a member of the State Board of Agriculture.

A year ago there was doubt as to the legitimate use of calcium chloride in the manufacture of cheese. Your officers introduced and secured passage of a bill removing such doubt by placing a limit on the amount that may be used. We introduced but failed to pass a bill prohibiting any milk receiving plant from taking milk from a patron for a period of 30 days following the rejection of his milk by any other plant because of quality.

Mr. Madler, counsel for the State Department of Agriculture, assisted in the drafting of each of the above bills.

Our office has represented members in several cases where we felt the industry as a whole was interested in the questions involved in this particular case. Most of the cases I refer to involved the alleged violation of the standard, where the test was so close to the standard that doubt actually existed as to whether or not the defendant was guilty.

Another type of case involves extraneous matter, and a few

remaining OPA cases allege over-ceiling sales which are still unsettled. Your directors have felt that cases involving fundamental questions are of serious concern to each of you, and therefore should receive the attention and the assistance of the association.

Still another case involved the constitutionality of our state statute that prohibits unfair discrimination in the purchase of milk, on the butterfat basis, by paying more in one place than is paid by the same buyer in another. This is now awaiting an opinion or action by the Attorney General of this state.

During the past session a bill was passed requiring the bonding of trustees under, what we call, the Wisconsin Dairy Bonding law. The association did not oppose passage of that bill; neither did we introduce it. We have been criticized because of its passage. We should explain to you our position and our failure to oppose that bill. Cheesemakers, bankers or farmers named by the patrons of a plant to serve as a trustee for the past several years have been about the only persons in the state acting in a trust capacity without being required to furnish a fidelity bond. That bond guaranteed the patrons against any loss as a result of the dishonesty or the criminal act of the person named as trustee. We would be just as right in opposing the bond of your school district treasurer, your employees in a bank or a bond for an administrator or executor as we would have been justified in opposing this bill. So we did not oppose it.

It was, however, peculiar that there was a certain amount of timing, and when the first letters went out to you advising you of the new requirement of the law, you received about the same time either a letter or a personal call from some insurance agent, showing that the insurance men did secure from the department, which I suppose is a public record, the names of those in the state serving as trustees but their call was certainly timed with the request of the department to promptly furnish a bond.

It is also significant to note that the first letter went out and shortly after the first call on you you were told the bond premium was \$10 a thousand. Within a matter of a few days it dropped from \$10 to \$7, to \$6, to \$5, and then to four dollars a thousand, the last of which is very close to the correct rate.

Second, you may furnish a personal surety. This is not encouraged by the state, but it is permitted by the law. Third, you have been asked to file a bond immediately although the expiration dates of licenses throughout the state vary with the quarters

in the year. Something like the automobile licenses.

The law, as we have interpreted it, and we have so given our position to the department, is that this new law applies to your renewal of a license and does not affect the validity of your present license. We have those whose licenses expired December 31st, some on March 31st, some on June 30th. Our opinion is that that applies to your application for renewal and that you can wait until that time to qualify and furnish the bonds.

Then we have had other types of cases where the question of extraneous matters was involved, and just the slight or alleged violation of a standard, where you must actually use precision instruments of science and be sure that every act was accurate and correct, to contend that under that slight variation a person is guilty of a crime.

Then you had also the cases of extraneous matter. That entire program is practically a program of searching out crime and criminals with a microscope and placing a value of nearly \$1,000 apiece on rat or rodent hairs. We didn't oppose or criticize the enforcement of any laws for the protection of the consumers of our product. We do believe we should be given the same consideration that any other industry is receiving, including the housewife in the preparation of her food, and some tolerance or consideration should be given to airborne particles or airborne extraneous matters that may find their way into your product, but certainly not with your knowledge or any intent on your part to add to the food.

On that we have made ourselves clear on several sectional meetings in the last two weeks, and we don't want our position misunderstood. We don't want to invite any unfair attitude on the part of the state or federal authorities. We are merely asking for what we feel is tolerant and considerate of the business we are in.

I don't believe that there is a manufacturer of cheese in the United States could guarantee that there isn't any objectionable extraneous matter in his product. It is being lessened, I understand, from Mr. Erekson, who has an extraneous demonstration downstairs. He is showing just how the test is made, and, by the way, study and examine some of the pads and if you can, arrange to attend one of his demonstrations. Marked progress has been made in the last six or seven months in Wisconsin. His company has been testing for extraneous matter. We are making progress. All the plans in Wisconsin, of county and quality organizations, are only started and carried and supported financially by the cheese-

makers and creameries of this state, because they are vitally interested in improving in every way they can the purity of their product.

I don't want to take any more time except to say that during the past year, as in the previous years I have reported, I have appreciated and used the support, advice, assistance and counsel of your president, your officers and directors, and last but not least you, the individual members, with whom I have talked and learned a lot and to whom I have tried to render service when you asked for service from our office.

**PRESIDENT KOPITZKE:** Thank you, George. (Applause.) Thanks again, George. Now, folks, that certainly is true that we are very happy to give you all the support we can, but sometimes we don't hear about some of these things until after they are all over and we knew something could have been done and a great deal of money and trouble could have been saved, but if we don't know about it, it is pretty hard to help.

This bonding law, it is very true that I think it is two sessions ago we made it possible for you to use a financial statement. It doesn't have to be made out by a C. P. A. You do have to get the blank from the department, and you can't blame them for that. Your board of directors approved the kind of financial statement they demanded and the personal surety bond, I know they don't like that, but I have had one ever since the bonding law was in effect. I don't know why they don't like the way my personal surety bond is. I have a farmer who acts as treasurer and I have a secretary and they sign it, and so did I. Then I took in another farmer for good measure. It didn't cost me anything, but they are going to tell you they don't want that kind of bond.

Next we will have a report of the man that is right in among you all the time, with the exception of he didn't get out to see many factories, like George said, the first five or six months or so, because we were kept pretty busy in Madison, and that is none other than our friend, "Horsepower" Mulloy.

**MR. MULLOY:** Mr. President, ladies and gentlemen: We gather for the celebration of our 56th annual convention, and while it may be the first or second or third convention for a lot of you, for some of us it is just one more convention. I can now recall the days of 1913 when I attended my first Wisconsin Cheese Makers' Convention right here in this building, and a young man named Aderholt was on the program, and he was extolling to us the



merits and demerits of a new regulation that was put in force by the department of agriculture, regarding dairy products and quality of the dairy products.

He was up here on this platform, and he was explaining to us just how this one dairy program was going into effect, and what it was going to do. And he manifested the fact that milk had to be produced and delivered to dairy plants in clean utensils and containers, and he spelled out the word "C-L-E-A-N", and he emphasized the fact that this milk could be produced, handled and delivered in cleaned, "C-L-E-A-N-E-D", utensils.

This being my first convention about 33, 34, 35 years ago, any way, a long time ago, and I was just getting started in this cheese industry, and I was full of enthusiasm, vim, and vigor, and had anticipations for the future and certainly realizations that I was stepping into an industry whose future was safeguarded, marked for success. He outlined all we had to do was to have a program, and here we are 35, 36 or 37 years later, still working on that quality program. I spent the best years of my life working on that program that was laid out to me in 1913, wherein I was convinced that our future was secured. All that was required was a little bit of application on my part and your part and on the part of the rest of the individuals in this industry, and it can be summed up and totalled. The only reason we are still advocating and being irritated on account of quality work, the only reason we are worried about the future of our industry so far as quality is concerned, is because the individuals and the industry have failed to apply themselves to the quality program.

Now, we have gone a long ways since those days way back in 1913 and we are still harping on quality. We are still fighting on quality. Two weeks ago today up in Shawano, Obert Raasch of the Northeastern Association made this statement: "No doubt, 40 years from today we will still be talking about quality and fighting for quality." Obert may be right, and if he is it is because the individual failed to apply himself in his own particular community.

In my ramblings about the state I have many cheesemakers confide in me,—a confidence that I cannot breach here today. They sometimes worry me. To give a little illustration, I will just give you a resume of one day's activities, and I am not going to tell you in what county it is or even what section of the state it is. I called on a cheese factory one morning about two and a half, three months ago, the first one in the morning. This fellow

said to me, "Gee, H. P., you get around a whole lot. Do you know anybody who wants to buy a factory? I would like to sell out." I said, "Why; why do you want to sell out?" "I don't know, federal food and drugs getting pretty tough, and this and that. Do you know anybody who wants to buy a factory, send him around."

This fellow is a good member of the association, and I bet you 50 cents he is sitting in the audience right now. I said, "Listen, fellow, I know you don't mean that." I know this boy bought that factory less than five years ago and he didn't have \$2,000 cash when he bought that factory, and I know today he doesn't owe anybody a dime. He is on a better financial basis today than he was five years ago.

I talked to him for one hour and I convinced him that he is in the best business in Wisconsin today. And I go from there to another cheesemaker and I got another hour's job, and I have got to convince that cheesemaker that he is engaged in the best business in the State of Wisconsin today, the cheese business. Believe it or not, fellows, I can go back to my daily report and I will name the date and day that I called on eight cheesemakers and in each case I had to convince him he is in the best business in the State of Wisconsin, and the eighth and last one I convinced him he was in the best business in the State of Wisconsin, but he is not a member of the association, and I didn't get his check that day. But I tell you what I did get. He had caught a nice, big brown trout back of his factory that afternoon, and he and his wife and I ate that brown trout that evening and that is the best ever.

People who have made money and paid off debts in their business, and they get just a little bit jittery. Why? Because somebody is putting the pressure on. The federal food and drug act, and the federal department of agriculture.

Let's take a little look and see who is the federal food and drug. They are the people of this great nation of ours, and there are a lot of people in this great nation who don't know any more about this cheese industry than what you and I tell them.

Who is the department of agriculture in Madison? The department of agriculture in Madison is a group of individuals who have been appointed by the governor. We had one of those individuals down there, our great president back there, Leonard Kopitzke. We had that one man down in there. They took him off. They took him off simply because we, the cheesemakers of Wis-

consin, were not strong enough to keep him on there. That department of agriculture in Madison is either one thing or the other. Either they are the leaders of the dairy industry of Wisconsin, or they are the servants of the dairy industry of Wisconsin, and we in the cheese industry when we say dairy, we can't help but say cheese. We are the cheese industry.

Now, there is something just a little bit radically wrong here with our thinking or with the thinking of the department of agriculture. There is something lacking in the meaning of the word "co-operation." Either the word means that we have got to do the co-operating, and somebody performs the operation. And that is something we have got to get just a little bit closer to, as far as the department is concerned.

Now, George has done a good job pointing out to you the attempts and the efforts of the association within the past year. That is history. It is history that this association does not have to be ashamed of. It is history that this association can well be proud of. It is history that the members of this association have got to assume the responsibility of carrying to your neighbor back home who is not so well posted as to what this association has been doing.

But we can't live in history. We have got to go from here to next year, when we meet, and we have got to anticipate a few problems, and we are going to have to figure out some way of meeting those problems, and as I see them, we have several immediate problems, some of which I would like to discuss with you briefly. Two of them are more or less so far running together that they can be discussed as one.

Let's discuss the problem of whey disposition. This problem of whey disposition becomes a problem of sewage disposal. Two years ago our association introduced a bill in the legislature requesting the right to condemn sufficient land in the immediate area or immediate vicinity of any dairy plant to take care of sewage disposal problems, and when we introduced that bill, our office sent out a bulletin to every one of our membership, eleven or twelve hundred copies of that bulletin, explaining to them just what this bill meant, how important it was, and requesting the members if you have or you anticipate such a sewage problem, let us know at once, so that we can present this information to the legislature. We got four, five, or six replies. Well, you can't ask the great State of Wisconsin to pass a law to take care of six individuals in the state. So our bill died. It was pigeon-holed.

It wasn't dead no more than a week or ten days at least when we began to get criticism from our members that we let that bill die. From that day to this, the matter of the sewage disposal has become progressively more important. There is a reason for it. The reason for it is that most factories today are larger than what they were four or five years ago. I can name dozens of factories who didn't have a sewage disposal problem at all five years ago. Today they are operating with two or three times as much milk. They are running can washers, pasteurizers, and more sewage is going down, and they just can't let it go down on the open surface, and the Board of Health is becoming increasingly more alarmed, and it is a problem. Some of us know the best of our engineers can't build a sewage disposal plant to take care of whey. That has to be taken care of some other way.

Now, we have people in our state that have been buying whey for a long time. They bought all they could and marketed all they could. The market was good. They paid more for it and went out and reached more whey, just like any other business, and when the market is not so good they have to cut down and the association has been criticized because we don't do something about this whey disposal.

Fellows, we have gone into it, and we have spent time to investigate, and we find out it amounts to this: Cheesemakers in Wisconsin who were selling whey got a double problem. They got a problem not only selling their whey; they have got a problem of creating an outlet for the problem they are selling. And to the best of my knowledge and belief I sincerely believe that Wisconsin cannot afford to let a single pound of that product get away from the producers of that product. It is an educational problem. I believe that every ounce of that whey can be utilized in the production of more milk to make more cheese, make more business, and more prosperity for cheesemakers. And I think it is a problem we have got to give more consideration to, and I am just passing it out here for something to stimulate your interest.

Last, but not least, for the last several years this convention has gone on record endorsing the activity of the American Dairy Association, and I wonder just how much that endorsement has meant. As some of you know—no doubt most of you know—I am a member of the Board of Directors of the American Dairy Association, representing the Wisconsin Cheese Makers' Association. As a member of that board of directors I am kept pretty well informed of its activities. I would like to have an hour and a half, two hours,

or four hours, to try to tell you just one-tenth of one per cent of the activities of that American Dairy Association, what it is doing for the cheese industry of the nation, and particularly the cheese industry of Wisconsin. I haven't got that much time, fellows, but I do want to say to you for the past three years the American Dairy Association of Wisconsin has been supported by one-third of the dairy plants of the State of Wisconsin, representing 75 per cent of the butterfat produced in the State of Wisconsin. And I am amazed, gentlemen, to learn that the big majority of the independent cheese factories of the State of Wisconsin are not supporting the A. D. A.

Now, fellows, what is the matter? Don't we believe in advertising? Did you see an express truck in Milwaukee today—or tomorrow? If you did, you saw a sign on there advertising milk. The 15th of this month you see a new sign on there advertising cheese-burgers and milk. You will see advertisements going into over thirty million homes in the next six months advertising cheese—just cheese, sponsored and paid for by the American Dairy Association.

Is there a man in this audience that doesn't believe in advertising? Is there anything that you are wearing today that isn't sold on the merits of advertising? Don't we believe in it?

Ladies and gentlemen, I sincerely believe that the A. D. A. program is the whole future of the cheese industry of this nation, and particularly of Wisconsin. And I honestly and sincerely believe that if we want to continue successfully and prosperous in this industry, we are going to have to do something about the future. That something means providing a market, and I can't see any better place, any better possibility—beginning the 15th of November fifty per cent of all the express trucks in this nation are going to carry that ad, "Cheese-burgers and milk."

It is estimated five million people read that ad every daylight hour, and that is just one little insignificant part of the work that is being done. All I am asking you as a cheese factory operator is to give this serious consideration and to sell at least one or two of the patrons in your plant on the A. D. A. program. That one or two patrons, if they are sold right, will sell the rest of them, and that is what we have got to have, fellows.

Without a future we haven't got an industry, and without a market we haven't got a future. There is no better prospect on the horizon for a market for the dairy industry outside the Ameri-



can Dairy Association, and I sincerely hope each and every one of you will get in back of it. And in conclusion, let me say this to you, "Faint heart ne'er won fair lady." No one ever climbed the ladder of success with cold feet. Let's grab hold of a bunch of enthusiasm and confidence and say we are in this game to stay. We are in this game to succeed. We are in this game to fight, and we will fight as an organized member of the best organized association in the industry. Thank you.

PRESIDENT KOPITZKE: Thank you, Horace. You can see by the applause they certainly enjoyed your talk. There is nobody quite like the good old "Horsepower."

According to our program we have "Industry Problems" next. At the conclusion of this session we are going to have some door prizes. I wanted to announce that, and if any of you haven't got your banquet tickets, I would certainly suggest that you get them on time. If it happens like last year there may not be any left, and we don't want any of the cheesemakers to miss the banquet because they didn't buy a ticket in time.

Next will be "Industry Problems," and I know these problems will come up with the Resolutions, so at this time I am going to ask for a report of the nominating committee. We have tried every way of having elections, and tried to have ballots out at the beginning of the convention and vote through to the last, but it seems we have failed in our plans to bring out a heavy vote. Maybe a light vote indicates satisfaction—I don't know whether they didn't care. There never was much of a heavy vote, so we decided that this would be a good day when most of you who are vitally interested in cheese making would have your annual say so in regard to the election. So I am going to ask the nominating committee to report at this time.

The Nominating Committee then made its report. Ballots were prepared and distributed to all members present and the Chair invited additional nominations from the floor for each of the respective offices. Mr. Peters, whose term as director was expiring and who was renominated, requested that he be permitted to withdraw his name as he could not accept the office for another term. The Chair then appointed Messrs. Marten, Sass, Bleuer, Kriewaldt and Fuhrman as tellers. After an opportunity to prepare and mark ballots, they were gathered by the tellers who proceeded to tally and report the result to the President. Following is the result of the ballot:



For President: Leonard Kopitzke.....	74
For Vice-President: Charles Brick.....	70
For Treasurer: George Hernke.....	69
Clarence Hruska.....	5
For Secretary: A. H. Graf.....	72
For Director to Succeed Fischer: Fischer.....	45
Watt.....	26
For Director to Succeed E. Peters: Smith.....	46
Woldt.....	31

The President then declared the following duly elected: President, L. E. Kopitzke; Vice-President, Charles Brick; Treasurer, George Hernke; Secretary, A. H. Graf; Director John Fischer to succeed himself, and Director H. A. Smith to succeed Mr. Peters for the ensuing three-year term.

**PRESIDENT KOPITZKE:** So the fellows elected for director are Mr. John Fischer and Mr. Harry Smith. I want to congratulate you, the new officers, and for Edgar Peters I want to say, well done our good and faithful servant. Edgar Peters has been a swell fellow to serve with, and I hope when I go to Plymouth and I want some of his advice and ideas, we can still get into a huddle a little bit and talk things over.

**MR. PETERS:** Mr. Chairman, you are welcome at any time. I want to say right now for you and the board, that I have worked with you seven or eight years and I enjoyed every minute of it and I know my successor is going to do a lots better job than I would have done. Congratulations, Harry.

**PRESIDENT KOPITZKE:** I think we should give a rising vote of thanks to Edgar Peters.

(Thereupon a rising vote of thanks was extended to Mr. Edgar Peters, the retiring director.)

**PRESIDENT KOPITZKE:** Thank you, Edgar; you have done a swell job. And they say "speech", Mr. Smith, who is chairman of the Resolutions Committee, and that will fit in fine. He can give you a little speech first and then read the resolutions.

**MR. SMITH:** Thank you, gentlemen. If I can do just one-half as good a job as Mr. Peters did, I will be satisfied, and I know you will.

The Resolutions Committee reported out only seven resolutions.

Because of the policy to encourage open and free discussion by members at the Council Meeting, we have eliminated detailed discussion and names for the remainder of the minutes of the Council.

### RESOLUTIONS

No. 1. WHEREAS, Almighty God in his divine wisdom has seen fit to remove from our midst in the past year one of our life members, H. P. Dillon of Oshkosh;

THEREFORE, BE IT RESOLVED, By our membership in convention assembled that we extend to the bereaved family our heartfelt sympathy with the hope that they will be comforted by a higher power.

PRESIDENT KOPITZKE: I think most of you knew Mr. H. P. Dillon. It was certainly a shock to me when I went up to his town and learned of his death. He was a regular visitor. He and John Cannon made regular trips through our country, and they came over to see all of us, and made the rounds, and we will miss him. All in favor of that resolution will stand and offer a prayer.

(Whereupon all in the audience rose to their feet for a brief interval.)

No. 2. To our Officers, Directors and Executive Secretary we pledge our continued support and extend to them our appreciation for their untiring efforts to promote the welfare of the association and its members.

(It was then moved and seconded the above resolution No. 2 be adopted, which motion was carried.)

No. 3. WHEREAS, The future will encourage and witness increasing imports of dairy products to be sold in competition with our domestically manufactured products;

RESOLVED, That we favor legislation now pending in congress requiring all imported dairy products to meet our federal regulations for sanitation, standards of identity and label declaration.

PRESIDENT KOPITZKE: We will appreciate your suggestions. Sometimes out in the field you run into problems we never hear of and we want to hear from you. Do you want some dis-

ussion on that? (Discussion followed.)

(It was then moved and seconded the above resolution No. 3 be adopted.)

PRESIDENT KOPITZKE: Moved and seconded that No. 3 be adopted. Is there any discussion? That is a very good resolution. Are you ready for the question?

(The motion was carried.)

No. 4. WHEREAS, There appears to be a tendency on the part of some groups to blame high prices and shortages on the dairy industry with the idea of restoring rationing and price controls;

THEREFORE, BE IT RESOLVED, That our association go on record as opposing all efforts to restore such controls, believing that such restraints will only prove ineffective and will lead to a return of black markets in a form more vicious than existed during the war.

MR. SMITH: I move its adoption.

(It was then moved and seconded the above resolution No. 4 be adopted.)

MR. MULLOY: That applies only to dairy products, the way you read it.

MR. SMITH: The way we read it, it applies only to dairy products.

(The motion was carried.)

No. 5. RESOLVED, That we urge the repeal of uneconomic tolerances in state standards for dairy products as impractical in application and misleading in fact.

MR. SMITH: The committee moves the adoption of that resolution.

There followed a full discussion of the resolution.

MR. PETERS: I second the motion for adoption.

MR. FUHRMAN: I believe we should adopt that resolution.

PRESIDENT KOPITZKE. Thank you, Mr. Fuhrman. Has anyone else anything to say on that? That is a very good discussion.

PRESIDENT KOPITZKE: Any other comments on that? Are you ready for the question? All in favor of that resolution say aye.

(The motion was carried.)

No. 6. RESOLVED, That we urge the Wisconsin Department of Agriculture to strictly enforce the laws of Wisconsin prohibiting unfair trade practices in the dairy industry.

MR. SMITH: The committee moves the adoption of that resolution, but we would like to hear plenty of discussion on that. Some of the boys, I am sure, would like to have something to say on that.

PRESIDENT KOPITZKE: That is right. That certainly is a good resolution. Maybe I can start the ball rolling a little.

MR. SMITH: Isn't there a statute, if they add to or take from?

PRESIDENT KOPITZKE: Yes, overreading or underreading the fat test; we are asking the department to enforce that.

All in favor of that resolution say aye.

(The motion was carried.)

MR. SMITH: Mr. Chairman, and gentlemen: I would just like to explain to the members why the resolutions committee didn't report out any specific requests for any legislation, due to the fact that the legislature does not meet next year, and we will have one more session before. So we did not report out any request to have any legislation introduced at all.

We have one more resolution. I think you can kick this one through in a hurry.

No. 7. WHEREAS, a successful meeting and convention depends upon a number of factors;

RESOLVED, That we the members of the Wisconsin Cheese Makers' Association, publicly acknowledge the personal and financial support of all who have in any way assisted, and

FURTHER RESOLVED, That we feel specific mention should be made of those appearing on the program, the donors of prize money, the booth exhibitors, the Milwaukee Association of Commerce, and the members of the press.

I move the adoption of this resolution.

(The motion was seconded and carried.)

At this point a lengthy discussion was had regarding the County Quality Associations and farm fieldmen.

PRESIDENT KOPITZKE: If there is no further discussion, we will have the drawing of the door prizes.

The following names were drawn and the amount received by each member:

Otto Mellentine (not present).

Bill Kusta, Bonduel—\$5.00.

Max Radloff, Jr., High Bridge, Wis. (not present).

C. E. Ashby, Linden, Wis. (not present).

Arnold Thiele, Blue Mounds—\$5.00.

I. J. Koschak, Willard, Wis.—\$5.00.

Fred H. Fuhrman, Ashland, Wis.—\$5.00.

#### TUESDAY, NOVEMBER 4th

PRESIDENT KOPITZKE: We will come to order, please. It always seems hard to get them into a meeting, but I guess that the only way to do, is to start and they will come in.

We enjoy many privileges in this country that they do not in other countries. One of them is freedom of worship, and I am happy to present to you Rev. Gamb.

#### INVOCATION

By Rev. Gamb

Lord God, Almighty, Father of mankind and Ruler of nations: Raise up, we beseech Thee, true prophets and leaders in every land, who, discerning the peculiar gifts and tasks which Thou hast given to the nations severally, nay, without fear of flattery, teach their people the way that they should go; that the nations of the world, guided by Thy providence, may fulfill their appointed destinies and minister under Thee to the enrichment and happiness of the life of mankind.

Almighty God, we make our earnest prayer that Thou wilt keep the United States in Thy holy protection; that Thou wilt in-

cline the hearts of the citizens to cultivate a spirit of subordination and obedience to government, and entertain a brotherly affection and love for one another and for their fellow citizens of the United States at large. And that Thou wilt most graciously be pleased to dispose us all to do justice, to love mercy, and demean ourselves with that charity, humility and peaceful temper of mind which were the characteristics of the Divine Author of our blessed religion, without a humble imitation of Whose example in these things we can never hope to be a happy nation.

Oh God, grant, we pray Thee, to these Christian men grace to withstand the temptations of the world, and of Satan, graft; in their hearts; love of Thy Name; increase in them true religion; make them zealous and faithful soldiers of the cross of Jesus Christ, and a bulwark of the church and nation. Use them as Thy instruments to alleviate human suffering throughout the world. Bestow Thy divine blessing upon this state-wide convention and grant that all that will be done and said here may conform to Thy will and purpose with men.

Grant our supplications, we beseech Thee, through Jesus Christ, our Lord. Amen.

PRESIDENT KOPITZKE: Thank you again, Rev. Gamb.

Now, we have an organization here in Wisconsin which meets every Friday in Plymouth. I am very proud of that organization and also their president. He certainly has been doing a wonderful job for the past few years. Sometimes it didn't look so good for this organization. In fact, they tried to stop it from operating but they lived through the storm and they are going better every day, and a lot of this credit goes to the man I am happy to present to you at this time, Mr. R. W. Leffler, President of the Wisconsin Cheese Exchange, at Plymouth.

#### ADDRESS

By R. W. Leffler, President Wisconsin Cheese Exchange

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

When I appeared on your program, at Fond du Lac, last year I discussed the one function of the Wisconsin Cheese Exchange, and mentioned briefly, that changing conditions often require a revision of the Exchange rules, and that for several months, a committee had been making a careful study of the Exchange's By-Laws, Rules, etc.,



in an effort to determine whether or not any revision would be needed within a short time.

The committee completed its study shortly after your convention last year, and recommended amending the Articles of Incorporation and a complete revision of the By-Laws and Rules. Work began immediately on the proposed changes and continued almost a year before the revision was completed on October 3, 1947. Much time was consumed in making certain each suggested change was practical and workable. Suggestions were sought from those who were interested in the constructive development of the Exchange. We received many valuable suggestions from officials of the United States Department of Agriculture, the Wisconsin Department of Agriculture and the College of Agriculture of the University of Wisconsin as well as from members and officials of your own association.

Prior to the revision of the Exchange rules which became effective on October 10th of this year, only cheese produced in Wisconsin could be traded, except during the war years when special provision was made to permit the Federal Government to purchase cheese, on the Exchange, which had been produced within the United States. When the Exchange was founded, the production of cheese in the surrounding states was comparatively insignificant in quantity, but there has been a tremendous increase in such production in recent years and the members of the Exchange felt that its facilities should be no longer limited to trading in Wisconsin cheese.

In the first four trading sessions held since the revision of the Exchange rules over 245,000 pounds of cheese produced outside of Wisconsin has been bought and sold on the Exchange. All cheese produced in other states is traded under U. S. Grades as no state other than Wisconsin has established grades for cheese.

During the first ten months of this year over 11,000,000 pounds of cheese with a value in excess of \$3,500,000 has been bought and sold on the Exchange. Thus during the forty four trading sessions which have been held in 1947 an average of over 250,000 pounds of cheese has been bought and sold per trading session, even though no sales were consummated during thirteen of the trading periods. However, at the close of those thirteen periods bids for over 4,500,000 pounds of cheese remained unfilled.

For many years the Exchange was composed of about thirty members, however in 1946 many additional handlers of cheese became interested in the Exchange and our membership increased to

forty four by the close of that year. At the present time we have a membership of fifty, even though five of the 1946 members withdrew from the Exchange. At this time six years ago the Exchange had just thirty members and of those thirty members only twenty four are members today. Thus, not only have the new members replaced all of the former members who have retired but have given the Exchange the greatest active membership it has ever known.

Any person, partnership, association or corporation shall be eligible for membership in the Exchange. Our present membership is composed of many independent firms, both large and small, producer cooperative associations, individuals, and a few large corporations. Quite a number of our members are located in distant states and many are interested in cheese wherever produced and distributed. Some are directly connected with the retail distribution as well as with the assembling of cheese. We feel this wide diversification of membership is of great benefit to the industry and the Exchange.

It would be impossible to attempt to discuss, with you at this time, the many changes in the Articles of Incorporation, By-Laws and Rules that were made in the recent revision on October 3rd. However, I can assure you that no time or effort was spared in an earnest attempt to make any change which would enable the Exchange to better perform its one and only function of offering a trading place where those eligible to trade may buy, sell, offer or bid for cheese.

Even though licensed cheese factories have never used the facilities of the Exchange which have been available to them for selling their cheese, the Exchange continues to provide for sales by cheese factories in Rule 15, which reads as follows:

"The facilities of the Exchange shall be available to the owner of any licensed cheese factory for the sale of its unparaffined, ungraded cheese f.o.b. factory. The seller in such instance shall not be required to be a member or trading member of the Exchange. All sales, however, shall be made pursuant to the rules prescribed herein and the seller shall pay one-half of the clearing charges incident to the sale. The offering of each factory shall be listed separately."

The responsibility of operating the Exchange rests largely upon its officers and a few committees. Our by-laws make adequate provision for amending the rules, without any undue delay, whenever changing conditions indicate some amendment is needed. Each

## WISCONSIN CHEESE MAKERS' ASSOCIATION

member desires the Exchange to operate within its one and only function. We will be pleased to receive any suggestions which you or anyone else interested in the operation of the Exchange may have to offer.

The Exchange welcomes the attendance of the Representative of the newly established Federal State Market News Office in Madison at the trading sessions, where he can observe and report the bids, offers and sales that take place.

In closing, I wish to thank you and your officers for the excellent support you have always given the Exchange, and to extend to each of you an invitation to visit the trading sessions of the Exchange.

**PRESIDENT KOPITZKE:** Thank you, Mr. Leffler. I am sure they enjoyed it. You have certainly done a job for that exchange and for that industry. I have often thought should they ever close shop, where in the world would we get our prices. I see Bill Pauly sitting over there. I suppose I have got to telephone him and ask him what is cheese this week, and he will probably say, I don't know, call up Kraft.

The next speaker is not a stranger to you. A lot of you have dealt with him during the war but it was always nice to go and see him and discuss our problems in Washington. In fact, he is a Wisconsin man. In fact, it is a privilege to introduce him to you at this time, Don Anderson, Deputy Administrator of the Production Marketing Administration.

### WHAT MAKES DAIRY PRICES

By Don Anderson

It is always nice to come back to the meeting of the Wisconsin Cheese Makers' Association; especially nice when you get an introduction such as your president just gave me.

I have been back here under a number of different conditions. The conditions this time are somewhat different than they were a year ago. You will recall a year ago we were attempting to end the war-time program of cheese procurement and the post-war famine relief program. Those programs were ended, and the government, much to its own pleasure and we hope to us, got out of the cheese business.

A good many of you have asked me during the morning whether

or not the government will have to go back in. At the present time the executive department or the department of agriculture, at least, does not have the answer to that question. I do not know. It is not our function to decide what the policy of the government should be. That is up to our good friends, such as Sen. Wiley and the members of congress, and I think you all should appreciate that those gentlemen have a real hard job on their hands to decide what the program and policy of our government should be. All we can say is, once they have decided the department of agriculture will do its best to carry out what they decide is the best. So at the moment we are out on the procurement of cheese.

During the past year the government has procured relatively small amounts of dairy products except for the support of the program on non-fat solids, which was in effect through August 31st of this year. Under that program the department purchased something over two million pounds of non-fat dry milk solids, all of which has been disposed of for relief purposes abroad. At the present time the only acknowledgements of purchase the department has is for about fourteen and a half million pounds of fat dry milk solids which will be turned over to the International Children's Fund to be used for the purpose of feeding children abroad.

With the government out of your business in a large part, I would like to call your attention briefly to some things that have happened and some things that perhaps you should think about. Your president has raised the question of what would happen if the Wisconsin Cheese Exchange should close up and how you would set the price of cheese. I would like to call your attention to a few things that have been happening in recent months since the war is over that you might be thinking about in attempting to determine what has set the price on dairy products and whether or not our present mechanism can be improved.

During the 1930's the wholesale price of 92-score butter at Chicago was about twice the price of American cheese. This relationship remained year after year during this decade with only minor fluctuations. In three of these years—1930, 1931, and 1938—the price of butter was about 2.15 times the price of American cheese. In three other years—1932, 1935, and 1939—the price of butter was almost exactly double the price of American cheese.

Despite this constant price relationship, there was a pretty steady increase in the production of American cheese as compared to the production of creamery butter during this 10-year period.

During the early part of the period, over  $4\frac{1}{4}$  pounds of butter were produced for every pound of American cheese. During the latter years of the decade, only about  $3\frac{1}{4}$  pounds of butter were produced for every pound of American cheese. Price relationships remained relatively constant, but there was a continuing change in the production ratio of cheese and butter. During and since the war, this production trend has continued at an accelerated rate. In only 2 years since 1940 have there been more than 2 pounds of butter produced per pound of American cheese. For the first 9 months of 1947, only 1.35 pounds of butter have been produced per pound of American cheese.

Despite this reduction in the production of butter relative to the production of American cheese, the butter-cheese price ratio has continued to be unfavorable to butter. During the first 9 months of this year, when the production of American cheese was higher relative to the production of butter than at any time during the last 17 years, the average ratio of the price of butter to the price of cheese did not attain the previous 2 to 1 ratio.

Just why these changes have taken place or how long they will continue is not clear. One possible reason is that the equipment necessary for the production of butter and nonfat dry milk solids is more extensive and more expensive than that required for the production of American cheese; and this may have resulted in areas turning to the production of American cheese rather than to the production of butter and nonfat dry milk solids—areas that have recently shifted from farm-separated cream to whole milk.

These changing price and production ratios raise another question that should be of considerable interest to the entire dairy industry. Today if you should ask anyone the question, "What sets the prices of dairy products," he would probably answer, "The law of supply and demand." If you should be so impolite as to ask your friend what he meant by the law of supply and demand, I am not so certain that you would get a quick or definite answer.

During recent years the supply of American cheese has been increasing more rapidly than the supply of butter, but the record shows that the price of American cheese has increased more rapidly than the price of butter. Prices are supposed to fall, not rise with increased supply. Has there been a change in the demand for cheese different from changes in the demand for butter? If so, what caused the change and will it be permanent?

There are other differences in the behavior of butter and cheese



prices, especially during recent months, that may be of some interest. In early June of this year, 45 cars of Cheddar cheese were sold on the Wisconsin Cheese Exchange at 31 cents per pound. At the same time, 92-score butter sold at wholesale in Chicago at about 60 cents per pound. Standard brands of evaporated milk were selling at \$5.45 per case. The price changes that have taken place since that time in the several dairy products are of interest.

Since that period there has been a rather steady increase in the price of American cheese; and in late October, 5 cars of Cheddar cheese sold on the Wisconsin Cheese Exchange at 38 $\frac{3}{4}$  cents per pound. At no time during this entire period did cheese prices decrease from their levels of each previous week.

Prices of evaporated milk were even more constant than those of Cheddar cheese, remaining at \$5.45 per case until early October, when the price increased to \$5.70 per case. Prices of butter were more erratic. They increased rather steadily to a high of about 84 cents per pound in early September, only to fall to 66 cents per pound in mid-October. Since that date, butter prices again increased to about 72 cents per pound in late October.

Has the fact that butter prices have been rather erratic had anything to do with the fact that there has been more complaint about the price of butter than about other prices? True, butter prices are higher than before the war. But what prices are not higher? Butter prices are not out of line with other prices.

A few weeks ago this problem was discussed with those attending the Wisconsin Creameries Association convention at Chippewa Falls, Wisconsin. At that time attention was called to the fact that the dairy prices with the greatest fluctuations seemed to be butter prices, and yet butter is the only dairy product for which an organized futures market exists. Strangely, one of the arguments for a futures market is that it helps to stabilize prices.

There are, of course, other differences in the organization of the butter market, the cheese market, and the evaporated milk market. The first two have organized exchanges which help to determine prices. The cheese exchange meets once a week, the butter exchange more frequently. Are the changes in supply and demand more frequent in butter than in cheese? I know of no evidence that they are.

It probably can be argued that the organization of the market does have some effect on the level of prices, and even more on the



extent of fluctuations in prices. Prices can hardly fluctuate daily on an exchange that meets only once a week.

Another factor that affects the determination of prices is the extent to which buyers and sellers use the existing machinery to express through buying and selling what they think the price should be. It appears that in both the butter and cheese markets producers take only slight responsibility in the price-making process. They seem to be willing to leave that up to someone else and to sell their product on the basis of a "quotation" established somehow—somewhere. It seems to me that unless producers are willing to assume some of the risk and responsibility of price determination, they have meager grounds for criticizing the way it is done by others.

Some of the ways that others than producers try to avoid all responsibility for price determination is illustrated by a situation reported to us from Philadelphia. A price reporter was trying to secure reports on the prices at which cream was selling in that city. One buyer told him that although he had bought some cream, he could not report the price since he did not know what it was. He had bought it on the basis of a Boston price and he had not found out what the Boston price was. Had the reporter gone to Boston and inquired about the Boston price, he might have been told by buyers there that their price was based on a Chicago butter price and they had not yet heard what that was. Thus, it appears that merely saying that prices are set by supply and demand does not tell the whole story.

One way that should help everyone contribute to price-making would be to provide wider knowledge of prices at which products are currently being bought and sold, as well as information on current supplies, movement into consumption, etc. Supplying such information is a function of the Market News Service, and we hope to secure the help of the Wisconsin Cheese Makers' Association in making the Market News Office recently established in Madison serve the dairy industry of Wisconsin and by so doing serve the dairy industry of the entire country.

One thing must be emphasized about this Market News Office: With respect to prices, its function is to "report" prices, not to make them. But it is hoped that the information made available by the Market News Service will help to make the marketing system work better.

We have said that the kind of market through which a product

is sold has some effect on both the level of prices and the fluctuations in prices. But we often forget that products like cheese are sold through, not to, a marketing system. What the market can pay the producers depends largely on what the market can get from the consumer. For Wisconsin dairy products the consumers are mainly the workers in our industries. For this reason, the Wisconsin dairy industry should be interested in the remarks of the Secretary of Agriculture before the Joint House and Senate Hearing early last month on "Programs to Effectuate a Long-Range Policy of Abundance." Here are some of the main points made by the Secretary. I am quoting the Secretary now.

"One conclusion stands out in my mind. This conclusion is that you cannot successfully make agricultural policy apart from national economic policy and foreign policy.

"My second main conclusion is that, although much of the agricultural problem lies outside of agriculture, much of it lies within and must be attacked directly with farm programs.

"Let us remember too, that full employment and good markets in the cities do not assure farm people parity of living conditions.

"In my estimation, farm programs should help us do three things: Keep our pattern of production in line with the needs of our economy, provide a good measure of protection for agriculture when the general economy goes sour, and at all times work toward the solution of the agricultural problems that persist in good times and bad.

"For my own part, I strongly believe the price measuring tool we call parity should be modernized and that at least part of the action should be taken without delay. We should modernize the 'weights' which we use in adding the several prices which farmers pay . . . I do want, however, to say specifically that I do not believe any allowance for unpaid farm labor should be included. The parity index is **not** a cost of production index. Parity measures the ratio between **cash-prices and rates paid and cash prices received**. Let's keep it that way."

We hope you members will find time to study these suggestions. Their adoption will effect your business. Study and suggestions before action has been taken are more helpful than criticism after the action has been accomplished.

In closing let me say again, it is always fun to come back

## WISCONSIN CHEESE MAKERS' ASSOCIATION

to your meetings. We haven't had as much association as we used to. I don't know whether Mr. Kopitzke or Mr. Mooney just don't like Washington any more, or whether they have all their problems solved. I think when your association did have problems, the two gentlemen always appeared in Washington.

PRESIDENT KOPITZKE: Thank you, Mr. Don Anderson.

One of the men who did more for us down in Washington, I think, than any other man, is the next speaker. When we were having all these problems it wasn't hard to get to some of those men, but some of these big boys in OPA, if we couldn't get to them any other way, we would run up to the fourth floor and go to this gentleman's office and he would listen to us and then ask, "What is your problem today, boys?" After we gave it to him, he wouldn't say a word, just pick up the telephone and the first thing he had one of these OPA men on the telephone and say, "What is going on? Mr. Mooney and Mr. Kopitzke are here and want to see what happened." And we had an appointment at 1:30 in the afternoon, and we certainly did get splendid cooperation from the Senator, and it is not only a privilege but a pleasure for me to present to you the Hon. Alexander Wiley of Chippewa Falls, United States Senator.

(Applause.)

## NEW FRONTIERS FOR WISCONSIN CHEESEMAKING

By Senator Alexander Wiley

I am grateful for this opportunity to appear with you again. Over the years, as you know, it has been my real pleasure to come together with you folks from time to time, to consult in Washington or in Wisconsin with your able Executive Secretary, Mr. George L. Mooney, and your President, Mr. Leonard E. Kopitzke, to receive and answer letters, telegrams, and phone calls from you folks, and to generally be in the very closest of contact with you.

It has always been a particular delight to serve Wisconsin cheesemaking because it so clearly represents in the minds of the people of our state and of the entire country the outstanding excellence of Wisconsin agriculture and of Wisconsin industry, yes, because it symbolizes small businesses at work, providing wholesome, nutritious food for our nation, contributing to the healthy economic, as well as the physical bloodstream of America.

### Your Association's Officers

At the very start, I want to say a brief but sincere word of appreciation for the help that has been given to me by your two able leaders. I count George Mooney and Len Kopitzke as real **friends**, not only because they so ably represent your interests and those of all Wisconsin cheesemaking, but because these men really understand the problems of a United State Senator's office—whether it be mine or Senator McCarthy's. They know how to cooperate with and work as a team with our entire Wisconsin delegation in furthering your own and Wisconsin's interests. I believe that the example which they have set in representing your organization (which extends into virtually every one of our state's counties and whose roots are so deep and rich in Wisconsin's culture as well as in its economic system)—that their example is a **model** for other industries throughout our state.

### Memories of Cheese Problems

Being with you here today causes, what one author referred to as, "remembrance of things past." They are very dear memories, even though they are concerned with some hard struggles which Wisconsin cheesemaking has fought and won in years past, and in which it has been my pleasure to assist you. Who can forget your epic struggles against OPA bureaucracy and its discriminatory orders? Yes, you and I remember well the battles that were fought against OPA ineptitude, against square pegs in round holes, who were doing severe damage to our cheesemaking industry, damage from which we have not even yet completely recovered. Yes, who can forget too the critical problem of lack of manpower for cheese factories? Who can forget the struggles with the War Manpower Commission and the Selective Service System, against the arbitrary stripping of the vital hands for your work?

Who can forget the problems of **pre-war** years when we were vitally concerned with assuring an expanding market for so-called **surplus** cheese products, with your prices having tumbled to disastrously low levels? These are the battles which come to our mind's eye as we look back. The most important thing is, however, the struggles which we face up ahead, the problems to which I am sure we will be adequate.

Our subject today is "**Your New Frontiers**,"—frontiers of research, frontiers of salesmanship, frontiers of production.

### Attention To Your Problems

Helping you advance to those new frontiers is, of course, one of my aims in Washington. It is my duty and privilege to follow developments in the cheese industry with the closest of attention, giving your problems as much time as possible, and I'm always happy to do so. I have noted, for example, the reports of the Hearings conducted by the Pure Food and Drug Administration on the subject of **STANDARDS OF IDENTITY AND QUALITY** for cheese.

I have watched, too, the Pure Food and Drug Administration's policy in **inspection of cheese factories**. Each month, of course, I receive regular reports from the Department of Agriculture and other agencies on cheese production and prices. Also, from time to time, as you know, it is my pleasure to insert in the Congressional Record the most important resolutions adopted by your organization as well as communications of your members. On countless occasions, I have taken up individual requests of your organization with the Department of Agriculture and other Agencies in Washington.

One of the real thrills I experienced was when we secured the passage, in literally the final hours of the First Session of the 80th Congress, of the **CHEESE REPORTING SERVICE AMENDMENT**, by which there will be relatively complete reports on Cheese Exchange trading. I am humbly grateful for the many kind communications that I received after we had succeeded in enacting into law this amendment to the regular Agriculture Appropriations Act. We are indeed on the lookout in Washington at all times for developments at home and abroad that will be of interest to you.

### Keeping Up With Wisconsin's Needs

As you so well know, one of the real "occupational diseases" of Washington, D. C., is that anyone there is liable to get what has been called "Potomac Fever." When that happens, a person—either a legislator or a bureaucrat—begins to lose a feeling and a sense of real **grassroots** sentiment and **grassroots** needs. That is why I'm happy to get back to you to sound out how YOU feel as well as to present some reactions of my own. Through your letters, your phone calls, your telegrams to me, through communications from George Mooney and Len Kopitzke, I am able to help make sure that neither I nor my staff ever come down with that fever.



### America's Future

Without that fever, we can feel sure of our future. America's future is indeed bright. The gloomy predictions of the professional pessimists have been riddled by actual events. Sixty-one million Americans are employed. We are producing at the rate of a 200 billion dollar National income. We have a backlog of years of **unsatisfied** demands in countless commodities. The world is desperate for our goods.

No, the picture is not **entirely** bright, of course. As you push on to your new frontiers and as all America advances, there are clouds up ahead. For one thing, Communism hangs like a red Cloud over the world. An archaic, **punitive tax** system which must and will be revised faces us here at home. We may be faced, too, with another disastrous spiral of **wage increase demands**.

But the word "American" still ends in "I CAN." So we can meet these problems successfully, I am sure, and guarantee lasting prosperity for industry, for agriculture, and for labor, **IF** we pull together as a team. We need **realism**; we need **straight-thinking**, **NOT** synthetic thinking; we need the **courage** of the men whom we will be honoring a week from today—on Armistice Day—and whom we should honor every day.

### Basic Factors: Foreign and Domestic

But those are generalities, however true. Let's get down to cases, cheese cases.

Of course, no man can pierce the veil of the future. No man can see with precision in this day of uncertainties exactly what the cheese future is. There are too many intangibles in the picture.

There are, of course, two basic factors which will be at work:

(1) **The income level** of the American people and their capacity to consume an ever large amount of cheese; and,

(2) **Our international trade** which will depend, of course, in large measure upon what we do under what has come to be known as the Marshall Plan.

Both (1) and (2) are, of course, closely inter-related.

Let's take these problems in **reverse** order. Foreign trade amounts to only around 17% of current cheese production, but that is a **variable** and **important** amount. The greatest market in the



world is still here in America itself. Nevertheless, since the foreign scene is the subject of so much controversy today and since the Congress will devote its primary attention to it, when we reconvene on November 17, we'll consider it first.

### Uncle Sam's Foreign Role

As you know, I have recently completed a brief trip abroad with Mrs. Wiley at our personal expense. I spent a total of around six weeks in several European countries, including Switzerland, Great Britain, Northern Italy, France and the Low Countries. No one who has spent such a short time overseas can even pretend to have anything like a complete and expert picture of the problems which those people face. Nevertheless, I do have some strong feelings on the matter.

In our foreign policy, I believe that it is essential that America play the role of a Good Samaritan, helping other nations to help themselves. As you know, and as I have stated many times, I don't believe that Uncle Sam can be an Uncle Sap or an Uncle Santa Claus. We can't deprive other nations of their initiative, of their God-given right to straighten themselves out through their own efforts insofar as possible and become good, cash-paying customers again. At the same time, we cannot ignore our Christian responsibilities to a stricken, Red-menaced world in its present crisis.

Recently, I sent a letter to Secretary of State Marshall along this line, expressing my convictions of the need for a sound, **business-like foreign** policy, expressing my hope that we might be able to secure some worthwhile **collateral**, (e.g. in mineral resources, in bonds, etc.) for our overseas aid, rather than squandering and dissipating our resources without expectation or chance for any return.

### Cheese Exports

Naturally, you're very much concerned with the export situation. Last year, as I've indicated, factory cheese exports to undernourished foreign peoples accounted for 16.9% of total cheese production. This compares with 17.4% in 1945 and with a peak of 27.4% in 1943 when lend-lease was at its height. This year, in the first half of 1947, exports of dairy products have been the lowest since the beginning of the war. In terms of milk equivalent, exports during the first half of this year amount to around two billion pounds or only 3% of the total output. For the year as

a whole, exports may reach **only three billion pounds** and, as a matter of fact, exports next year are expected to be **even lower** than those this year. The amount of cheese expected to be exported this year will be around 150 million pounds. This compares with 305 million pounds in 1942 and 297 million pounds in 1944. As you can see for yourself, that's quite a drop, and it has naturally had serious repercussions on the cheese industry.

To what extent cheese will be shipped abroad to feed the hungry, disease-ridden peoples remain to be seen. Both as to immediate and long range plans, Congress will want to review closely all of the facts in the matter, including principally Europe's capacity to help itself.

### **Cheese Imports**

On the other side of the ledger, I have, of course, been following the situation with regard to cheese **imports** very closely. The greatest amount of imports of cheese since 1915 was in 1928 when we imported 81 million pounds. Last year, our imports amounted to 20.8 million pounds, and this compares with the 1939 figure of 59 million pounds of foreign cheese imported. We know how critically poor the dairy conditions are abroad, so that this problem of imports will probably not loom as urgent for some time to come.

I understand that Secretary of State Marshall contemplates under his Plan a restoration by 1951 of milk production in the 16 European nations **back to the 1939 level**. At that level, as you will recall, and, as I have just mentioned, they exported 59 million pounds of cheese to us.

I would like to note, too, that we made our trade concession with Canada by reducing the Cheddar tariff just before the war and we have, therefore, not had the opportunity to see just how that reduction will work in our home market. This, too, I will be following very closely in the years up ahead. Recently, representatives from America completed multi-lateral trade pacts in Geneva, Switzerland. I want to study these pacts in detail as does the entire Congress.

### **Home Market**

Well, what about our home markets? We know that the American people are by and large eating more and better food today than ever before in their history. Our Wisconsin income **per capita**, that is, per person—man, woman and child—has gone up

to \$1,198 compared with a 1940 average of \$516; or a 132% increase. Throughout the nation the average income has gone up to \$1,200 compared with a 1940 income of \$575. That represents a 109% increase.

Because of our increased consumption, we are by and large eating around 1/6th more than we were eating before the war. Thus, the average person—man, woman and child—is today eating 2.1 ounces of cheese per week compared with 1.7 ounces before the war; 3.6 quarts of milk and cream now compared to three quarts before the war, and so on down the line, with but a few instances wherein our consumption is lower rather than higher, such as in the instance of butter which we are eating at the rate of 3.2 ounces compared to 5.1 ounces before the war.

#### Increasing Home Consumption

Now, the big problem is whether we can further increase our consumption of cheese to raise that 2.1 ounces consumed per week to still higher figures. I am convinced that we CAN, and I am convinced, as I am sure you are, that higher consumption of cheese will work not only to the nutritional advantage of the American people, but will, of course, work to the economic advantage of our state and other states.

The problem, therefore, of encouraging increased consumption, of improved packaging, improved public relations in selling cheese and cheese products, this problem is an old one and one to which you have given your conscientious attention in the past and have already scored many notable successes.

I believe, however, that we still have many new frontiers in selling cheese to the American people. I have called attention many times, as you undoubtedly have in your own homes and in your own communities, to the fact that if the American people were to consume cheese at the rate that some European nations do, such as Norway and France in pre-war days, then we will have indeed come a long way toward resolving the problem of any possible future cheese "surpluses."

As you know, it has been my pleasure in the Senate on many occasions to call attention to the excellence of our Badger cheese. You know that has occasioned some kidding by a few of my Colleagues about my bringing "too much limburger into the discussions of United States Senate." But I have never minded that kidding, because I am satisfied that the economic welfare of you cheese-

makers is indispensable to the prosperity of our state. That is what I stated in a chapter in my recent collection of Congressional humor, "LAUGHING WITH CONGRESS." If I may be excused a brief aside on that topic, one of the New York reviewers of the book, noting the fact that the volume was full of gratifying references to cheesemaking, stated at the end: "Well, make mine Wisconsin Swiss on rye." If I can get more book reviewers and more book readers and even non-book readers to put Wisconsin cheese on rye, whole wheat, white, or whatever they please, then I will be satisfied that I will have helped served you folks here, and in so doing, have helped serve our state.

### Cheese Prices

Well, what about cheese prices?

You and I know that there is a lot of misinformation and loose talk on this subject of just who is profiteering from the current comparatively high level of prices. There is a lot of misinformation to the effect that the folks in the food making and processing industries are "profiteering." You and I know that is **NOT** the case.

You and I know, for example, of the increased cost all the way down the line—materials, labor, machinery, etc.,—which our Wisconsin cheesemakers are facing, and of the fact that the profit which you seek is a fair profit in the American tradition, rather than profiteering. I believe that it is essential that your industry and other industries get across the **true picture** to the American people so that smear artists who have been attempting to blacken the name of the American farmer and other American industries, be completely exposed.

### Your Frontiers

That is a part of your new frontiers—expanded public relations, bringing "light" to the people, not only about your fair prices, but about the luscious values of Badger cheese.

With your proven ingenuity, with your proven ability to turn out outstanding products at reasonable prices, you are going to insure higher domestic consumption. Your research into making cheese even more nutritious, more attractively packaged and easily sold—this research is going to pay immense dividends, I am sure.

### Conclusion

Friends, we've considered quite a few matters close to your hearts and mine on the foreign scene and the domestic picture.

I want to thank you for the opportunity that you have given me today to speak to you at first hand. It's a wonderful thing to be back among old friends. I wish that our Washington schedule was such that I could be with you for a longer period to speak to each of you **individually** on the problems you face in your local community, to get your suggestions and your frank reactions, rather than simply for me to present here to you in one meeting, my own brief conclusions.

I want you to know that I welcome at all times **the recommendations** which you may find opportunity to submit to me while I'm in Washington. It is through your recommendations that I am better able to handle your needs. I am in Washington to serve you, to serve Wisconsin and the nation, and—oh yes, **to avoid "Potomac Fever."**

I sincerely congratulate you men. You have come through—through war-time and reconversion periods with "flying colors." You're on your way to **still finer days**, I'm sure. Our state looks forward eagerly to its Centennial next year. In our next One Hundred years, Wisconsin Cheesemaking will continue to be a pacemaker in Wisconsin prosperity and health.

**PRESIDENT KOPITZKE:** Thank you very much, Senator Wiley. I am sure if you continue to fight for the industry as you have in the past we will never forget you. We are always glad to have you with us and hope you will be back soon.

Now, we have just heard from our good Senator Wiley. We have some neighbors here, some neighbors from Canada. After hearing from our United States Senator you are going to hear from one of your neighbors in Canada. We have four gentlemen here. I wish that they would rise. One of them is L. E. Shenk, H. Stoppman, A. E. Bickler. Mr. Bickler is connected with the National Dairy Council of Canada, and he is also an operator. And your next speaker whom I am very happy to present is Mr. J. M. Bain, who is chief instructor of the Department of Agriculture in London, Ont.

We have had them with us last year, and I think they enjoyed it here, and we certainly did enjoy having them with us, and at this time I am very happy to present to you Mr. J. M. Bain.



**ADDRESS**

By J. M. Bain

Chairman Len and ladies and gentlemen: I want to say first that it is certainly a pleasure to once more attend your convention here in Milwaukee and renew so many acquaintances. We have had a good visit so far, meeting the men we met last year, and we look forward to your meeting tonight and assure you we will be on hand.

Traveling across to Wisconsin certainly makes us all realize what a wonderful continent we live on. We can attend conventions such as this, gather information and go home feeling well repaid, and that we have made a lot of friends, and we look forward to meeting as often as we can. We know of a lot of other countries, it has been mentioned by your good Senator, that could follow our example.

I want to here congratulate your good congenial president and his associates for the wonderful convention they have planned. I have to do with some conventions and it is not hard to realize the work you go through and the strain you are under while you are going along keeping everything working as it should.

There are a great many people and concerns interested in the cheese business. We have the producers of milk, of course. Without them we couldn't get along, cheese makers, cheese buyers, manufacturers, supply men and many others, and one of the great values of a convention in meeting such as this is getting those people together and review our problems and making plans for the future.

There are a lot of problems that are going to present themselves. There is no question about that. Some of them will be difficult and yet, if we all work together on them they will not be so formidable. We will get answers to them all. One thing that is certainly important, is to keep your cheese association strong and everybody taking an interest in it. I think Mr. Mulloy yesterday stressed that quite well in his talk to the operators. As time goes on conditions and methods and practices of a few years ago will have to be revised and kept up to date. New legislation will have to be brought in from time to time, and there will be new equipment introduced and modern ideas.

Here again we profit by coming to the convention and inter-



changing views. There is no convention that stays stationary. It either progresses or goes back, and everyone in the cheese business wants to see that it goes ahead.

I am going to refer very briefly to the men who are operating cheese factories. The cheesemaker is the vital man in the business. He must set a shining example of cleanliness and personality to his shippers of milk, and he must also keep his plant in the same manner and must set an example for those men putting in the milk. He must also have the ability to select the milk and diagnose defects in rejected milk, and manufacturing fine cheese day after day. All this keeps him busy particularly during the peak season.

Now, have some of us been too busy operating our plants for our own good? During the past few years due to conditions beyond our control some of us possibly have been overlooking a few of the lesser details which are important to showing profits in this post-war period. I am referring to plant management and some of the little things which may appear insignificant, but added together mean dollars and cents in our pockets.

Possibly what I am going to mention does not apply to any Wisconsin cheesemakers, but in Canada we have been operating our plants as best we could, buying more or less indiscriminately, and using our equipment and supplies in the same manner. And we believe now is the time to practice those little economies which may mean plenty for us.

Interest should be taken in our employees keeping in mind that they are going to be the plant managers of the future. Advice should be given not only how to make cheese but also how to handle equipment, care for it, wash and clean it.

In my work we very often see small parts of equipment or cement floors get damaged and cause inefficiency in operation, loss of time and loss of milk, and those things don't add up to economic production. Cleaning compounds should be used according to manufacturer's instructions in order to protect equipment and insure cleanliness. The same applies to the ingredients used in the cheese, the correct amount to use and the care of the balance on hand.

Water taps and steam valves are sometimes left open or slightly open, and electric switches are on for no good reason. Where no engineer is hired to look after the boiler room, a great deal of fuel can be wasted if the equipment is not kept in proper condition and proper procedure of firing is not followed. These are just a few

small items which could be neglected in any of our plants. We can carry them very well on to the can washers. I am not going to elaborate on that. They are a wonderful piece of equipment if they are kept in shape. If you neglect your solutions and your pits you can soon invite trouble in your plant due to milk supply which will not turn out good cheese.

We have heard a lot about extraneous matter in cheese. It could apply to some of our producers. They have money tied up in herds, in cattle, buying expensive feed and looking after them, and yet it goes back to one or two little details that goes to making clean milk.

You have often heard the cheese business referred to as the balance wheel of industry. Each of us should practice efficiency and realize our responsibilities, ever working to attain higher standards of quality and more economical production.

I honestly believe our costs are going to be important in the future of the business. But you know, ladies and gentlemen, we have been taught for years by our colleges to operate our business along scientific lines. Scientific lines in my opinion mean the giving of our attention to all the small details just as well as the great in each day's operation, and I think that is a good definition for scientific operation.

Now, Mr. President, my associates and myself have had a wonderful time as I told you before, and to each one here who have the opportunity we want you to cross that imaginary line as we call it and come over and visit Canada. We will be glad to have you, and we appreciate the invitation over here and the way we have been used, and if you should have the opportunity of coming there we will try and give you just as hearty a welcome as you have given us, and we will try to make your stay just as pleasant and we hope you will be doing it and stay a long time.

**PRESIDENT KOPITZKE:** I know he means every word he says. I am sure we haven't treated them half as good as they did me. I know we have been just so busy we haven't had much time together but I can assure you, if you go to Canada you will be treated right. Thanks again.

We have only three more speakers and everyone is going to have something interesting to tell you. The next speaker is not listed on the program, but there has been a lot of quality work done in different sections of the state, and we happen to have a farmer

with us who is very much interested in that and he is going to tell you something about it, the farmer's part of the quality program. We are very happy to have him here with us and he is the Chairman of the Dodge County Quality Improvement Program. It is Mr. August Soldner of Reedsville, Wisconsin. I know you are going to be happy to hear a short message.

#### ADDRESS

By Mr. August Soldner

Mr. President, ladies and gentlemen and in a special sense, members of the Wisconsin Cheese Makers' Association: You are meeting here today for convention, for business, and for pleasure, and you have asked me to speak a few words here today, and this I do with the greatest of pleasure for I consider it a high honor to be privileged to speak to such a fine group of men who are ever bent on improving the conditions in the greatest and most essential institution of the world, or industry of the world — the cheese business. And as I said at Beaver Dam the other night, it can be truly said, destroy the cheese industry and especially in the state of Wisconsin, and grass will grow on every street in the city.

I wish I could express in words the feelings that give rise in my heart and mind as I stand before such a magnificent group of cheesemakers. The least that I can say is that you fill a position more honorable, more dignified than that filled by the president—presidents of all the great groups of the United States. You fill a more honorable and a more dignified position than the presidents of our great banks who handle the money that your hard and honest labor produces. You labor from 10 to 15 hours a day, and hope to God that men in other lines of endeavor might copy after you, for it is only through your hard and honest labor that we will ever be able to redeem the 260 billion indebtedness that hangs over us. It is the only hope,—the only life that is gleaming through the dark clouds of despair, hanging all over the world, rests on hard and honest labor. It is the only road back.

We are facing today a starving world and we are still our brothers' keepers, and I know of no other—we have a great responsibility and I know of no other class of people who have met this responsibility more nearly than the cheesemakers of the State of Wisconsin. I wish to tell you that I know that you here in Milwaukee and surrounding counties have the same longing as our cheesemakers out there in Dodge county have to improve the quality

of the products of your labor. Our men down there have proven it by giving us such whole-hearted support to what we call the Dodge County Quality Milk Improvement Association. And I would like to take this opportunity right here and ask you cheesemakers all over the state of Wisconsin to join in with us, giving us your hand and helping us put this program across.

We have a big job on hand. Let's join hands and hearts, with only one purpose in mind, and that is to keep Wisconsin forever primarily the leading state in the union in the production of cheese, both in quantity and in quality, and to do this we need your support. We will all have to work together co-operatively in the spirit of good fellowship and in the spirit of good Christian brotherhood, ever pressing to the end.

Let no one think that my being just a little dairyman or operating just one little factory, that I am insignificant. There is nothing I can't do. Do you remember the story of the little boy in Belgium who was playing on the dykes that separated Belgium proper from the waters round about it. He saw a little leak in the wall. It was only a trickling leak but in a few hours it would have been a torrent which would have meant destruction to life and to property, but the little boy with one hand stopped the leak and with the other called for help. It was nearly three hours before help arrived, but Holland was saved, and all that lay between death and ruination of thousands of acres of golden grain and waving fields of corn was the hand of a nine year old boy. And that is just how we in the quality improvement association are working at that job. Your little hand and mine may have saved for Wisconsin the honor of ever being the leading state in the union.

We want to make the best cheese in the world. It is not our object to put out the farmer—or drag him into court. Those are just the things we are trying to prevent by making right here in Wisconsin the cleanest, most wholesome cheese that can be bought on the quality market. That is our goal and we shall never rest until we reach it. And, therefore, we ask you to join hands with us, every single one, and our organization is just in its infancy here in Dodge County, just four months old, yet wrapped in its swaddling clothes and yet we have made great strides.

I am not going through all these figures but I am going to give you a check of the first inspection on July 7th, and the last again four months later in October. In factory No. 1 I have given you first the sediment grade test. In factory No. 1 we had not one pound of No. 1 on the cheese test. We had 28% No. 2, Grade; 54

No. 3, 18 No. 4, or rejectable.

On the next test we had 6 No. 1, 81 No. 2, and only 4 No. 4.

In factory No. 2 — these records are taken from the secretary's books by the way. In factory No. 2 we had 6 No. 1, 38 No. 2, 47 No. 3, 9 No. 4, at the first inspection. 10 No. 1 at the second, 70 No. 2, 20 No. 3, and not a single per cent No. 4.

Now, I will give you the methylene blue test. In factory No. 1 we had 10% that stood up 20 minutes or less, 21% that stood up only one hour; 8% that stood up three hours; and 61% that stood up 5 hours or more.

On the last test we didn't have a single drop that stood up only 20 minutes. We had 18 that stood up four hours, and 81 that stood up 94 hours, and 81 that stood up five or more hours. And so I could go down the list to show you the improvement that has been made in just four months, and figures don't lie.

We want you all to join hands with us and put the deal across. Let's do it within reason, let's do everything within reason. We saw in Dodge County that there was much room for improvement, and therefore we organized and we feel there that this organization must be a permanent one. It must be state-wide or nation-wide, and we will not rest until we get it so, and then we must ever be on the look-out.

You remember many years ago when the Chicago and Milwaukee and St. Paul railroad had many accidents in one summer. The president called the engineers and firemen and the brakemen at various times and he gave them a sharp talk and among other things that he said is, "you will have to henceforth keep your hands upon the throttle, and your eyes upon the rail". And that is the warning that a quality improvement association shouts out to the dairyman, the cheesemakers, and the operators today. Let's keep our hands on the dairy industry and our own eyes on the rail.

We feel that it is not a federal job; it is not a state job; it is the job of the dairymen, the cheesemakers and the operators. None other understand it as well; none other can do it as well, and if we all pull together we shall reach the goal of high reward, and I thank you and bid you God-speed on the road toward the goal.

**PRESIDENT KOPITZKE:** Thank you, Mr. Soldner. I don't know whether he is a good farmer or good speaker. I think he is both.

Now, you have heard from a man from Canada. Now you will hear from one from our own department. I have had the privilege of working with this man quite a few years, and it certainly is a privilege to go in his office when you have problems in the dairy industry. I assure you the amount of work doesn't mean anything to him. He has worked nights I know on certain things to help the dairy farmer, and I am happy to present to you at this time Mr. Madler, the attorney for the State Department of Agriculture.

### ADDRESS

By Anthony E. Madler

The year 1948 will be memorable in Wisconsin. We can look forward to expositions and observances which will arouse the whole state to an appreciation of its historic past,—to the duty of carrying on the future in the spirit of the pioneers. Thus it is that this year we will be completing the first one hundred years of statehood,—and we can look back with pride to some of our immortal forebears and with gratitude for their industry and fortitude. The people of Wisconsin should indeed be grateful for its rich mineral deposits, its myriad lakes, its vast woodlands, its abundant orchards, its fertile hills and prairies, and its vigorous but productive climate,—for these are the factors that have helped to make our state truly “the land of milk and honey”.

As we conclude that one hundred years of looking “Forward” we find ourselves in a period in which the economic trends have been upset by the impact of world conflict. Such upsets bring great changes and new problems. In order that we may better prepare to meet those problems there is need that we study the things which have happened and are happening. Only if we fully realize the significance of these “signs of our times” can we expect to face the future with confidence and courage.

Today I would like to discuss with you some of the events and circumstances which are probably significant because of the consequences they may have on the dairy industry.

Having a member of the staff of the state department appearing on your program to discuss those things is emblematic of the splendid relationship which has existed between the Department of Agriculture and your fine organization. Working, as we have, with your officers, it would be remiss for me to not take this occasion to assure you of their effective and intelligent work in your behalf,



and to recognize publicly the excellent co-operation we have received from them. The association itself can be counted a truly great service organization, realistically attacking the problems of the industry, and making important contributions toward the economic improvement of its members and other people so engaged.

To analyze our present situation in preparation for the things to come, it is probably necessary that we examine our present agricultural economy, compare it with the past, and attach whatever significance we may to the evident changes. Let's take gross agricultural income. From 166 million dollars in the depression year of 1932, and 279 million dollars in the prewar year of 1939, the gross farm income of the people of our state has risen steadily to 776 million in 1944, 808 million in 1945, and a record of one billion dollars in 1946. 50 per cent of such income is consistently from dairying, so that in 1946 our farmers received about one-half billion dollars for milk at the farm. I don't want to recall for you the depression years of the early thirties and I hate to remind you of the post-war declines of the early twenties. I refer to them only so that we may make comparison and note the differences. During these two periods and until about 1937 physical production remained fairly constant and gross income followed closely the rise and fall of farm product prices. In recent years prices and production have both moved upward to give Wisconsin agriculture its greatest income.

We have been hearing protests about high food prices. We have been hearing warnings about the consumer not being able to buy,—and about another depression. Food prices are high,—all prices are high but food is the vulnerable target because it's the everyday item that the consumer must buy. I'm sure you will agree with me that as money becomes tighter and the demand falls off, the poorer quality products will be dropped first and the available dollars are going to be spent on those products which are selected on a quality basis. That being true, quality must be our prime objective.

Let's look at Wisconsin's place in the dairy picture. Our farmers producing about 16 billion pounds of milk annually make this an exporting state. That means that the success of your industry is largely dependent upon what the out-of-state market will buy and what it will pay for Wisconsin cheese, butter, milk and cream. I think it's important that we stop right here to analyze that problem and to ask ourselves:

1. What are we doing to create and maintain our market?

2. What are some of the factors that may militate against us?
3. How can we best prepare to meet those challenges?

When we talk about marketing the first question that comes to my mind is this: "Where can a fellow get some nice old cheese?" Aged cheese has practically disappeared from the market. We know that there was a time when very little Brick cheese and very little Limburger cheese was being made. We know that other dairy products lost ground to competing substitutes. I don't need to recall for you all of the abnormal situations which resulted from artificial pricing, rationing, subsidies, quotas and other "war power implemented" agency restrictions. It's up to us now to win back and to keep our customers.

The State will spend \$70,000 annually to promote the sale of dairy products. The recently announced \$1,200,000 budget of the American Dairy Association evidences the intention of that industry-wide fine organization to fight to keep our market for our expanded dairy production. It is important to remember that our record agricultural income is the result of not only higher prices but also the result of greatly increased production. Finding consumers who will buy and use dairy products is therefore one of the matters of major concern to the industry in the years ahead. Research, advertising and salesmanship will be needed.

Wisconsin, I have said, is a dairy exporting state. And Wisconsin's milk production has been greatly increased. What about the other states? Statistics show that they too have expanded in dairying. Whether that expansion will endure and whether it signifies a trend toward local self-sufficiency only the future can tell. As of now we are shipping out of this state millions of pounds of cheese, butter, milk and cream. We must continue to do so. But, if and when production exceeds demand, will we be faced with new and higher quality standards on imports established by the enforcement officials of other states in the quite natural desire to protect their local producers? Should we not also anticipate a demand for increased federal vigilance on interstate shipments?

Even now we can point to examples of such happenings. Some states, as you know, have enacted laws prohibiting the sale of cheese unless it is made from pasteurized milk or has been held in storage for 60 days, and at least one state, Michigan, requires labelling to inform the consumer which it is. Some cities, like Knoxville, have enacted the U. S. Public Health Service ordinance requiring inspection of the producing farms and have granted what they say are

"temporary emergency exemptions" during present periods of shortage. Some states and some cities, like Pennsylvania and Chicago, maintain their own inspection service.

As to increased federal vigilance, we need not look beyond the borders of our own state. You are all familiar with the publicity which was released following some of the federal prosecutions during the past year. Certainly we have witnessed an increase in federal supervision. The Food and Drug officials are pursuing the products from place of sale to place of manufacture. The federal penalties are severe and costly to the offenders, but they are even more costly to the industry as a whole. The innocent suffer with the guilty. I am confident that you all realize the harm which results from publicity such as follows some of the prosecutions in federal court.

It seems to me then that in looking forward we should expect these factors: critical consumers, increased production in other states to supply local markets, and quality minded enforcement vigilance. We must be prepared to meet their challenge. We must concentrate on purity and quality.

We in the state service are gratified with the renewed interest in the state quality improvement program, accompanied as it now is by the enlarged support and cooperation of the industry. The State spends about \$180,000 per year in this dairy quality improvement work,—for inspection and grading and related activities. I am proud of the effectiveness of our own staff. And I am greatly pleased with the initiative which the industry has taken to do a part of the quality inspection work on its own behalf. I refer to the cooperative plan under which dairy plants are jointly engaging fieldmen to work with their producers on an area basis.

Quality then is the key to continued success of the dairy industry in the years ahead. We are aware of other evidences that you men in the industry recognize this need. It is not necessary to recount here the statistics showing quality and grade improvement since the war. It should be sufficient to say that our records indicate tremendous improvement.

This matter of quality also was given legislative consideration during the past year. Your Association can take justifiable pride in its sponsoring some of the bills which were enacted into law, designed to protect the good operator in his earnest desire to produce quality products.

I would like to spend the remaining time allotted to me to try to briefly explain some of the new laws affecting your industry.

For some years we have had a law requiring the dust-free surfacing of highways in front of dairy plants, but there was considerable confusion in attempting to fix responsibility for doing such work. That confusion is ended by Chapter 429, introduced at the request of your Association. The new law requires the county to do such work if it has not been done by June 1st of any year. The cost is then charged against the unit of government responsible when the State Highway Department allocates state aid. And I want to report almost 100 per cent compliance with this new law during the past summer. We experienced difficulty in only one community and a recent opinion from the Attorney General has served to correct a misunderstanding there.

Another new law sponsored by your Association is Chapter 350 of the Laws of 1947 which permits the addition of .02 of 1% of calcium chloride to milk for cheese making. It is the function of this mineral salt to balance the different kinds of the salts in milk under special circumstances when necessary to attain a normal yield. I understand that all of the dairy scientists advise against the indiscriminate use of that product at times when it is not necessary to do so.

The statute so amended now provides that "cheese" unqualified means Cheddar cheese. And the definition of Cheddar cheese requires that it be made from whole milk. We have discovered some few isolated cases in recent months where makers have intentionally added skimmed milk. We recognize that a part (not all) of the industry would like permission to make cheese from standardized milk. We know, too, that the Food and Drug Administration is giving consideration to proposals permitting the use of standardized milk. But the law of Wisconsin as it now exists, the law we are required to enforce, does not permit of standardization. We will have to continue to prosecute when ever we find skim milk being used in such operation until the Legislature changes the law. Until the law is changed, the use of skimmed or partly skimmed milk in the making of Cheddar cheese is unlawful.

Chapter 175 definitely grants a 2 per cent tolerance under the 45 per cent butter fat standard for Swiss cheese because that section of your industry contended and, I think, established that such tolerance is necessary in the Swiss cheese making procedure.

The state grading of Swiss cheese was saved by Chapter 471

which authorizes the department to collect a part of the cost of that service from the industry. We are now billing the factories for the grading done in August and September and in most cases payment has been made promptly. In a few cases the view has been expressed that the assembler should pay the grading charge. I thought I might take advantage of this opportunity to explain that the statute imposes that cost upon the owners of the cheese at the time of grading,—and since the cheese can not be sold until after it is graded the cost must be borne by the manufacturer.

You will be interested to know that Chapter 169 of the laws of 1947 requires that after January 1, 1948, all dairy plants use the 8 per cent milk test bottle in conducting the Babcock test to determine butter fat. This bottle is graduated in one-tenths instead of one-fifths and should result in more accurate readings. The new law also permits the use of the 9 gram cream test bottle. Specifications and tolerances for this new test glassware have recently been established by departmental regulation and order.

Even the farmer's milk statement received attention. Under the new Chapter 381 the plant operator is now required to furnish with the producer's payroll check a statement showing the **daily** number of pounds of milk delivered in addition to the fat test, transportation charges and other deductions.

Chapter 432 requires dairy plants and other food processors to recognize the contracts of producers with their cooperatives and to pay to the cooperative the agreed check-off for the services it renders to its members.

You know that before a dairy plant operator's license is issued the applicant is required to satisfy the department that his producers will be paid in full for milk or cream delivered. This could be done by filing a satisfactory financial statement or by filing a bond or by appointing a trustee to handle all funds. Under the new Chapter 202 such trustees so appointed are required to file a fidelity bond and we are presently very busy at the task of securing and filing such bonds.

A bill of particular importance to our department is Chapter 315 which authorizes our inspectors to issue holding orders prohibiting the sale or movement of food suspected of being adulterated or misbranded. It applies to day products as well as to other foods. It gives the department 14 days time to make a laboratory analysis and requires that the department approve of the disposition of those products found unfit for human food.



There are other new laws relating to food products and to agriculture generally, but it is probably unwise to attempt to outline them all here. There was also some proposed legislation of importance to the dairy industry which did not pass. Some of such proposals brought to light apparent conflicts of interest within the industry. Some were strenuously opposed by people who professed to know so many things about the industry that are not true but who actually were not at all informed about the scientific progress which the industry has made.

I cannot close this discussion without directing your attention to the importance of Chapter 444 of the laws of 1947 which provides for the appointment of a Joint Legislative Council. This Council is a committee of 5 Senators and 7 Assemblymen who have been called a "little legislature" to be active between sessions. It takes the place of the interim committees otherwise usually appointed. It has the power to appoint subcommittees consisting of other members of the Legislature, private citizens and state employees to study and report on assigned subjects. It will be its purpose to study and investigate the need for legislative action in particular fields and to report to the next session of the Legislature the results of its study with proposed bills for passage. A subcommittee on Agriculture, Conservation and Food Standards has been appointed. It consists of 3 Senators and 4 Assemblymen, all members of the Agriculture Committees during the regular session.

This new council can and will be a dominant force in the 1949 Legislature. It's up to us,—to you and me and everyone else interested in the dairy business,—to display a vital interest in its investigations and procedures. We must convince the members of that committee that dairying is a dynamic, moving, progressive industry and that the laws which govern it must keep pace with that progress. They are not dairymen. They don't know your business. They don't know your problems. It's up to us to make them aware of our needs.

Agriculture generally and the dairy industry in particular were given real recognition in the 1947 session. With proper leadership from the men in the industry it is evident that we can look forward to even greater recognition and further progress in the next session under the guidance of this new council.

I have tried today to give you my "views of the news" and to discuss some of the problems of the industry. May I summarize briefly? We need to plan our program for the future. When we analyze our present upset economy we find ourselves productive



and prosperous. We find, too, that if that prosperity is to continue we must continue to place ever more emphasis on quality,—quality in the plant and on the producing farms. We must build a quality conscious and enlightened producer patronage. We must encourage in our legislative branch of government a realization of our development and progress, and a reawakening to the problems which accompany such growth. If we do these things our industry will continue to flourish and prosper.

**PRESIDENT KOPITZKE:** Thank you very much, Tony. You did a swell job of telling about the things going on in the legislature. Now, has any one any questions they would like to ask Mr. Madler? You have heard from our United States Senator and now you are going to hear from one of our State Senators. The gentleman I am going to present to you now has been very co-operative in Wisconsin. The Senator I am going to introduce to you now, when we came to him with problems he would always listen and give them serious consideration, and we always found him ready to work with the dairy industry.

The man listed was Senator Panzer, speaker pro tem, but he is somewhere in the east, and we were very fortunate to get Senator Buchen from Sheboygan to come up and address you, and it is a privilege now to present to you Senator Buchen who will talk on the cheese industry.

### **THE CHEESE INDUSTRY**

By Senator Gustave Buchen

Mr. Kopitzke and members of the Wisconsin Cheese Makers' Association and visiting friends: A number of years ago an old darkey bought a farm, and when he had paid the last installment the real estate man said: "Now, you are entitled to a deed, and I will give you a deed to the farm". The old darkey said: "If you don't mind, boss, I prefer to have you give me a mortgage on the farm." The real estate man said: "Well, apparently you don't know the difference between a deed and a mortgage."

The darkey replied: "Oh yes, I do. I once had a farm and I had the deed to the farm, and the bank had a mortgage on the farm, and the bank got the farm."

And so in talking to you this afternoon in place of Senator Panzer, you are going to get the mortgage on the farm, and Senator Panzer not being here, you are not going to get the farm.

Wisconsin's greatest single industry is agriculture. Our gross farm income from all sources is nearly a billion dollars per year. This year the inventory value of livestock alone in the state is over 704 million dollars. The state started this year of 1947 with 2,585,000 milk cows. Counting beef breeds along, we have more cattle than human beings. Wisconsin is the leading milk producing state in the Union, producing approximately 12% of the total United States output. We produce approximately half of all the cheese manufactured in the country.

City folks, as well as the farmers themselves, are vitally interested in the welfare of the farmer. Many of us city people have a farm background and up-bringing. When agriculture prospers, the purchasing power of farm people is increased and they are able to buy more goods. This helps to keep the wheels of industry turning and the hands of labor busy in the cities, and everybody benefits. Thus prosperity is passed around. Demagogues and self-seeking politicians, who try to array country against city are doing both city folks and farm folks a disservice, and setting the clock of progress back.

Wisconsin has steadily expanded agriculturally, but the fact is that in recent years we have been lagging behind in the rate of agricultural progress in comparison with many other states. Especially is this true in dairying, and more especially in cheese production. We have always prided ourselves on being the leading dairy and cheese-producing state in the nation; and we are. But while indulging in smug complacency over that fact, we have permitted other states to make serious inroads upon us in these respects. Wisconsin is not as outstanding an agricultural and dairy state as it once was.

Agriculture needs an awakening and stimulation in this state. As one travels through the country-side, even the casual observer sees on all sides many evidences of agricultural neglect and decline. In altogether too many cases, farm buildings are unpainted and dilapidated. Farm yards and orchards are unkempt and neglected. Fences are not kept up. Machinery stands rusting out in the open. Barns and stables are dirty and insanitary. Livestock tends to run to grades and scrubs rather than pure-breds. Noxious weeds cover the fields and pastures. Fertility has been taken out of the soil without its equivalent being put back into the ground. Precious topsoil is allowed to be washed and blown away, exposing sterile subsoil. Land that used to produce 90 bushels of corn per acre now produces only 50 bushels. Fields that produced hay sufficient to

carry a herd of 30 cows will not carry 20 head now.

And these conditions cannot be entirely explained away by lack of sufficient help on the farm, nor by the trend of farm youths from the country to the city. The causes lie deeper than that.

What is the remedy? The solution is not a simple one; it has many aspects. Most emphatically it does not lie in subsidies as a permanent policy of government. Arbitrarily propping up prices above the level the market would otherwise pay, in its very nature cannot achieve satisfactory results. It does not deal with the basic conditions which are creating the difficulties. It deals with effects rather than causes. At best, it is only an emergency treatment, a temporary expedient. The way to avoid the evils of emergency remedies is by giving more attention to underlying problems. As a class, farmers are opposed to subsidies. Subsidies have been prostituted to the purpose of gaining votes and political support, as witness the fact that despite high prices of farm products and the acute food shortage in this country and abroad this year, the administration at Washington in some cases is still paying farmers subsidies. Subsidies, correctly applied, probably will have a legitimate place in our agricultural economy. Farm products were overexpanded before the war, and some of them, notably wheat and cotton, are likely to become overexpanded again as soon as European and other large agricultural areas get back on their feet once more. But public monies should not be used to hold up agricultural prices permanently at artificial levels above the competitive world market. If there is a long-continued overproduction of any product in this country there should be a shift from that line to other less expanded and more profitable lines of farming; and public funds may well be used to bring about needed adjustments of that kind more easily and rapidly than they would otherwise take place and to cushion the shocks involved. But the use of public funds in the form of subsidies or otherwise, as a permanent policy of government and to limit output makes us poorer rather than richer, and is pernicious in the extreme.

Agriculture's most challenging need is direction and leadership. It is difficult for agriculture to furnish these within its own ranks, because, while industry is pretty well able to take care of itself, there are nearly 200,000 separate farms in the state, each independently owned and operated. Every farmer is his own master; and farming as an industry is unorganized. Direction and leadership must come from the state.

What can the state do? In the first place, there must be a clearer conception of the place agriculture should have in the state's economy and in our common concern. Not since the days of Van Hise has our state university had the requisite vision; and in recent years especially, most of our governors have been industrialists or professional office holders, without adequate agricultural background or insight into the subject. We are going through an agricultural revolution. Larger changes than ever before will have to be made in farming in the next few years. There must be a continuous study made of farm questions, and new solutions discovered to meet constantly changing conditions. New and adaptable types of farming need to be developed. Active research must be conducted to find new uses for farm products as raw material for industry. More and better food consumption must be promoted among low-income families in which diets are presently deficient. New kinds and more varieties of crops should be raised to keep pace with the shifting food tastes of the people. Cheaper fertilizer must be produced, more adequate fertilization of the soil encouraged. Terracing of fields and strip and contour farming as the remedy for soil erosion must be learned. Better knowledge of how to manage woodlots so as to provide all the lumber required on the farm needs to be imparted. Better livestock should be developed. A system of standardization, grading and inspection of products marketed should be put into effect. More effective weed, disease and insect control should be established.

Better market news and outlook information as to what future marketing conditions are likely to be should be furnished so as to control to some extent overproduction in some lines and underproduction in others. Trade practices should be better regulated. Monopolistic practices by firms purchasing farm products should be more effectively prohibited. The large gap between prices paid by consumers and what farmers actually receive should be more adequately bridged.

Part-time farms for workers in cities close to their employment should be fostered. To avoid disappointment and loss to the veterans themselves, the placing of returned veterans on farms should be carefully regulated and supervised, limiting it to those with the experience and the will. No general back-to-the-land movement is needed or advisable. We do not need any large amount of additional land in the foreseeable future. No attempt should be undertaken to make farms out of land unsuited for agriculture. Twenty-five years ago the feeling was general that all undeveloped land would eventually be brought under the plow. Today the feeling is

## WISCONSIN CHEESE MAKERS' ASSOCIATION

that land should be used only for purposes for which it is best adapted; the land should not be adapted to the crops desired, but crops to the land. Land too unproductive for successful farming, but suited for forest or woodlots should be planted to trees or devoted to pasturage and grazing. It is interesting to note that the hillsides in the lead mining region of southwestern Wisconsin are rapidly being devoted to the grazing of beef cattle. Wild pastures should be done away with by converting them into tame pastures, as being far more productive. Land suited to garden truck, or root crops, or cranberries, or blueberries, should not be drained for grain crops. Rural areas should be zoned so as to bar undesirable districts to settlers. Northern Wisconsin, for instance, is by nature a forest and resort country; we should not try to make farming country out of it, except that large areas of it may prove to be excellent for grazing. Large marshes should not be drained by huge drainage projects for annual crops, but should be reserved for wild life refuges and preserves and for conservation of moisture in the soil.

In many counties the county insane asylum farm, (by the way, county insane asylums, by direction of statute, are now to be called county hospitals), should be made a demonstration farm for the benefit of all the farmers of the county, to show the kinds of crops that thrive best in their particular county, and the approved methods of raising these crops.

Farmers in recent years, it must be admitted have been growing somewhat careless about the quality of our dairy cattle. For one thing, cooperatively-owned herd sires and the general use of artificial insemination, should be encouraged, as they have in Shawano County.

These are only some of the essentials of a sound, constructive agricultural policy. I wish to discuss another which applies with particular force here in Wisconsin. It is sound agricultural policy for every region or section of the country to produce the kinds of crops to which it is best adapted, not only from consideration of soil and climate, but for reasons of quality of product, low cost of production, ability to meet competition of other areas, farming skill and habits of the people. Thus the South is best suited for the production of cotton, the plains states of wheat. Florida and California of fruit, Illinois and Iowa of corn, Wisconsin of dairy products, and especially cheese.

What Wisconsin needs is a positive, dynamic, long-range policy on the part of the state of promoting the production and consump-



tion of Wisconsin cheese. We have advantages in this respect which no other part of the country possesses; and we should strive to build an even greater name and fame for our state upon it.

For one thing, our glacial drift soil, which contains lime and other minerals in just the right proportion, imparts to grass and grain and in turn to milk and cheese a peculiar and distinctive quality which alluvial soils cannot produce. It is in the curing process that cheese acquires its flavor. The importance of the right type of feed is shown by the fact that Cheddar cheese from silo-fed cows does not have the same keeping-qualities or delectable flavor as cheese from grass-fed cattle, with the result that the best Cheddar cheese, the so-called "aged cheese" is made from milk produced during the summer months when cattle are out on pasture. On the other hand, Italian romano cheese, it is said, which has to be pure white, must be made of milk produced in winter from cattle fed in the dairy barns rather than from cattle pastured on fresh grass, as grass gives a yellow color to the cheese which causes epicureans to turn up their noses. Yellow color is highly prized by the makers of cheddar, but shunned by the makers of romano.

Secondly, dairying is the highest form of the farmer's art, and requires experience, intelligence, skill and natural aptitude for the job. Wisconsin has had nearly 100 years experience in dairy farming and cheese making as against only a few years of many of the states that are attempting to compete with her. In my home county, Sheboygan county, for instance, the first cheese made on a commercial basis was as early as 1858. The first cheese factory in Wisconsin used exclusively for cheese making was built by Chester Hazen at Ladoga in Fond du Lac county in 1864. Workers on farms in Wisconsin are intelligent and dependable. The typical farm is the small family-size farm upon which the work is done by the family itself, and usually by all the members of the family, including the women and children, rather than by hired help. Cows are essentially living machines, at one extremity of which they put in feed, and from the bottom of which they take out milk—not unlike the case of mechanical machines in a manufacturing plant. But cattle must have intelligent, painstaking care; and that is one reason why the southern states and other dairying sections, with their inferior and inexperienced farm help, ought never to be allowed to be serious competitors of ours.

Our farmers have elevated dairying to a high place in public regard, and in our economic and social life. No longer are cows called by such common, ordinary plebeian names as Whitey, Spotty, old



Mooley, or old Sukey. No indeed! Animals with such distinguished blood, and descended from such long lines of illustrious ancestry, as our modern full-blooded cattle, are worthy of more high-sounding and patrician names than that. And so we have our King Segis Pontiac Korndyke the VIII, Duchess Fayne Ormsby Pietertje, and others, all names truly indicative of bovine nobility. Every day our cows execute an achievement that makes the rope trick of a Hindu magician look like an amateur performance. Here in Wisconsin, under the **blue** sky, herds of **black and white**, and **red**, and **brown** cattle feed on **green** grass and give **white** milk, which is transformed into **yellow** butter and cheese, and sold and converted into **golden** money. When Longfellow wanted to describe the beauty and charm of his heroine, Evangeline, he was unable to pay her a higher tribute than to write, "Sweet was her breath as the breath of kine that feed on the buttercups and daisies that grow in the meadow." Many farm boys and girls in Wisconsin, it is said, are taught the facts of life, not by the example of the birds and bees, but by that of the bulls and bossies. There is a law in Wisconsin that no married woman can recover any more than \$12,500 from another person on account of the death of her husband. Well, some years ago a full-blooded sire in Wisconsin sold for \$110,000 so that in this state a bull is worth 10 times as much as a man. That ought to take the conceit out of a lot of menfolks.

Probably the greatest factor of success in dairying in Wisconsin are the various Teutonic groups or elements which go to make up our polyglot population—the Germans, Hollanders, Swiss, Danes, Norwegians, Luxemburgers, Belgians and others. For centuries the ancestors of these people carried on dairying on their small acreages in lands overseas, so that the art is bred in their bones. When they migrated to this country they naturally brought their Old World farming habits and customs with them. No other state in the union has such a large segment of its farming population so admirably suited to the science of dairying. Farmers in other states are unwilling, as they rather contemptuously put it, to be "tied down to a cow". As in the wheat states of the west, they would rather wait through 7 or 8 successive years of crop failures in the hope of having one good crop at long last, than to bother with cows.

It has taken time and effort to build up a reputation for Wisconsin cheese. In the early days when it was first put on the market, the demand was almost exclusively for New York cheese. So low was it regarded that buyers instructed Wisconsin cheesemakers not to put any marks on their cheese indicating where it was made, as that would injuriously affect its sale. The best Wisconsin

cheese was sold on the market as New York Factory and the poorest New York cheese was sold as Western cheese. Naturally this did not tend to build up a reputation for Wisconsin cheese; but in the course of years it gradually grew in popularity and demand, until the name Wisconsin cheese has become a hallmark of quality, and has outdistanced New York cheese.

Wisconsin's efforts in the development of the cheese industry should logically take two main directions:

First, the production and marketing of aged American cheese, which can only be made out of cheese of the highest quality. In normal times aged cheese brings 2 to 4 cents a pound more than green cheese. During the war, however, aged cheese practically disappeared from the market because the administration at Washington saw fit to place the same ceiling on it as on green cheese; and consequently, as aged cheese costs more to produce, none was offered on the market, and the public taste for aged cheese has in part disappeared and needs to be stimulated anew.

Secondly, Wisconsin should more fully exploit the production and marketing of foreign type cheese—not only the old familiar Swiss, brick and Limburger, but the newer types of Italian, French, Dutch, Danish and Norwegian cheese. It is surprising how many varieties of Old World types of cheese are already made in Wisconsin. There are better than 25 kinds, many with unpronounceable names, like parmesan, gorgonzola, provolone, provolette, salame, reggiano, asiago, nockolost, kumminost, gjetost, and many others. In 1920 the Wisconsin production of these ancient types of cheese was a scant 750,000 pounds. Now it has soared to more than 30,000,000 pounds a year, according to the last figures I saw. Interestingly enough, connoisseurs' tastes are running to foreign cheeses. Wisconsin is the largest producer of these foreign types in America; and it is eminently fitting that this should be so, for we are known far and wide as a "foreign" state. It is a natural home for foreign cheese. Imagine Dutch cheese coming from Vermont or Maryland, for instance; it just wouldn't fit in the picture. Maple syrup or oysters perhaps—but never foreign cheese!

Any program to advance the dairy industry in Wisconsin along these and other lines must, of course, have as its keynote that "Wisconsin" and "Quality Products" should be synonymous terms. This involves questions of inspection, sanitation, grading, labeling, storing, shipping, and related matters, from the farm to the factory to the ultimate consumer. The cheesemakers of Wisconsin should take the lead in promoting legislation fixing adequate milk and

cheese standards and tests in this state. Let us remember that it is a name and reputation for quality that will sell Wisconsin cheese above all others; and quality can be obtained only by adherence to efficient standards of handling and manufacturing. There is no other way; and anyone who is not thoroughly convinced of this simply does not grasp the problems or the future of the cheese industry.

The Legislative Council, a new body created under a law passed at the last session of the legislature, and which it is expected will do much to improve government in Wisconsin, has recently appointed a sub-committee on Agriculture to study the agricultural problems of Wisconsin and to make its recommendations for consideration at the next session of the legislature. It is my hope that this agricultural committee will carefully study the question of the role that the state should play in the agricultural question. The members of the sub-committee are Senators Melvin J. Olson, of South Wayne; Chester Dempsey, of Hartland; Earl Leverich, of Sparta; and Assemblymen Ora M. Rice, of Delavan; Charles J. Ebert, of Shawano; Selmer W. Gunderson, of Spring Valley; and John Pritchard, of Eau Claire.

If you are in accord with a sound, constructive program along the lines suggested here this afternoon, then an expression of your views to any of the committee members named whom you know will help considerably.

This state, in my opinion, is on the threshold of a great future; ahead lies progress and prosperity if we but have the foresight to understand and grasp the opportunities at hand. A vast field of limitless possibilities is spread out before us. We have already gone a long way here in Wisconsin in developing the field. We have a good start over our competitors. No other state or section of the country can compete with us on anywhere near an even basis. All that we need is cooperation, leadership, vision. I do not wish to be understood as belittling the efforts that have been expended up to today, in making this the great dairy state that it is. Many of the ideas and suggestions I have made have been put into operation. But our efforts have always been more or less haphazard. We have drifted along with very little direction or guidance. The wonder is that we have done as well as we have. What we need is a co-ordinated, unified program that will in some way tie together and disseminate knowledge concerning the efforts of the many individuals, groups, departments and agencies at work in this state in the agricultural and dairying field. The trouble has been that these persons

and agencies have been working independently of each other, without a common head, and without a common, well-defined objective. Concentration of effort, like that of the hundreds of scientists who invented the atomic bomb, is what we need. We can and should do a better job along this line than we have in the past.

Thank you for listening.

**PRESIDENT KOPITZKE:** Thank you, Senator Buchen. They surely enjoyed your talk. There is a lot of good information in that talk.

Now, has any one any questions, or do you want any discussion. Everything must be Okay in the cheese industry, no problems. Well, we did discuss a lot of these problems yesterday afternoon. We had a pretty full session to around five o'clock, and so I suppose there won't be any more this afternoon.

Now, will somebody bring those tickets up here please so we can have the drawing of the door prizes. I would like to say, if there are any banquet tickets left, and I think there are, be sure to get them before it is too late. Don't go away folks, we will have this as soon as possible. Mr. Mulloy is coming up with the tickets now.

The following tickets were drawn:

T. A. Malldrem, Boscobel .....	(Not present)
Harry J. Laack, Greenleaf .....	\$5.00
C. C. Brick, Brillion .....	5.00
J. W. Olm, Reedsville .....	5.00
Gus. E. Plate, Brillion .....	5.00

(\$5.00 prize for the ladies)

Mrs. Mart Brickel, Platteville .....	(Not present)
Mrs. Martin Parsons, .....	(Not present)
Mrs. Walter Liebentrau, Plymouth.....	(Not present)
Mrs. Theo. Specht, Sheboygan Falls.....	\$5.00

**MR. MULLOY:** We have an ironing board donated by Geuder, Paeschke & Frey of Milwaukee, who had a booth here. The first lady who appears to be present and has her name drawn out of the box will receive this ironing board.

The following names were drawn:

- Mrs. Kenneth Meyer, Linden, Wis. (Not present).
- Mrs. Alex Karlen, Auburndale. (Received the prize.)

PRESIDENT KOPITZKE: I now want to thank you for your kind attention, and this will end the convention of 1947 excepting the party tonight at the Schroeder Hotel, and after the banquet there will be entertainment and dance. Thanks again for your kind attention.

Respectfully submitted,

A. J. KEMPER, C.S.R.,  
 Official Convention Reporter  
 Alton, Iowa,

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

The following tickets were drawn:

- T. A. Malstrom, Escorted (Not present) \$5.00
- Harry J. Laack, Greenfield \$5.00
- C. C. Back, Berlin \$5.00
- J. W. Olin, Redville \$5.00
- Geo. E. Fiske, Berlin \$5.00

(\$5.00 prize for the ladies)

- Mrs. Matt Batek, Potosi (Not present)
- Mrs. Martin Parsons (Not present)
- Mrs. Walter Liberman, Plymouth (Not present)
- Mrs. Theo. Specht, Sheboygan Falls \$5.00

MR. MULLOY: We have an evening board donated by Fesché & Fry of Milwaukee, who had a booth here. The first lady who appears to be present and has her name drawn out of the box will receive this evening board.

The following names were drawn:

- Mrs. Kenneth Meyer, Linden Wis. (Not present)
- Mrs. Alex Karlan, Ashland (Received the prize)

**CHEESE SCORES**

**WISCONSIN CHEESE MAKERS' ASSOCIATION**

**ANNUAL MEETING AND CONVENTION**

**Milwaukee, Wisconsin**

**NOVEMBER 3 AND 4, 1947**

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 permit payment of \$4.25 for each full point scored, commencing with 92.

**CLASS I—Any Style American Cheese Made Prior to Jan. 1, 1947**

Entry	No.	Score
	101	Leland Pagel, Luxemburg..... 95½
	102	C. E. Hruska, Luxemburg..... 96½
	103	Reinhold Pipping, Glenbeulah..... 96
	104	Fred A. Luethy, R. 1, Fond du Lac..... 93½
	105	Steve Suidzinski, R. 3, Denmark..... 93½
	106	Gus E. Plate, R. 1, Brillion..... 92
	107	Edgar E. Peters, Plymouth..... 95
	108	Henry J. Loehr, R. 1, Calvary..... 96
	109	A. W. Sass, Plymouth..... 94½
	110	<b>I. J. Koschak, Willard..... 98½</b>
	112	George Scannell, Eden..... 94½
	113	Ed. Huebner, R. 2, Neenah..... 93
	114	Val Kohlman, R. 1, Malone..... 93
	115	Harry J. Pankow, R. 2, Hortonville..... 94
	116	Donald Crary, Cazenovia..... 92

**CLASS II—Any Style American Cheese Made Between January 1, 1947, and July 31, 1947 (both dates inclusive)**

201	W. A. Stewart, Greenwood.....	94½
202	Lloyd F. Dickrell, R. 1, Junction City.....	92
203	P. J. Thompson, Arena.....	94
204	Erhart Brandt, Kewaunee.....	95
205	Edgar E. Peters, Plymouth.....	97
206	A. W. Sass, Plymouth.....	96



207	Jens Peter Andersen, R. 3, Denmark.....	96½
208	Walter H. Miller, R. 1, Bear Creek.....	95
209	Val Kohlman, R. 1, Malone.....	93½
210	J. A. Tesch, Friesland.....	92
211	Steve Suidzinski, R. 3, Denmark.....	94½
212	I. J. Koschak, Willard.....	97
213	John F. Hinz, Cleveland.....	94
214	Reinhold Pipping, Glenbeulah.....	94½
215	Henry J. Loehr, R. 1, Calvary.....	95
216	A. M. Thiel, R. 1, Menasha.....	94½
217	John Trybeck, Two Rivers.....	96
218	Richard Daun, Luxemburg.....	95½
219	John Wenger, Merrimac.....	96
220	B. R. Molldrem, Boscobel.....	94
221	Jos. F. Drabs, R. 1, Kewaunee.....	93½
222	Anton Peters, R. 1, De Pere.....	94½
223	John Kowalczyk, R. 3, Denmark.....	90½
224	Oswald Schachtler, Cadott.....	95
225	Ernest W. Jung, Juneau.....	93½
226	Charles Winter, R. 3, Neenah.....	95
227	<b>Edward Greenway, Wilson.....</b>	<b>98</b>
228	Raymond Grebe, Glenbeulah.....	95
229	Fred A. Luethy, R. 1, Fond du Lac.....	94
230	Arnold Ohlrogge, Denmark.....	94
231	Ed. Huebner, R. 2, Neenah.....	94
232	Leo P. Biel, Stanley.....	97
233	George W. Albrecht, Stratford.....	93½
234	M. H. Parsons, R. 1, Dorchester.....	93
235	A. F. Schulz, Phlox.....	93½
236	Otto Mellenthin, Marshfield.....	96
237	Melvin O. Dhein, Stratford.....	94½
238	Gerhard Koehler, Forestville.....	93½
239	A. F. Adsit, Richland Center.....	95
240	Wilfred Retzlaff, Brussels.....	92
241	Gus E. Plate, R. 1, Brillion.....	94
242	Joseph Donald Koss, Green Bay.....	93

**CLASS III—Any Style American Cheese Made On or After  
August, 1947**

301	Gus E. Plate, R. 1, Brillion.....	92½
302	Ewald Grunwald, Sheboygan Falls.....	95½
303	Steve Suidzinski, R. 3, Denmark.....	95
304	Louis W. Grainger, R. 1, Reeseville.....	93½

305	William J. Kraus, Fond du Lac.....	90½
306	Arnold Thuli, Blue Mounds (Comp.).....	
307	Peter H. Martens, Cornucopia.....	95½
308	Lloyd T. Dickrell, R. 1, Junction City.....	93½
309	Erhardt Brandt, Kewaunee.....	96
310	John F. Hinz, Cleveland.....	93½
311	Paul Viktora, Muscoda.....	94½
312	<b>C. E. Hruska, Luxemburg</b> .....	97
313	Leland Pagel, Luxemburg.....	96
314	De Witt & Streiter, Viroqua.....	95
315	Charles Winter, R. 3, Neenah.....	93
316	John Trybeck, Two Rivers.....	95
317	H. E. Mandel, Unity.....	93½
318	Val Kohlman, R. 1, Malone.....	95
319	Arnold Thuli, Blue Mounds.....	92½
320	Edgar E. Peters, Plymouth.....	96
321	Henry J. Loehr, R. 1, Calvary.....	94½
322	Jens Peter Anderson, R. 3, Denmark.....	93½
323	A. N. Kanstrup, Ridgeway.....	95
324	J. W. Olm, Reedsville.....	93
325	A. W. Sass, Plymouth.....	95
326	Arnold Ohlrogge, Denmark.....	95
327	A. F. Schulz, Phlox.....	94
328	Walter Minnig, Monticello.....	93
329	Walter H. Miller, R. 1, Bear Creek.....	93
330	Edward J. Tisdale, Cross Plains.....	94
331	Reinhold Pipping, Glenbeulah.....	95½
332	Gust Drachenberg, Watertown.....	92
333	Raymond Grebe, Glenbeulah.....	94
334	M. H. Parsons, Dorchester.....	93½
335	Edward Rott, R. 1, Maribel.....	95½
336	Wilfred Retzlaff, Brussels.....	92½
337	Harry J. Pankow, Hortonville.....	93½
338	Jake Muetzenberg, Burnett.....	92½
339	John Sibilsky, Algoma.....	93

#### CLASS IV—Colby Cheese, Any Style or Age

401	Elmer Krause, Dalton.....	92
402	Walter Huegli, R. 1, Woodland.....	95
403	<b>Henry J. Loehr, R. 1, Calvary</b> .....	96
404	M. H. Parsons, R. 1, Dorchester.....	93

## WISCONSIN CHEESE MAKERS' ASSOCIATION

## CLASS V—Drum or Block Swiss Cheese

501	Emil Stoller, Argyle	94½
502	Casper Furrer, Hollandale	94½
503	Gottlieb Oberholzer, Albany	97½
504	Arnold Zumkehr, Woodford	95½

## CLASS VI—Limburger Cheese

601	Clarence Boeck, Belleville	95
602	Emil Gertsch, R. 1, Juneau	96
603	Walter Minnig, Monticello	96½
604	August Martini, R. 3, Beaver Dam	93½
605	John Van Allner, R. 2, Beaver Dam	94

## CLASS VII—Brick Cheese

701	John Liechty, Juneau	96
702	Walter Huegli, R. 1, Woodland	95
703	Carl G. Drachenberg, R. 3, Hartford	96½
704	Adolph Gurtner, Rubicon	96¼
705	Elmer Tesch, Friesland	94
706	Milton A. Bruni, Iron Ridge	93½
707	Charles Kueffer, Rio	96¼
708	Ernest W. Jung, Juneau	92½
709	Fred Bleuer, Cambria	93¼

## CLASS VIII—Munster Cheese

801	Fred Bleuer, Cambria	94¾
802	Carl Drachenberg, R. 3, Hartford	96½
803	John Liechty, Juneau	95½
804	Gottfried J. Boss, Waupun	93
805	Harold Kempfer, Beaver Dam	92
806	Ernest W. Jung, Juneau	95

## CLASS IX—Italian Cheese (Hard Type)

901	H. W. Brux, Greenwood	93¾
902	Ewald F. Jung, Juneau	94¼
903	Joseph Sartori, Plymouth (Comp.)	94½
904	Joseph Sartori, Plymouth	96½

**CLASS X—Italian Cheese (Soft Type)**

1001	Adolph Gurtner, Rubicon.....	93
1002	<b>Stella Cheese Co., Barronett</b> .....	97½
1003	Stella Cheese Co., Cumberland (Comp.).....	96
1004	Stella Cheese Co., Clayton (Comp.).....	93½
1005	Stella Cheese Co., Clayton (Comp.).....	93½
1006	Stella Cheese Co., Clayton (Comp.).....	93½
1007	Stella Cheese Co., Clayton (Comp.).....	94
1008	Stella Cheese Co., Clayton (Comp.).....	93½
1009	Stella Cheese Co., Clayton (Comp.).....	93½
1010	Louis Rossini Plymouth.....	96½
1011	Frederic F. Weil, Spring Green.....	96½

**CLASS XI—All Other Cheese Not Included Above**

1101	Frederic F. Weil, Spring Green.....	96¼
1102	Frederic F. Weil, Spring Green (Comp.).....	96¼
1103	<b>Art H. Woldt, Reedsville</b> .....	97¼
1104	Art H. Woldt, Reedsville (Comp.).....	97
1105	Stella Cheese Co., Campbellsport.....	96¼

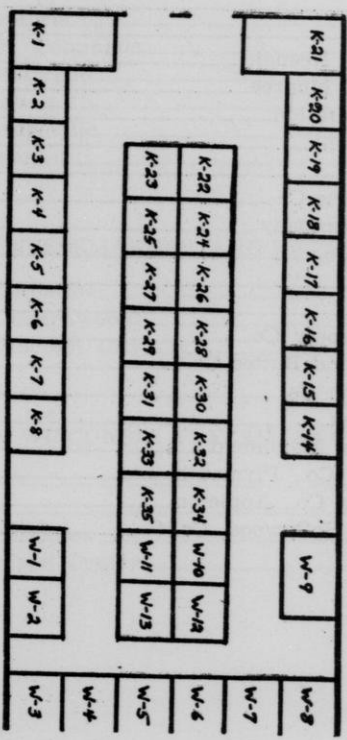
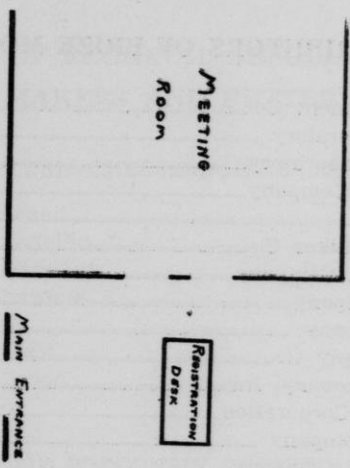
**ACKNOWLEDGMENT**

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.

## BOOTH EXHIBITORS

Number	Name	Address
K-1	Damrow Brothers.....	Fond du Lac
K-2-3	Western Condensing Co.....	935 E. John St., Appleton
K-4	Geuder, Paeschke & Frey Co.....	324 N. 15th St., Milwaukee
K-5	Walter Voechting.....	Route 1, Sheboygan
K-6	Babson Bros. Milker Co.....	2843 W. 19th, Milwaukee
K-7	Schwartz Manufacturing Co.....	Two Rivers
K-8	Marschall Dairy Laboratory.....	14 Proudfit, Madison
K-14-15	Juneau Boiler Works.....	Juneau
K-16-17	Stoelting Bros. Co.....	Kiel
K-18	Chr. Hansen's Lab.....	9015 W. Maple, Milwaukee
K-19	The Bingham & Risdon Co.....	Green Bay
K-20-21	Marathon Corporation.....	Menasha
K-22-23- 24-25	Kusel Dairy Equipment Co.....	Watertown
K-27	Packaging Supply Co.....	Kaukauna
K-28	National Dairy Council.....	Chicago, Ill.
K-30	Sherwin-Williams Co.....	Milwaukee
K-31	Cheese Makers' Mutual.....	Madison
K-32	Suhm Co., Inc.....	1924 S. Kinnickinnic, Milwaukee
K-35	American Dairy Assn.....	Tenny Bldg., Madison
W-4	C. J. Berst & Co.....	Waterloo
W-5	Buehren Company.....	Dorchester
W-6	Rite Way Prod. Co.....	Chicago, Ill.
W-7	De Laval Separator Co.....	427 Randolph, Chicago
W-9	Goodyear Tire & Rubber Co.....	4117 Nakoma Road, Madison
W-10	Cleveland Container Co.....	Plymouth
W-12	Milprint, Inc.....	Florida, 5th and Virginia Sts., Milwaukee
W-13	Candy and Co.....	2157 N. 60th St., Milwaukee





## CONTRIBUTORS OF PRIZE MONEY

Kusel Dairy Equipment Co.....	\$ 25.00
Chr. Hansen's Laboratory.....	200.00
Marschall Dairy Laboratory.....	200.00
H. Blanke Cheese Company.....	15.00
Walter Voechting.....	50.00
Babson Brothers Milker Co.....	25.00
Winnebago Cheese Company.....	50.00
National Wax Company.....	20.00
Kraft Foods Company.....	200.00
Reisner Dairy Supply Co.....	10.00
Central Cheese Company, Inc.....	50.00
Plymouth Cheese Corporation.....	25.00
Kaestner Henze Company.....	25.00
DeLaval Separator Company.....	20.00
L. O. Rehm.....	15.00
J. S. Hoffman Co.....	50.00
Armour Creameries, Neenah.....	25.00
Armour Creameries, Monroe.....	25.00
The Diversey Corporation.....	5.00
Dow Cheese Company.....	50.00
Damrow Brothers.....	25.00
Pauly & Pauly Cheese Co.....	200.00
Lakeshire-Marty Company.....	100.00
Jorgensen Cheese Co.....	25.00
J. F. Pinion.....	5.00
Schmitt Brothers.....	100.00
Wisconsin Dairy Supply Co.....	10.00
Dairy Belt Cheese and Butter Co.....	25.00
Pingham and Risdon Co.....	10.00
Farmers State Bank.....	10.00
Armour Creameries, Marshfield.....	50.00
Midwest Creamery Co., Plymouth.....	20.00
Western Condensing Co., Appleton.....	75.00
Sydney J. Fischer, Hollywood, Calif.....	10.00

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CHEESE MAKERS AND BUTTER MAKERS**

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

## TABLE OF CONTENTS

	Page
Officers of Wisconsin Cheese Makers' Association.....	2
Judges of 1947 Cheese Contest.....	3
Association Life Members.....	3
Letter of Transmittal.....	4
President's Message.....	5
Active Membership Application Form.....	6
Associate Membership Application Form.....	7
Financial Report.....	8
Articles of Incorporation.....	9
Association By-Laws.....	13
Proceedings .....	15-84
Cheese Contest Scores.....	85-89
Booth Exhibitors.....	90
Convention Floor Plan.....	91
Contributors of Prize Money.....	92
Regional Association Officers.....	93

## CONVENTION PROCEEDINGS

Opening of Convention.....	15
Address of Welcome by W. E. Maciejewski.....	15
Response by C. C. Brick.....	17
Annual Message by President Kopitzke.....	17-26
General Report by G. L. Mooney.....	27-31
Report by Field Manager Mulloy.....	31-37
Election of Officers.....	37-38
Resolutions .....	39-42
Opening of Tuesday Session, November 4.....	42
Invocation by the Rev. Mr. Gamb.....	42
Address by R. W. Leffler.....	43-46
Address by Don Anderson.....	46-52
Address by Senator Alexander Wiley.....	52-60
Address by J. M. Bain.....	61-63
Address by August Soldner.....	64-66
Address by Anthony Madler.....	67-74
Address by State Senator Buchen.....	74-83

