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Proceedings of the Wisconsin Cheese Makers' Association 63rd annual meeting October 26 - 27, 1954 Athearn Hotel, Oshkosh, Wisconsin.

Wisconsin Cheese Makers' Association
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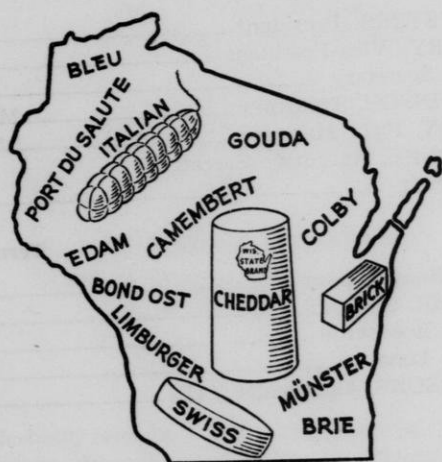
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PROCEEDINGS
OF
Wisconsin Cheese Makers'
Association

63rd Annual Meeting



OCTOBER 26 - 27, 1954

ATHEARN HOTEL

OSHKOSH, WISCONSIN

WISCONSIN CHEESE MAKERS' ASSOCIATION

Incorporated February 22, 1899

OFFICERS

	Address
EDGAR E. PETERS, President	Plymouth
ELMER BEERY, Vice-President	Shawano
A. H. GRAF, Secretary	Zachow
RONALD JOHNSON, Treasurer	Mt. Sterling
H. P. MULLOY, Field Manager	Sheboygan
GEO. L. MOONEY, Executive Secretary and Attorney	Plymouth

DIRECTORS

	Term Expires
E. W. JUNG, Beaver Dam	1955
JOHN FISCHER, Boaz	1956
ART WOLDT, Reedsville	1956
PETE FRIGO, Lena	1957
MARTIN PARSONS, Dorchester	1957

JUDGES OF THE 1954 CHEESE CONTEST

American Cheese

William Winder, Shawano
Jack Meister, Richland Center

Swiss and Limburger Cheese

Gottfried Galli, Monroe
Glen Erbe, Mt. Horeb

Brick and Munster Cheese

John Inabnet, Randolph
Ted Indermuehle, Woodland

Italian Cheese

Gottfried Galli, Monroe
Emil Zorn, Plymouth

IN CHARGE OF EXHIBIT

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

LIFE MEMBERS

E. L. Aderhold, Neenah	O. A. Damrow, Sheboygan Falls
J. D. Cannon, Neenah	John H. Peters, Plymouth
A. T. Bruhn, Madison	George Hernke, Hilbert
Henry J. Loehr, Calvary	

OFFICIAL REPORTER

Margaret A. Niemuth

OFFICIAL ORGAN

The Cheese Reporter, Sheboygan Falls

CONVENTION COMMITTEES**Nominations:**

Earl E. Whiting, Gillett — Chairman
Clyde Johnson Clarence Krebsbach
Fred Bleuer Ruben Laack

Resolutions:

Elmer Berry, Shawano — Chairman
Obert Raasch Fred Krebs
John Inabnet Martin Parsons
Pete Frigo Rex Streeter
Frank Baker, Jr. Arnold Ohlogge

Plymouth, Wisconsin
January 15, 1955

To His Excellency
Walter J. Kohler,
Governor of Wisconsin

We are pleased to present a record of the proceedings of our 63rd annual meeting held in Oshkosh, last October.

With the coming of the 1955 session of the Legislature, may we again offer our assistance in the continued promotion of the State's dairy industry, which is so essential to Wisconsin's economy.

The Association's legislative record and policy in dairy matters for over half a century, establishes the sincerity of our offer of continued help.

Respectfully submitted,
Geo. L. Mooney
Executive Secretary

Plymouth, Wisconsin
January 15, 1955

Members and Friends:

In keeping with established policy, I am pleased to present the record of our 63rd annual convention held in Oshkosh. Whether you attended or not, may I urge you to take time out to read and study this report.

Since becoming your president last May, following the death of Len Kopitzke, I am being continually impressed with the opportunity for service and the value to every cheese maker of membership in the state association.

The coming legislative and congressional sessions demand the interest of every one of us, and through the state association, your voice, views and recommendations can, and will, be heard. Let's increase interest in our business and product, and volunteer further support to the association.

Sincerely yours,
Edgar E. Peters,
President

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

Over 2 million lbs. milk annually 10.00 per million

Maximum dues250.00

Dues shall be payable semi-annually in advance unless otherwise ordered by the Board of Directors.
Retirement as a cheesemaker for any reason shall void this agreement.

.....
Name of member

.....
Name of factory

.....
Address

.....
County

.....
Date of application

Return to

WISCONSIN CHEESE MAKERS' ASSOCIATION

Plymouth, Wisconsin

APPLICATION
FOR
ASSOCIATE MEMBERSHIP

* * *

The undersigned hereby applies for Associate Membership in the

Wisconsin Cheese Makers' Association

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

Minimum annual dues are \$25.00 payable in advance.

.....
Name

.....
Address

.....
Address Mail to the Attention of

Date.....

Return to
Wisconsin Cheese Makers' Association
Plymouth, Wisconsin

ARTICLES OF THE WISCONSIN CHEESE MAKERS' ASSOCIATION

(As Amended November 12, 1942)

ARTICLE I

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

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

ARTICLE II

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

ARTICLE III

The association shall be a corporation without capital stock.

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

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

ARTICLE IV

Section 1. The general officers of said corporation shall be a President, Vice President, Secretary and Treasurer, who shall be elected annually by a majority vote of the directors, at the first meeting following the annual meeting.

Section 2. The Board of Directors shall consist of at least nine members, actively engaged in the manufacture of cheese.

Section 3. At each annual meeting of the members there shall be elected at least three directors for a term of three years, excepting the first such meeting following the adoption of this amendment, when at least three directors shall be elected for terms of one year, two years and three years respectively.

This amendment shall take effect and be in force from and after the 1st day of October, 1955.

ARTICLE V

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

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

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

Treasurer and re (??) other evidence of membership and every person joining the Association shall receive one signed by the Secretary, Assistant Secretary or by any proper authorized 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 for the election of officers, conducting business meetings, and any other matters that may properly come under this division.

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

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

ARTICLE VI

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

ARTICLE VII

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

ARTICLE VIII

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

ARTICLE IX

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

ARTICLE X

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

BY-LAWS

of

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

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

ARTICLE II**Duties**

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

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

ARTICLE III**Salaries**

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

ARTICLE IV**Membership Dues**

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

Active Members

Licensed Cheesemaker (employee)	\$ 12.50
Plant Operator:	
Up to 3 million pounds milk annually	25.00
Over 3 million pounds annually, per million	10.00
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.

TUESDAY, OCTOBER 26, 1954

2:30 P. M.

Meeting called to order by President Edgar E. Peters.

PRESIDENT PETERS: First I would like to have all of us rise to pay tribute to our late president, Leonard E. Kopitzke.

(Audience remained standing for one minute) in silence.

This opens your Council Meeting which in years past has always been known as the closed session for cheese makers and their wives only and is the so-called business session. At this meeting you will hear reports of your officers as to what they have done in the past year. You will have your Treasurer's Report and we will transact any business that will be necessary for the next year. The first thing on the program is the Address of Welcome. Is the Mayor present? Is there a representative present from the City Hall? The Mayor has not showed up nor any representative so we will dispose of that at present. May we have the report of the Treasurer? Mr. Watt is busy with registrations so Mr. Mooney will read the Treasurer's Report.

MR. MOONEY: This report covers the period from Oct. 1, 1953 to September 30, 1954, and is being read at the request of Mr. Watt, the Treasurer, who is busy in the lobby. This statement is to be printed in the proceedings and you will all receive a copy.

WISCONSIN CHEESE MAKERS' ASSOCIATION

STATEMENT OF RECEIPTS AND DISBURSEMENTS

For the Period from October 1, 1953 to September 30, 1954

Balance October 1, 1953

In: Farmers State Bank of Potter	\$ 6,461.64	
Dairy State Bank	8,905.04	
U. S. Bond—Series G	1,000.00	
Petty Cash Fund	100.00	\$16,466.68

Receipts

Dues—Active Members	25,447.00		
Dues—Associate Members	2,250.00		
Interest	101.84		
Booth Rental	750.00		
Prize Money	125.00		
Convention Chesee Sold	2,224.35		
Convention Miscellaneous	53.65		
Miscellaneous	870.93	31,822.77	\$48,289.45
		<hr/>	

Disbursements

Salaries	18,557.98		
Travel	8,743.10		
Rent	650.00		
Printing and Stationery	250.09		
Postage, Freight & Express.....	433.14		
Telephone, Telegraph & Light	856.99		
Supplies	321.54		
Social Security	232.12		
Convention Expense	6,161.03		
Miscellaneous	1,401.21		
Organization & Membership..	1,818.51	39,425.71	
		<hr/>	

Cash on Hand September 30, 1954

In: Farmers State Bank of Potter	1,256.86		
Dairy State Bank	6,506.88		
U. S. Bond—Series G	1,000.00		
Petty Cash Fund	100.00	8,863.74	\$48,289.45
		<hr/>	

Salaries

Geo. L. Mooney.....	\$ 8,400.00	
H. P. Mulloy	4,200.00	
L. E. Kopitzke	2,800.48	
Harlan Watt	150.00	
Yvonne Zinkgraf	2,955.00	
Miscellaneous	52.50	\$18,557.98
		<hr/>

Travel

**Geo. L. Mooney	1,719.69
**L. E. Kopitzke	2,097.77

**H. P. Mulloy	2,846.52	
*Edgar E. Peters	345.60	
*A .H. Graf	140.65	
*Emil Hanson	263.46	
*Harlan Watt	198.70	
*Paul H. Raihle	87.40	
*Art Woldt	100.95	
*E. W. Jung	219.72	
*John Fischer	196.00	
*Henry J. Loehr	113.50	
<hr/>		
Miscellaneous	413.14	\$ 8,743.10

- **Includes \$50.00 per month extra travel allowance.

*Includes per diem travel allowance.

Motion made, seconded and carried unanimously that the Treasurer's Report be accepted.

MR. MOONEY: We also had the books audited by a Public Accountant as of the first of July and our balance shows that we are not broke, which is good news.

EDGAR E. PETERS: According to your schedule, you are supposed to have a report by your President. I have sort of limited my talk to activities of this association, going back almost as far as the beginning up to the present time. Since I have assumed the office of President, sometime in May, I have attended quite a few meetings. I have met many of the members and the picture is entirely different than it was in other years and in traveling around the state meeting new members I heard many comments, and during my talk I shall try to bring out some of the reasons for the action of your officers of this association.

The matter of precedent has been set that at each annual meeting the President gives a report covering the activities of the past year. This year, due to the passing of our president, Len Kopitzke, this task is much more difficult.

At a Director's meeting, called at the Retlaw Hotel in Fond du Lac, on the afternoon of April 28th, your Board of Directors officially named me as President of the Wisconsin Cheese Makers' Association. A state-wide meeting had been called for that evening to discuss a whey disposal problem. Resolutions were passed and conclusions were arrived at, which we trust were, and will continue to be, beneficial to our industry.

On May 5th, a Directors' meeting was called at Plymouth to outline to the Board the policy which I would follow for the balance of the year or until the time of this convention. I did that because I could not continue in the same capacity as the office of President had been handled in the past; and, I wanted the Board to understand why. I also sent to every member a letter stating my position at that time. I shall not go into that as I think that has been fully explained.

Please understand, that what I am about to say is not intended to be derogatory toward anyone, past or present. It is my earnest endeavor to give you the facts, to lay all the cards on the table, to call a spade a spade, so that after this address is over, the air will be cleared, and there will be no misunderstandings.

With your permission then, I would like to digress a bit into our past history. May I take the liberty of quoting to you Article I of the Articles of the Wisconsin Cheese Makers' Association?

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

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

It is my belief that the principles covered in this article are as pertinent and important to our industry today as they were when this association was formed some 60 years ago. Think about this article for a moment and I believe you will agree.

At that time, these cheese factories were individually owned and operated. They were independent units within their own respective territories. Because of poor roads and horse-drawn vehicles, each one was limited to a certain sphere of operation. As time marched on, changes were made, with which you are all familiar, and which, therefore, need no repetition. In the early stages of the Association, functions were limited to an annual convention. This status remained quite constant until the middle 1930's, when the affairs of the Association began to require more attention. At a Directors' meeting in Fond du Lac, following the convention in 1940, which, by the way, was poorly attended your Board hired Mr. H. P. Mulloy as its Executive Secretary with the understanding that dues would be raised from \$2.00 to \$5.00 per year with a view in mind of increasing membership and rendering more service. By this time it became necessary that more meetings be attended by representatives of this Association, so that our views on state and federal legislation could be expressed.

In September 1942 a meeting of 100 cheese makers was called at Stevens Point. At this meeting, George Mooney outlined a plan of reorganization for this Association. It was agreed that a budget of \$25,000 per year would be required. 250 members were contacted, who pledged to underwrite the financial requirements of the Association to the extent of \$100 per year, for a three year period; provided, that the dues did not meet the budget requirements. These members were never called upon to make good on their pledge, however, as the dues were sufficient to operate the Association. Mr. Mooney was therefore hired as the Executive Secretary and Mr. Mulloy as the Field Man for the Association.

In 1943, an associate member offered your Association a check of \$5000 with no strings attached to the offer. There was discussion on it by the Board, because it was felt by some that our budget should be established on an actual cheese maker membership dues basis alone without any outside help. However, your Board of Directors voted their acceptance of the proposal, although the vote was not unanimous. In 1944, another proposition was offered to this Association with this difference — a contribution of \$10,000 would be made, providing that \$5000 would be paid to the president for services rendered. Again, there was much discussion on the Board, and I can say that this discussion was more heated than it had been the previous year. However, since this is a democratic organization, majority

rule prevailed and the offer was accepted. The same offer was made, with the same condition attached, in 1945 and again in 1946. There was no contribution in 1947. However, precedent having once been established, you can well recognize the difficulty of changing course. Therefore, your Board continued the practice of having three full-time salaried employees; the president, the executive secretary and the field man.

Since 1947 then the budget has been out of balance. We were operating on our reserves. After a few years of such operation, it became quite apparent that things could not continue in this manner. Means of economy were talked about, sources of additional revenue were sought in an attempt to make up the difference between receipts and disbursements. However, no successful way to balance the budget had been found. That condition existed until May 5th, 1954.

Now to get back to the Directors' meeting on the 5th of May, 1954. At that time it was stated that your present president could not assume the duties of a full-time salaried employee of your Association. This policy was outlined in a special bulletin sent to all members on May 20th. Since that meeting, therefore, your Association has been operating with two salaried employees — the Executive Secretary, Mr. Mooney, and the Field Man, Mr. Mulloy. This is as per the original plan set up by your underwriters at the Stevens Point meeting in 1942. If the services now offered and rendered by this Association are not adequate, other arrangements will have to be made. However, if extra services are required and desired, additional revenue must be provided by the members. We cannot operate continually in the red as our federal government seems to do.

Let me take a few minutes to point out to you the change in our picture from 1942, the date of re-organization, to the present time. In 1942, when the budget to operate this Association was established, there were approximately 2000 cheese factories licensed in this state. Our budget was set up accordingly. The latest report given as of July 1st of this year places the number of licensed cheese factories at 1075. This is a drop of almost 50%. I do not have accurate figures as to the size of the factories which have closed, but knowing that the quantity of milk used in the manufacture of cheese in this state has not decreased, but rather, increased, I think I am safe in assuming that the factory which closed was the one paying a \$25.00 membership. With that revenue gone, it is imperative that it

be made up through a re-adjustment of dues. This was done by your Board of Directors last December and we urge the co-operation of all Association members. Unless the larger factories will make up the loss of revenue, our budget will not be maintained.

Let me speak a moment longer about our budget. The salary of our Executive Secretary is the same as it was in 1942. A nominal raise was given to the Field Man. However, travel costs have increased materially, which fact I think you will all recognize. That is an item out of our control. I am pointing this out to show you that we are not dissipating your money under the present set-up.

Before I close, let me say that resolutions will be offered for your consideration today which are important to the cheese-making phase of the industry. You will be faced with a resolution changing your method of election. As your President I ask you to consider it carefully and I wish to say that your Board of Directors has urged its adoption. You will also have to consider the report of our nominating committee. Too often in the past, this matter has received only scant attention. It is more important than many members seem to think, for remember your officers and directors are your servants. The men you elect will guide your Association in the following year.

I have spoken to you at some length today. I have tried to tell you of the position your Association is in. I do not ask your agreement, I merely want you to know the facts, so you can make up your mind as to what policy you wish to have followed in the future. I have made no proposals to you from this platform, merely suggestions. This is not my Association, it is not the Association of your Board of Directors, it is your Association, it is our Association. Do not hesitate to make use of it.

I want to thank you all for your kind attention.

MR. WHITING: I think that is one of the finest reports we have had for some years because you have told us what the intent of the organization was when it was started over in Stevens Point. I happened to be a charter member then. I appreciate this report from you — it is the finest we have had in years.

PRESIDENT PETERS: Thank you. We will now have the report of the Executive Secretary, Mr. Mooney.

GEORGE L. MOONEY: Mr. President and Members: When Mr. Peters first started his report he referred to calling a spade a spade, which reminded me of the woman who was hanging her wash on a Monday morning in her yard and said to her neighbor who was also hanging up her wash—"My husband is really frank — he calls a spade a spade", and the other woman replied: "My husband is frank, too, but I am not going to tell you what he calls our lawn mower."

It is a pleasure to report to such a nice large membership like we have here this afternoon; to report to you what has been done in the last twelve months. We do not know what will happen in 1955 but we do know some of the bills that are in the making already. You recall the matter of licensing milk trucks and you know that you cannot handle lumber in a closed milk truck that was designed to transport milk. A truck used to transport milk has got to be kept clean. Because of their limited use they are limited in mileage; so on the basis of the number of miles or mile hours that a milk truck travels it is paying exactly the same license fee as does one that carries lumber or other commodity on a twenty-four hour basis, so we are being unfairly taxed on milk trucks. That will come up again. It is hoped that on any legislation that will come up this coming year of interest to our association that you members will advise your assemblyman or senator how to vote. We hope you will send in a direct complaint as you will be in a position to convince your assemblyman — that person is living in your district and should know how you feel.

We do know Congress will try to limit imports but that subject will come up this afternoon; the Legislature will include another one, and that is, if you want to carry over cheese to age it is not subject to taxation — that got through by the skin of its teeth in 1953 but they are planning already to have that repealed. There will be a very careful study made in areas of Wisconsin, particularly where they have cold storage. You know there are not many cold storage places where any great amount of cheese is involved under this exemption. Take for example the areas around Green Bay and Plymouth the cheese is exempt, if it is still owned by the person who made it. When a fellow wants to hold it for further aging he is not gambling on the market. We hope that more Wisconsin cheese will be held for aging — it is about the only State that holds cheese for that particular market. If that happens it will take consumers from us. Louisiana for the first time in

history produced enough cheese for its own use. They did not have to import any. The South has always been a good market for our cheese.

Mr. Peters touched on the matter of checks — please send in your checks promptly because when you are collecting money you are unable to do something else. Send in your checks and you will have your record because it is deductible for income tax purposes, the same as regular business expenses. When the members send in their checks promptly it leaves more time for the officers to take care of legislation. Don't think all bills affect you adversely for there are some that will affect you favorably. We want to take care of your interests in the legislature, more than we have in the past.

On the matter of whey flavor you know that if butter contains a whey flavor it is scored down. Your president in the very near future is appointing a committee from this Association to study the problem of minimum standards for cream quality—that would include whey cream. You can discuss other factors involved in the cream and cheese industry from now until tomorrow morning. We invite you to bring your problems to us. Some of these problems may be confidential or semi-confidential for they sometimes involve confidential business problems and you can be assured that they will be treated confidentially; just as though you had contacted your doctor or your attorney and we will always try to handle those matters on that basis. You would be surprised if you came into the office, at the number of calls that come in from our seven hundred members. As of the twelve month period ending July 1st this year, forty-three factories closed in Wisconsin. What will happen in the next twelve months we don't know. We believe that the cheese factories and dairy industry needs representation from every section of the state and representation for every type of cheese in the industry. We will build on that basis, so that when we take a step it will be a step forward. That will conclude my remarks.

PRESIDENT PETERS: According to the program, Mr. Mulloy, your field manager, will speak. You have heard him talk before and you know that you have a good talk coming.

H. P. MULLOY: Mr. President, Ladies and Gentlemen: First I would like to make a few comments on the cheese scoring contest which is a big part of our convention and it is a program that I have had the pleasure of being in charge of for four-

teen years. The quality of the cheese which was exhibited at the show this year is excellent in all classes with the possible exception of Class No. 2. If you will look at the score sheets you will find a higher percentage of cheese in Class No. 2 scored down to 93, 94 and 95 than in any other classes.

I tried to figure out the reasons for that. That cheese is made this year between January 1st and July 1st and when you get your grading slips from the grader and see the criticism on it — the reason why the cheese was scored down you will find that undoubtedly the reason was the amount of flavor and you will find two outstanding criticisms on the flavor on that cheese. Number one is unclean flavor and we know where that comes from — that is in the milk — if it wasn't in the milk it would not be in the cheese. The other criticism will be bitter flavor. We have more criticism of bitter flavor this year than any year I have been in charge of this work and I have been trying to figure that out and I believe the reason is in your starter and as the cheese takes on more age it will be more bitter and as it gets older it will be more pronounced. I am a little bit amazed at that after all these years and particularly when you think of the quality of starters we have today. You will hear more about starters tomorrow when you hear Mike Hales as he is an authority on starters.

You well know that cheesemakers in the last ten or twelve years have spent hundreds or thousands of dollars of their money to improve the quality of their products right from the farm to the cheese factory and still we are not making progress in Wisconsin that we can make. I have discussed that with cheese makers in the past few days and I have received a wonderful remark from one of those cheese makers. I believe he is here now. He said to me, "H. P., I learned more about cheese this year in a couple hours time than I learned in my entire life." I said, "How did that happen?" He said he attended and was present when two graders graded cheese at a local county fair and he watched how they graded and classified cheese for scoring and he said he learned more when he saw his neighborhood cheese stacked against him than he had learned in his lifetime. I say he is right for I have had an opportunity to sit in on that kind of work so I can appreciate how he felt when he saw his cheese going through that mill.

I believe that if this Association in conjunction with the Department of Agriculture could work out some kind of pro-

gram whereby every cheese maker in the State of Wisconsin could attend a grading clinic and grade perhaps twelve to fifteen lots of cheese I think we would see a marked improvement in a very short time in the quality of cheese. I hope you will think about it, mull it over, visit with your neighbors about it and maybe before tomorrow is over some of you may start some such clinic.

Both Edgar and George are doing a magnificent job in this association and we are all working on this job as hard and fast as we can and we believe we are making a little headway and are rendering services that are appreciated by the majority of you and we would like to render more. Sometimes we get a little criticism that this was not handled right or that was not handled right and I say that you have a perfect right to criticize any member of your official family when you are in that frame of mind and have in mind the welfare of your Association. When you feel you should offer criticism and have given it sufficient thought to follow up with some suggestion to correct that service, feel free to criticize any member of this organization. However, in my opinion, you have no right to criticize at any time your neighbor cheese maker — that is the man sitting aside of you today who gets up and makes a remark, suggestion or criticism. You have no right to criticize but you have the right to either agree with him, disagree with him or you have the right to discuss his suggestion freely and openly but you have no right to criticize him because he is interested enough to make a statement and back up his statement at this convention, so Ladies and Gentlemen, this is your day, this is your annual meeting.

Edgar has told you he wants to see this organization function in a manner that it will be able to render better service to its members. We know we can do that with co-operation from its members and I feel that it is ridiculous for any member of this Association to have to be called upon so that he will send in a check — it should not be necessary for us to collect it. I am satisfied to call on any member who might have run a little behind on some of his bills if that is necessary. My feeling is much like that of the soldier who enlisted and after he was in he was not too happy so he called upon his Recruiting Sergeant and said, "Sarj., give me that sales talk once more." I will provide that sales talk if necessary, but I do not want to act as a Collection Agency for the Cheese Makers' of Wisconsin

but otherwise service of our Association as you well know is two-fold — first, personal service to members if he needs it and any of you members should be in the office and check in how much personal service has been rendered — you will be amazed! Service will be ready for any member anytime he needs it and let us have more members of the Wisconsin Cheese Makers' Association ask for that kind of service.

The second is industry-wide. We oftentimes have to perform service for members that non-members get gratis. You as members might be able to do considerable about it and you can do considerable about it if you take the time — look in the program book and see if his name is there and if his name is not there I positively believe you could do more about getting that neighbor of yours in a frame of mind that he should belong to the Association than any outsider can do. Neighborliness is like Charity — it begins at home, and in closing I don't think I can say anything more apt to maintain and increase the strength of your organization than "Let's all be good neighbors." Thank you.

PRESIDENT PETERS: I told you that you would get a good talk from him. At this time we will turn back to the beginning of our program. I know that the Mayor of Oshkosh is a busy man and I am glad that he could get away, even though he is late, to speak before this group and I am very pleased and proud to present to you Mayor John C. Voss of the city of Oshkosh.

JOHN C. VOSS: Thank you Mr. Chairman and Delegates of the Wisconsin Cheese Makers' Association. I certainly want to offer my humble apologies for not appearing here on time. If I had fulfilled my engagement on my calendar and as marked down by my secretary I am afraid that in the Grand Opera house tomorrow I would be speaking to a lot of empty seats.

I was out with a squad car on the South Side when I received a call that I was wanted at the Athearn Hotel and I had a hard time getting in at the door here without my badge.

Wisconsin has always been recognized as one of the leading dairy states but we are fast losing our reputation as such. It is being said that there is another spot in America that is topping our record and that is Reno, Nevada, where they say the cream of society is separated.

They tell the story about a woman who went into a grocery store and wanted three pounds of good American Cheddar Cheese

when a gentleman entered and the woman screamed and the man ran out and was arrested. He was an armed robber. After a time the grocer gave her the cheese and said, "Lady, how did you know he was an armed robber?" She said, "I did not know it." "Well, what made you scream?" he asked, and she answered, "When you told me the price of the cheese."

It affords me a great deal of pleasure as Mayor to welcome you, members of the Wisconsin Cheese Makers' Association to our community today for your 63rd Annual Meeting. We are pleased that you have selected our city in which to hold your conference, and want to extend to you our sincere best wishes for a successful convention. I realize that your stay with us will be of a short duration and that perhaps you will not have the opportunity to become acquainted with our city, but I do hope that you will return at some future date and let us show you those things in our community that we are not only proud of, but grateful for.

Oshkosh is located in the heart of Winnebago land, where 100,000 people work, live and play. Its history is interesting and dates back to early times. In 1637 Nicolet journeyed into the Lake Winnebago region for the purpose of making a treaty with the Indians and in 1670 Father Claude Allouez landed on Menominee Park and said the first Catholic mass in this part of the world. In May 1673 Father Marquette and Louis Joliet propelled their canoes across Lake Winnebago and in June of that year floated out into the Mississippi River. In 1836 Webster Stanley, first settler, came to Oshkosh and he was generally credited with being the founder of this city. By 1839 the growth of our city was steady; and realizing there was yet no name for the village, after much discussion, the name "Oshkosh" in honor of Chief Oshkosh of the Menominee Indian Tribe was adopted. We might have been called Brooklyn or Athens.

On April 6th, 1853 Oshkosh was incorporated as a city and in 1841 the first small school was opened, attended by six pupils. Our educational system has grown so that now we have 11 elementary schools, 3 Junior High Schools, 1 Senior High School, 7 Parochial and a Teachers College with another elementary and a Junior High School under construction, taking care of approximately 7,000 children.

Our industrial set-up has changed considerably in the past hundred years. Being situated on waterways and at that time

close to lumber supplies it was not strange that our chief industry should be lumber and we became known as the "Sawdust City." Today our industries are diversified, employing 7200 people. The first railroad to reach Oshkosh was in 1859 when the Chicago & Northwestern carried a few passengers from Green Bay. Today we are served by three railroads, the Chicago and Northwestern, Soo Line and the Milwaukee Roads.

Oshkosh was not without disaster, surviving four large fires, the greatest in 1875 with a loss of two and a half million dollars. Today we are protected by seven fire companies, manned by 80 men, and because of this enjoy one of the lowest insurance rates in the State of Wisconsin.

We have gone a long ways in the past one hundred years, and today are proud of those things. Mother Nature has been kind to us, and I believe our Menominee Park is one of the beauty spots of the State of Wisconsin. We have one of the finest eighteen hole golf courses in the state and I hope you cheese makers will come here in the summer and enjoy yourselves on the course. There are many other spots of interest and I hope you ladies will also have an opportunity to take in the Paine Art Center and the Public Museum.

Our police department is one of the finest and we have pretty strict regulations here and I do want to say, Mr. Chairman, if any of your delegates have driven their cars and parked over time on the meters and receive these little tickets I will turn them over to the Chief and try to fix it.

We do enjoy the finest recreational facilities in the city of Oshkosh and especially for you fellows who are interested in boating, fishing and hunting. I might say our relations with our rural friends are of the best. I could go on for another three-quarters or an hour to familiarize you with things of interest in our community but I know you have other business to attend to and in closing I want to again extend the right hand of fellowship and invite you to participate in the hospitality that our community offers. Thank you.

PRESIDENT PETERS: Thank you, and I know we will participate in some of your hospitality this evening. Speaking for your fine police force, this summer when George, Horace and I were down here we were looking for the Association of Commerce Building and we asked an officer where it was and if we had looked we would have seen it right across the street. They

pointed the building out to us and I made a big "U" turn even though the sign said "No U Turn", and he just gave me a big grin. He thought I couldn't read it anyhow.

At this point the response to the welcome has always been given in the past by your vice president. In view of what has happened that place is vacant and I have taken the liberty of choosing a man who is a leader in his own right. He is President of the Northeastern Association located in Shawano. At this time I present to you Elmer Beery to give the response to the Mayor.

ELMER BEERY: Thank you, Ladies and Gentlemen and Mayor Voss: I want to thank Mayor Voss for his fine welcome. When I was asked to give the response I was a little lost. Although I live about fifty miles from the city and go through the city many times I never really got acquainted here and I thought giving the response I should meet the Mayor and meet a lot of people here in the city. I came early today and talked to a lot of people and tasted "Chief Oshkosh" beer but I did not get to meet Mayor Voss personally so if you will excuse me I will shake hands with him now.

I mentioned I visited some of your shops and I went up and down the streets and I was surprised to find people in a city of this size so friendly. I met a Miss Mildred Peterson, who is a clerk in the Boston Store — I met her on the street and told her who I was and I said I wanted to know something about Oshkosh. She was right down to earth. Like people you might find anywhere — I found they had that small town quality. She said, "Well, a lot of people think of us yet like just plain farmers", and now Mayor Voss, after meeting him and talking with him I find he is just a plain ordinary, good fellow.

I see we have ladies in the crowd and Mayor Voss mentioned we have a fine museum here but I visited around in the shops about town and they have a lot of nice ladies' shops so you fellows that brought your women along, give them an extra fifty bucks and let them have some fun, too, and you fellows who did not bring your wives and you left them at home to stay with the children, why not bring her a present?

Every convention has two sides — one side is fun and that part of it gives us a lift and seems to make things brighter, and the other side is the business end of the convention and I would

like to look into the past years and what has been done in the past and what things will look like in the future.

When just a young fellow I was in service and when I came back from service I found certain fears — people seemed to fear something — they would not plan things and they would blame their neighbor or they had a fear about somebody trying to put them out of business. Actually I don't think anybody is trying to put anyone out of business. I don't think that fear is warranted but it is something that has just grown on us perhaps because of the war or world conditions. We have a good business and all we got to do is go forward — you either go forward or go backward — there is no standing still. It is that way in any business. You are always looking for someone to blame — it may be the Government, the Department or even your neighbor. I don't know who is to blame for this fear unless it is Father Time — Father Time is getting behind us. In business you must progress and it is merely Father Time holding us up. We have got to get up and go forward or we will go back — you just can't stand still or you will be caught in the reaper, whether it is in industry and whether it is about the policy of the association, remember these words — we either go forward or go backward, there is no standing still. Remember again what Red Barber said on his program, "Progress is our most important product."

Again I wish to thank Mr. Voss. I know the people of Oshkosh want us to have a successful convention and I think we will.

PRESIDENT PETERS: Thank you, Elmer Beery. I think that is one of the best responses we have had in a long, long time — I know that it is. I think some of the boys had better talk to Elmer before he gets any more ideas about 50 gifts — this is the voice of experience speaking. I just wonder if Mrs. Beery is here as I would like to ask her a question.

The next will be the report of the nominating committee of which Earl Whiting is chairman.

EARL WHITING: Mr. President, and Ladies and Gentlemen: I might say that as chairman of the Nominating Committee we worked to get nominees from different territories — to have it equally divided; we have got to have representatives from different parts of the state and we have had nominations handed in to us. We will welcome any nominations from the floor.

We don't want any member to think anything is being rail-roaded. Before you make these nominations from the floor with the permission of you people we ask the privilege of presenting Mr. Henry J. Loehr as a life member of the Wisconsin Cheese Makers' Association.

PRESIDENT PETERS: Henry J. Loehr's name has been proposed for life membership. All those in favor of granting a life membership to Henry J. Loehr — he has been a director for the last three years and he has been active in cheese making all his life, I think —

HENRY J. LOEHR: Not all my life but I have been in it for better than forty years.

PRESIDENT PETERS: All those in favor of granting a life membership to Henry J. Loehr signify by saying aye.

Motion unanimously carried.

PRESIDENT PETERS: Congratulations to you, Henry.

HENRY J. LOEHR: This is unexpected — I wish to thank everybody.

EARL WHITING: The first nominations will be for President of this organization. The nominating committee has nominated Edgar E. Peters. He is secretary and treasurer and general manager of the Midwestern Creamery Co. with plants at Plymouth and Manitowoc. You all know him as Vice President of this association and Mr. Peters took over as President after the death of Mr. Kopitzke.

Motion made from the floor by Bleuer and seconded by Frigo that nominations be closed.

Motion unanimously carried. Edgar E. Peters unanimously elected for President.

EARL WHITING: Unanimous vote for Edgar E. Peters for President. The ballot is cast and I declare Edgar Peters as President for coming year for the Wisconsin Cheese Makers' Association.

PRESIDENT PETERS: Thank you very much for the honor. I know it is a big job and I have had enough taste of it to know how large it is. If you are willing to accept me as I outlined in a letter to you that went out in May, I will serve for this

year but I am not going to stay in here very long, I will tell you that. Thank you.

EARL WHITING: The nomination committee has nominated Elmer Beery. Mr. Beery owns and operates a cheese factory at Shawano and he is president of the Northeastern Wisconsin Cheese Association. You heard him give the response today. Again, if there are nominations from the floor we would like to have you speak up and we are not railroading anybody through — that is what we have. May be hear any nominations from the floor?

Motion made from the floor by Graf and seconded by Zillmer that nominations be closed.

Motion unanimously carried.

Motion made that the rules be suspended to elect Elmer Beery as Vice President.

Motion unanimously carried.

EARL WHITING: For secretary nominations came in and the nominating committee nominated A. H. Graf. Mr. Graf owns and operates a cream factory at Zachow and at the present time is secretary of our association. Again we welcome nominations from the floor and again I want to say we are not railroading anybody through — it is up to you members of this organization. Do we hear any other nominations?

Motion made from the floor by Loehr and seconded by A. E. Dedow that the nominations be closed.

Motion unanimously carried.

Motion unanimously carried electing A. H. Graf as secretary.

A. H. GRAF: Thank you, Ladies and Gentlemen. I want to thank you for re-electing me and I am fortunate to have a man like George Mooney in the organization so that it is a little easier on me. I will do everything I can in the interests of the Wisconsin Cheese Industry. Thank you.

EARL WHITING: As I said in the beginning, we tried to have a representative from each part of the state for these officers and the nominating committee have nominated Harlan Watt from the southwestern part of the state for treasurer, and Ronald Johnson who is well known. Ronald Johnson and his

brother are both well known for winning prizes this year. Are there any other nominations from the floor?

HARLAN WATT: Mr. Chairman, I would like to withdraw my name in favor of Mr. Johnson. I have enjoyed the office for three years and I would like to have Mr. Johnson enjoy the office.

EARL WHITING: That leaves Ronald Johnson as nominee for treasurer — are there any other nominations?

Motion made by Beery and seconded by Rex Streeter that nominations be closed.

Unanimously carried.

Motion made and seconded from the floor electing Ronald Johnson as treasurer for the coming year.

Motion unanimously carried.

EARL WHITING: For Directors to succeed Emil Hanson whose term expired and Mr. Hanson requested not to present his name as director, we submit Maurice Wiles. He owns and operates a cheese factory at Stanley, and also Martin Parsons from the same section of the state — he has served as an officer of the Central Wisconsin Association for many years. These people represent that territory and Mr. Hanson wishes not to act any more as director so a motion will be in order. First, are there any other nominations from the floor?

Motion made from the floor by Fred Bleuer and seconded by Charles Brick that the nominations be closed.

Motion unanimously carried. Also decided to vote by ballot.

PRESIDENT PETERS: In order to save time we have another directorship coming up and you can mark your ballots for the two at the same time.

EARL WHITING: For the second directorship the Nominating Committee has the names of Pete Frigo who is a manufacturer of Italian type cheese, and Francis Baker of Fond du Lac County, who is managing his father's factory. Are there any other nominations from the floor?

Motion made from the floor by O. R. Thompson and seconded by Rex Streeter that the nominations be closed.

Motion unanimously carried.

PRESIDENT PETERS: Now that all the ballots are distributed, look at the bottom of your ballot and you will see where it says "For Director 3 year term—Vote for One." In that first bracket the names of Maurice Wiles and Martin Parsons have been nominated, write only one name, either Wiles or Parsons. And in the second bracket where it says "For Director 3 year term—Vote for One", the names of Pete Frigo and Francis Baker have been nominated, vote for only one in that bracket. Are there any questions — is that understood?

(Time was then allowed for voting).

PETERS: Has everybody voted who is entitled to vote? If so, the ballots are closed.

EARL WHITING: There were 94 ballots cast and one blank.

EARL WHITING: Wiles received 26, Parsons 66, Frigo 61 and Baker 32.

PRESIDENT PETERS: You have elected your directors for the next three years, Pete Frigo and Martin Parsons, Congratulations. We come to that part of your program which is turned over to your Resolutions Committee. The Resolutions Committee worked yesterday and I know they worked hard for they were in there about four hours. Everytime I stuck my head in the door they were really working — they were not just sitting and talking. Elmer Beery is chairman of the Resolutions Committee and will give you the Resolutions.

ELMER BEERY: I will read Resolution No. 1.

"RESOLVED, That we publicly acknowledge our gratitude and appreciation to the many who have in any way assisted in planning, promoting and contributing to our 63rd Annual Convention,

FURTHER RESOLVED, That particular reference should be made to our Speakers, the Oshkosh City Officials and Chamber of Commerce, the Oshkosh Brewing Company, and the Athearn Hotel Management."

Mr. President, I move for the adoption of Resolution No. 1.

Motion seconded from the floor and unanimously carried that Resolution No. 1 be adopted.

ELMER BEERY: Now I will read Resolution No. 2.

"WHEREAS, our beloved President, Len Kopitzke, was called to his eternal reward during the past year,

RESOLVED, That we place in our permanent records this acknowledgment of his leadership for many years in the cheese industry of the state and nation, well known for his fearless leadership and sincerity, and that a copy of this resolution be sent to his family."

I move for the adoption of Resolution No. 2.

Motion seconded from the floor and unanimously carried that Resolution No. 2 be adopted.

ELMER BEERY: Resolution No 3 reads:

"WHEREAS, Three of our life members passed away during this past year,

RESOLVED, That we extend to the families of Prof. J. L. Sammis, Fred Marty and August Brand, our sincere sympathy, and may we recall the leadership of those three pioneers of the cheese industry, to whom we shall ever be indebted."

Mr. President, I move for the adoption of Resolution No. 3.

Motion seconded from the floor and unanimously carried that Resolution No. 3 be adopted.

ELMER BEERY: Now I will read Resolution No. 4.

"WHEREAS, Our position remains unchanged regarding the limitation of imports of dairy products,

RESOLVED, That we repeat and renew our demand for the limitations of such imports, during periods when our domestic economy is receiving government assistance or support; and

FURTHER RESOLVED, That we believe any other course constitutes the support of world prices, which this Nation, or any Nation, can neither finance nor afford.

I move for the adoption of Resolution No. 4.

Motion seconded from the floor and unanimously carried that Resolution No. 4 be adopted.

ELMER BEERY: And Resolution No. 5 reads:

"RESOLVED, That we agree with producer patrons of cheese factories complaining of the disparity in support prices of milk products which unfairly discriminates against milk used in the manufacture of cheese; and

FURTHER RESOLVED, That we promptly petition the Secretary of Agriculture to correct this inequity."

I move for the adoption of Resolution No. 5.

Motion seconded from the floor and unanimously carried that Resolution No. 5 be adopted.

ELMER BEERY: Resolutions No. 6 and 7 pertain to the articles of incorporation and will change the manner in which our officers are elected. This proposal will be open for discussion and will not be voted upon this afternoon but will be voted upon tomorrow afternoon. The reason for this is that when any articles are to be changed in the constitution of our Association the proposed changes must be announced twenty-four hours before they can be voted upon. I will read Resolutions No. 6 and No. 7 and they will be open for discussion and will be voted upon tomorrow afternoon.

"RESOLUTION NO. 6.

RESOLVED, That we amend our Articles of Incorporation, changing the method of electing officers and providing for election of directors for terms of three years, and the directors to elect the officers for a term of one year, at their first meeting following the annual meeting.

This Amendment to be in force from and after July 1, 1955."

PRESIDENT PETERS: Do you wish to discuss Resolution No. 6? Do you all understand what the proposed amendment is going to be — what it means? If anyone does not understand what the proposed amendment means don't hesitate to talk. Let's have any discussions now rather than tomorrow if possible. Do you all understand it?

EARL WHITING: Mr. President, I think it is a good resolution. It is a practice that has been done for years in many other organizations and I for one think it is a good resolution.

H. P. MULLOY: Under our present constitution we elected six out of nine directors this afternoon; and in the proposed method you will elect three each year and you will always have six holding over who are experienced.

OBERT BRAASCH: This same subject came up some years ago — four or five years ago and I opposed it. I was opposed to it up to last night and after they convinced me it was good I believe that I even seconded the motion. In the past when we had Len Kopitzke and when he was working as hard as he did I did not want to see him shoved out. At the present time you elect a president and he is only responsible to the people and not to the Board of Directors and I don't see why you want a Board of Directors. Under this set up the Board of Directors can hire and fire the president if he is not doing right.

PRESIDENT PETERS: As announced by your chairman, Mr. Beery, no vote can be taken at this time. A vote will be taken at tomorrow's session.

MR. GRAF: You might mention that the vote will have to be by two-thirds majority.

PRESIDENT PETERS: Mr. Graf said according to our constitution that a two-thirds vote is necessary to change the articles or adopt the amendment. If there is not further discussion we will go on to the next one.

ELMER BEERY: I will read now Resolution No. 7.

"RESOLVED, That our Articles of Incorporation be amended by providing a new section which shall read:

Qualification of Director. No member shall be eligible for the office of director unless he is actively engaged in the manufacture of cheese. Vacancies on the Board of Directors may be filled by the remaining directors until the next annual meeting."

PRESIDENT PETERS: That is the other amendment to the constitution. Do you understand it — it is self-explanatory and means exactly what it says. Do you want any discussion on it?

MR. GRAF: Just a question that I would like to ask — if a person is out of business for six months he would not necessarily have to resign. Possibly you should set a time limit. If he engages in other work and if it appears he will not go back into the business, naturally he should not be a director any more. It is a good resolution but there should be a time limit set there.

MR. MULLOY: We already have a provision that before anyone can become a member of this association his membership must be accepted by the Board of Directors and by the same

authority that the Board of Directors can accept members they have a right to expel a member. To be an officer you must be a member. Should he disassociate with the cheese business and would associate with a business not compatible with ours you can rest assured the Board of Directors would expel him. If one of these men should sell his business naturally the Directors would keep in pretty close touch with him and would know if he did not go back into business.

MR. RAASCH: There was another resolution on which there was quite a lot of discussion and which was tabled on the question of voting of absentees and voting by mail. It was tabled for the reason that it would be a hard proposition to vote by ballot and also how would the people in the out-lying districts know the candidate and we must have discussed that for about thirty minutes — it was tabled and it was supposed to be brought up from the floor. The contention was that there was not a representative vote to elect officers from the state — there were 95 today and last year 96 and there are 731 active members. We are using 96 votes to elect the officers and we thought the whole cheese industry would have a right to vote. They wanted you fellows to discuss what you think about it and the Resolutions Committee discussed that for thirty minutes and we finally tabled it. If anyone would like to discuss it I would like to see how the members feel about it.

MR. PETERS: Are there any questions? I think they would come to the meetings if they want to vote. Voting by mail leads to many complications.

MR. RAASCH: If they all had a right to send in their ballots, how many would send in their ballots if they wanted to vote?

EARL WHITING: I want to congratulate the Association this year for having this council meeting. We started this in 1939 and I think it is the greatest part of our Association to have the cheese makers come in and talk freely and discuss their problems at arms you might say. I think everybody should feel free to speak out what they have to say for the benefit of the industry and I congratulate the officers for having this council meeting and I hope we will always have it for licensed cheese makers and managers of plants.

PRESIDENT PETERS: I confirm what Earl said. I only hope that more cheese makers come to the council meetings.

PETE FRIGO: One resolution that was overlooked and which was discussed in the last few minutes this afternoon and should deserve some consideration. We have an inspector by the name of Joseph Wetak who had been with our industry for many years and he has always been an asset and help to us and inasmuch as he is going to retire and it was the feeling of the Committee, the few members that were there, that a letter should go to him about his retirement thanking him for his devotedness to the cheese and dairy industry. He has always taken a fair and level headed attitude toward our industry and I move that our convention adopt a Resolution commending Joseph Wetak upon his retirement.

MR. RAASCH: I second that motion.

PRESIDENT PETERS: You have heard the remarks of our new Director, Pete Frigo, recommending that a letter of commendation be sent to Joseph Wetak upon his retirement.

PETE FRIGO: He is reaching 65 in the spring and he will automatically retire and I am heartily in accord with that commendation. It scares me, for when he retires, it reminds me that some of us are not a hell of a lot younger than Joe.

(Motion unanimously carried).

PRESIDENT PETERS: The motion is carried.

ELMER BEERY: After I read Resolution No. 6 making a change in the articles of incorporation I noticed that it read "for election of directors for terms of three years" and it did not specify the number of directors. I would like to have that read "and providing for the election of at least nine directors." It should be set at nine — that is an uneven number that should be left open. John Inabnet said suppose you had directors elected all from the Cheddar industry — we want to elect for Swiss and all phases of the industry are to be represented on the board. I want you to think about that and comment on that and we will vote on it tomorrow. I feel it should not be left that way.

PRESIDENT PETERS: Any further discussion on that? We will vote on that tomorrow and it will be so coded as Mr. Beery explained. We will draw this meeting to a close. If you have not purchased banquet tickets please do so as they are limited to 300 and we are forced to do that because of the size of the room. I don't think there is anything more. Our session tomor-

row starts at 1:30. We have provided no morning session because in the past they have been very poorly attended and we will crowd everything in the one afternoon. It will be a crowded session so be there on time. No presiding officer likes to rap the gavel when there are only a few people in the house. The meeting tomorrow will be held right across the street at the Grand Theatre at 1:30.

I want to thank this group here for their attention this afternoon. You have been a very attentive and appreciative audience and it has been a pleasure to preside.

Note: In the evening, members and their wives (600) were entertained at the Eagles Club House, where a fine program of entertainment was given, — followed by a buffet supper, through the courtesy of the Oshkosh Chamber of Commerce, and was personally served by Oshkosh businessmen. This gesture by the men of Oshkosh furnished conclusive proof of the sincerity of the Mayor's address of welcome on behalf of the people of Oshkosh.

WISCONSIN CHEESE MAKERS' ASSOCIATION

63rd ANNUAL MEETING

WEDNESDAY, OCTOBER 27, 1954

GRAND THEATRE

Oshkosh, Wisconsin

1:30 P. M.

Meeting called to order by President Edgar E. Peters.

Invocation by the Reverend James A. Daum.

PRESIDENT PETERS: If I seem to be rushing this it is because we are late getting started. We have a full program and I don't want to keep you here too late this afternoon.

The first address listed on your program is by Sheldon Wilcox but I will have to make a slight change at the start. You who have read the papers know that Gordon Reuhl left this state and has gone to California and in his place Martin Framberger will say a few words..

MARTIN FRAMBERGER: Friends, I am glad to have the chance to be among the list of the fine names on the program this

afternoon and I can take as much time as I like, but on the other hand these other men will have some things to say that will be probably more to the point than I am prepared to say right now. I think you all realize that we are all interested, and the American Dairy Association is a part of it, in the business of dairy promotion. I am happy, however, also to be with this group and renew old acquaintances — I have made a lot of friends — and hope to be in a position in the coming months and coming years to become much more active to carry out your interests and that of the dairy farmer. The American Dairy Association and the Dairy Farmer that now make up this organization have probably taken its greatest step forward in this past year. You are aware of the fact that we have gone into, and very successfully in the acceptance of, a twelve-month program. I am not going to have time to go into all the details as to what this means and what it represents in terms of what we can do to get greater use of dairy products. One of the things you will be hearing about day and night, and this represents a mile stone, this evening at 6:30 to 7:30, because the Dairy Farmers have accepted a twelve-month A.D.A. program, you will be seeing one of the most outstanding T. V. shows, which is designed to appeal to older people and younger people. It is a Walt Disney production for one hour and it will be on this evening for the first time. Just the fact that we have this show that will start tonight is not of any importance but what is significant to us is the fact that we are going to be reaching thirty million consumers every week because we have this show. We plan to get in the homes of thirty million people and show to them and tell them what we can offer to them, which surely will build up a tremendous interest and desire in the products we are offering. As you are watching this show I hope you have this feeling of pride that you in some way have helped, along with thousands of other people, to make this show.

We have in the coming year many things coming up. We will continue with our regular programs, regular T. V. shows and Radio shows, advertising in magazines and newspapers, as well as a tremendously stepped-up merchandising program with the Dairy Farmer and the dairy industry working together in the big league. As these various plans throughout the year unfold I would like to have you think of your first contact with the American Dairy Association. It might have been five, ten or fifteen years ago when you first heard the name of American Dairy Association mentioned. Thinking back to that time re-

garding the status of the organization and as to how far it has gone, you can more or less feel that it has been tremendously strengthened and that this has come about because it is something badly needed and badly wanted. We have plans to bring down all these large national programs to our own local level and we have made intensive plans to get the word back to the dairy farmer, a man who knows how his money is being invested. We hope to do a better job in all things than we have done before. There are thirteen district meetings in the state of Wisconsin and next week we will start on that to get information to the dairy farmer as to what is happening and make him feel he is a part of it for without his support there could be no program of this kind. We hope to convince all the people in the dairy business, — in cheese, butter, milk, etc., that this is their program and without them it could not succeed. We are meeting in their groups and expect to continue the plans we have in Wisconsin to bring home a little bit closer the National programs to the retail grocers and these are being developed now. We hope to co-operate with various groups such as Wisconsin Department of Agriculture tying together a great many things, and one of the first moves in this line has been the recent development of the new merchandising department in our A.D.A. state organization, of which Mr. Sheldon Wilcox is the head, and I would like to call on Sheldon so that he can point out to you the significance of these plans along this line and the way these promotions can help you in this business.

PRESIDENT PETERS: Thank you, Mr. Framberger. Something has happened to the projector so we will dispense with this part of the program at this time and we are going on to the next speaker, who is Dr. Sprague of the Western Condensing Company.

GORDON SPRAGUE: Events have moved rapidly in the whey industry. In 1954 the United States Department of Agriculture dumped some 570 million pounds of skimmilk powder in markets usually used by processors of whey.

You are the whey producers. In the overall program of whey utilization the whey processors have been your partners. Some of you are processors. Now we have another partner, the United States Department of Agriculture. There is an inventory of more than 60 million pounds of processed whey on which the Department has a non recourse loan. Soon the Department will own the whey. By this device the Department has now become our third partner.

Our new partner contributed nothing to our industry. He got control by first destroying the market for our products, and second, by loaning money on our distressed merchandise. Now, with a large inventory under his control, you and I are at his mercy. We did not ask for help, we asked for independence.

What will our new partner be like? Will he operate as a constructive power in our industry, or will he be irresponsible and regressive? These are the questions which are important to us today.

We now ask of our new partner, the owner of this inventory of whey products:

1. Rectification of the prices under the 1954 program which were damaging to processors, cheesemakers, and the farmers, and;

2. Continuation of a direct purchase program whenever:

- a) Dried whey from Government inventory is sold at prices which are damaging and destructive to either processors, cheesemakers, or farmers, or

- b) Dry skim milk, or non fat dry milk solids, from Government inventory is sold at prices which destroy markets for processed whey in normal uses, or;

- c) Government disposition of any inventory of whey, or whey products, domestically or abroad, has the effect of limiting the market for whey product produced in the United States.

Prices in 1954 were cut below those of 1940. To farmers who patronize cheese factories it was a price cutting, not a price support, program.

Last spring, when the U. S. Department of Agriculture decided to use the whey market as a dumping ground for non fat dry milk solids, they offered whey producers and processors a non recourse loan as recompense for their lost market. About this program I have the following things to say:

1. The decision was made regardless of almost unanimous opposition of the dairy industry.

2. The support program offered to whey processors was limited in volume and at prices which did not cover costs.

3. The program did not follow trade practices. New, unusual, and costly operations were required.

4. The limitations in the program forced some processors to reject whey.

5. The program deprived farmers of cash income.

6. The program created an inventory in the hands of the U. S. Department of Agriculture which constitutes a controlling interest in the whey industry. To date the Department has refused to recognize or discharge its obligations to the rest of the industry. It has no program for continuation. We do not know what will be done with the product now held, nor what will happen when the Department decides to dump powder again.

To date, therefore, our new partner is irresponsible and regressive.

Inventories control prices. There will be no important increase in the price of any milk product above that at which the Department held inventory is offered for sale. In this respect a price cutting program means that the price will not be higher than the level at which the inventory is offered for re-sale. This is true of all inventories of milk products. Until inventories are liquidated, the outlook is drab.

Recently the U. S. Secretary of Agriculture said, "The plain, hard facts about dairying show us that we have just got to improve marketing."

Again he said, "Now what can we do, all of us working together, to expand and develop markets? Well, what does any successful business do? It increases sales and promotional efforts. It meets price competition. It tries to make its production as efficient and useful as possible. That is why we are stressing research and education as never before." End of quote.

Whey processors subscribe to these statements. No part of the dairy industry has been more aggressive in merchandising than the whey processors. No branch of the dairy industry spent a larger portion of income on research. No part of the industry has developed a bigger portion of volume in new products than have the processors of whey. We have discharged our obligation. Why then is the whey industry in difficulty with the United States Department of Agriculture?

The greatest problem for the whey industry is non fat dry milk solids, or skimmilk powder. Our problem at its base is the fact that about two pounds of skimmilk powder is produced

for each one pound used in the United States. Production recently has been geared at over 1.2 billion pounds per year. The consumption has been above 600 million pounds per year. The difference of about 600 million pounds per year is our problem.

The problem is getting worse. From April to August, (five months) of 1953, production of skimmilk powder was 653 million pounds. For the same period of 1954, it was 662 million pounds; an increase of 9 million pounds. Government purchases from April through September, (six months) of 1953, were 354 million pounds, but for the same period of 1954, were 376 million pounds; an increase of 22 million pounds. The figures suggest an expansion of the sources of supply of skimmilk for drying. They also suggest that the increase in purchases for 1954 will be greater than the increase in production.

The problem, therefore, gets worse and not better.

From these facts we look forward to increased supplies of skimmilk powder in Government inventory. There will be need for disposition of some kind. The Department will then be looking with unexpected fondness at the markets which have been developed for whey.

Ingenious arguments have been devised. Without support prices for skimmilk powder, it is argued, there would be no whey industry.

Don't you believe it. The whey industry grew in direct competition with skimmilk powder. Before World War 2, production of dried whey had already reached 100 million pounds per year. During the war, production of skimmilk powder increased about 200 million pounds per year. Dried whey production, without support, increased only about 30 million pounds.

Since 1945 skimmilk powder production increased more than 600 million pounds. Dried whey production increased about another 30 million pounds. Production of dried whey, unsupported, has grown consistently. Dried skimmilk production has grown erratically because of price supports. Whey processors do not fear competition, but cannot compete with prices which have no foundation in costs.

The United States Department of Agriculture now owns more than 200 million pounds of skimmilk powder. They also own more than 60 million pounds of whey. We feel certain that before next April the quantity of skimmilk powder will

be greater than at present and the quantity will continue to increase throughout 1955. How much do you think a whey processor should accumulate in inventory during 1955?

Inventories are a very serious matter. It takes about 600 thousand dollars to process 10 million pounds of whey solids and carry them in inventory for a year. Sometimes it is necessary to carry large inventories more than a year to reach a market. Some approximation of peak inventories of dry whey are as follows:

In 1938 about 15 million pounds.

In 1942 about 22 million pounds.

In 1945 about 20 million pounds.

In 1947 about 50 million pounds.

In 1950 about 33 million pounds.

In 1953 about 45 million pounds.

These estimates are for dry whey only.

We would like to know whether this inventory will be managed to help, or destroy, whey processors. Will the Department, as our new partner be constructive, or regressive?

In a recent speech, the Secretary of Agriculture said, "We want to get the Government out of your business. We are working hard at that job. The Congress has given us the signal to go ahead. That's what we are doing. But we are determined not to do anything foolish and we are determined that what we do with the supplies we have on hand will help, not disturb, your business, will help agriculture, will be fair to consumers at home, and fair to tax payers who have already paid for those surpluses."

The words are wonderful. But what happened in 1954? A dumping precedent was set and a whey inventory accumulated. Our business has not been helped, it has been very greatly disturbed.

Income from sale of whey has long been a part of the farmer's income from milk. The Department is authorized by law to support farm prices by purchase of products, not to cut prices. So far as the farmers are concerned, the whey program has been one of price cutting, not price support. It has been a program of industry destruction, not one of industry expansion. A market for milk products was invaded, not strengthened.

The only action by which the Department of Agriculture can now justify the present situation is to announce a long time program for dried whey the same as for non fat dry milk solids in the past. Since the Department has insisted on sharing in the whey markets through its skimmilk disposal operation, it should accept a long time obligation.

At the present no long term obligation has been acknowledged. Cheesemakers and whey processors know that they had a market for whey products. This market has been invaded to reduce a large inventory of dry skimmilk. The need to reduce inventory will again occur, perhaps before another year has passed. Our new partner, alone, can give us the answers.

Normal business risk is expected by all of us. Competition for market against the Commodity Credit Corporation, however, cannot be endured. The United States Department of Agriculture must be accepted as a partner because it now owns more whey products than any other person in the industry. Cheesemakers and whey processors, together, must try to induce our new partner to act in a constructive and progressive manner.

DRIED SKIMMILK AND WHEY PRODUCTS PRODUCED 1945 - 1954

Year	Manufactured from Skimmilk			Manufactured from Whey		
	Nonfat Dried Milk Solids	Dried Skimmilk Animal Feed	Casein	Dried Buttermilk	Dried Whey	Milk Sugar
	Million Pounds	Million Pounds	Million Pounds	Million Pounds	Million Pounds	Million Pounds
1945	643	18	12	50	136	16
1946	653	14	18	39	148	23
1947	678	22	36	45	157	22
1948	682	13	14	42	125	23
1949	935	21	18	49	159	24
1950	881	18	19	49	156	39
1951	702	14	22	46	140	50
1952	863	25	7	47	164	34
1953	1213	20	6	57	175	26
1954	1300	20	5	55	1/	1/

1/ Monthly data are not published by U. S. D. A.

Note:

During the war years production of nonfat dried milk solids was stimulated by several means including price guaranties and financing of plants to divert production away from skimmilk for animal feed and casein. Price ceilings were used to discourage production of casein.

Whey producers were encouraged to expand plant and equipment for increasing production for animal feed and milk sugar.

PRESIDENT PETERS: Thank you, Dr. Sprague. I don't think there is any doubt that the cheese makers feel as Dr. Sprague does about this whey problem. We had a meeting in Fond du Lac in April because of the seriousness of the whey volume at that time.

(President Peters then read a telegram addressed to George L. Mooney, Wisconsin Cheese Makers' Association, offering congratulations on the year's record and sincere good wishes for the coming year, from Milton Hult, President of the National Dairy Council).

(President Peters also read a telegram addressed to himself from Walter J. Kohler, Governor of Wisconsin, expressing regret that circumstances prevented his presence at the 63rd Annual Meeting of the Wisconsin Cheese Makers, also paying tribute to the organization and expressing commendation in the art of cheese making).

We will now go back to the first named speaker on the program, Mr. Sheldon Wilcox.

SHELDON WILCOX: Thank you and good afternoon, Ladies and Gentlemen: We had a little difficulty in starting this afternoon and I might say I think we have used this light projector at least one hundred times in the past two years and I think every time before we used it we said a little prayer about it holding together through the meeting and today I forgot to say something to the Man upstairs. Mr. Framberg told you how we have been attempting to extend our national program set-up in the merchandising department of A.D.A. What we will show you today is primarily a slide presentation to give you an idea how we merchandise cheese.

In today's modern grocery store, selling space is at a premium. Every foot of selling space must be used wisely. The

Dairy Department of today's grocery store meets this requirement because sales per square foot are among the highest in the store. Dairy food sales per square foot amount to \$12.87 compared to meat \$3.60, produce \$4.31 and general groceries \$2.55.

Cheese is the profit leader in the dairy department above all. It is bought on impulse and as it can be featured in hundreds of ways for young and old, for meals or snacks, for year-around and morning, noon and night time use, it is by far the greatest food item, displaywise to be found in grocery stores. We are here today to discuss with you what the American Dairy Association is doing to merchandise cheese.

Let us begin with the National Cheese Festival started by A.D.A. This event is now in its ninth year and is recognized as one of the outstanding food promotions in the country. Let's take a look at what makes it effective —

A.D.A. acts as the spearhead, advertising nationally and providing some of the point-of-sale posters for use in stores. But this is not a one organization show. The National Cheese Institute rallies its members to support the festival.

An aggressive cheese industry puts much of its advertising and merchandising talent to work on the festival.

Food editors both nationally and locally tell Mrs. Consumer how to use cheese.

Related food manufacturers feature cheese with their products during the festival.

Retail stores all over the United States join the festival with cheese promotions in their stores.

Yes, A.D.A. is the spearhead that gets these groups together behind the world's largest cheese sales promotion. This year, A.D.A. and the related food advertisers will spend over \$2,000,000 on the Cheese Festival. Does this move cheese? Let's take a look at a couple of examples.

A large table display of bulk cheese was set up by Guinta's Foodtown Store in Cleveland, Ohio. The result — 1600 pounds of cheese were sold over one weekend during October, 1953.

In October, 1953, A & P reported the greatest cheese sales in their history.

Was this luck? Certainly not. Here's the real reason —

A&P plans their tie-in with the National Cheese Festival many months ahead. First, their stores get an early notice of the festival coming up. Second, cheese features are planned for the entire month of October. Third, orders are picked up on the cheese features. Fourth, the Cheese Festival theme and features are supported by A & P's October advertising. Fifth, good, hard-selling displays are built to back up the advertising. Ladies and Gentlemen, this simple plan to sell more cheese is not hard to follow. As a matter of fact, each year more and more of the independent and smaller chain stores are learning and using this plan. And, it isn't only A & P that is merchandising cheese. Another large chain store operation took a look at its cheese sales for October, 1953 and they found their cheese sales up 27% over the previous month and 40% over October, 1952.

This is a double page ad for a special cheese promotion in Tucson, Arizona —

How's this for showing bulk cheese? This is a part of the store display which was set up for the Tucson promotion in Hardy's El Rancho Market. This is some more of the same display. In seven days, cheese sales were \$17,373, an average of \$2,484 per day.

This year, this October, the kick-off for the cheese festival was this four color, double page ad in Look Magazine on October 5. Please note that about all of the types of natural cheese are in this ad.

A.D.A.'s Bob Hope highlighted the cheese festival on October 1, 8 and the 15th and will feature it once more this coming Friday night.

The Bob Crosby Television Show featured cheese on September 30, October 5, 7, 12, 14 and 21. Also, our brand new T. V. show, Walt Disney's "Disneyland" will cap the television advertising on cheese for October, 1954, tonight in its premier broadcast on the ABC network.

This poster was made available this year to the industry for use in stores. Actually, the poster which went out to the industry had a two inch space at the bottom for brand imprinting.

One last comment before leaving the 1954 cheese festival. The first reports indicate it to be a landslide for cheese. For

example, the consumer markets in Springfield, Missouri purchase and sold 35 tons of cheese for a two week selling period—most of this was aged cheddar. Also, the Wieboldt Stores in Chicago handled over 20 tons, and another example, the Wrigley stores in Detroit, over 18 tons.

You'll hear more about the October Festival in a moment but let's quickly review A.D.A.'s cheese merchandising plans for the rest of 1954 and the year 1955.

The gift cheese promotion last year had excellent results. Over 19,000 inquiries on gift cheese were received after this ad was run. Consumers sent in a coupon which was in the ad to get information on gift cheese. These inquiries resulted in 1,852 orders with each order averaging \$9.73. We are going to repeat the gift cheese promotion this year and we suggest that if you package any gift cheese and are not on the A.D.A. mailing list to consumers that you get on it because it can mean extra sales to you.

While we are talking about gift cheese it might be well to mention that in about every dairy product display in National and State meetings that we have had a part in this year, gift cheese has been featured. I refer to such gatherings as the International Dairy Show in Chicago, the Dairy Show in Atlantic City and the National Corn Contest at Janesville, to name a few.

Cheese makes wonderful one-dish meals for Lent and we will feature it in ads like this during February and March, also carry the idea out on television and radio and encourage store displays.

Then in October, 1955 the Cheese Festival takes on added power. This approach will feature the grocery store as the cheese headquarters for consumers.

Here's another Cheese Festival ad consumers will see in their favorite national magazines in October 1955,

In November and December, 1955 a gift of cheese will appear with the theme, "A gift of cheese is sure to please."

Ladies and Gentlemen, the picture you see here may look a little out of place in a presentation on cheese but I assure you that it is one of the most important items we have to present to you today. This slide shows what we are doing to be sure of how we spend our members' money to insure sales returns from every promotion we try.

The American Dairy Association has a continuous survey to determine consumer attitudes toward cheese. We are working with the Alfred Politz sales research organization. They have already, for example, found these important facts sales-wise about cheese:

1. That nine out of ten families in this country eat cheese yet almost one-fourth of the cheese-eating families do not have cheese in their homes at a time, even when it is easily available to them, and secondly, the main reason that people like to serve and eat cheese dishes is because they like the taste of cheese. These are two items which can be hit hard in promotion.

A restaurant survey on dairy products including cheese is now being conducted by the Politz organization. Results of this will be released early in December. A.D.A. is also working with the United States Department of Agriculture in making market surveys on cheese. These tests will show why one market will consistently sell twice as much cheese as another and give sales reports also. A retail store merchandising test with cheese is now being carried on with the Kroger Company in Pittsburgh. Results of the first two Politz surveys on how consumers feel about dairy products are available now through A.D.A. The Pittsburgh market test survey will be available some time early in 1955.

All of these tests and this sales research will help the industry spend their money for promotion so as to get more sales and not waste it.

The American Dairy Association of Wisconsin has been doing some extra cheese merchandising here in Wisconsin, mainly through such events as the Madison and Statewide Dairy Food Festivals, held last May in Madison and Oct. 1st to the 9th in the state.

You may remember that cheese sales made up a sizeable part of the 3,000,000 pounds of milk sold in Madison last spring. Actual sales increases ranged from 40% to 70% on cheese. Not all the reports are in on the State Festival but Madison cheese sales were higher than last spring and Waupun just reported a forty-four percent increase during the first nine days of this month. We plan to do much more cheese merchandising in the months to come, getting more retailer and supplier cooperation in these National merchandising events and testing some Wis-

consin ideas, too. We are working right now on a better system for industry use of our point-of-sale materials. We need your ideas very definitely, the ones that will sell and we need your help and cooperation in the use of these materials as far as possible. We are offering our help to you in any way that we can — feel free to suggest and to request our aid, even if it is only a colorful poster to dress up your plant.

I would like to quote Mr. Wade Hill, Merchandising Manager for Dairy Products of The Kroger Company — quote “The Farmer’s Organization, the A.D.A. has the answers to our dairy problem in sales promotion. If the industry will get together and use them, this problem will cease to exist,” unquote. Those are good words to hear.

Ladies and Gentlemen, there’s just one big thing needed in this picture and that must come from you. I wonder if the gentleman will stand up who is seated in the seventh row back, the fourth seat over — yes, the gentleman seated right next to the lady in the red coat? Will you look under the seat you are sitting on?

(Voice from audience: There is nothing there).

Yes, there is something there under that little brown square.

(Voice from audience: A \$1.00 bill).

This man has, by exerting some effort, increased his income by one dollar. Hasn’t he?

I hope that we have proven here that with the proper amount of effort a job can be done. Please tell your farmers what A.D.A. is doing to help you and them sell cheese, encourage them to continue to support their own organization or to start to if they have not already done so.

Thank you.

PRESIDENT PETERS: If you want a ten second break so that everybody may stand up and look for a dollar bill you may have it. I don’t think there is any doubt that you all realize the importance that the American Dairy Association means to the dairy industry in not only one phase but all phases of it. I can remember when A.D.A. first started and there was a lot of squabbling about advertising. Some said it did not pay anyway but many of you who have followed A.D.A., even as an outsider you might say, can realize what they have done. In

some of these stores the merchandising is tremendous. I know that from my own experience and I wish the contribution from the producers was 100 percent in the state. I know it is not but the plant operators try to get our farmers to contribute their support.

The next speaker is a man I personally met for the first time today but I had heard quite a bit about him. He is the legislative director for the Farm Bureau Federation at Madison and he has worked with the officials from this organization, Mr. Mooney and the late Mr. Kopitzke, and the cooperation between our association and the group he represents has been very excellent.

At this time I have the pleasure to present to you, William Kasakaitas.

WILLIAM KASAKAITIS: I must say that we all exerted a little effort but it did not pay off as well as it did the gentleman that sat in back of me. I wonder why a dollar bill had not been placed under my seat — I would have been happy for it.

I want to say that I have appreciated very much working with the staff members of your organization and was extremely grieved when your President passed to his reward. I want to say that I enjoyed the companionship and relationship with the rest of the members of your staff, particularly George Mooney and Mr. Mulloy and I also want to say that they command a great deal of respect from the people with whom they associate and I am looking forward to working with them in the future. I want to say that we have not always agreed. We have had our differences but I think we have evaluated each other's ideas and I am sure that we are going to share those ideas in the future for the welfare of the dairy industry, of which we are a part. It certainly is an honor and a privilege for me to come here and visit with the members of the cheese industry in this state, and also to exchange some ideas as to problems that we may have. The industry is certainly beset with many problems — these problems are neither simple nor are they easy to solve as Dr. Sprague has indicated in his very learned message earlier this afternoon.

During the last several months, particularly the last several weeks and the last several days, the Wisconsin Farm Bureau and the A. F. B. Federation have planned and continued the present farm program that is on the Statute Books of this great

country of ours. I want to accept the credit, blame and condemnations without any apology and likewise I want to visit with you as to what is really contained in the several acts that were passed by the 83rd Congress this past summer.

First of all the act of 1954 which is the crux of broad foundation of the agricultural program under which we are operating for the days, weeks and months ahead. The bill contained many parts — in fact it became known as the “packaged bill” toward the end of the session. The most important part of that bill was the recognition on the part of Congress that we had to have a different approach to the problems facing the Agricultural Industry in the adoption of the variable price supports. That shifts the emphasis from price fixing by the government that results in increased production to less consumption and building up of unmanageable surpluses that overhang the market and create the condition that Dr. Sprague talked about this afternoon. This depresses prices and leads to government control of our entire agricultural enterprise. It shifts the interest from that kind of a situation where we are to use price support in its proper perspective, permitting the individual to retain the opportunity for getting a fair price by producing for an effective demand in the market place.

High rigid price supports have failed to make agriculture prosperous and all we need to do is to look at the record. In 1952 we had war — we had 90% supports and during that year the agricultural income went down 16 parity points. Yes, we are faced today with the lowest buying power that the American farmer has had since 1940, and I don't want to be misunderstood at this point that I am trying to pit one administration against the other because the Republicans did not do much better, working with an unworkable program than did the Democrats.

The second part of the bill or another part of it, I should say, authorizes the use of a new modernized parity. Over the years dairymen and livestock producers have indicated they wanted a better relationship between feed and livestock prices which the old parity did not produce. In fact, today we do have the lowest butter — feed ratio we have had since the early thirties and the milk — feed ratio is not any better. The new bill was developed several years ago, passed by Congress in 1948 but never permitted to be used by Congress except in the last several years when Congress permitted use of your choice, either

the old or the new, whichever permitted a higher price, so suffice to say that we will have the new Modernized Parity bill for you in 1956 and we believe there will be a better relationship than existed prior to this time.

The third part of the bill creates what became known as the "Set-aside" because the idea was born in Wisconsin a year ago at the annual meeting of the Wisconsin Farm Bureau, at which a resolution was adopted asking for setting aside of surplus quantities of foods from C.C.C. to be used as Civilian Defense Stocks in event of war or catastrophe, or to assist needy people at home or abroad. The idea was received rather coolly by foreign people and by other states when we gathered in Chicago when it became part of the policy of the Farm Federation, and two and one-half billion dollars has been appropriated to remove surplus commodities from C.C.C. to use it for the several things I have named.

Dairying comes in for its share under "Set-aside." Two Hundred Million pounds of butter, one and a half hundred million pounds of cheese and three hundred million pounds of non-fat dry milk solids. These commodities in "Set-aside" may not go into the regular channels of trade until the price gets above 105% of parity. That is in recognition of the economic truism that Dr. Sprague talked to you about.

The matter of diverted acres here in Wisconsin we have recognized as a problem for many, many years, that people in wheat very often chose a high level price support because they recognize they can shift part of their problems over to Dairy and the Livestock Industry. Twenty-five million acres are being shifted this year. Part of this problem is going to be alleviated by statute and under a new bill the Secretary is given new power to specify crops to be grown and he is using that power so far as crops such as potatoes, sweet potatoes and beans are concerned, at the present time, and he has the authority to use it so far as the other crops are concerned. **Furthermore** he is given authority to devote some acreage to be known as soil fertility bank so that part of the acres can be held in soil reserve, and \$55,000,000 was appropriated to carry out the intent of that section.

Another part of the bill transfers the agricultural attaches from the State to the Agriculture Department. We feel that is an important move insofar as it gives agricultural members in foreign countries a little more freedom when they operate un-

der the Department of Agriculture than when they operate under the State. In the past his activity has been curtailed because business and industry dominated in the Department of State and certain trades and certain sales could not be consummated because the Department of State was fearful that we might alienate the feelings of some countries that might be our competitor in the sale of some particular agricultural commodity. We hope that will not take place in the new set-up.

Dairy Products received considerable support in the new set-up. We have continued our 75% of parity supports and we feel that has helped to arrest the trends that have taken place in the Dairy Industry in the last couple of years. We have some increase in production and we experienced a decrease in consumption, both domestic and foreign. We have lost about 16% of the domestic market in Dairy Products and our foreign sales are down about 30%, and of course accumulations of storage stocks and inventories at unprecedented levels keep prices at low levels. We have arrested that trend to a trend where we experience a balancing of production to effective market demand, and I know it is taking place on both sides of the formula, on the side of consumption and production. Farmers are killing their cows much more carefully now than they did in the past under the high guaranty price and we see 6% more calves going to slaughter, a balancing of production to effective market demand and we have seen consumption picking up and I know that is due primarily to the efforts of our American Dairy Association and many other groups that have cooperated in trying to promote the products of the Dairy Industry. We have seen the consumption of butter taking an up-swing and imitations several months. For the first time in a long time we have seen the consumption of butter taking an up-swing and imitations of butter taking a down-swing. There are hopeful signs so far as exports to foreign countries are concerned — the increase is insignificant as an economical factor but nevertheless it is a move in the right direction. Government purchases are on a decline — they purchased 25% of these commodities to store in July that would create problems and 38% in August. Butter is on the move out of storage and cheese is almost in balance at the present time, and dairy prices are going up. We show an increase in August and September and for the present time.

Another part of the bill that deals with dairying appropriates Fifty Million Dollars for the next two-year period for school

lunch program. Whole milk may be supported. Any method of disposal may be used to get rid of stocks in storage. Offers have been made under that section to sell some of our dairy products at World prices. Thirty million dollars in total for the next two year period will be used to restore full payment for the indemnities due to removal of diseased animals. And a very important part of the bill makes it possible for the Armed Forces and Veterans Hospitals to receive free-of-charge dairy products in excess of their usual purchases. I say because of that there will be no reason in the future for the Armed Forces or Veterans Hospitals to use again an ounce of imitations in the rations of disabled veterans or young men in the Armed Forces. Furthermore the Secretary has promised to set up a committee to study various methods of price support plans. Already the farm organizations have been contacted and I am sure your organization has been contacted to file briefs with the Secretary giving your suggestions on how this whole thing may be improved. This bill takes agriculture out of the perilous position where it must depend upon a significant part of its income upon an artificial economy, leaving its future to the socialistics control and whims of Congress, a situation akin only to Russian Society where citizens enjoy neither freedom nor security.

The other act is a million dollar appropriation and is called The Agricultural Trade Development Act, whereby private enterprise and private traders may sell surplus agricultural commodities to foreign countries and accept their currency in exchange. That will build friends and bridge the gap thus aiding agriculture without interfering with normal market procedure of other countries. The proceeds we would accumulate could be used to purchase strategic materials and are to be used as loans to aid countries to develop so that they can be more productive friends of ours.

Another bill is passage of the act authorizing development of the St. Lawrence Sea Way. I think this may make our dairy products more competitive with eastern markets and world markets. Appropriations were made for an additional ten million dollars for research and I know it is needless to report to you the value of research in a group of this kind today.

There are many new things on the horizon, things that are new, thrilling, and things that hold out great promise to the future progress and prosperity of our industry. The Extension

Service receives \$8,300,000 more to aid in the marketing, in farm family improvement and many other things to reduce the lag between research and the time the farmer gets the information to him. The different between the average and the good farmer is too great and I believe the proper way to narrow the gap between the good and bad or the average is by bringing the average up to the standards of the good.

Vocational Agriculture Education receives \$5,500,000 to help train young farmers to be efficient and profitable in their enterprise.

The Tax Code was revised for the first time in seventy-five years. Agriculture fared pretty well — we get a 10% tax cut. Conservation expenses may now be deducted and may be entered as deductible farm expenses — it was considered as capital improvement in the past. New machinery may be depreciated at a higher rate. The proceeds from the sale of breeding stock is treated as capital gains. Proceeds from sale of diseased animals when used to purchase replacements need not be considered as part of gross income. I believe we are on the right road with this protection from the Government and I look on the Government as a partner in helping the farmer to help himself. I believe we are on the right road to bring stability, progress and prosperity to the farm and I believe this bill brings the Government into proper relationship with the farmer as a farmer to help him to help himself through research, direction, education and protection against unreasonable price declines and to create an opportunity to earn a high spendable income on the farm through emphasis on a balanced production, through expansion of markets and more efficient production and marketing methods.

Thank you.

PRESIDENT PETERS: Thank you, Mr. Kasakaitas. The next speaker needs no introduction. He is a man we have known for some time and I think you are all going to be interested in the subject he is going to speak on. Those of you who have been working with frozen cultures this may not be too interesting but what Mike Hales has to say about cultures I am sure you will be interested in.

(Note: Mike Hales' speech was illustrated many times with slides thrown on the screen and much of his speech was explanatory of these slides — therefore there is lack of continuity in transcript of his talk).

MIKE HALES: Good afternoon, folks. I don't believe I have ever felt a responsibility more than I feel this afternoon, because I realize the starter problems many of you are having and I also fully realize how important it is that we try to help you solve them. Because of the seriousness of this I am going to deal with actual information to the best of my ability, and let me assure you with every ounce of sense I possess I wish to stress the importance of taking proper care of cultures and starters.

Regular and effective cleaning and sanitizing of everything that comes in contact with cultures and starters, and doing everything possible to protect them from exposure to the air — it is all good housekeeping.

Using any starter in a manner consistent with good cheesemaking is very important.

Last, but not least, continuous study of your cheesemaking procedure and the use of your very best judgment in arriving at good results. I wish to emphasize right now that there is no culture I know of that we will ever be able to put together that does not need first class supervision. There are two general types of culture available to you today. 1. The type you have used for many years, known as the Multiple-type, mixed strain culture. Multiple means you have different kinds of bacteria and usually several strains of each. The other kind of Culture is known as the pure *S. lactis* type and is a newer kind of culture. From the standpoint of your judgment of these different cultures the first significant factor is flavor differences. In the multiple type, mixed strain type you will find it will taste more like cultured buttermilk, while the pure *S. lactis* cultures will only have a sour or acid taste at any stage of ripening.

There are differences in acidity with the usual amount of ripening. The multiple-type cultures will have a blend of different acids and will generally titrate somewhat higher than the pure *S. lactis* — it is not significant. When we come to activity, actually both kinds of cultures can be about as active one as the other. However, when they are working without interference it is quite common for the pure *S. lactis* to be slower up to packing, but faster thereafter and you may then be in trouble. As to the sensitivity to conditions tending to slow down lactic cultures, the pure *S. lactis* cultures may slow down more abruptly or quite more suddenly. On the other hand multiple

type cultures may only half work and results can be very unsatisfactory due to unbalanced action of the different kinds of bacteria in them.

Now as to the different forms in which cultures are offered, we have three forms, liquid, frozen and powder. All of you I know are familiar with liquid cultures but there are some features that should be stressed in using frozen cultures.

In addition to the usual conditions that influence the behavior and results obtained from any lactic cultures, the following factors are very important in getting the most from frozen cultures — they must not be thawed and refrozen at any time as this may rupture the cells and weaken the bacteria that do survive. They should be kept in a completely frozen state — not half frozen. Do store them at a uniform low temperature, the colder the better. Avoid fluctuating temperatures in storage, like a deep freeze in which warm materials are frequently placed. Also do not store in the freezing compartment of ordinary household refrigerator because the temperature is generally not low enough and it also commonly changes too much.

With regard to the actual use of frozen cultures, the following recommendations are made. Warm the frozen cartons only enough to loosen the frozen cubes from the sides. Avoid excessive melting in this way — do not thaw too long at room temperature — do not thaw too fast nor too much in warm water and never use hot water. The procedure we recommend is to loosen the cubes by placing the cartons in lukewarm chlorine solution to about 100 ppm. Cut the tops from the cartons with a clean, freshly chlorinated knife with a sharp cutting edge when the cubes are loose and then expell the frozen cubes directly into the cans or tanks of milk. Do this by simply pressing or squeezing the bottoms of the cartons, like you would expell toothpaste. Do not break up the cubes, for the sake of solubility, but expell them in whole form, just as they slide from the containers. You must allow for natural melting of the cubes of culture in closed containers — first close the cans or tank as soon as the cubes have dropped in and 15 to 20 minutes thereafter, simply give the cans a few rotary motions or in case of tanks, turn on the stirring paddle for not more than half a minute. Do not use stirring rods. Then repeat this stirring action in another 20 minutes or so and then allow the cans or tank to remain undisturbed during incubation.

I wish to stress that only cans with tight fitting lids should be used and starter tanks should be made as air-tight as possible, and I suggest that the cans and tanks be swabbed off with chlorine solution just before and after inoculation.

Now I will brief some developments in powder cultures. Modern powder cultures are vastly improved over those available in the past and they are available in a number of different lactic combinations. They have fast solubility, meaning they will dissolve quickly and the bacteria contained in them will respond quickly, like a well developed liquid culture and they have high initial or beginning activity, thus ready for use on the first propagation. An overall recommendation on the newer type powder cultures is, follow the instructions of the manufacturers and use the cultures accordingly.

The medium in which cultures and starter are developed is important and regardless of the culture used, the milk, skim or reconstituted skim can greatly affect its reactions. For example, I would like to refer you to the following tables: (showing slide).

From this data and results of similar nature we can conclude that 1. The condition of milk can have much to do with the way cultures and starters react and there can be some serious opposition to good acid development by the starter.

2. Different brands or batches of nonfat dry milk solids may differ in their abilities to support development of lactic cultures, and

3. Reconstituted skim cannot be expected to be any better for cultures than the powder from which it is produced.

With regard to suggested control measures for the milk you must check producer practices and especially milking machines, also the washing powders used and continuously check milk cans — hand scrubbing is many times warranted and necessary.

Let us assume we have a group of different cultures in top form and they will not all perform in the same manner in actual cheesemaking because the judgment and understanding of cheesemakers is important in quality control and also adjustments for good results are so important. This all goes back to the old axiom: "Cheese still has to be properly made in the vat" and this applies, regardless of the culture used.

For many years back into the history of cheesemaking it has been known that heat, rennet and acid (produced by desirable types of lactic bacteria) had to work together in proper relationship.

With the growing use of pasteurized milk definite time schedules for cheesemaking have been recommended and with this have come recommendations for desired acidities at specified intervals during the curd making process.

To be specific on what people of authority consider sound cheesemaking practices, I wish to refer to an enlarged reproduction of a diagramed cheesemaking schedule originally recommended by Mr. Harry Wilson, formerly of the U. S. Department of Agriculture and now with Kraft foods. This slide contains fine information (showing slide). That information is contained in these bulletins No. 880 of the U. S. Dept. of Agriculture, together with bulletin 464 of the State University and I would like to recommend both of these publications as they are available and they are fine publications.

The factors which have been stressed by experienced cheese experts in scientific and commercial work include the following:

1. Proven time schedules are very important for proper development of cheese curd. Short cuts are dangerous and so are some delays. I might recommend that you consult your cheese buyers as many of these men are very well qualified to give you wonderful and helpful information.

If the time schedule is shortened, say up to draining, the factors bringing this about should be controlled so that extra time can be taken from draining to milling — the dry acid stage. By the method illustrated by the diagramed steps, the critical consideration is that the total time of $4\frac{1}{2}$ hours be consumed and that acid production be regulated. We come to the step for control of acid development which must not be too fast nor too slow as it should not work too far ahead nor too far behind. Shrinkage of curd or body development is important and it is not only the total but also rate of acid production that are important. The expulsion of whey from the curd must be uniform and to desired extent and cooking must be regulated to prevent sealing of the cube particles. Physical handling of the curd must be properly carried out and it is here that the cheesemaker's judgment is very important and the adjustments he makes are equally vital.

Tolerances in acid production are closely tied to time, moisture content of the cheese and purposes for which the cheese is made. Low moisture cheese can stand more acid than high moisture cheese. Higher acid is also permissible with longer making procedure. For early consumption — medium or long cure. Force curing will uncover many things that do not show up otherwise .

We come now to steps for control of acid development. No. 1—Improvement in milk supply. 2. Maintaining low temperatures in holding tanks. 3. Regular and effective cleaning and sanitizing of equipment and utensils and general housekeeping within factories, which is probably one of the most important control measures. 4. Rigid control in handling cultures and starters — they can't be handled too carefully. 5. Choice of the culture used — if one particular culture does not fit your method of manufacturing or give desired results, try another, but never place any culture in the role of carrying the responsibilities of making cheese by itself. We strongly recommend a rotation plan. 6. Amount of starter added and this may range from less than $\frac{1}{2}\%$ to 1% or more depending upon the activity of the starter and quality of milk. 7. Time of ripening before adding rennet may vary from a few minutes to one hour. Adding starter early while filling vats may present problems when there are delays or milk comes in late. 8. Temperature of cooking the curd — low cooking temperature favors fast acid development and high cooking of 104° F. and above generally slows down acid development. Actually the cooking temperature employed can be very useful in getting the desired firming and controlling acid at draining and it can also be used to influence the time from setting to draining. If the time to draining is shortened, it is recommended that extra time be taken hereafter to milling to consume 4½ hours. 9. Cooking at the desired rate is important as it minimizes whey pockets and sour cheese. 10. Proper temperature control and handling of the curd during cheddaring and an average of 93° F. to 95° F. has been suggested. The crux of all this simmers down to regulating conditions for desired firming and body development and controlling acid, consistent with proven time schedules, maintaining the 4½ hour time interval to mill. There can be too little or too much acid, but there are a number of factors that can be used for control.

Now I want to discuss a subject that I know is not popular and sometimes hard to believe. However, without reservation,

it has been proven to be a much too common and increasingly serious cause for starter failures in your plants. It is a continuous threat to every cheesemaker in the business and if you have missed it I will say that you are extremely fortunate just now. When it strikes a factory or even a given area it can be as deadly as the worst epidemic I can imagine. The thing to which I refer is bacteriophage and briefly I want to say it is composed of definite particles, which have been photographed and studied under powerful magnifying instruments. It is of virus-like nature and definitely real. It acts like a disease on bacteria and can quickly wipe out an entire population of bacterial cells like that (snapping fingers)!

It has a tremendous killing action on lactic cultures. To illustrate the nature of phage to show how it acts and the results of phage attacks on lactic cultures, I wish to refer to the following slide: (showing slide). Some of you may have seen this before but I don't care if you have, I will show it to you again to impress upon you what bacteriophage will do. This vat happens to be of cottage cheese — after 16 hours when you would expect that it would be up in acidity, look what happened — bacteriophage wiped out the culture — they went simply nowhere — it is good for nix — for nothing. You can't do anything with it.

Now to answer some of your questions about phage. Where does it come from? It can apparently originate almost any place where bacteria live and develop. If for instance you have a neighbor and they have typhoid fever and you can think of phage in the same way that you would think of protecting yourself and your children in your home where typhoid fever might exist — it actually becomes that easy to infect. Phage apparently becomes highly concentrated in places of filth such as stagnant water holes and poor conditions on farms, in open or unprotected drainage ditches and open whey tanks and unsanitary factory surroundings.

You might ask how does it get into factories? On dust laden air, dusty roads around factories may be bad, from flies and insects so that good fly control is important, milk cans and other equipment, even on the clothing of people.

To control phage these measures are suggested. 1. Make an honestly critical investigation of your factory surroundings. 2. Discard the cultures in use when phage infection is suspected, as there is no practical way to free cultures of phage. 3. Scrub

and clean factory walls, floors, equipment and utensils.. Milk stone and greasy films may harbor phage just as effectively as bacteria. 4. Regular and effective chlorination of the interior of your factory and all equipment and utensils. Consult suppliers of sanitizing agents for suggestions and good methods. 5. Isolate your culture and starter facilities as much as possible. A separate room or rooms are recommended away from the general factory atmosphere or intake. A room or rooms which may be kept closed and relatively free of air currents. Some of you can undoubtedly benefit from carrying mother cultures in your homes. 6. Give your cultures and starter every possible protection from the air. Do not stir open containers and never stir excessively. Try culture rotation plans, using different cultures on an alternate basis. The phage present at a particular time may be more active against one culture than another. 8. Be especially careful about disposal of whey as it may be heavily concentrated with phage. Keep spillage at a minimum.

I hope this information that I have given you will be helpful. Due to the many things which can affect cultures we realize any specific lactic combination may look good in one factory and unsatisfactory in another. Likewise the method of manufacture, composition and treatment of the cheese may decidedly influence results.

If any specific lactic combination does not perform or give you the results desired, we urge you to try different combinations.

There are a number of things we just can't answer with regard to variations in the reactions of cultures, regardless of their basic qualities. However, it has been and will continue to be our aim to furnish pure cultures in forms most convenient for use, but there is far too much that has to go along with any culture to guarantee what it might do under the variety of conditions to which it may be exposed, have to act, the supervision it is given and the treatment given the cheese.

Thank you, you have been a wonderful audience.

PRESIDENT PETERS: I knew that he would have a message for you. The next speaker who is not listed on our program is Jack Gehrke of the Miller Brewing Company.

JACK GEHRKE: Mr. Ed Franto will do the speaking — he

is merchandising manager of Miller Brewing Company. All we want to do is to take fifteen minutes of your time to show you what Miller Brewing Company is doing to help you sell your product.

ED FRANTO: All we want to do is to give you an idea how Miller Brewing Company feels about you cheese people. You know Mr. Miller is an individual with a great deal of civic pride and he is in favor of Wisconsin and Wisconsin products. You have no doubt seen many slides featuring Miller Beer and Wisconsin Cheese and you have listened to many promotions on Wisconsin Cheese and Miller High Life. Each and every one of these promotions has featured as their major part the promotion of cheese and the fact that Miller High Life is a Wisconsin product the inference is that it will be Wisconsin cheese.

Cheese is a food and many people do not understand that beer is classified as food and it is natural that they should go together and they go well with related tie-ins in the stores. We will have four promotions annually and each of these promotions will feature some cheese material and related items to go with cheese and beer. Why is this a good idea to work together with tie-in sales of cheese and beer? We have this feeling at Millers. If we build these items as leads and as they grow our sales will grow proportionately with them and so if they become successful so we can become successful also. I would like to show you some material we have developed — some of you people may have seen this. (Showing a poster). We started off with our first promotion and we called it plus promotion and it was a plus for the retail outlet. We thought we would develop some unselfish advertising to help the retailer promote retail products. We featured cheese and it is in the form of a cheese promotion and here (displaying poster) we featured this kind of cheese — that was the first promotion.

The comments we received from the retail trade were excellent — they were very encouraged and wanted more.

This summer we used a "Keep Cool" campaign and cheese was part of that. (Displaying poster). Here it is in a picnic motif. We had four of these — three on cheese and one on cold cuts and it was used in connection with the sale of beer.

The promotion that is now running and you may have seen it in some of your local stores is called "All American Favorite Campaign." This is the first promotion. It would be impossible

to infer that it would sell anything but cheese and beer. This is a center piece (displaying poster) that will help retailers sell more cheese. It can be used on windows or on wire trim. The related piece that went with that features cheese that goes with spaghetti, cheese with a ham sandwich and cheese for hot dishes. Again here is the old favorite, Cheeseburger, and here cheese for appetizers, and last but not least, cheese for salads. Those were over-the-wire pieces. So all you people can understand what we are trying to do we put out this little flier (displaying flier) "Milwaukee High Life and Cheese, the Perfect Products" which was given to distributors to promote the sale of beer and cheese. We came up with this shelf talker that features "All American Favorites" — cheese and this one "Your Favorite Cheese." You can see we realize here that when a shopper goes in a store they have the opportunity to be reminded that cheese is a good buy this time of the year.

To tie-in with our over-the-wire pieces we had a complete series of miniatures with stick-ons featuring hot dishes and appetizers, etc., and we came up with this one (displaying stick-on). This is what can be done to stimulate the sale of beer and cheese in a dairy cooler and we developed this rather novel piece that fits in the cooler — (displaying) "Weeks best buy" which fits in the cooler where packaged cheese is kept in a retail shop. It will fit and was used inside of cheese cases. This contains a vegetable dye so that there was no chance of injuring food products.

We have gone a step further. We had a complete national advertising campaign to back this promotion — it is also local as it is in newspaper in various communities and it was featured in August in men's magazine, "True", also in "Better Living" and "Every Woman" and in fashion magazines, such as "Vogue" and "Harper's Bazaar", and in "Esquire" and fraternal magazines. We designed high fashion food and beer ads such as "All American Favorites" and we won many national awards for our advertisements on good Wisconsin cheese and good Miller High Life Beer. You may have seen these charts in your area—our complete outdoor advertisements on our "All American Favorites" campaign.

We feature this copy (displaying copy), unfortunately this is not in color as you will see it in your community, completing the relationship in our advertising using cheese. Many of you people and the people you deal with read their trade publica-

tions almost as though they were the Bible and here are samples of what we mean. We showed "Increase Your Sales", here is "Cheese points of sale" — how people could build up trade of cheese and beer. We also featured newspaper advertisements, "Cheese and Miller High Life", featuring different ways that cheese is and can be used at this time of the year.

It is impossible to demonstrate television or radio advertising but we would like to show you that we also carried on this relationship to our radio and T. V. audiences.

I might add that the people we used this program with, whether they are chain or local stores, they have all been very well pleased with this material. They have demonstrated their willingness to cooperate and as I stated at the beginning of this message we intend to incorporate cheese as part of all our future promotion.

I wish to thank you for this opportunity you have given us to listen to our presentation.

PRESIDENT PETERS: Thank you, Miller Brewing Company, I know we as cheese makers appreciate anything done by anyone for the promotion of cheese. The next speaker is a man perhaps many of you have never met but you have all perhaps read of him — he is editor and publisher of the Capital Times at Madison.

WILLIAM T. EVJUE: Members of the Wisconsin Cheese Makers' Association and Ladies and Gentlemen: I am not competent of course to discuss the technical problems pertaining to the cheese industry and even to the Wisconsin Farmers but whenever I have opportunity to face an assembly like this I always revert to one subject, — the assaults that are being made on freedom over the world today. Freedom is a great heritage of the American citizen and it is a great heritage of the Wisconsin Cheese Maker and the Wisconsin Farmer. I take the position day in and day out that the greatest question affecting the American citizen today is the challenge to his freedom. If we lose our freedom then nothing else matters. May I say that I speak out of an experience of 50 years in the field of journalism in this state and 25 years in radio. May I also say that I was born in Wisconsin 72 years ago and that I have seen the assaults that have been made on freedom from decade to decade during a lifetime in this state.

More than 40 years ago the class of 1910 at the University of Wisconsin left this declaration on a bronze plaque on the campus as its memorial:

"Whatever may be the limitations which trammel inquiry elsewhere, we believe that the great state University of Wisconsin should ever encourage that continual and fearless sifting and winnowing by which alone the truth can be found."

This reflected the spirit which prevailed 40 years ago when Wisconsin was being heralded over the world as an ideal commonwealth.

Judge Learned Hand, one of America's greatest jurists, sounded this warning recently:

"I believe that the community is already in process of dissolution where each man begins to eye his neighbor as a possible enemy, where non-conformity with the accepted creed is a mark of disaffection; where denunciation, without specification, takes the place of evidence, where orthodoxy chokes freedom of dissent; where faith in the eventual supremacy of reason has become so timid that we dare not enter our convictions in the open lists to win or lose."

This statement by Judge Hand reflects the spirit which prevails today and shows the change that has come since the bronze plaque was enshrined of my and perhaps your Alma Mater in 1910.

Ours is a representative form of government. Obviously, representative government cannot function properly if the people do not get the facts on which to base an intelligent public opinion. As a newspaperman of a half century, I am disturbed over the way in which the mass media of communications on which the people must depend for facts and information — the press, movies, radio and television — have been used to produce the climate of fear and hysteria which has enveloped the people of our country in recent years and which has reduced our people to a level of conformity and dumb acquiescence.

The press, I am sorry to say, bears a large share of the responsibility for building up and glorifying the political demagogues in our country that has prevailed in the last four years. We have had these demagogues throughout history and during the last 60 years I have heard the succession of scare words which they have used to silence and frighten people into conformity,

and to deny them the right as an American citizen to have their say.

Back in the early nineties, a political conflagration called "Populism" started out on the western prairies when the Kansas and Nebraska wheat farmers felt that they were not getting a fair price for their wheat. It is the same kind of interest that you men and women in the cheese industry are concerned about today. "Populism" spread out over the country and a Populist candidate for mayor was elected in the lumberjack town of Merrill where I was born. He had supported the sawmill workers who went on strike because they were compelled to work 11 hours a day, six days a week. The mill owners said that Merrill would become a ghost town if Merrill yielded to the strikers and to "Populism." They asked for a ten hour work day and 11 hours pay, they asked for only a cut of one hour and 11 hours pay and they won this modest demand. Merrill did not become a ghost town, and frequently people on their way to the northern Wisconsin resort area tell me what a lovely little town my old home town is, but Populism was the scare word when I was a ten year old boy, up in that lumberjack town.

In 1912, I sat on the stage at the Republican National Convention held in Chicago in the old Coliseum as an honorary reading clerk. It was one of the prerequisites allowed to the delegation that was in control of the representative party at that time, they always had these prerequisites — the page was appointed a reading clerk, an usher a sergeant-at-arms, etc. When the Wisconsin delegation presented its platform of principles, I heard Senator Hopkins of Illinois, chairman of the Committee on Resolutions, contemptuously move the rejection of the Wisconsin platform on the ground that it was rank socialism. This in spite of the fact that within twenty years, 24 of 26 proposals advocated in the Wisconsin platform had been adopted into law and had become good Republican and Democratic doctrine, so you see how often the so-branded Socialism of today becomes good doctrine tomorrow. One of the proposals that was booed and hissed at the 1912 Republican National Convention the loudest was a plank of the Wisconsin platform giving women the right to vote.

"Socialism" was the scare word in 1912.

In 1917 this same scare word technique was used in an attempt to destroy the movement reared in Wisconsin by the elder La Follette. He had voted against the war on Germany.

La Follette and his supporters were branded as pro-German, disloyal and traitors. The barns of farmers with German names were painted yellow. The newspaper in which I started was the victim of boycott and destruction. Prominent citizens were arrested because it was charged that utterances they had made were in violation of the espionage act. On a morning in Madison I saw an official of the United States Court coming to arrest old Crosley Napfs, an old time Democrat, and his wife — a respected couple of the community, who were living in a house that became the first executive mansion in the State of Wisconsin. They were branded for making remarks they could not help. He was taken into Court because in the heat and passion of the day he was charged with making some statement that they maintained was in violation of the Espionage Act.

One of the worst cases that came to my attention appeared in Evansville where an old couple was dragged out of their home at night, put in a circus cage wagon (Evansville was an old circus town) and were hauled to the heart of the Evansville district where they were hooted at and yelled at by a mob seized with the spirit of hysteria of the times. They were an old Quaker couple and they had been asked to buy liberty bonds and they said their religion would not permit them to support War in any way.

“Pro-Germanism” was the scare word in 1917.

In 1928, the newspaper with which I am associated decided to support Governor Smith of New York for president because of the fine record on social welfare legislation made during the years that Alfred E. Smith was governor and we felt he was entitled to our support. Our support of Governor Smith 1928 cost us the loss of 1500 subscribers to our paper because they disagreed with us because “Romanism” was the scare word in 1928.

Today Communism is the scare word that is being used in the same way as the others have been used to put the label of conformity and silence on the American people. It has brought the fear and hysteria in which the American people have been enveloped in recent years. I have seen these scare words come and go for the past 60 years, and I think we now see signs that the people are beginning to emerge from the mood of fear and hysteria in which they have been for the past four years and are again returning, as they always have, to the moorings of sanity and reason.

It is deplorable that in a national crisis and it always seems to happen in every national crisis that fear and hysteria so often take the place of sanity and reason. Under these conditions millions of the people become slaves of slogans, labels and scare words. We don't settle our differences in the forum of common sense. We have one all-inclusive answer to the voice of dissent, the non-conformist, the trail blazer and the breaker of new ground: "You are a Communist."

The deplorable situation today is that millions of people do not understand the underlying causes that have brought the great social upheaval in the world today that are largely responsible for the progress of Communism over the face of the earth. For the past 50 years the spirit of revolt has been growing among more than one billion people on the face of this earth who are no longer willing to accept the idea that powers above have ordained that they were forever to be the victims of hunger, disease, landlordism and colonialism—that they were always to be subject peoples.

In 1917 the ignorant and wretched masses in Russia revolted against a decadent czarist nobility that for centuries had kept them in poverty and hunger. Then came the revolution in China and for the very same reason. How do you explain the millions of Communists in Italy, the world capital of the church that has been taking an outstanding lead in fighting communism? The answer is the hunger and poverty among the peasants in that country. We have been told that the recent trouble in Guatemala was stirred up by Communists. We aren't told that the revolutions begun ten years ago and that it was caused by the hunger, the poverty and the fact that the riches and the resources of the country were being taken over by foreign exploitation. Eighty per cent of the people in Guatemala live on the level of peonage. You can trace Communism across the face of the earth and you will find that it has made progress where it has made allies of hunger, poverty, landlordism and exploitation. That carries a lesson to us that the best measure for us is not in trying to put a few communists in jail, trying to arrest people and hauling them before a Congressional Investigating Committee, the best insurance against Communism is the American family in this country that is well housed and well fed, — families that will have access to good surpluses that have been piled up and the tragic fact is that our foreign diplomacy is losing out over the world because we have been outsmarted by the Kremlin in dealing with this world revolution. The Com-

munists always seem to get on the side of the people. We always seem to be shoring-up decadant dynasties in Russia, finally Italy, everywhere else, corrupt war lords and the exploiting interests largely responsible for the revolution that is taking place all over the world.

In Russia, the Communists told the peasants: "Come with us, we will give you bread and land." They had no knowledge what communism was, they only knew they were hungry and in poverty and they felt, "We will take a chance, we have nothing to lose." Do you remember that we, the American National, following that revolution, tried to restore such czarist generals as Denikin and Kolchak? Do you remember the Archangel expedition which cost the lives of many American boys? In China we took the side of Kai-shek and his corrupt war lords. Right on our own hemisphere there is a growing feeling of revolt in Guatemala, Brazil, Chile and other countries.

So I say that Communism has been gaining ground over the face of the earth because it identifies itself with the masses in revolt against hunger, poverty, landlordism, colonialism and exploitation. The Communists promise bread and land to the hungry and starving people who grasp at anything. The trouble is of course that they only go from one tyranny to another, from one slavery to another. What a great role the United States could play in the world today if it could get on the side of the people, starving and hungry people instead of getting on the side of powerful interests that are exploiting the people.

Here is something to think about, that on one side of the world there are billions of human beings who are hungry and in poverty and on the other side of this earth there are these giant surpluses that have been piling up in warehouses and that are not used. We are in a world today that needs some fixing and we are all too frequently diverted by hysteria and fear that are prevalent today from the underlying causes in this great social upheaval that is over the world today, and I repeat the best insurance against Communism is an American family that is well sheltered and well fed. It is not easy to preserve freedom when people are condemned to hunger and poverty. Thank you.

PRESIDENT PETERS: Thank you, Mr. Evjue, for a very inspiring talk. Here is one speaker that you have all heard before — Mr. Don McDowell, director of the Wisconsin Department of Agriculture.

DON McDOWELL: Ladies and Gentlemen, This is the best part of the program today when I say I am going to be done in a few minutes. You have had an afternoon studded with excellent presentations. You have had a series of presentations that have range over every phase of agriculture and economy and every phase that you as Wisconsin Cheese Makers are concerned about. This has taken you over much ground and it reminds me of this story of two men who were out hunting. One man stuttered and the other man had a gun. A squirrel ran by and the man who had the gun missed it and the other man said, "Gggive mme the ggun, I I I will shoot it." Just then the squirrel ran up the tree, and he was given the gun, he pulled the trigger and killed the squirrel. His companion said, "No wonder you hit the squirrel, you aimed all over the woods."

That is what I want to do, aim all over the woods. I must confess I have not prepared my talk. If I had brought a prepared talk I know everybody would have said everything and I would have nothing left to say. I will summarize what you have heard this afternoon. You were started off with a talk about the American Dairy Association and their co-operating with the Cheese Makers of Wisconsin and as to what can be done advertising dairy products thus creating a demand for sales particularly in the metropolitan areas of America. You heard an excellent presentation by Gordon Sprague. Gordon has brought me up to date on the whey problem — it certainly is a serious problem and it was excellently presented. Then William Kasakaitas gave us the basis of the 1954 farm program, gave us the high lights and his views, and you then had a technical discussion on cultures and on some technical problems of the cheese industry. Then you had another presentation on advertising and I would like to submit that maybe we could use some fluid milk to drink with some of our cheese to push with our own dairy products. We did have a discussion on some of the facts of freedom. Then we come to the challenges that face the Agricultural Department today. A lot of these problems are man made and some are God given challenges. I am not an expert to go into some of the technicalities and much of the discussion today was too technical for me to understand but I can define an expert if I may. X is an unknown factor and spurt is a drip under pressure.

The cheese industry in Wisconsin is important to our economy. By far the most of our Wisconsin produced milk goes into cheese and one-fourth of the cheese made in the entire world

is made right here in Wisconsin and made by you. You have an important roll in this dairy industry. You heard a discussion on a national level and I will fit it in on a state level. So far as your Department of Agriculture is concerned, we are happy for the privilege and opportunity of working with you and I want to definitely leave this one impression and I made this statement at Milwaukee at a meeting a few years back and I say it now, that the State Department of Agriculture is a servant of you people and not a dictator. We are attempting more and more to develop a relationship of working with and for you people, to assist you and help you and I believe a recording was made at that time. We want to so develop that attitude that when our inspector comes around to see you that you will say, "Good, here comes the inspector, I want to talk to him", and not say, "That blankety blank inspector is here again."

We are working with you with the laws on the Statutes and programs such as the animal health program and we work with you and appreciate your co-operation with our ADR man when he comes to your plant to get a ring test in brucellosis program. We have problems on sanitation, animal health and the use of antibiotics in milk — we are concerned about all of these matters. The Statistical Department of the Department of Agriculture serves you by gathering all this information and we solicit your continued co-operation in furnishing information and this information is treated in a strictly confidential way. It is a program that goes on for years and it means that we can gather accurate information regarding the dairy industry, which is increasingly important day by day.

I want to visit a bit on promotion and will end up with a serious note on civil defense.

You might ask, is there a conflict between us and A.D.A.? Ours is a most co-operative program with A.D.A. They are promoting dairy products, milk, cheese and butter and we in our department promote Wisconsin cheese, so that when they promote milk, we promote Wisconsin milk and when they promote cheese, we promote Wisconsin cheese. This past year we went to four out of state markets to promote cheese. We have concrete information and you may have seen it in the press or heard it on the radio and it shows that by tying together we can do a job. It was carried on in Indianapolis, Hartford, Connecticut, and Richmond, Va. It was a chance to sell more cheese and we came out to sell Wisconsin cheese.

Marketing is a big challenge. Moving our Government held stocks whether they are given away or sold is a job that we have. The department is continuing a promotion, an out-of-state cheese campaign again this spring. Members of your board have been in contact with this program — and it is not a program planned by a few people but by everybody — it is an across the board promotion.

In my closing remarks here is something I want to drive home. I have had an opportunity to sit in on a committee on Civil Defense. It is most difficult to get people to work with civil defense. Civil defense means protection and civil defense concerns all of you. Are you in your plant prepared for an emergency, not just war, but what if floods would hit you. We have become so dependent on electricity and it is something to give thought to. What protection do you have if either war disaster or a natural disaster strikes you in your plant? Stop to realize what a farmer would do in this case and multiply what you would do in your own plant. You might be thinking now what you might do about a gas power motor. We are living in a dangerous age and I am not going to be an alarmist but surely an ounce of prevention is worth a pound of cure. Stop to realize the importance of food and you should be realizing that the day has changed when 80% of the people supplied food for their families to now where we are down to 14% of American people supplying food for the other 86%. That responsibility is becoming more and more important to you and to me and to the farmers and all people in agriculture.

You had a well rounded program to the time that I got here and we thank you for the outstanding position you are making in Wisconsin agriculture today.

PRESIDENT PETERS: Thank you, Don McDowell. Don said he and his department are servants of our industry. He could have added one more word that they are also our friends I can assure you.

We have two resolutions to be voted upon which we had introduced at our council meeting yesterday on which our by-laws require a lay over of twenty-four hours. Elmer Beery will now take over.

ELMER BEERY, (Chairman of Resolutions): First I would like to say that we had to hold over voting on these two resolutions because any changes to be made in the articles of the con-

stitution must be announced twenty-four hours before they can be voted upon. We could not vote on these before — let's see it was twenty after four yesterday afternoon when the changes were announced and as it is now ten of five, it is just about right. I will read the two resolutions that will be voted on this afternoon.

"RESOLUTION (NO. 6 and 7)

Resolved, That Article IV of the Articles of Organization of the Wisconsin Cheese Makers' Association be amended so as to provide for a Board of Directors consisting of at least nine members actively engaged in the manufacture of cheese; and that the officers shall be elected by the Board of Directors;

That the term of office of Directors shall be three years, excepting the first meeting following the adoption of this amendment, when at least three directors shall be elected for a term of one year, three directors for a term of two years and three directors for a term of three years; thereafter directors shall be elected for terms of three years to succeed directors whose terms are expiring;

That Article IV, when so amended shall read as follows:

ARTICLE IV

Section 1. The general officers of said corporation shall be a President, Vice President, Secretary and Treasurer, who shall be elected annually by a majority vote of the directors, at the first meeting following the annual meeting.

Section 2. The Board of Directors shall consist of at least nine members, actively engaged in the manufacture of cheese.

Section 3. At each annual meeting of the members there shall be elected at least three directors for a term of three years, excepting the first such meeting following the adoption of this amendment, when at least three directors shall be elected for terms of one year, two years and three years respectively.

This amendment shall take effect and be in force from and after the 1st day of October, 1955."

(Seconded by A. E. Dedow).

ELMER BEERY: Is there any further discussion? — If not I will put the motion — all in favor of that resolution signify by saying Aye.

(Motion unanimously carried).

ELMER BEERY: I will now read Resolution No. 7.

"Resolved, That our Articles of Incorporation be amended by providing a new section which shall read:

Qualification of Director. No member shall be eligible for the office of director unless he is actively engaged in the manufacture of cheese. Vacancies on the Board of Directors may be filled by the remaining directors until the next meeting."

I move for the adoption of Resolution No. 7.

(Seconded by Albert Graf).

ELMER BEERY: Is there any further discussion? This resolution is self-explanatory and it is unnecessary to go any further into it. Are you ready for the question? All those in favor of Resolution No. 7, signify by saying Aye.

(Motion unanimously carried).

PRESIDENT PETERS: That concludes this meeting and we will adjourn until 6:30 tonight for our Annual Banquet, followed by dancing, at the Athearn Hotel.

CHEESE SCORES

WISCONSIN CHEESE MAKERS' ASSOCIATION
ANNUAL MEETING AND CONVENTION

OSHKOSH, WISCONSIN

OCTOBER 26 - 27, 1954

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

Entry No.	Exhibitor	Address	Score
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Class I Any Style American Cheese made prior to**Jan. 1, 1954**

101	Jos. Morneau, Prairie Farm	90
102	Arthur A. Simon, Appleton, R. 4	90½
103	Vernon Gerbig, Marion	93
104	Edward Huebner, Neenah, R. 3	96½
105	Aug. A. Suemnicht, Loganville	94½
106	Steve Koenigs, Fond du Lac	93¼
107	Bernard Moldrem, Boscobel	94
108	M. H. Parsons, Dorchester	95
109	Ronald E. Johnson, Mt. Sterling	99½
110	Charles Kraus, Plymouth	92
111	Harvey Schneider, Waldo	98⅝
112	Clyde Johnson, Seneca	98⅞
113	Harold A. Kalk, Sheboygan Falls, R. 1	93¾
114	Claude A. Loehr, St. Cloud, R. 1	95¾
115	Erwin Pankow, Hortonville	93¾
116	Leo J. Loehr, Calvary, R. 1	96¾
117	Henry J. Loehr, Calvary, R. 1	97⅞
118	Leroy Luetscher, Kiel	94¼
119	Leo Biel, Stanley	94½
120	Roland L. Strub, Sheboygan Falls	92

Class II Any style American Cheese made between**Jan. 1, 1954 and July 31, 1954 (both dates inclusive)**

201	Lawrence D. Peterson, Soldiers Grove	94¼
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Entry No.	Exhibitor	Address	Score
202	Alvin E. Dedow, Van Dyne		93 $\frac{3}{4}$
203	Alfred Schmitz, Calvary, R. 1		95 $\frac{1}{2}$
204	Edward Huebner, Neenah		92
205	Martha Kohlman, Calvary, R. 1		95 $\frac{7}{8}$
206	Edward F. Lensmire, Cascade, R. 1		96 $\frac{1}{2}$
207	Aug. A. Suemnicht, Loganville		98
208	Harvey Schneider, Waldo		96
209	Arthur A. Simon, Appleton, R. 4		90
210	Roland L. Strub, Sheboygan Falls		91 $\frac{1}{2}$
211	Claude A. Loehr, St. Cloud, R. 1		94 $\frac{3}{4}$
212	Max Radloff, Jr., High Bridge		92 $\frac{1}{2}$
213	Norman D. Stecker, Chilton		96
214	M. H. Parsons, Dorchester		93 $\frac{3}{4}$
215	Henry J. Loehr, Calvary, R. 1		93
216	Leroy Luetscher, Kiel		92 $\frac{1}{2}$
217	Charles Kraus, Plymouth		94 $\frac{1}{2}$
218	Elmer J. Beery, Shawano		92 $\frac{3}{4}$
219	Casper Jaggi, Brodhead		96 $\frac{3}{4}$
220	Ted Gripentrog, Marshfield, R. 3		93
221	Maurice Wiles, Stanley		94
222	Edgar E. Peters, Plymouth		90
223	Harold A. Kalk, Sheboygan Falls, R. 1		92
224	Leo Biel, Stanley		95 $\frac{3}{4}$
225	Nels Fredrickson, Gilman		95
226	Wm. J. Hoffmann, Abbotsford		94
227	Joe Thuli, Spring Green		95 $\frac{1}{4}$
228	Russell Churchward (Comp.), Sauk City		94 $\frac{1}{2}$
229	Ronald E. Johnson, Mt. Sterling		95 $\frac{3}{4}$
230	Norbert Schmitz, Newton		94 $\frac{1}{4}$
231	Errol Huhn, Cadott		93 $\frac{3}{4}$
232	Ed. Greenway, Wilson		95 $\frac{1}{2}$
233	Leo J. Loehr, Calvary, R. 1		94 $\frac{3}{4}$
234	Steve Koenigs, Fond du Lac, R. 4		96 $\frac{3}{4}$
235	Joseph F. Gubeli, Sr., Thorp		97 $\frac{1}{4}$
237	Clyde Johnson, Seneca		97
238	Arnold Thuli, Sr., Spring Green		93 $\frac{3}{4}$
239	Steve Losiewicz, Thorp		96 $\frac{3}{4}$

**Class III Any style American Cheese made on or
after Aug. 1, 1954**

301	Robert M. Lensmire, Cascade, R. 1	94
302	Harold L. Clark, Mauston	92 $\frac{3}{4}$
303	Roland L. Strub, Sheboygan Falls, R. 2	93 $\frac{1}{4}$

Entry No.	Exhibitor	Address	Score
304	Henry J. Kohlman,	Calvary, R. 1	95
305	Edward F. Lensmire, Jr.,	Cascade, R. 1	95 $\frac{7}{8}$
306	Edward Huebner,	Neenah, R. 3	93 $\frac{7}{8}$
307	Alan J. Lensmire,	Cascade, R. 1	96
306	Harvey Schneider,	Waldo	95
309	Reinhold Pipping,	Glenbeulah, R. 1	92 $\frac{3}{4}$
310	Edward F. Lensmire,	Cascade, R. 1	95 $\frac{1}{2}$
311	Lawrence D. Peterson,	Soldiers Grove	95 $\frac{5}{8}$
312	Steve Koenigs,	Fond du Lac, R. 4	95 $\frac{1}{8}$
313	Wm. J. Hoffmann,	Abbotsford	96 $\frac{1}{2}$
314	Anton Pedersen,	Shullsburg	93 $\frac{1}{2}$
315	Russell Showen,	Shullsburg	95 $\frac{3}{8}$
316	Norbert J. Schmitz,	Newton	96 $\frac{1}{8}$
317	Leo J. Loehr,	Calvary, R. 1	95 $\frac{1}{8}$
318	Norman M. Western,	Stanley	95 $\frac{1}{8}$
319	Leo Biel,	Stanley	97 $\frac{5}{8}$
320	Ray Simon,	Prairie Farm	96 $\frac{1}{2}$
321	Maurice Raasch,	Shawano, R. 1	97
322	M. H. Parsons,	Dorchester	95 $\frac{1}{4}$
323	Harold A. Kalk,	Sheboygan Falls, R. 1	92 $\frac{7}{8}$
324	Aug. A. Suemnicht,	Loganville	97
325	Henry J. Loehr,	Calvary, R. 1	94 $\frac{5}{8}$
326	Alfred Feutz,	Waterloo	94
327	Claude A. Loehr,	St. Cloud, R. 1	94 $\frac{1}{2}$
328	Charles Kraus,	Plymouth	96 $\frac{3}{8}$
329	Charles J. Biddick,	Linden	97 $\frac{5}{8}$
330	Paul E. Ott,	Wausau, R. 5	97 $\frac{7}{8}$
331	Norman D. Stecker,	Chilton	96 $\frac{3}{4}$
332	Rex Streeter,	Viroqua	98
333	Leroy Luetscher,	Kiel	94 $\frac{1}{2}$
334	Harry Mandel,	Unity	93
335	Errol Huhn,	Cadott	96 $\frac{1}{2}$
336	Clyde Johnson,	Seneca	98 $\frac{3}{8}$
337	Rodger S. Krueger,	Bonduel	95 $\frac{1}{4}$
338	Casmer Boyarski,	Thorp	94 $\frac{3}{4}$
339	Ronald E. Johnson,	Mt. Sterling	98$\frac{5}{8}$
340	E. A. Schilling,	Thorp	95 $\frac{1}{4}$
341	Vernon Gerbig,	Marion	94 $\frac{3}{4}$
342	Bert Neuman,	Merrill	95

Class IV Colby Cheese, any style or age

401	Reinhold Pipping,	Glenbeulah, R. 1	95 $\frac{1}{2}$
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Entry No.	Exhibitor	Address	Score
402	Henry J. Loehr, Calvary, R. 1		95 $\frac{7}{8}$
403	Edwin J. Zillmer, Shawano, R. 3		94 $\frac{1}{2}$
404	Adolph C. Abbuehl, Menomonie		94 $\frac{7}{8}$
405	Leo J. Loehr, Calvary, R. 1		95 $\frac{3}{4}$
406	Claude A. Loehr, St. Cloud, R. 1		95 $\frac{1}{2}$
407	Norbert J. Schmitz, Newton		94
408	M. H. Parsons, Dorchester		94 $\frac{1}{4}$
409	Erwin Pankow, Hortonville		91 $\frac{1}{2}$
410	Bert Neuman, Merrill		93
411	Ruben Laack, Brillion		93 $\frac{1}{2}$
412	William Scheidler, Cadott		93

Class V Drum or Block Swiss Cheese

501	John Stadelman, Belleville		91 $\frac{1}{2}$
502	Walter Tuescher, South Wayne		91 $\frac{3}{4}$
503	Fred Krebs, Monroe, R. 1		92
504	John Marty, Browntown		93 $\frac{1}{2}$
505	Victor Marean, Monroe, R. 5		95
506	Edwin W. Jaggi, Brodhead, R. 2		94 $\frac{1}{4}$
507	Werner Zimmerman, Warren, Ill.		92 $\frac{3}{4}$
508	Fred Geissbuhler, Sr., Darlington		91 $\frac{3}{4}$
509	Fred Minder, Monticello		96 $\frac{3}{4}$
510	Albert Alplanalp, Monroe, R. 5		96 $\frac{1}{4}$

Class VI Limburger Cheese

601	Werner Thueler, Monticello		94 $\frac{1}{4}$
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Class VII Brick Cheese

701	Martin Steiner, Randolph		94
702	John Bieri, Jackson		95 $\frac{3}{4}$
703	Charles Kueffer, Rio		94 $\frac{1}{4}$
704	John Liechty, Juneau, R. 2		96 $\frac{1}{2}$
705	Walter Bremser, Watertown, R. 1		97 $\frac{1}{4}$

Class VIII Munster Cheese

801	John Schmid, Beaver Dam		97 $\frac{3}{4}$
802	William Gurtner, Rubicon		94 $\frac{3}{4}$
803	Harold Kempfer, Waupun, R. 1		95
804	Norman D. Stecker, Chilton		94
805	Ewald F. Jung, Juneau		95 $\frac{3}{4}$
806	Armin Jung, Juneau		94 $\frac{3}{4}$

Entry No.	Exhibitor	Address	Score
807	Emil Schmid, Cambria, R. 2		93½
808	Martin Steiner, Randolph, R. 1		93
809	John Liechty, Juneau, R. 2		96¾
810	Edward Masche, Beaver Dam R. 3		97¼

Class IX Italian Cheese (hard type)

901	Virginio Boccotti (Comp.), Brodhead		93½
902	Evan Appleman (Comp.), Brodhead		92½
903	Evan Appleman, Brodhead		96
904	Ervin F. Long, Cumberland		96¼
905	Virginio Boccotti, Brodhead		93¾
906	Domonic Frigo, Florence		94½
907	Camille Frigo, Florence		92¼
908	Joseph Frigo, Lena		92¾

Class X Italian Cheese (soft type)

1001	Ervin F. Long, Cumberland		93¾
1002	Anthony Frigo, Lena		95
1003	Earl L. Scheid, Campbellsport		92½
1004	Gaylord J. Anderson, Clayton		96½

Class XI Any style American Cheese made from unpasteurized milk prior to Jan. 1, 1954, in factories which do not own or possess a pasteurizer at the time cheese was made

1101	Harold A. Kalk, Sheboygan Falls, R. 1		92¼
1102	Leo J. Loehr, Calvary, R. 1		94¼
1103	Henry J. Loehr, Calvary, R. 1		95½
1104	Claude A. Loehr, St. Cloud, R. 1		94¾
1105	Edgar E. Peters, Plymouth		92¾
1106	Arthur A. Simon, Appleton, R. 4		91½

Class XII All other cheese not included above

1201	Leo J. Loehr, Calvary, R. 1		94¼
1202	Henry J. Loehr, Calvary, R. 1		95
1203	Claude A. Loehr, St. Cloud, R. 1		94
1204	Leslie Roesler, Wyocena		93
1205	Martin Steiner, Randolph, R. 1		94¾
1206	Norbert Schmitz, Newton		96
1207	Reinhold Pipping, Glenbeulah		92½
1208	Clarence L. Newville, Glenwood City		95
1209	Clarence L. Newville (Comp.) Glenwood City		94¼
1210	Wm. Korsbon, Amery		95¼

CONTRIBUTORS OF PRIZE MONEY

Kaestner Henze Co.	\$ 25.00
Lakeshire-Marty Co.	100.00
National Wax Co.	10.00
Dairyland Food Laboratories, Inc.	15.00
Kusel Dairy Equipment Co.	25.00
Calumet Cheese Co.	20.00
The Dow Cheese Co.	25.00
Farmers State Bank of Potter	10.00
Paul-Lewis Laboratories, Inc.	25.00
Wisconsin Dairy Laboratory	25.00
Marschall Dairy Laboratory	200.00
Dairy Belt Ch. & Btr. Co.	25.00
Chr. Hansen's Laboratory	200.00
L. D. Schreiber & Co., Inc.	25.00
Damrow Brothers Co.	25.00
Stoelting Brothers Co.	25.00
Cleveland Container Co.	20.00
Baker-Schmoll Cheese Co.	15.00
Wohlt Cheese Corp.	25.00
A. I. Negus, Jr.	10.00
Marketing Association of America	25.00
Pauly Cheese Co.	200.00
Badger Products Co.	10.00
Level Valley Dairy Co.	5.00
Creamery Package Mfg. Co.	10.00
J. S. Hoffmann Co.	25.00
Kraft Foods Co. of Wisconsin	200.00
Western Co.	50.00
Milwaukee Cheese Co.	25.00
C. J. Berst & Co.	25.00
August C. Krichhoff	15.00
Marathon Corp.	25.00
Edgar F. Neuendorf	25.00
Schwartz Mfg. Co.	10.00

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