



LIBRARIES

UNIVERSITY OF WISCONSIN-MADISON

Proceedings of the forty-sixth annual convention of the Wisconsin Cheese Makers' Association assembled in the Columbus Community Club in the city of Green Bay, Wisconsin, November 17 and 18, 1937. 19...

Wisconsin Cheese Makers' Association
Gresham, WI: Cantwell Print. Co., 1938

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

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

For information on re-use, see

<http://digital.library.wisc.edu/1711.dl/Copyright>

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

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

A copy of the proceedings is mailed to each member of the Wisconsin Cheese Makers' Association, and to libraries requesting a copy while supply lasts.

PROCEEDINGS

OF THE

Forty-Sixth Annual Convention

OF THE

**Wisconsin Cheese Makers'
Association**

Assembled in the Columbus Community Club in the city of
Green Bay, Wisconsin, November 17 and 18, 1937

C. J. EBERT, Secretary

Gresham, Wis.

1938

**FORTY-SIXTH ANNUAL CONVENTION OF THE
WISCONSIN CHEESE MAKERS' ASSOCIATION**

Green Bay, Wisconsin, November 17 and 18, 1937

OFFICERS

EARL B. WHITING, President.....Gillett, Wis.
L. E. KOPITZKE, Vice-President.....Marion, Wis.
C. J. EBERT, Secretary.....Gresham, Wis.
W. R. SCHMIDT, Treasurer.....Sheboygan Falls, Wis.

DIRECTORS

E. F. HORN, Beaver Dam.....Term 47, 48, 49
JOHN H. PETERS, Plymouth.....Term 46, 47, 48
A. L. JANSSEN, Edmund.....Term 46, 47, 48
A. M. JOHNSON, Blanchardville.....Term 45, 46, 47
STEVE SUIDZINSKI, Denmark.....Term 45, 46, 47

LIFE MEMBERS

E. L. Aderhold, Neenah	W. F. Hubert, Sheboygan
P. H. Kasper, Bear Creek	Math. Michels, Fond du Lac
J. D. Cannon, Neenah	J. L. Sammis, Madison
J. W. Cross, Milwaukee	Oscar Damrow, Sheboygan Falls
Al. Winckler, Cumberland	A. T. Bruhn, Madison
Fred Marty, Monroe	H. P. Dillon, Oshkosh

JUDGES OF CHEESE EXHIBITED

American Cheese

J. D. CANNON.....Neenah, Wis.
A. T. BRUHN.....Madison, Wis.

Foreign Type Cheese

WALTER V. PRICE.....Madison, Wis.

SUPERINTENDENT OF EXHIBIT

O. W. UECKER.....Oconto, Wis.

1937 HONORARY MEMBERS

E. B. Whiting, Gillett	A. L. Janssen, Edmund
E. F. Horn, Beaver Dam	W. R. Schmidt, Sheboygan Falls
A. H. Graf, Zachow	L. E. Koptizke, Marion
Steve Suidzinski, Denmark	John H. Peters, Plymouth
Glenn C. Weiss, Eden	

Any Cheesemaker can become an honorary member by securing an advertiser in the book, a donor of a prize, or sell a booth.

OFFICIAL ORGANS

The Cheese Reporter, Sheboygan Falls, Wis.
National Butter & Cheese Journal, Milwaukee, Wis.

OFFICIAL CONVENTION REPORTER

ALEX J. KAEMPFER.....Madison, Wis.

1937 OFFICIAL COLD STORAGE

Midwest Cold Storage Co., Green Bay, Wis.

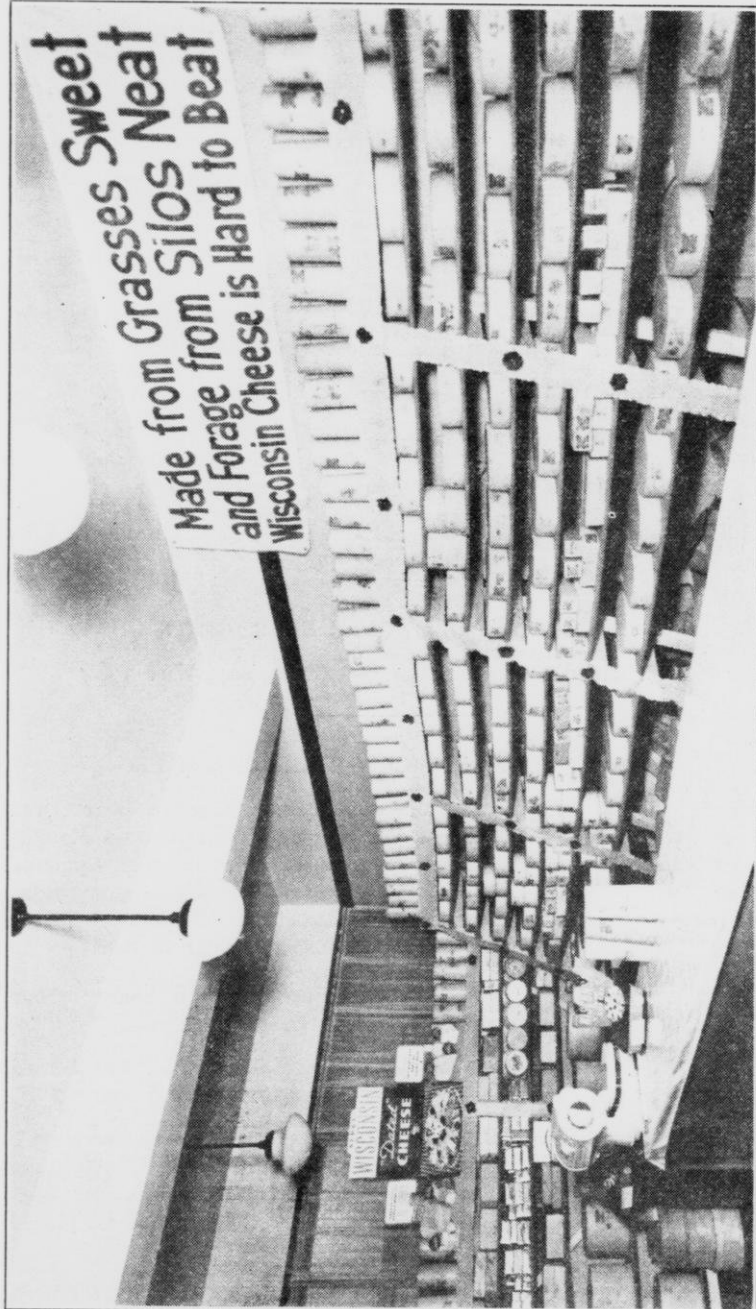
LIST OF HIGHEST CLASS CHEESE MAKERS

American Cheese.....	P. H. Kasper, Bear Creek
Block Swiss Cheese.....	Gottlieb Werren, Blue Mounds
Brick Cheese.....	Oswald Schneider, Appleton
Drum Swiss Cheese.....	Robert Herrmann, Dallas
Limburger Cheese.....	Emanuel Hess, Belleville
Brick Cheese.....	E. J. Schneider, Appleton

In 1928, this association, in order to do greater honor to our best prize-winning cheesemakers, voted that:

1. A special class of honor cheese makers shall be created from our membership during the past twelve years.
2. Every cheese maker who, by the records in the secretary's office, is shown to have received either three first sweepstake prizes on American cheese, or three first prizes on Swiss cheese, or three first prizes on Brick cheese, shall be placed in this honor class.
3. Members of this class shall hereafter compete only for such prizes as may be offered for this honor class.

**Made from Grasses Sweet
and Forage from Silos Neat
Wisconsin Cheese is Hard to Beat**



LETTER OF TRANSMITTAL

Office of the Secretary,
Wisconsin Cheese Makers' Association
Gresham, Wis., 1938.

To His Excellency Philip F. La Follette,
Governor of the State of Wisconsin.

I have the honor to submit the report of the forty-sixth annual meeting of the Wisconsin Cheese Makers' Association, showing the receipts and disbursements of the Association, also containing papers, addresses and discussions had at the last annual convention held at Green Bay, Wisconsin, November 17 and 18, 1937.

Respectfully submitted,

C. J. EBERT, Secretary.

(At the left is shown the cheese exhibit of the 1937 convention.)

ARTICLES OF INCORPORATION OF THE WISCONSIN CHEESE MAKERS' ASSOCIATION

Incorporated February 2, 1899

Article I

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

A further aim is to unite the 2,000 or more cheese makers, and all associations of cheese makers in Wisconsin under a state-wide plan for united action, on all state-wide problems affecting cheese makers. (Adopted 1931.)

Article II

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

Article III

The association shall be a corporation without capital stock.

Active Membership. Any cheese maker, past or present, in Wisconsin, but not a helper, may become an active member in this association, with the right to vote and speak in all association meetings, and to receive legislative bills, annual reports, etc., by paying the annual membership fee of \$2.00 in advance to the secretary of the association, for the current calendar year. (Adopted 1931.)

Associate Membership

Any other person, not eligible to become an active member may become an associate member of this association, with the right to receive legislative bills, annual reports, etc., and to attend all meetings of the association, but not to vote or speak, by paying in advance the annual membership fee of \$2.00 to the association secretary for the current calendar year. (Adopted 1931.)

Subscribing Membership

Any other person, such as a farmer, or butter maker but not a cheese maker, may become a subscribing member to receive legislative cheese bills, etc., but not to attend state association meetings, by payment of \$1.00 for the current calendar year, in advance to the association secretary. (Adopted 1931.)

Article IV

As amended on page 167 of minutes.

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

Section 2. The term of the officers of the association shall be one year, or until their successors are elected at the next annual meeting following their election, and until such successors qualify. At the first meeting of the members of the association there shall be elected director for the term of one year, a director for the term of two years, and a director for the term of three years, and thereafter there shall be elected at each annual meeting a director for the term of three years, and each director shall hold his office until his successor is elected and qualifies. The election of officers and directors shall be by ballot, except in case of a single nominee, when election by acclamation may be substituted. A majority of all the votes cast shall decide an election.

Article V

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

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

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

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

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

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

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

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

Article VI

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

Article VII

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

Article VIII

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

Article IX

(Adopted 1931)

Section 1. To promote united action by all cheese makers and associations within the state, any organized association may become a branch of this Wisconsin Cheese Makers' Association, by a two-thirds vote of its paid up membership at any of its regular meetings, and report the vote to the state association secretary. Each such branch shall aid in the state-wide work of this association as required by these articles and by-laws, but each branch shall be independent and self-governing in all of its own local affairs and business.

Section 2. It shall be the duty of the state association, through its officers and members, to promote and aid in the organization of new branches, local and district in all parts of the state where none exist.

Amendments Adopted

(See Annual Reports)

(1) The secretary shall qualify for office by filing with the president a satisfactory bond in the sum of \$4,000, at the expense of the Association. (See 1929 Annual Report, page 90.)

(2) The Board of Directors shall consist of five members instead of three. (1925, page 61.)

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

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

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

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

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

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

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

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

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

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

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

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

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

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

(13) By vote of the convention in 1933, the annual dues for members were raised to \$2.00 per year, and exhibit fees were raised to \$2.00 per exhibit. Subscribing members are entitled, by payment of \$1.00 per year, to receive News Letters and legislative bills, but not to attend the convention sessions.

The directors, by vote in April 1934, instructed the secretary to collect \$1.00 membership fee and \$1.00 exhibit fee at the 1934 convention.

(14) By vote of the convention in 1934, it was ordered that at all future conventions the official score of all cheese exhibits be announced and distributed at the opening session of the second day of the convention so as to enable members to contact and converse with the high score cheese makers.

(15) By vote of the convention in November 1936 Section one of Article IV was amended to read: The Board of Directors shall consist of five members and the General Officers.

FORTY-SIXTH ANNUAL CONVENTION OF THE WISCONSIN CHEESE MAKERS' ASSOCIATION

Held at Green Bay, Wisconsin

November 17 and 18, 1937

The first session was called to order by President Whiting on November 17th, 1937, at 11:50 A. M.

The President: Ladies and gentlemen, we will call the meeting to order. I have the pleasure of introducing to you Rev. F. X. J. Exler, of Green Bay.

Invocation by Rev. F. X. J. Exler.

The President: Friends, the next on our program is Mayor J. S. Farrell. It is with pleasure I introduce to you Mayor Farrell.

ADDRESS OF WELCOME

Mayor J. S. Farrell

Mr. Chairman, ladies and gentlemen: It is over three centuries past since the group of ambitious white men left the peaceful Canadian shores to paddle their frail canoes over the unknown, uncharted waters of Green Bay. This small group landed about 16 miles to a place northeast of us.

That was the first coming of the white man here, and since that time people have been coming to Green Bay. When these first white men appeared, this whole area was just a vast expanse of wilderness. Its only inhabitants were Indians in a semi-civilized state. The great forests and marshlands abounded with wild life and the rivers and the waters had birds and fishes.

These newcomers were quick to realize the natural advantage that this place afforded and in due time other white men followed their course, and eventually small settlements appeared and trading posts were established. Since that time people have been coming to Green Bay, and hundreds and hundreds of thousands of visitors have been welcomed within our borders. Included in that number have been presidents and statesmen and dignitaries high in the affairs of church and state, numerous foreign celebrities and emissaries.

Green Bay has always boasted of her hospitality. Her welcome to guests and strangers has always been sincere and gracious, and

in accordance with that highly honored custom, as mayor of this city, it gives me unbounded pleasure to welcome this outstanding representation of Wisconsin citizens. I know your convention will be successful; I know you are going to have a good time, and we are here to offer you all the advantages we have in the city and we want you to take advantage of them, and if the city administration can be of any service in helping this convention, we are at your call. We will not be technical in the next few days in our rules and regulations. Everybody concerned has been instructed to be liberal, and we hope your visit and convention here will be so pleasant you will want to come back to us again in the very near future. Thank you.

The President: Next on our program is the response by our vice-president, L. E. Kopitzke. I don't think I need to introduce Mr. Kopitzke; I think you all know him. I certainly take pleasure in introducing Mr. Kopitzke to this audience.

RESPONSE

By L. E. Kopitzke

Mr. President, Mayor Farrell and friends: In behalf of the Association I wish to thank Mayor Farrell who has so heartily welcomed us to his city. I also want to thank the Chamber of Commerce and all others who have helped to make this convention possible.

It is my sincere hope that we not only have a good time during our stay here but that we are able to do something constructive for our industry as well. Let us not just talk about quality but go home determined to produce a better product than ever before. Of course, we cannot accomplish that by being careless when inspecting milk at our intakes or during the process of making cheese. Nor can we improve the quality by removing some of the butter fat from the milk before making, which is being practiced by some.

In most cases this is being done only to pay a little more for fat than their neighboring cheese maker who is putting an honest product on the market. If the patrons of such plants only knew what this was doing to the consumption of cheese, they would not want to deliver their milk to them, regardless of price.

After we have a quality product, our next step is to educate the consumers as to the true value of that product. The promotional division of the Department of Agriculture and Markets under the supervision of Wilbur G. Carlson and the Wisconsin Cheese Makers Publicity Association with headquarters at Kiel, Wisconsin, have been doing a lot of good work along that line and I want to congratulate them.

The President: We will now have our financial report of our Secretary, Mr. C. J. Ebert. Friends, it is a pleasure to introduce Mr. C. J. Ebert, our Secretary.

FINANCIAL REPORT OF SECRETARY

By C. J. Ebert

Mr. President, ladies and gentlemen, the following is our financial report for the past year ending November 12th, 1937. We carried over a balance last year of \$3,002.18. Our total receipts during the year were \$4,378.55, which makes a total receipt of \$7,380.73.

Our total disbursements were \$5,251.30, a balance on hand as of November 12th, 1937, of \$2,129.43. Now, you will note that our balance this year is not as great as it was last year at convention time. A good deal of that is due to the fact that last year at Convention time we had not paid for the 1935 proceedings, whereas this year we paid both the 1935 and 1936 proceedings. The same holds true of the 1935 and 1936 program books.

Now, these are large items. The same also holds true of the floats. We had a float account which we had a little dispute about last year. That is why we hadn't settled it before convention time, and which we paid after convention; and then we had a float this year at the State Fair. Those two floats totalled over \$200. And we have now paid for the 1936 convention watch prizes at convention time, and this year we have both 1936 and 1937 watch prizes paid for.

The same holds true of the badges. Our account doesn't look quite as well as it did last year at this time but nevertheless, in reality it is not any worse as far as the actual figures are concerned.

There is another statement I would like to make that pertains to the convention program books. I hear there are quite a number of makers who didn't get their program books this year. I sent those program books out under the last revised Cheese Makers' directory. I have gotten that this year, that is, the latest directory available, and also from the membership list of last year's attendance, and I can't account for the reason of the books not reaching their destination. There were a number of books returned. Of course, that is natural. Quite a lot of the makers change their addresses, and these books which are second class mail, are not forwarded and some of the members failed to get their books on that account.

Now I will read the report of the auditing committee. "We, the undersigned, have audited Secretary Charles Ebert's accounts and find them accurate in every way. E. F. Horn, Steve Suidzinski, John H. Peters, and A. M. Johnson." The treasurer's report is identical with this one.

That is all I have to report.

The President: Gentlemen, you have heard the report of the Secretary. What is your pleasure with it?

Mr. Mulloy: I move the report be adopted.

This motion was seconded and carried.

The President: Next on our program will be the presentation of amendments to the association constitution. Are there any amendments?

Mr. Mulloy: Mr. President, I arise for a point of information. Being present yesterday at the gathering, there was considerable discussion on the possibility of increasing the dues for membership in the association for the coming year, and if I recall correctly, I don't think it is necessary to amend the constitution to do that. I believe as the constitution now stands, the dues are to be two dollars, but for safety sake, if anybody has a copy of the proceeding books with the constitution in, I think it would be well to check it at this time. I haven't my copy, and if we find that it is necessary that an amendment be put in, it should be brought up at this time for first reading.

Mr. President: Mr. Ebert, have you the proceedings with you? I think that is in the constitution.

Mr. Mulloy: That is my belief that the dues really stand now according to the constitution as two dollars. The Board of Directors have changed the—or went back to the old rate without taking a vote of the membership—that is my recollection.

Mr. Secretary: I think you are right in that. I haven't the book but I will have it here this afternoon and we can verify that then.

Mr. President: Suggestions from and 1937 accomplishment reports from representatives of branch associations. Have we representatives from branch associations here? We would like to have a report of your activity during the past year. Aren't there any representatives from branch associations who would like to tell us of their activities?

Mr. Brick: Mr. Chairman, our Secretary isn't present but he has prepared the report and I hope he will be here in a very short time.

The President: Are there any other representatives from other branch associations? Next in order on our program is the appointment of the Nominating Committee and Resolutions Committee. Due

to the fact that some of the members are not here, I will appoint those right after dinner.

Are any of the secretaries in the room now?

Mr. Mulloy: Mr. Chairman, as I understand, the Secretary of the Calumet Association has mailed his report in.

The President: I haven't any information on that. I wonder if we have any of our life members in the room. They were to be on our program this afternoon, and if there are any of them here we would like to hear from them now. Mr. Kasper, would you like to say a few words at this time?

Ladies and gentlemen, this Mr. P. H. Kasper whom I think you all know. He is one of our life members and I have pleasure in introducing him to you.

Mr. P. H. Kasper: I am indeed glad to be with the boys again, and during the time since we were organized in 1893 I only missed two conventions. One time I was sick and the other time there was a death in the family but in those two conventions I figured I lost a lot of information.

When I started in making cheese in 1884, there wasn't much in it for the cheese maker. He made just as good as he could. If there was anything wrong with the cheese, the farmer would soon cut him one-quarter of a cent, but when the cheese makers organized in 1893, I was a charter member, and from that time on cheese making was a new life to those people who joined the association at that time. What the association has done for the cheese makers since 1893, especially those cheese makers who took the time to attend the meetings, can't be paid in dollars and cents.

Mr. E. F. Horn: Mr. Chairman, that apparently is one way where we can honor a man who has been in the organization from the beginning and has attended practically every session and helped to build up this organization to what it is today by their regular attendance and their constant work.

So I have another gentleman that I would propose at this time that we elect as a life member. This man out of 46 years has been in attendance for 42 years. He is well known all over the state of Wisconsin and I believe he has held the position with the Colonial Salt Company for a good many years. This man is Henry P. Dillon, and I move you gentlemen, that we elect Henry P. Dillon as a life member of this organization.

The above was seconded by Mr. Peters, and carried.

The President: I wonder if any of the locals have come in

the room? If not, I think we will have to call on them this afternoon. At this time I think we will have to award our door prize. Folks, don't leave the room, we are going to give a ten dollar door prize.

I have a telegram to read. Mr. C. J. Ebert, Secretary Wisconsin Cheese Makers Assn., Columbus Club, Green Bay, Wis. The National Dairy Council sends greetings and best wishes for successful meeting. The cooperation and support of your members is appreciated. Please be assured of the continued assistance of Dairy Council to influence consumer good will and appreciation of the products and services of your members, thereby increasing consumption.

MILTON HULT, President
National Dairy Council.

The President: Also have another telegram: "Earl B. Whiting, President, Wisconsin Cheese Makers Convention, Green Bay, Wis. Dear Earl: Congratulations on great convention of the best Cheese Makers Association of the Nation's greatest natural cheese producing state under your leadership. Not being able to attend, my loss. I am with you, Earl, and hope you can get to Fremont Cheese Day, Saturday, November 20th. Regards. Ray Zuehlke."

Mr. Mulloy: Mr. Chairman, wouldn't it be a good idea to take up some of the discussions we had yesterday, particularly along the line of having a full time secretary?

Mr. President: Would you start that off.

Mr. Mulloy: I couldn't do any more, Mr. Chairman, than let the audience know we had a meeting yesterday attended by 35 different cheese makers from different sections of the state to more or less informally discuss some of the problems of the association, to get a united thought on the problems, and the question came up of having the association employ a full time secretary.

There are many things that this full time secretary could do. The interests of every cheese maker in Wisconsin, and for instance, many of our locals are in very poor condition as far as membership is concerned. They just don't have enough members; there isn't enough local interest to warrant cheese makers turning out for a meeting once a month or once every two months. This full time secretary could attend those meetings and build up enthusiasm, and at the same time increase the membership in the state association in his visits throughout the state by the various locals, and the group yesterday were unanimously in favor of employing a full time secretary for that purpose, and other things he could do, and they went so far as to suggest that where we have been paying a

dollar for membership in this association, that we pay two dollars, and with a little help from the locals, enough extra money would be raised to easily finance the full time secretary for this association.

Now, this is something that is going to be decided upon at the business meeting tomorrow, and as we have time this morning, I think it would be a pretty good idea to get a little discussion on it and perhaps feel out the members represented here at this time on that question.

The President: Let's hear from somebody else on that question. Let's hear from those that were not at the meeting yesterday.

Mr. Kasper: Mr. Chairman, as a member of the association, I would be in favor of an all time secretary because after the convention is over, our cheese business is dead, as far as cheese making is concerned. You don't hear anything about it, and especially, when the legislature is in session we ought to have a secretary down there all the time to work with the people. If we want anything we have to have somebody and if we had a man down there all the time we could accomplish something. Most people in the state don't realize what a wonderful association this is and what benefits everybody derives from it, not only the cheese makers but the farmers as well. If we get our cheese makers better educated we will have more money for the farmers. I don't believe in the cheese maker working for nothing, the way it is now, unless we get a reasonable price for making and all get alike,—one cheese maker making for $1\frac{1}{4}$ cents and another for $1\frac{1}{2}$ and probably another one getting $2\frac{1}{2}$ —very few people get that—but what we ought to have is an all time secretary working for us all the time, and what the cheese makers ought to have is 15% of the income. Where is there any business in Wisconsin that the farmers get more in return than the cheese makers? There isn't another business where the farmers get back as much as they do here but if we get 15% of all the income for making, the factory will run more uniformly the year around, one pay 40 cents for butter fat and another one 49. They are all giving the money to the farmer. We get 15% for making, 15% of the money received for cheese—we would all get like amounts and the farmer would be better satisfied and we would accomplish something.

The President: Thank you, Mr. Kasper. Let's hear from some one else on this subject. Gentlemen, don't be afraid to speak up.

Mr. Suidzinski: I believe in a full time secretary. Years back it wasn't needed but in these days they have groups, they have their men down there and they get what they want, and we cheese makers stay home and have our conventions and do a lot of discussing and nobody is there at the time when we need them to pro-

fect us in our line of business. I believe if we had a secretary down there during the legislature we would be informed and everything could be checked up to see whether it is right. Maybe in 25 minutes we decide it was wrong, but if we had a secretary we could be informed and he could help support us and we would be getting a lot further than we are today.

The President: We have time for discussion now. Let's hear what you think about it.

Mr. Schroeder: As far as I am concerned, I think a full time secretary would be a good idea even if we had to pay a little more than now, even more than two dollars. At the present time, as the gentleman said, we come here once a year and we go home and we forget about the association and the association seems to forget about us. If we had a full time secretary I think it would be a good thing, if it can be financed. I don't see why it can't be. If we have to raise the dues to do it, why raise them.

Mr. Mulloy: Mr. Chairman, I would like to say another word along the lines of Mr. Kasper, grand old cheese maker in Wisconsin. He has thrown out a wonderful suggestion here and if we take that gentleman's advice right now and put on that full time secretary and let him get some of the facts that this organization ought to have, the way cheese factories are run in Wisconsin, the cheese makers will be able to finance a full time secretary. If they take that suggestion with them that Mr. Kasper gave us today, we would have no trouble financing that full time secretary.

The President: Let's hear some more discussion on this problem. Let's hear from some one else. There is plenty of time to discuss this problem. It will be up tomorrow in a resolution and we would like to discuss it today before this audience. Some of you gentlemen in the back of the room—what is your opinion on this?

Mr. Horn: Mr. Chairman, a full time secretary naturally would mean this—so far we haven't actually had representation at the different hearings on legislative matters, only by individuals or the officials of this organization. We haven't been careful enough to do the right job. In fact, in order to do the job right you absolutely have to take care of it day after day and the man that is making cheese at home can't possibly spare that time.

Now, a full time secretary I believe could stop this forever law and order making question; he would be on the ground floor and actually know what the members of the organization really would want. Just recently orders have come about that seem to be very dissatisfying. If we would have had a man that actually would have represented the cheese makers of Wisconsin, I don't believe

that this order would have come about, because he would either have drummed up enough opposition to attend these hearings to actually vote the thing down, and if it only does that, that they don't add any more laws on our already over-burdened members, I think that would be worth the price of a full time secretary.

Mr. Mulloy: Mr Chairman, I may be doing more talking than I ought to, but in all our discussions yesterday and so far this morning, it is quite apparent that the enthusiasm seems to be for a full time secretary but there hasn't been any discussion up to this point on how much of an investment the association will be called upon to make for that full time secretary, and I believe you ought to get right down to brass tacks and get an estimate of what it is going to take to put a full time secretary on the job.

The President: I wonder who would be in a position to really give us an estimate of that—if that wouldn't take a little time to think that over. Perhaps you could do that; have you any idea?

Mr. Mulloy: I would say this that I am a full time secretary and have been a full time secretary for pretty near two years, and I would like to get more money than I am getting for the work I am doing, but I am satisfied to do the work any how, but I will say offhand, if you want to employ a full time secretary and we do want to employ him, you must figure outside of his salary—we must figure at least between eight hundred and a thousand dollars a year for travelling expenses for a full time secretary, and render a service to this industry that we really need. He has to get from one end of this state to the other, and he has to get into every section as frequently as he can, and at least from my past experience he is going to require between eight hundred and a thousand dollars travelling expenses. Now what salary he should receive, the secretary himself is pretty nearly going to have to decide that himself because after all he is the man that is going to do that work and make a living, and we certainly have to pay him a living wage. That at least would be a starter.

The President: Has some one else had experience along this line that you can give us any light on what Mr. Mulloy has said? Has any one any suggestion in a way that we should raise this money to employ a full time secretary?

Mr. Suidzinski: My belief is, this is one of the biggest industries in the state, and what we are paying now is one dollar membership, which is very small; like somebody said here, to do the work right it takes more than that. Really, the fees should be from \$25.00 to \$50.00, but that is talking out of turn. I really believe we would be getting the benefits, the things we would like, but now we have to take what we get for the reason we have no one to fight for

us. I believe \$5.00 or \$10.00 wouldn't be too much for fellows who think as I do. It should be regulated according to the size of the factory or \$5.00 for the operator and \$2.00 for the cheese maker, and all cheese makers working for an individual farmer or factory \$2.00. I believe no one should have any objections. My belief is it shouldn't be any less than that.

The President: That is a very good suggestion, Mr. Suidzinski. Will somebody else give us a suggestion in the way of raising some money?

Mr. Kopitzke: Mr. Chairman, I agree with Mr. Suidzinski, it should be at least \$5.00. I believe what Mr. Mulloy said yesterday, that would be part of the job, when the secretary calls and explains to them what benefits they are getting out of it, many of those who are staying home would pay the \$5.00 and we would have a better attendance. If we had a full time secretary we would have a lot of time to go out and get members.

The President: That is a good suggestion. Let's hear some more suggestions. Don't be afraid to speak up, gentlemen: You know when we get out of this room we will hear a lot of comments, so I would like to hear some while you are in here.

Mr. Gary: Mr. Chairman, this question has come up here before, which is an actual fact, as Mr. Kopitzke said, all your members are only those in attendance at your conventions. Now, I belong to a number of organizations in which we pay a per capita tax; every member has to pay so much and when we have our convention time, we pay \$1.00 again just as we do here. I think it would be very proper and advantageous for an all time secretary to go out like Mr. Kopitzke mentioned to solicit the membership and set the price, and then when you have your convention you can leave it the way it is. Whether the man pays \$5.00 membership fee or \$3.00 membership fee, whatever the case would be, he would be more interested to come to your convention. Today when I look around, I find the expressions very often sad. When I ask them why they didn't attend the state convention, they say, "What is the use of going to the state convention, there is nothing done any how." I believe that your full time secretary could go out and solicit membership from all cheese makers or every one that is in the country, or state, and you will have a greater membership and you will have better conventions.

Mr. Schroeder: Mr. Chairman, when I spoke here before I made a remark that sounded a little bit as if I were criticizing the officers of this organization. Now, I didn't mean it that way when I said the association forgot about it. I just simply mean that the officers stay home like I do, they are in the same position I am in,

they haven't time to attend to the other fellow's business, and therefore I think a full time secretary would be a very good idea, and I mentioned before that if \$2.00 wasn't enough, which I figured it wasn't, make it higher. How high it should be set I don't know; that would have to be figured out according to what it is going to cost.

The President: I think perhaps tomorrow we will have some estimate of about what it will cost. That will be brought up in a directors' meeting and we will try to find out, and we will have something more concrete to present to the audience here. However, I am certainly glad we had a chance to discuss this problem this morning.

I would like to make an announcement at this time, that part of our program this afternoon is going to be broadcast over the radio station WTAQ and we are going to try to start on time. That is one of the problems we have to meet when we broadcast this afternoon. We are going to try to start promptly at 1:30.

Now, for the ladies this afternoon we have arranged a theatre party. Get your tickets, they are down at the registration table. Any lady who has a guest badge and who cares to attend any one of the three theatres, if you will present the ticket at the office when you go in, why you go in free. The association is giving you this theatre party for the ladies this afternoon and we hope you will pick out a good show and enjoy it and at this time we are going to give away our \$10.00 door prize.

Following the disposal of the door prize, the meeting adjourned.

SECOND SESSION

November 17th, 1937, 2:10 P. M.

The President: At this time I will make the appointment of the Resolutions and Nominating Committees. On the Resolutions Committee we have H. P. Mulloy as chairman of the committee, Ed. Scray, Harold Winters, Hugo Kaufman, and Mr. Rob Reitz.

On the Nominating Committee we have A. H. Graf as chairman of the Committee; Edgar Peters, E. W. Martin, Otto Yordi, and Ed. Uehler.

After this meeting if the different committees will come up here to the front of the stage, I think your chairman will be here to give you instructions where to meet with him.

On our program this afternoon we have short statements by the following life members. I called on some of the members this morning and I will call the names of the balance of those this afternoon. Friends, I take pleasure in introducing to you Mr. Aderhold. He is one of the life members.

Mr. Aderhold: Talking to such a gang is becoming a habit with me at these annual conventions. I have been doing it every time we have one. I haven't much of a message for you. I am glad to be here. I didn't get here in time for the morning session and there is one thing I want to suggest. We are having competition in other states, a great deal more than we used to have.

Sometime ago I was reading about the increase in cheese production outside of Wisconsin. That article stated in the last ten years the cheese production outside of Wisconsin had increased 50,000,000 pounds and it is still increasing. Now, if there is anything wrong with us in this production of cheese, if there is anything that can be improved, if there is any safeguard about to be thrown out and used, I think we ought to think about those things.

I know there is a great deal of milk going into cheese factories that is not as good in quality as it ought to be, for one reason, there isn't enough farm inspection. That is the main reason, perhaps. There isn't enough milk testing at factories. There ought to be somebody busy all the time, at least one in each county where they do extensive dairying and testing and inspecting milk and dairies, and that is something we ought to look out for and provide for.

Our out of state consumers are getting more and more particular about having sanitary production and we cannot overlook that.

I think we ought to have such inspectors or instructors or educators in every county all the time. That is the only thing I want to bring to your attention.

Mr. President: I will next call on John D. Cannon. Is Mr. Cannon in the room? Mr. Cannon was absent. I will then call on Mr. W. F. Hubert.

Mr. Hubert: Friends and Members of the Cheese Makers' Association, Mr. Aderhold made a statement and told you how much cheese was made in other states. The figures he got is as much right as any newspaper man ever gets anything right. It is 199,000,000 pounds since 1925 to 1936 inclusive. That means 199,000,000 pounds, they have gone from 433 to I think 642,000,000, along that line.

Any way, what I want to tell you is this, that in the 50 per cent increase within those twelve years, the increase of 50 per cent is not in Wisconsin. The production increase is about 11 per cent. We went from 333,400,000 to 357,000,000. That is a great increase in other parts of the state.

About last May I happened to pick up a newspaper, the Sheboygan Press, and in that it stated Mr. Deland, with whom I was connected 25 years previous, had made the statement that they were trying to make cheese in other states and due to climatic conditions and water, it was his opinion that they would never make cheese in those other states. Less than 12 years ago I made that same statement and I stand here to tell you they can make cheese in other states and they are going to make it. It is up to you gentlemen to watch your step.

Now, this morning the president asked for some suggestions and for your information I am going to make one. I have looked over this program and I notice that you have allotted at the outside only 25 minutes to any discussion. Most of them are 10 and 15 minutes.

When I first attended the convention it was the Dairymen's Convention in 1894 at Neenah, Wisconsin, they had discussions on their program lasting an hour, an hour and a half, and they had suggestions on there for discussions and I want to tell you that they were discussed.

I don't know, with this merry-go-round you have on your program how you are going to get anywhere with a discussion of 10 or 15 minutes. You have some big problems in this state, Mr. President, that will take you hours to discuss. I would suggest at your next convention you go ahead and cut down the subjects in your program and make it at least half to three-quarters of an hour

on some of the matters that are of vital interest to you. Thank you.

Mr. President: Mr. Hubert, I would like to call your attention, probably you are misinformed of the fact that we had one full afternoon of discussion yesterday afternoon. It was from leaders all over the state of Wisconsin.

Mr. Hubert: I am glad, but the rank and file didn't get it.

The President: The cheese makers really got it. I would like to call on Fred Marty of Monroe. It is a pleasure to introduce Mr. Marty, one of our life members.

Mr. Marty: Mr. Chairman, fellow members, I am in the same position as some of the speakers before me. It was somewhat of a surprise to me and I am not prepared to make any statements nor am I going to burden you with figures of how much cheese is made outside of Wisconsin. I can only say that we trust and hope that you all stick together and go back home and come again in a year hence and bring another member. I think by so doing we will have a 100% membership and representation at least. If they can't come and actually attend this particular annual convention, we at least would be represented when it comes to representative matters which is all important. As an individual going to Madison and bringing up your wants and needs for the betterment and advancement of the cheese industry of Wisconsin has but very little bearing unless you can represent yourself in mass by a committee picked by the Wisconsin Cheese Makers' Association.

I sometimes think that through your local organization there should be brought about some medium whereby you would have better representation. I have not the figure that represents the actual membership of the Wisconsin Cheese Makers' Association but I would offhand say about 50 per cent. In other words, about 50 per cent are absent and 50 per cent are leaving it entirely to you for any advancement of the cheese industry in Wisconsin. I don't mean to say that there isn't nearly 100 per cent representation in the State of Wisconsin through incorporating of locals, and I believe that the Wisconsin Cheese Makers' Association should be benefited when it comes to legislative matters, that you should be credited with your local representatives through it. Any man belonging to a local organization like the Northern, Central Wisconsin Cheese Makers' and Dairymen's Association, the Southeastern, the Southwestern, the Southern Wisconsin Cheese Makers' and Dairymen's Association—I think when they all become incorporated we would nearly represent 100 per cent of active membership back of the cheese industry of Wisconsin.

I am not going to dwell on this any longer. I only want to state that I feel somewhat happy—I happen to have a birthday today

and I thought I should come before you on my annual birthday approaching a period in my life where it is just another birthday. I don't care to say how old I am, however, I feel somewhat encouraged by the fact that our grateful officers have extended the time to your life members, even though he has passed on for at least another year.

You notice that year after year the life members of the Wisconsin Cheese Makers' Association is gradually getting smaller and smaller. I sometimes wonder, aren't there more of you in the ranks that can fill up these vacancies? There are many of you, no doubt, who have done your share and who have put your shoulders to the wheel. I think the convention should go on record giving tribute to a past member, Jacob Karlen of Monroe, who died on last Christmas Day, nearly a year ago, and giving him almost one year's grace of time after he has passed on. Therefore, I say it does me good that you are willing to carry them beyond the time that they passed on.

I further want to state that I have enjoyed several different offices, although representing a foreign cheese section of Wisconsin, and I certainly have enjoyed for many years the work which I have done. Perhaps many of you remember that I acted as your vice-president, your treasurer. You have elected me to the secretaryship of this organization which I didn't accept, due to other duties that I had to perform at that particular time. I also had the pleasure years gone by that when this organization was a financial wreck, that immediately after the close of the convention held many years ago that it is hardly true any more, and I doubt whether I can recall more than about two living members in this audience that I can see here that know anything about it; but at the close of the convention the ship began to list and there was a financial crisis, and no doubt there was a lot of them solicited, and I can say that it was my happy privilege at that particular time to reach down in my pocket and give the association \$500 to pay the entire convention bill, that is, the public stenographer, hotel bills, hall rent, travelling expenses and so forth, to the extent of \$500. I will say that the association carried on and that the association has amply reimbursed me. We went along down through the years and I got my money back and I was glad to do that much for the old ship at that particular time. Gentlemen, I thank you.

The President: I will next call on Math. Michels of Fond du Lac. Is Mr. Michels in the room? Mr. Michels was not present. I will then call on Mr. J. L. Sammis. Friends, it is a pleasure to introduce to you J. L. Sammis, one of our life members. He has been your secretary also.

Mr. J. L. Sammis: Mr. President, it is a pleasure to see you all again. I suppose that everybody who comes here year after year knows very much what we have been doing or they see what we have been doing. If everybody you have on the list is a life member, you would expect to get something out of them, perhaps worth while.

I have been wondering what I could say to you that I could hope might be helpful to you. It is easy to come to a convention and say, well, there is a big crowd, everybody is happy, going to have a dance, we are going to have a banquet and so everybody has a good time and one more convention is gone by. That is all true. That is perfectly true. I wouldn't detract in the least from the success of this convention or any other. I would develop it, I would double it up; I would say, yes, indeed, it is a very good success. We hope that all our enterprises will be a success. Enterprises grow as time passes—they change.

A little group of people settle down and start a new village somewhere out in the country and each one has a well dug. Well, as the village grows, gets a little bigger, these people are no longer content with what they have individually, but they get together and the first thing you know they get organized. They work together. The first thing we hear in that village they have a village water works. They don't have to depend on the unsanitary dug well any longer. They have city water. It is brought about by the people who came there to live.

Maybe a little later with co-operation they have an electric light plant in the village and they don't have to use kerosene lamps any more. Every year there is some growth. If you would hear of a town that had no growth, the population remained fixed and there was no change, it wouldn't take you but half a minute to make up your mind that that town is dead. It doesn't grow any more. I guess you would be right in saying so. We could bring up many similar examples showing how growth takes place outside of our present situation.

Now, in the state of Wisconsin we have enough cheese makers to make a nice little town, about two thousand of them, but I suppose it is fair to say that only about a thousand of them co-operate in our state conventions. Perhaps somebody will point out where I am wrong. I will be glad to have the correct figure. At any rate there are plenty left who aren't here and who perhaps won't be here tomorrow. Well, we have had a room that would hold two thousand people but it wasn't full when we had the room. But to get real co-operation among the cheese makers of Wisconsin means about two thousand of them working together.

Now, in the village where they built the water works, if they only had fifty per cent of the population taking any interest in the project, they might have voted it down or for lack of interest they might have none. The secret of success lies in the individual. It takes live men and live women to make a town grow, to make a convention live, and by live we mean alive to what is going on about them.

It is easy for any man to know what is going on in his own back yard or in his own factory but when he begins to take an interest in what is going on all over the country, then he becomes alive to the subject when he takes an interest in the things going on. I would say it is about the highest aim that this association could have, to bring to life about one thousand cheese makers that don't come here, to get them interested in what is going on in their own county and in the state in the cheese industry. I have been in hopes and I was in hopes in times past that one way to do that was through the development of county associations in different counties, whereby I supposed that if a man could get interested in his own county affairs he might perhaps find it easier to become interested in state affairs. I have wondered if there weren't some way that the cheese makers who live so far away can't come here and take part in the state convention if they want to. There must be new things coming up; there must be something new, progress, or are we to run along each year with the routine sort of convention, each year as good as the past.

It seems to me I am talking to you as a sort of an outsider or at least as some one who no longer is active among you, and you on that account will perhaps pardon me for talking to you rather strictly, I really think that your association needs to begin to raise some new bills, begin to strike out into some new directions.

Now, when this little village that I spoke of grows up and gets the water works and gets the light works and gets bigger, then you hear that they have a little Association of Commerce and some of the larger cities outgrow that. One of them recently set aside their Association of Commerce because they thought they found something better and they call it the Foundation, and the whole purpose of that foundation which consists of leading well known citizens is to bring new things to that city, new business, new people, new enterprises, new parts, new ideas. They don't have anything to do with conducting the routine affairs of the city. They are not like your regular set of officers. They are a committee of interested citizens and members of the community who want to see new things done, and they are glad to work together for that purpose.

And so the suggestion that I have to offer you, which perhaps

like many other suggestions or like all suggestions, are only worth perhaps—nothing at all; but at any rate that is all I have to give you today.

I suggest that in addition to your regular corps of officers who look after routine matters and see that the convention runs as well as it does, I suggest that you have a progress committee which will not look after routine matters at all but will look for new ideas and new methods and new things to do, with the main purpose of bringing a thousand cheese makers who are not now interested in their county and state affairs—bringing them into touch with your association and getting them alive for the sake of the men themselves, not simply for your sake.

Your association as a whole—I have worked for it in times past—doesn't exist for its own sake or just come together for a dance and a banquet and shake hands and see all the boys and girls. It is all very nice, but the real purpose you know well enough, your real purpose is to see how much you can improve one another and I believe a progress committee is a fine thing.

In saying that, it sounds as if a few people were going to take the thing into their hands and run it and you won't have to bother about it. But I don't have that conception of it at all. I say that every man who has any ambition about him for a better convention or a better association, should feel himself under obligation to act as a member of that committee to the extent that he would hand in his ideas to the members who are listed on the books as being active members, that is, something everybody can take an interest in. If I get a good idea or you do, hand it over to the committee.

I am very glad to see you all and hope you will run along for a thousand years yet, any way a good many years and do well to make progress in that you can say that we had a good convention this year but our convention is distinctly different; our state work as a state association is distinctly different and better in this particular respect than it was last year. We have made some definite progress. I thank you.

The President: I will next call on Al Winkler from Cumberland. Mr. Winkler was not in the room. Mr. A. T. Bruhn. Friends, I take pleasure in introducing Mr. Bruhn, another one of our life members.

Mr. Bruhn: Mr. Chairman, this is somewhat of a surprise. I looked over the program rather carefully sometime ago and I didn't find my name anywhere, so I thought well, I will do my duty this year when it comes to June first. Evidently that isn't the case.

A life membership in this organization, I believe, is a thing

that everybody should work toward. There is a lot of satisfaction to know that your fellow men think enough of you to elect you a life member in an organization. I have been a member of this organization since 1896. I think I have filled every capacity that the organization has. I have been a member and I have been an exhibitor. I have been a judge of the cheese, I have been a director, I have been elected treasurer, vice-president, president. They kicked me out as a president and made a secretary out of me.

You know, being president, that isn't such a great deal of work. They knew I was willing to take it, so they made a secretary out of me. Naturally, after that, why then I just became a plain member again but they have called on me pretty regularly for a number of years as a judge of cheese. I think I started judging cheese in 1910 and with the exception of a few years I have been judging more or less regularly ever since.

Now it seems to me it is time that some of you younger fellows get into the harness and begin to judge cheese. If you don't feel you can do it alone, come with some of the older judges. There will eventually come a time when you will have to take the load off our shoulders. I thank you.

The President: Friends, I forgot to announce, if you followed your program book, Mr. Bruhn's name was not on as a life member. Through some error this happened and I should have announced that before.. I will now call on Mr. H. P. Dillon, one of the men who was elected a life member of this association this morning. Is Mr. Dillon in the room? Mr. Dillon was absent from the room.

Our next speaker on the program will be Mr. John Hicks. Friends, I take pleasure in introducing to you Mr. John Hicks, Secretary of the Cheese Makers Mutual.

INSURANCE

By John Hicks

In listening to these talk of the life members, it makes me feel that it is worth coming to this convention, if for no other purpose than to hear the proceedings and in time you have before you all the past history for perhaps thirty or forty years back of your industry.

The trade journals of your industry have issued some very splendid pre-convention numbers. Upon reading them over one cannot help but be attracted to the great variety of advertisements,—all sorts of machinery, equipment and supplies are advertised. But regardless of the product, the keynote of all that advertising is service. That is especially true of insurance, which has no commodi-

ty to sell but a purely intangible service in taking premiums from the many in order to pay the losses of the few.

Insurance consists almost entirely of service, and with that remark I am going to get away from insurance because in thinking of it, I was going to stay again on this matter of service, but the fact that it is the keynote of all these advertisements made me wonder exactly what service is.

I became curious and went to the dictionary. The dictionary says, "Service is work done for the benefit of others; work done for the benefit of others." A cow gives milk and the farmer keeps the cow. The farmer and the cheese maker exchange service. They do work for the benefit of the other. The cheese maker further exchanges services with his buyer and the various supply houses that serve the industry as a whole.

A great author once said, "The vocation of every man is to serve others." That seems to be the basis of modern business. If it is not, the business probably is not modern. But in order to have value that service must be accepted. If not accepted, it is like firing a gun into the air instead of at a target. The farmer, the cheese maker, the buyer, the supply house, your insurance companies, all must have their services excepting where their services have no value.

That point is well illustrated in the story of a salesman traveling along a country road. He had a flat tire and with the customary amount of swearing he got out and changed his tire. Suddenly he heard a woman screaming for help. He looked around and in a pond saw that she had fallen out of a boat. He rushed over there and waded out into the water. One of her legs was sticking up over the water. He grabbed it and it came off—it was wooden. Then he grabbed her by the hair. It came off—she wore a wig. Then he grabbed her under the chin but lost his hold because her false teeth came out. She went under the water gurgling for help. He said, "Madam, I am willing but I must have your co-operation." He was willing to give services but conditions prevented it, the acceptance of that service so that it lost its value.

That mutual feature of service leads to co-operation. In fact, it is the source of co-operation. Two horses standing in the pasture rubbing each other's necks is a good example of co-operation. Without it you are going to have trouble and difficulties. With it most of those troubles and difficulties will disappear.

There was a married couple who quarrelled too frequently. This afternoon they were having an especially violent quarrel. Finally she went to the window and looked out. She called to her

husband George. "Do you see that team of horses hauling that great load of wood up the hill? See how they pull together? Why don't we co-operate that way?" He said, "Darling, we would probably if we only had one tongue between us."

The first thing we know in the universe is law. Universal law cannot be broken. Service is in conformity with law which cannot be broken. Examine, if you please, the lives of people you read of, hear of, or know. If they are successful outstanding people in the nation, in the state or in your community, you will find they are people who spent their lives in service to others.

Examine again, if you will, the lives of people you hear of, read of, or you know. If they are unsuccessful, undesirable or disrespectful people, you will find they are spending their lives in service to nobody but themselves.

During the depression the papers were full of stories of former rich people jumping out of the top floors of high buildings. They couldn't take it. The years of leisure and luxury which they had spent destroyed their desire and their capacity for giving service to others. When they lost their riches they were through. Notorious criminals or other undesirables you read of are people who spent their lives giving service to nobody but themselves. They break that law of service and eventually they pay the penalty.

Three men were given a certain amount of iron a piece. One made his into a black jack and committed robbery and he is now in prison. The second thought, "Now how can I use my iron?" He made it into horse shoes and sold the horse shoes and made an honest living. The third man thought a little longer. He said, "How can I use this to be of greatest service to the greatest number of people within my ability? He made his metal into watch springs and he became rich. The greatest people in any line of endeavor have always been those people who give the greatest service.

In our generation probably Thomas A. Edison gave greater service to mankind than any other individual. Through him we have our electric lights, the motors that operate your factories and various other electrical appliances.

A generation ago in North Carolina the Wright Brothers risked their lives in the service of the world in developing the flying machine. Through their service we now have the modern air transportation. Abraham Lincoln served his country well. When he was a young man he went to New Orleans; he saw an auction of slaves, who were being auctioned off with no regard to their family ties. This went to Lincoln's heart. He said, "If I ever get a chance to hit that thing I will hit it hard." That was service.

Milton, the blind poet, in spite of his blindness, gave the world that great literary classic, *Paradise Lost*. Beethoven, in spite of his deafness, produced harmonious sounds never before heard by man. Going back to ancient history, there is Gallileo who developed fundamentals of astronomy which today are used in modern calculations.

Those men were all great because they gave great service, but regardless of how great any one of them might be, his greatness is far superceded by the greatest services of all, by Him who died on the cross in order to save the world. Christ gave us the Golden Rule, "Do unto others as you would have others do unto you." That is the most highly and most lofty expression of this law of service, and if by some magic that could be put into effect, simultaneously the world over, our troubles would be gone.

In spite of the wars, dirty politics, labor troubles and our own problems and difficulties in industry, in spite of all those things there has been progress. Close examination will reveal that progress has been made. There is now a broader application of those principles. There is more service given now than there was even a generation ago. If you don't believe that, think back or read back and study the business methods of the last generation and compare them with those of today and you will find there have been problems and it is due to a greater application of this principle of service. Man is a picture that looks three ways; he looks backwards and he has the past. He looks into himself and he has the present. He looks ahead and he has the future, but he only has one life to live. Should that life be spent in serving himself only which would lead to laziness, greed, dishonesty and criminality, or should that life be spent in working for the benefit of others, in serving others, in doing unto others as you would have others do unto you. Thank you.

CAN WISCONSIN PRODUCE CERTIFIED CHEESE?

By Walter V. Price

About 50 years ago, Dr. Henry L. Coit, a physician in Newark, New Jersey, became interested in the milk supply of his community. He persuaded a dairyman, Mr. Stephan Fransico, to establish ideal conditions of milk production on his farm. Later, other physicians cooperated with them in defining proper methods of producing clean milk. Eventually, the Medical Society endorsed the milk produced in this manner. Their efforts at first were planned to eliminate bovine tuberculosis and to require the use of sterilized utensils in clean milk rooms. The movement grew; standards became more exacting, until now, "Certified Milk" indicates a product which satis-

fies certain critical bacteriological and chemical tests. Methods and regulation of production are changed as the Medical Milk Commission modifies its technic for attaining these standards. The success of this development of Dr. Coit's idea suggests that the method might be applied to other food products.

Consumer Interest In the Food Industries

There is a growing consumer interest in the sanitary conditions existing in the food industries. Books, such as the "American Chamber of Horrors" written by Miss Ruth de Forest Lamb, chief educational officer of the United States Food and Drug Administration, and sensational magazine articles by other authors have described some undesirable practices of handling foods. The housewife is naturally frightened by such literature although such practices are not typical of the whole food industry.

Distributors of fluid milk have attempted to build consumer confidence in the milk industry by inviting housewives to visit their plants; some distributors have even provided club rooms to encourage this contact. Many women in the larger cities who have had such opportunities to inspect the "housekeeping" methods of the dairy industry have expressed their pleasure with what they have seen. Another example of such an effort to inspire confidence is that furnished by a producer of certified milk, who displayed his methods of handling a dairy herd and caring for the milk produced before the thousands of people who visited the last Chicago Exposition. Through these contacts milk distributors and producers are actually "merchandising sanitation."

Regulation and Law Enforcement in the Food Industries

The consumer's health is protected by state and national pure food laws. Information concerning the activities of the United States Food and Drug Administration in enforcing these laws is available in pamphlet form under the title "Notices of Judgment under the Food and Drugs Act." This booklet, which is now being mailed to housewives as well as to other interested individuals at frequent intervals by the United States Department of Agriculture, reveals the offenses and penalties paid by those who have violated the national pure food laws. In recent months butter has been receiving considerable attention from the federal officers and the strenuous efforts being made by the industry to conform with the spirit as well as the letter of the law are well known.

There is every reason to believe that all branches of the dairy industry will be investigated by the officials who are charged with the enforcement of the pure food laws. As a matter of fact, on April 16, 1936, a letter was addressed by W. G. Campbell, Chief of the

Food and Drug Administration, to the "Dairy and Cheese Industry." The first portion of this letter reads:

"The federal Food and Drugs Act defines a food as adulterated, among other conditions, if it be filthy, decomposed or putrid. In the enforcement of this statute, the Food and Drug Administration has encountered shipments of cheese, process cheese and milk intended for cheesemaking, adulterated in this respect. Action has been taken under the law against such shipments. Not only are consignments of adulterated dairy products subject to seizure, but the responsible shippers are liable to criminal prosecution under the law.

"It is evident that the objectionable conditions responsible for the adulteration are largely the result of carelessness and indifference during the production of milk itself and during the manufacture into cheese and process cheese.

"Milk producers and cheese manufacturers are warned that precautions should immediately be taken by each agency concerned to correct this situation. To be effective, these must be participated in by all branches of the industry, including the milk producers and shippers, and cheese and process-cheese manufacturers."

That this warning was not an idle one is indicated by seizures of cheese which immediately followed and which are still occurring. The effect of such activities upon the public reaction toward the dairy industry can certainly not be encouraging. Unfortunately, unoffending milk producers, plant operators and merchandisers of dairy products all suffer from this natural reaction of the buying public. Proper assignment of responsibility to any guilty group or individuals will not compensate the industry as a whole for the loss of public confidence in the wholesome, nutritive value of cheese or other dairy products. Adequate sanitary control of milk production and cheese manufacture must be established by the cheese industry itself or this end will be accomplished under compulsion of food regulatory agents. Such sanitary control cannot be obtained by the independent action of either milk producers, plant operators or cheese merchandisers. These three groups must act together to accomplish this objective. The results of such control would not only satisfy the minimum requirements of the pure food laws but would increase the commercial value by decreasing manufacturing and curing losses. Cheese produced under proper sanitary control would have a greater appeal to every member of the industry and would merit the confidence which could be inspired by **honest publicity**.

Milk producers, manufacturers and merchandisers of cheese naturally raise the question of costs and returns for the special efforts

necessary to guarantee that all conditions surrounding the production of the cheese have been clean, attractive and healthful. In answering this question, one can refer to the greater returns which are being obtained for similar efforts or perhaps for some benefits which are even less tangible, for example,—market preferences for certain fruits, vegetables and eggs are well known; certified milk sells for more than regular market milk; advertised brands of ham sell for more than hams which are not advertised; and the list might be greatly extended. One of the largest assemblers and merchandisers of butter, cheese and other dairy products bought a page in the American Creamery and Poultry Produce Review of April 14, 1937, to say "Quality Products Pay Bigger Dividends." The same journal in an editorial on June 10, 1936, stated:

"There are those who are very finicky about their food and who are willing to pay an extra price for assurance that the butter they are eating has an exceptional history of perfect sanitation right back to the cows that produced the milk that produced the cream that produced the butter that is placed before them at the table."

"If butter brand owners could establish proof of unusual sanitary supervision, right back to the farms, of the butter they sell, they would have an additional talking point to justify a higher price and more customers. This could be done without casting doubt as to the wholesomeness of American butter as a whole."

Self-Regulation of the Cheese Industry

The cheese industry in some states is recognizing the necessity of taking direct action to achieve more desirable conditions of production. On April 3, 1936, the Missouri Association of Cheese Manufacturers was organized in order "to promote, advance and maintain by common endeavor and common council the highest ideals of the cheese business; to advance and stabilize the cheese industry of Missouri and to guard, protect and promote the general interests of Cheese Industry in said state as relates to members, producers and the consuming public." Then the Association defined and adopted proper methods to follow in producing and handling milk, achieving proper sanitation in factories, and controlling composition of the finished cheese. A similar, significant incident occurred on May 25, 1936, when the Illinois Cheese Manufacturers' Association adopted what is termed the "Illinois Quality Program for Cheese." This program covers conditions surrounding the production and transportation of milk to factories, as well as conditions obtaining in the factories. The Association is considering methods of grading milk, marking cheese, supervising conditions of production, controlling composition, educating farmers and improving general factory appearances. A most hopeful sign in this sequence of

events occurred in October 1936 when a few thoughtful cheese makers in northeastern Wisconsin organized the Wisconsin Accredited Cheese Factories, Inc., to carry forward their aims for improving the industry by such means as education, better management, enforcement of state and national food and drug acts, rigid inspection of member factories and careful grading. Such organizations deserve the highest regard.

Will Wisconsin's Cheese Industry Be Affected By Regulations In Other States?

Organization of the members of the cheese industry in states other than Wisconsin for the express purpose of improving their product is highly desirable both for the members and for the consumers of the cheese which these members produce. The effects on Wisconsin's cheese industry may not be so desirable. Such movements in states other than Wisconsin assume a double significance when it is remembered that during the past few years Wisconsin's proportion of the total production of cheese in the United States has been declining steadily. Farmers in other states have been going into the dairy business in increasing numbers. The recently proposed soil conservation-farm relief program will eventually, if not immediately cause an increased trend to dairying in areas now devoted to other products. Such trends must cause Wisconsin to share, increasingly, its market for cheese with these new farmers unless there are marked differences in the quality or market value of cheese produced in Wisconsin and in these other areas. The steps taken by the cheese industries in Missouri and Illinois indicate that differences in quality caused by climatic conditions may be more than offset by improved methods of production.

The reaction of the Wisconsin cheese industry to the demands of the Food and Drug Administration and to the challenge of competitors in other parts of the United States should be clear. Every effort should be made to satisfy **immediately** the requirements of the Administration. The sooner such efforts are successful, the better it will be for the welfare of Wisconsin's industry from every standpoint. But, Wisconsin's cheese industry would not be alone in satisfying the Administration. Wisconsin should, therefore, be prepared to do more than merely satisfy **minimum** standards to retain its present markets.

Can Wisconsin Produce a Superior Type of Cheese?

It is the purpose of this discussion to suggest a method or plan by which the cheese industry, itself, through its own appointed representatives, might establish its own standards and control the production of a superior type of cheese. This plan is offered as a tentative procedure to secure earned compensation for some produc-

ers, manufacturers and dealers who are already practically satisfying the requirements for the production of such cheese. It is expected that this plan can and will be improved by thoughtful men in the industry who sincerely desire to see a preferred market established for a superior kind of Wisconsin cheese.

The plan, which is presented in the pages immediately following, has been written with the specific needs of the American cheese industry in mind. With slight modifications, however, it can be adapted for use in the production and marketing of other types of cheese. Eventually, it is hoped that this may be accomplished.

It is assumed that this plan should be initiated at first in only a limited number of factories and with the cooperation of only a few dealers. Participation in the plan would be purely voluntary and would increase only as the market for this type of superior or "certified" cheese developed.

A Plan For Producing Certified Cheese

All who are financially interested in the cheese industry have considered at various times the problems involved in manufacturing and merchandising a superior quality of cheese. These problems are frequently discussed by thoughtful milk producers, cheese dealers and cheese makers. These three groups now speak and act through trade associations, institutes and cooperatives. Among these, for the purpose of illustration, might be listed such bodies as the Wisconsin Cheese Makers' Association, Wisconsin Cheese Producers' Federation Cooperative, and the National Cheese Institute. Space alone limits the extension of this list. It is suggested that the common interests of such groups might be united by the formation of a single committee or council consisting of representatives of each group. Such a committee might be called the "Wisconsin Council of the Cheese Industry."

Organization of the Wisconsin Council of the Cheese Industry

It is proposed that the official members of the council should consist of representatives elected by the three basic groups cooperating in the plan; that is, milk producers, cheese makers and cheese dealers. Each group would be entitled to a single voting representative but would be privileged to send two additional representatives to the council meetings without power to vote but with all rights to debate. This council would define the conditions of production, manufacture and distribution which would have to be met to satisfy the requirements of a Wisconsin Certified or Approved Brand of cheese. The council, through its representatives in the field, would enforce the provisions of this plan and make such changes in it as time and circumstances showed to be necessary.

The council would appoint a salaried executive secretary. It would be his duty to carry out the routine work of the council according to the policies defined by the council. His salary would be fixed by the council but at no time should the sum of this salary and executive office expenses be greater than approximately 10% of the total expenses of the manufacturing control service.

From the voting members of the council would be elected by the council, a treasurer, whose duty it would be to audit accounts and countersign checks issued by the secretary.

The council would invite the Federal Food and Drug Administration, the American Medical Association, the Chicago and New York City Boards of Health, the United States Bureau of Public Hygiene, the Wisconsin State Board of Health and Department of Agriculture and Markets, the National Dairy Council and the University of Wisconsin to send representatives to any or all of the meetings of the council to present suggestions and criticisms of definitions and standards and to participate in discussions for the improvement of the efficiency of the service or maintenance of standards of excellence.

Sanitary Requirements for the Production of Wisconsin Certified or Approved Cheese

Reasonable definitions of minimum sanitary requirements are suggested here in order to furnish a basis of discussion of standards to be enforced.

Farm Sanitation:

1. Herds should be clean, healthy and free from tuberculosis by veterinarian's certification at intervals of 12 months. Cows which show clotted milk would be considered diseased and milk from such animals should not be delivered to the factory.
2. Barns should be clean and have sound floors and tight ceiling in the milking room. Sufficient clean bedding should be used.
3. Milkers should be clean and free from communicable disease by doctor's certification when factories are approved. Subsequent contagious illnesses would be reported to the fieldman of the council, and the worker would be forbidden to resume his duties until declared cured by a doctor's certification.
4. Utensils should be clean and kept in clean places.
5. Milk should be removed from the barn immediately after milking.

6. Milk should be cooled to 60° F. within one hour after milking or delivered to the factory within two hours after milking.
7. The water supply should be approved by the State Board of Health.
8. Quality of milk should satisfy the following standards:
 - a. Milk should reduce methylene blue in not less than 3 hours. The fermentation test on the same tube should be used to supplement the information of the reduction test.
 - b. Milk should have not more than 0.01% of developed acidity.
 - c. Milk should be free from undesirable flavors and odors.
 - d. Milk should have a satisfactory sediment test without the use of any filters except fine-mesh, metal strainers.
 - e. Milk should have a satisfactory curd test.

Factory Sanitation:

1. Maker and helpers should be clean and healthy by doctor's certification when the factory is approved; subsequent illness would be reported and the maker forbidden to resume his duties until declared cured by doctor's certification. The maker should be proficient in the art and technical knowledge of his business as evidenced by experience in manufacture and knowledge of milk testing and quality control of milk and cheese.
2. Water supply should be approved by the State Board of Health.
3. Equipment should be clean and sound.
4. Milk should be filtered or clarified.
5. Making and curing rooms should be clean; have sound floors, walls and ceilings, adequate cleaning facilities, and adequate screens and vermin control. Toilet facilities should conform to standards of the State Board of Health.
6. Milk should satisfy tests for quality defined under **farm sanitation**. All such tests should be regularly used by the maker and records kept for each patron. Such records should be used by the fieldman of the council in determining the quality of milk. Fieldmen, however, should check at least 50% of the incoming milk on at least two days in each month. If so requested by the council or by the dealer who purchases the cheese, then all milk should be tested by the fieldman on at least two days of each month.

7. Cheese should be of legal composition, free from extraneous matter and of Wisconsin State Brand quality.

Warehouse:

1. Operators should be clean and healthy by doctor's certification when employed. Contagious sickness should be reported to the council secretary and the worker forbidden to resume his duties until declared cured by a doctor's certification.
2. Buildings should be clean with ample wash room and toilet facilities. Temperature control should be available for all cheese and the buildings should be reasonably free from rats, mice and vermin.
3. Graders should be clean and free from communicable disease by doctor's certification when employed. Contagious sickness must be reported to the council secretary and the grader forbidden to resume his duties until declared cured according to a doctor's certification. Graders must be skilled in the art of grading as evidenced by practical examination.

Starting the Production of Certified or Approved Cheese

There must be an incentive or immediate reward for those who satisfy the requirements of the council. This reward should be determined by the increased selling value of this superior product. Obviously, this increased selling value cannot be predicted accurately at first but should be honestly fixed by the council to approximate a reasonable amount. This premium or increased value would be altered later when public reaction to the value of the actual merchandise would be determined more accurately. Subsequent steps in starting the production of the certified or approved cheese would then follow in the order listed below:

1. **Offer to buy approved cheese:** Dealers interested in the purchase of approved cheese will offer to purchase a stated minimum amount and to pay for it the premium previously fixed as reasonable by the council. If the dealer's facilities for handling the cheese satisfy the requirements after inspection by a representative of the council, then that dealer is given the right to merchandise the approved cheese identified by the council brand name or mark. In addition to this brand, the cheese may also carry the dealer's own name or brand if he chooses to use it. The approved dealer in entering the agreement and offering the premium agrees to merchandise the approved council brand of cheese continuously for a period of two years. This continuous effort may be necessary to acquaint the public with the brand name and to establish the superiority of the

brand. If these efforts were discontinued prematurely, the expense involved in producing the milk and manufacturing the cheese according to the council requirements would necessarily inflict considerable financial losses upon milk producers and manufacturers. If a dealer finds it necessary to refuse the output of any given factory or if he becomes temporarily overloaded with surplus stocks of approved cheese, he may discontinue purchasing the cheese by notifying the council thirty days in advance of his proposed action. This will permit the council to notify the factory and milk producers concerned and will give the factory and its patrons opportunity to look for another market for the approved cheese.

2. Application of factories for permission to make approved cheese: Applications for approval will be received and considered by the Council from any group of factories or from a single factory large enough to support the necessary inspection service. It is suggested that a group of 10 to 15 factories of average size located approximately within an area of one or two adjacent counties would be sufficient to justify the employment of a fieldman.

3. First inspection: A council fieldman or representative would make a survey of the group of factories to determine the changes in methods, equipment and the like which would be necessary for the group to receive the approval of the council. The results of the survey would be reported in writing to the factories. Definitions of standard requirements would be presented at the same time to each dairyman and factory operator.

4. Second inspection: A second inspection will be made by the council representative at the request of the group of factories to determine whether the requirements for production of approved cheese have been met.

5. Subsequent inspection: More than two inspections would be made if so requested by the factories providing the factories agreed to pay the cost of this service at stipulated rates, which would approximate \$8 per day. This expense properly should be paid by the factory or factories with whose patrons or makers the specialist might be engaged.

6. Isolated factories: In some instances it is possible that isolated factories would desire to produce approved cheese. This could be done by applying to the council for the services of a fieldman. The salary and expenses of this travelling fieldman would be paid by the factory according to the amount of time necessary to assure the satisfactory production of the product. The time and number of visits by the fieldman would be determined by the council and would not be greater in number than the visits given individual factories operating in groups in a limited inspection area.

7. **Notification of first shipment of cheese:** Factories would notify their prospective dealers of their inspection and would indicate the approximate time of shipment and the quantity of approved cheese they expected to furnish. Such notice would be acknowledged and accepted or rejected by the dealer. Acceptance of approved cheese by the dealer would then be compulsory until expiration of the usual thirty days notice of refusal was given.

8. **Representation of Approved Factories:** It is suggested that approved factories could contribute advice to the meetings of the council and should be entitled to send at least one representative to council meetings. This association would be particularly helpful in maintaining harmony at times when changes in the policies or standards of the council were being considered or when adjustments of premium rates were being discussed.

The Council Inspection Service

1. **Selection of fieldmen:** Fieldmen or instructors, as they might be called, would be selected by the council following examinations to determine their experience, training and general ability to help the farmers and factory operators maintain the desired sanitary requirements. It might be necessary or desirable in some areas to have two men working; one with the farmers and the other with the factories. Such arrangements, however, are details of operation which could be made at the discretion of the executive secretary of the Council to improve the efficiency of the service.

2. **Sanitary approval of farms and factories:** The approval of farms and factories by the fieldmen would permit the cheese to be branded, labeled and sold as a superior or certified product under the identifying brand of the council, providing the cheese also met the requirements of Wisconsin State Brand quality.

If approval of the factory output were endangered due to inferior milk from one or more farms, the farmers would be warned and given the necessary instructions to correct the fault. If the fault should measurably decrease the quality of the factory supply, then such milk would be excluded from the cheese if factory approval was to be granted or maintained.

If lack of approval of the factory output were due to the maker, in the opinion of the fieldman, the maker would be given the necessary instructions to improve and would be allowed a reasonable time to correct the fault. If he refused to cooperate, he would have to resign, if the factory were to continue on the approved basis. He would not again be permitted to operate an approved factory until he had served an apprenticeship with an approved maker or until he had taken a course of instruction for the equivalent of at least 12 weeks residence at some dairy institution.

If farmers, dealers or makers did not agree with the fieldman, the question would be submitted to a committee appointed by the executive secretary and the findings of the committee would be final. Expenses of the investigation would be paid by the complainant.

3. Extraneous matter: Samples of cheese would be taken at the factories by the fieldmen and sent to a central laboratory. The expenses of such analysis would be paid by the council. This test would be made by a method of analysis and judged by standards of excellence defined by the council or agents of the council appointed for the purpose.

4. Composition: Samples of cheese would be taken by the fieldmen for the determination of fat and moisture. Such analyses would be used to judge the legality of the cheese. If buyer and seller agreed to use them, such analyses could be made the basis of determining the selling value of the cheese according to composition. The expense of these analyses would be paid by the council. Statements of composition would be returned to factories, fieldmen and dealers directly concerned. Such constant laboratory control might well be the basis of honest advertising of a "laboratory controlled" product. That this type of information appeals to the public is evidenced by the constant reference in advertising to processes and products which have received the benefit of laboratory tests to determine their composition, purity, or perhaps some other less tangible property.

5. Expenses: The expenses of the fieldmen and analysts would be deducted from the premium paid for the cheese to the inspected factories. The amount of assessment for the inspection service would be fixed by the council. It is suggested that the assessment could most conveniently be remitted to the council by the dealers who purchase the cheese. Each assessment, however, would be due as soon as the cheese was graded. The unit expense (cost per one pound of milk fat or one pound of cheese) of the inspection service and administration of the work of the fieldmen will vary from time to time but might be for a year as follows:

**Estimate of Assessments to Defray the Annual Expenses
of Approving Cheese from 15 Factories.**

(Average intake per factory 1,500,000 lbs. milk with 3.6% fat giving an annual yield of 150,000 lbs. of cheese.)

Council maintenance	\$ 150
Fieldman salary	2,000
Fieldman travel	800
Sub-Total	\$2,950

Salary for analyst (part time basis).....	\$ 500
Analytical laboratory expenses:	
Equipment depreciation	50
Supplies	250
Rent	100
Sub-Total	\$ 900

Total Expense for 15 Factories.....	\$3,850
Estimated assessment per 100 lbs. of milk.....	\$0.0171
Estimated assessment per pound of cheese.....	\$0.0017
Estimated assessment per pound of milk fat.....	\$0.00475

6. **Grading:** Grading of cheese would be done at the factory or at the curing warehouse or storage by the usual state licensed grader, who would also have been approved by the council. The grader's salary would be paid by the dealer if the grading was done at the warehouse or storage. State grades established would be in accordance with the regulations of the Wisconsin Department of Agriculture and Markets.

7. **Branding of cheese:** Cheese would be branded or marked according to the regulations of the council. Such brands or marks should be on the cheese but might also be on labels or wrappers used on boxes or packages of approved cheese. It is suggested that suitable space be provided for company or dealer identification. All cheese would be branded by, or under the direction of, the fieldman. Such marks should be removed or obliterated if the cheese eventually fell below Wisconsin State Brand quality.

Price to be Paid for Approved Cheese

Cheese approved by the council through its agents would receive the prevailing market price for Wisconsin State Brand and, in addition to this market price, the cheese would receive the premium first agreed upon by the members of the council as just and reasonable for the extra effort, cost of production and cooperation of producers and makers. It is suggested that a premium of 10% of the market price of the cheese would be a fair basis upon which to begin the discussion of what would be a reasonable premium for these efforts.

Distribution of the Premium

Inasmuch as the efforts of both farmers and factory operators would be concerned in the production of the approved cheese, it is suggested that the premium should be distributed equitably between farmers and operators. It is suggested that the salary of the operator could be increased by the net rate of premium increase established for the value of the cheese after the cost of the inspection

service has been deducted. An example of such a calculation is shown below:

Calculation of Distribution of Premium Between Producers and Cheese Maker

Market value of cheese.....	\$0.15	per pound
Premium for approved cheese at 10%.....	\$0.0150	per pound
Deducted for inspection service.....	\$0.0017	per pound

Net premium for approved cheese..... \$0.0133 per pound

The net premium for approved cheese equals 8.87% of sales value (0.15 divided by 0.0133 then times 100 equals 8.87%)

Payment to cheese maker equals salary times 108.87%

Other methods of distribution might be considered. For example, the payment to the factory operator might be based on the total cost of manufacture. This cost, increased by the per cent of sales value represented by the net premium, would give the factory operator's share of the increased return. If the cost of making were \$0.02, then \$0.02 times 8.87% equals \$0.00177, the factory operator's share. The remainder of the premium by any method of calculation would be prorated to the farmers according to the amount of milk fat delivered. Other methods of distribution could be devised to suit specific conditions of production.

Cooperation of University and Council

In accordance with its established policy of aiding agriculture in the state through educational means, the College of Agriculture of the University of Wisconsin volunteers to make the first two surveys of factories when such groups indicate they desire to comply with the standards of the council. The results of the university survey under no circumstances would be equivalent to council approval. Such approval could only result from official inspection by a council representative. If further education of factory operators or farmers were necessary to prepare them for council approval, such educational work would be undertaken by the University providing the factories agreed to pay the University a stipulated amount to defray the cost of this special work. This expense would probably approximate \$8 per day and should properly be paid by the factory or factories with which the work was concerned.

In order to facilitate the analytical approval of the cheese, the University volunteers to do this work also on a cost basis until the volume of the work justifies the establishment of an official council laboratory.

Requests for the inspection of farms to meet council standards should properly come to the University only through the council.

Duration of University Assistance

The inspection and laboratory support of the council program by the University should only be at the direct request of the council. This support should properly end when the program is able to finance its own activities entirely. Undoubtedly a period of 12 months would be the minimum and 24 months the maximum time during which the University help might be logically extended.

The advice and educational assistance of the University, of course, would always be available to the council and the groups it represented if this cooperation were needed and requested.

Summary

Representatives of the milk producers, cheese makers and cheese dealers of Wisconsin will be invited to unite their common interests by the election of representatives to a council which would be known by some suitable name such as the Wisconsin Council of the Cheese Industry. This council will be charged with the responsibility of definitions of standards of sanitation, composition and quality for the production of an approved or certified type of cheese. Cheese buyers, interested in merchandising such cheese, will then offer to buy it at a premium over the market price. The amount of the premium will be fixed by the council. Factories desiring to make such cheese will apply for the inspection and approval necessary to obtain a permit to manufacture the certified product and to use the distinguishing brand or label of the council. The council will be reimbursed for such inspection service by the factories.

University assistance in the initial stages of this work is offered to encourage the development of the project. As soon as possible, the University will withdraw its active support but continue to lend its advice, or any other assistance desired by the council in accordance with the established functions of the University.

Acknowledgment

The present form and content of this discussion are in no small part due to the thoughtful criticisms and suggestions of Professors Frazier, Hastings, Jackson, Sarles and Weckel.

Mr. Marty: I would like to ask Dr. Price a question. Referring back to the 75 per cent of all the cheese made in the United States which has decreased down to 50 per cent, whether we are decreasing 25 per cent in the manufacture of cheese in Wisconsin or is it 25 per cent more cheese made in the United States?

Mr. Price: There is more cheese made. We are making more cheese. These figures were only on American cheese, 270 million pounds in 1936, that is in round numbers. That is more cheese than

we made in 1920—I forgot the figure, 188 million, something like that. There is a market for more cheese, there is no question about it. People are eating more cheese for some reason or other. They are really becoming more educated to it.

The President: Are there any further questions?

A Member: We have a set up in the state now where we have a state brand cheese. We have the inspectors out now and I don't see why they don't bear down on the state brand cheese instead of going through the complicated plan. Why can't we make the state brand cheese stand? We could have another higher grade above that and that could still stand.

The President: Any other questions? I take pleasure in introducing to you the Kellogg Twins from the Kellogg Company.

Entertainment was then provided by the Kellogg Company.

The President: I would like to introduce to you Lieutenant Walters from the Green Bay police force who has a message to bring to you.

Lieutenant Walters: Ladies and Gentlemen and Mr. Chairman: A member of your committee was very kind to come over to the city hall a few minutes ago, and asked if I would come over here and say hello and at the same time maybe we could figure out some way of having a better understanding of the automobile situation around the buildings while you are in Green Bay.

Of course, you know, just because I am with the police department, don't think we don't like to see more travellers and people in Green Bay. If we didn't have these conventions we wouldn't have a great deal of work to do, and of course, we would like to have you here.

There has been possibly a little misunderstanding of your privileges in Green Bay. Ordinarily, ladies and gentlemen, we have a regular card that is to go on your automobile, on the windshield, a courtesy card issued by the city of Green Bay granting you the privileges of parking your car just as long as you want to. However, we can't grant you the privilege of parking your car on crosswalks or in front of fire plugs or in front of the main entrances of these buildings, but I suppose on account of some of the misunderstanding some of the cars have received a red ticket.

Let me say this, ladies and gentlemen, the police department fixes no tickets and we pride ourselves on that fact, and if your car has a ticket on it, if you will give it to a member of your committee who in turn will turn it over to me, I feel we won't have any

trouble. We want you to drive your car as though you lived here, drive with a free mind and I guarantee you we won't have any trouble. If you will move your car into the back yard of the city hall, we will be glad to have you and I know we won't have any trouble. Thank you very kindly, gentlemen.

From this point on the proceedings of the convention were broadcast through the facilities of Station WHBY of Green Bay.

The President: Ladies and gentlemen of the Wisconsin Cheese Makers' Association: Since we are now on the air, ladies and gentlemen of the radio audience, I take keen delight in presenting to you Lee I. Yorkson, who will talk on increased consumption of cheese.

AN INCREASED CHEESE CONSUMPTION

By Lee I. Yorkson

Mr. President, members of the Cheese Association, ladies and gentlemen and those who may be listening to the radio: This morning a friend of mine asked me how long I was going to talk. I told him that the program gave me ten minutes and that I had prepared my remarks to come within that time limit.

It reminded me of the speaker who was addressing an audience and had been expounding his subject for 45 minutes when three men entered the hall at the rear and sat down. (They must have been out "histing" one). After several minutes one of the men interrupted the speaker and asked, "Say mister, how long have you been talking on the subject." The speaker answered: "Well, I have been talking on this subject for about four years." "Well," said the man, "I guess I'll stay, you must be nearly through."

This matter of an increased cheese consumption is not a problem. Already a marked increased consumption has taken place in this country—a direct result of favorable advertising and publicity.

Speaking of problems, we do hear something about them these days. Now and then we hear someone mention the farm problem. We hear it mostly from politicians and not the farmers. I asked a farmer friend of mine one day—"Ole, how many farm problems do you have?" He said, "Vell, Yorkson, I'll tell you. I got 21 of them problems." "Twenty-one," I said. "How come?" "Vell," said Ole, "I got ten cows out dere in the barn, then I got ten childrens up dere in the house—that's twenty, ain't it? Then I got Lena, that's twenty-one."

Politicians, of course, make us usually think of congress, which has just gone into special session. A father and his young son were visiting the nation's legislative halls in Washington, D. C. The

minister had just opened the session with a prayer. The young lad asked his father, "Say, dad, why does he pray for congress?" The father said, "Son, he doesn't pray for congress, he prays for the folks back home."

Just a few years ago the per capita consumption of cheese in the United States was $4\frac{1}{2}$ pounds. Today the per capita consumption is about six pounds. This is a very splendid increase but not what it should be nor what it can be made.

Various methods of advertising cheese have been used. All helping materially in bringing cheese to its proper place as a substantial food for the American people and increasing the consumption.

Cheese has been known for several thousand years. In fact, cheese is the most ancient of all manufactured foodstuffs. It is the only food known to every race of people on the earth. The first authentic date of cheese manufacture is 1400 B. C. Women of that early period ate quantities of cheese daily because they liked it and because they believed it an aid to their complexions.

Within the past few years cheese has been publicized and advertised in a planned way. Prior to that time there was some individual effort made to publicize cheese and it had certain marked results.

Four years ago the first National Cheese Week sponsored by the National Cheese Institute was held. Popularity of this event has increased each year and does much to bring cheese to the attention of the public.

A great amount of publicity was obtained for cheese during the week just passed—the Fifth National Cheese Week. In my observations during the week I found many interesting ways in which cheese was being advertised and publicized. A filling station in a cheese conscious city was giving one-half pound of very fine natural American cheese to each customer. Sixty to seventy customers each day during the week were given their piece of cheese. One bank served coffee and cheese sandwiches to all persons who entered the place. Stores in large and small cities featured cheese. Extra clerks were required to serve the people. One of the stores in a city of about twenty-five hundred population had purchased \$200 worth of cheese, and on Friday more had to be ordered to take care of the demand. Cheese parties were held, with cheese as the main dish of the meal and cheese for prizes. Newspapers throughout the state had special "cheese editions."

National publicity was secured by the cheese banquet in New

York city and Wisconsin's queen has gained vast amounts of publicity for Wisconsin cheese. The president of the United States endorsed Cheese Week as did governors and departments of agriculture.

In January of 1934, a few cheese makers and others interested in the industry decided it would be well to make a concerted effort to continuously advertise Wisconsin cheese. The Wisconsin Cheese Publicity Association was started on its way. Some of these same men then appealed to Governor Schmedeman and urged that the state help in this endeavor. As a result the Wisconsin Department of Agriculture and Markets established the Dairy Promotion Department. A very excellent job, under the leadership of Wilbur Carlson, has been done.

"Let's Tell the World About Wisconsin Cheese" is the slogan of the Wisconsin Cheese Publicity Association. The association has been alert and continuously working for the cheese industry of Wisconsin. Many thousands of dollars have been spent in profitable advertising of Wisconsin cheese.

More and more, grocery stores, merchants, meat markets are all pushing the sale of cheese. In the November issue of "Meat Merchandising" the business paper of the retail meat industry, appears the following article:

"One of the advantages of some special attention to cheese is that the sale of this line paves the way to added business in other lines. One merchant has been using this line as a lever in selling associated foods. A recent advertisement suggests this: It read: 'Cheese is the answer to many a problem—in meal planning and brings to your table bright, sparkling, zestful flavor to stimulate appetites that have 'spring fever.' It helps to keep your meals balanced in nutrition, too, and does it in such a delicious way it is one of our handiest aids in this business of eating. For cooking, on crackers, in sandwiches, for sauces—for stuffed celery and, oh, so many other things—we suggest you order some cheese now."

This is in a meat dealers' magazine.

In the same issue of "Meat Merchandising" appears an article telling the fact that "Cheese is a quick turnover item." The article goes on to say that "Cheese is becoming constant in demand. Dietitians constantly boost its use. It is not seasonal—it is year round." The article asks the meat dealer "How is your display of cheese? Special displays make cheese self-selling. Give cheese a front space in the refrigerated display case—it will do the work for you."

A merchant, located near the athletic field of a large university makes a bid for trade from football crowds. People on the way to the game see a sign like this: "Throw hunger for a loss. Take a cheese sandwich to the game." He does a brisk business, too, after the game.

Now we learn that upper Park Avenue in New York City is to have a deluxe cheese shop. For the past few years the metropolis has been showing a growing cheese consciousness. In the finer restaurants the displays of cheese on the portable tables are works of art. Many eating places list cheese on breakfast menus.

Agriculture is the foundation of the Nation's created wealth. Dairying leads all other types of American farming in the size of income produced, and in the number of people steadily employed. In Wisconsin, dairying is basic, perhaps the greatest factor insuring Wisconsin's permanent financial stability. By concentrating effort on the promotion of natural cheese, we can exert a strong leverage in the increased consumption of cheese. Every dairyman and cheesemaker should be eager to co-operate in the promotion of cheese. Citizens can be induced to give cheese a more prominent and more frequent place in the family diet.

Over 180,000 farms are scattered throughout the state of Wisconsin. These farms support a farm population of close to a million people. Fifty-five thousand or more of these farms produce milk with which to supply our cheese factories, and their success is dependent on the demand for our natural cheese.

Prior to the last few years there was no concerted, persistent advertising of Wisconsin natural cheese, hence the slow development of increased cheese consumption up to that period. California fruit growers first demonstrated that well directed advertising does immeasurably increase demand.

When, through advertising and increased selling effort, more people in the United States become acquainted with the high quality, the food value and the wonderful taste of Wisconsin cheese, and the excellence of Wisconsin's herds of cattle, and learn of the unsurpassed sanitary conditions on the dairy farms and in the cheese factories of Wisconsin, greater prosperity will result to the Wisconsin dairy industry. More consumers will want to buy and eat Wisconsin cheese.

In the November 13th issue of the Saturday Evening Post, is an article stating that "Few people realize today that milk is by far the most important agricultural product in the United States, furnishing as it does one-fourth of the total farm income. In any normal and typical year, wheat and cotton, added together, fall far

short of having the value of the milk crop. Milk is a big business. One hundred billion pounds of milk a year are needed to meet the country's needs. This is a Niagara of milk. Consumers actually use only 40 per cent of it in its virgin form of fluid milk and cream, while the other 60 per cent is used as cheese, butter, canned milk, powdered milk, etc."

There is power in advertising and publicity of the right kind. The late William Wrigley put chewing gum into the mouths of millions and made millions by it. He was the first to popularize gum and he had more jaws working for him than there are wagging about taxes, football and politics. They worked overtime and paid for the privilege.

The secret of Mr. Wrigley's success in increased consumption of his gum, was advertising. Mr. Wrigley believed in advertising and he demonstrated that his belief was not misplaced. It was continuous advertising that put his product before the eyes and in the mouths of the people and kept it there.

Wrigley spent a vast amount of money for advertising and it proved to be the most profitable investment he could have made. Mr. Wrigley's attitude towards advertising is shown by the reply he once made to a man who asked him why he did not stop advertising after his business had been built up. He answered: "Did you ever hear of trainmen taking off the locomotive after they got the train moving?"

Advertising is recognized as one of the strongest forces in modern business. It is the motive power that keeps business going. Let's continue to "Tell the World about Wisconsin Cheese."

The President: Ladies and gentlemen, I forgot to mention the fact that Mr. Yorkson is the editor of "Wispride Cheese News," the official publication of the Wisconsin Cheese Publicity Association.

I take pleasure in introducing to you our next speaker, Mr. E. J. Malloy, who will speak to you on Co-Operative Marketing.

CO-OPERATIVE MARKETING

By E. J. Malloy

Mr. Chairman, members of the Wisconsin Cheese Makers' Association, Ladies and Gentlemen: The subject of Co-operative Marketing is one that is possibly more abused than any other subject on the market or before us today.

What is co-operative marketing? Any product that is taken through different channels of production and distribution certainly is co-operatively marketed. However, there is so much talk about

co-operative from your standpoint, from the standpoint of the producer and now from the standpoint of the consumer, that we wonder whether or not some of these statements that are made to you and to the consumer are not fallacy.

It is all right, and nobody should object to a group of farmers getting together and pooling their milk or pooling any product of the farm, organizing a selling agency to deal with anybody that they want to distribute that merchandise to. Certainly, nobody objects to you putting your money up to go into business or to help your particular business, but there are some serious phases of co-operative marketing that certainly the public ought to object to.

We have in this state and in many other states, government entering into business. We have exemptions from taxation on certain types of marketing. I don't believe anybody that wants to produce or market a proposition in competition with any other line, no matter what it is, should ask for any exemption from taxation or any subsidy from the state or from the national government. I believe that if your proposition is sound from a good business standpoint, that you will stay away from the state or national government and run your own business, and in running your own business you will find out that you are much better off.

Now, the trouble today in most of our production enterprises is that what you are trying to do instead of cleaning your own house, settle your own disputes in your particular line, in the position that you should stand foremost, you are always looking out and trying to do something that will stop the other fellow and by legislation or by taxation hinder him—figuring that by hindering him you are going to make gains for yourself.

All of us are mercenary; all of us are certainly thinking of ourselves, but I believe that in an association of this kind or any other association, that the one thought that should be foremost in your minds all the time is, what can we do to clean our own house. After we have cleaned our own house and decided how we want to market our merchandise, whether it is co-operatively, whether it is individually, then we ought to get in touch with those others that are going to perform this function and have them talk to you and tell you and show you how necessary they are in helping you.

When you talk about taxing somebody or being exempt from taxation, I want to say to you that there is no such thing. There is only one person that ever pays a tax, and that is the consumer. He pays everything and all taxes, and you as the consumer, if you don't pay them directly, you certainly will pay them indirectly. And if you think you are going to get out of them you are just fooling nobody but yourself.

In our last session of the legislature two years ago they passed a bill making it compulsory to teach in the schools co-operative marketing from the standpoint of the consumer—consumer's co-operative. Now, we don't object and we think we should teach these things in our schools. We think we should teach every type of marketing, but when we make a study of the consumer's co-operative proposition and look into the books that they are teaching the pupils in the school and taking as an example case studies that have been successful, talking about Sweden and telling what a wonderful success co-operative consumers have been in Sweden and hearing these people talk, you would think business was done in Sweden co-operatively.

However, we find in going into this subject—do these people have the luxuries we have in America? Do they have automobiles in proportion to what we have here? Do they have radios? And the answer has always been the same, they don't want it. Co-operation is one thing and co-operative marketing is another.

Through co-operation, which is the necessary part of co-operative marketing we can cure all of our troubles, but in curing them let's start at the bottom. You as cheese makers have a duty to perform. You heard your advertising man tell you what Wrigley has done with gum—what advertising has done. Let's get away from gum and let's go down to articles like spinach and figure the enormous amount of spinach that is consumed in the United States because it was advertised.

We have one major problem. If you can create the demand for cheese, the method of distributing that cheese is absolutely minor. You will never have to worry about it. You will never have to study the differential in the price that the farmer is paid for the milk on the farm and the consumer pays for the cheese in the store.

I will prove that by saying on nationally advertised articles such as Wheaties, and the Lord knows there is plenty of them today that the average wholesaler and the average retailer suffers an actual loss in handling these articles, because the retail grocer is sold on the fact that he will have that merchandise in his store to attract people into that store.

Let's analyze that. Supposing this store keeper has an overhead, let's say 15 or 20 per cent, which the average retailer has, and he is selling Wheaties and he is selling any other of these nationally advertised articles and he is losing money on that particular item. He isn't fooling anybody but himself because the consumer that comes in there ought to be smart enough to know that an increased cost is put on the other articles to make up for the loss on that particular item.

Now, cheese is an article that I believe a whole lot can be done with. As far as the distribution of cheese is concerned, I don't think you have to worry one bit. There certainly are enough stores in existence today to give you all the outlets you want. That is a very important factor because if through advertising you created the demand for cheese and then didn't have the convenient outlets to sell that cheese, your advertising would be a failure.

Now again I say that we have in every industry in the United States and associations such as this one. I just received a card or somebody handed me this and it says, "Are you willing to pay two dollars membership?" Why, I would just like to say this, during the past year I have had the pleasure—and I say it has been a pleasure—to negotiate labor contracts for every wholesale grocer in the state of Wisconsin. We don't look at this labor situation like some of the others do because we believe that stabilizing the price of labor is a necessity in any industry, but when an association that represents a group as big as the cheese industry in the state of Wisconsin, asks—are you willing to pay two dollars membership—when we know that the average union man pays into his union three dollars per month or \$36 per year, I am wondering why everybody in this room on receiving this card didn't get up and say, it isn't enough. You have to have money to operate on.

This is your industry, and in order for you to put this industry across you must work co-operatively, and I mean that—co-operatively, with every single one who is a backer in the distribution of your merchandise. Don't worry about what the grocer makes. That isn't your concern, because the demand for cheese is there. You will get enough grocers that will sell that cheese at practically any profit to them, but they will work with you and be glad to work with you. They have an association but I can't understand why it is the business men will steer clear and refuse to support an association when that association is their salvation. You don't have time to come to Madison and you don't have time to come to Washington to see what is going on, and only through your association can you find these things out.

I went to Madison and I sat in at a hearing there and heard two groups in the cheese industry fighting each other—fighting each other. A house divided against itself is bound to fall. Don't you think it would have been better to iron out their difficulties among themselves instead of running down one another and trying to pass a law that would hinder the other or making it possible for him to pass a law thinking that that law was going to help him.

Now, these laws all look good on paper. We all like to run down and legislate against the other fellow. I know that a lot

of you heard about the Robinson-Patney bill. I certainly have, because we were the ones who were instrumental in starting the investigation and we worked hard on the bill, but to show you the inconsistency of this proposition, many of those who spent their time and money to have this bill passed, when it was finally passed, the first question they asked was, will it affect me. They didn't want it to affect them; they wanted it to affect everybody that sold them, but when it came to running their own particular business, they wanted to run it themselves.

Now, I say to you, we want you to run your business and we want you to decide the best method of distribution, and when you decide the best method of distribution, if it is the same as it is today, done in some cases through the wholesaler and then down to the retailer and to the consumer, I think that these different steps will work out all right.

Now let's analyze and see some of the things that are going on today in the United States, the amount of people employed in manufacturing is 83 per cent greater than it was in 1929 or 82 per cent greater. Now, get that; the amount of people employed in the manufacturing business today is 82 per cent greater than it was in 1929. The increase in population since 1929 was only 73 per cent. So they show an actual take-up of 9 per cent above the increase in population.

Now, let's see in the distributing end of this proposition. There are 12 million people out of work, and we know it is a fact from the travelling men's association that approximately one million travelling men have been taken off the road. Now, that is one of the things that we have to study. We today are apt to draw a line or build a wall around our own business and in analyzing our own business forget about the contributing factors that will either make success or failure of our particular business.

Now, what are the contributing factors in our business? They are our consumers. They are the only contributing factors that will make our business a success or failure. Then we should start to think, what are we going to do to protect our customers, because only in protecting our customers are we protecting ourselves, and when we start to analyze who our customers are, we find out they are men that are employed in every line of business there is. They are employed in every line. They are consumers, and only through consumption is any business possible.

Let's protect these consumers, and in protecting them we can protect ourselves. We are too apt—and I say too apt, because we find this before us all the time—to listen too much to the cost or to the high price of articles. The price is too high. That is what we

are hearing. The price is too high. When is the price too high? The price is too high when there is an inability to pay it.

If you leave this room right now and walk down the street to the main store of this town, and you saw a suit of clothes made by the finest tailor in the United States, and there was a price on that suit of five dollars, that price would be outrageously high if you didn't have the five dollars. But on the other hand, if your purchasing power would permit you to pay forty dollars for that suit, that suit would be cheap at the forty dollars.

So let's get away from this proposition of what high prices are because we know in this country—we have certainly had it proven to us, that when the prices are high is when business is good, and when you as producers make the most money. If it was a fact that low prices stimulate business and make possible better times, why is it that during the depression years, when prices are certainly at the lowest ebb, times are not good. Nobody has ever seen the time in the history of this country when prices were low that times were good. In other words, every one that enters into any method of doing business certainly ought to be able to make a profit because only by making a profit is he going to be able to do the things that have been successful in this country and made the country the greatest there is.

We have heard about this co-operative proposition and co-operative marketing. We in Milwaukee certainly hear more about them than you do. We heard at this session of the legislature many men come out and advocate the city of Milwaukee going into the milk business and going into that business, what a good job they were going to do for the farmers, and again I say that it always seems funny that the man who is always working 24 hours to help the farmer is generally the man that holds the farmer's future. He has never been a farmer; he doesn't know the problems of the farmer but he is there as God's gift to the farmer.

Now, I say this, that the farmer today I believe has his problems and I believe he can settle his problems but I believe the worst place he can settle his problems is to come to the city slickers and have them do it. This group told about the milk distribution in Milwaukee and they painted a beautiful picture of it. We were going to have one dairy in Milwaukee; we were going to have one dairy for the simple reason that a professor sent out with your money and with every other taxpayer's money, sent out from Washington to make a survey that certainly cost a lot of money because it covered a period of six or eight months, decided that by standing on one corner he found that eight milk wagons passed that corner in the period of an hour or two. So they were going to eliminate

and have one dairy in Milwaukee and they were going to cut down and they were to have maybe one hundred less employees—I think it was one hundred—and through this efficient operation they were going to be able to pay the farmers more for their milk and they were going to sell it to the consumers for a cent or two less, and they were going to take the one hundred men they put out of work and they could retire them at \$1,200 a year. That isn't a fallacy. Those remarks were made and George Mooney was in the room when they were made at Madison.

Just think of that, there was not one business man or one farmer got up and talked about the distribution of milk but a few lawyers and a few others from Milwaukee, they thought it was a good idea, they got up and wanted to save it.

Let's take this proposition and I would like to show you what it means. I believe this professor in making his survey was sincere. I don't think there is any doubt about it. I don't think there is any doubt about the fact that if we put in Milwaukee one milk distributor that he could distribute milk cheaper than anybody else. Certainly cheaper than the way we do it today, but we have laws in this country that have been passed years and years ago and each year we are trying to strengthen them—these laws against monopoly. Certainly that would be a monopoly. There is no doubt about it because the city would do it and probably it wouldn't be a violation of the Sherman Anti-Trust law or the Clayton act. But in doing this, let's see what they really would do.

Now, of course, we will start right out with the distributing end of this proposition. They have maybe one hundred milk trucks—at least that many. Well, that would mean that the truck manufacturer whose workmen are your customers would have less workmen. It means the tire man, the gasoline man, the oil man, every man the manufacturers employ in one way or another, they would be manufacturing less equipment because instead of eight or ten plants to equip they would have only one, so that in the final analysis it would affect the people who are foremost in protecting the consumers.

One thing we forget in all these analysis, and that is in eliminating help, how much is it costing us. How much of these indirect taxes are we paying. How much of a burden is it putting on us and are we really saving by eliminating these things, or in eliminating them are we just adding taxes and boeing ourselves into believing that these short cuts are the real way to prosperity. If they were, then I say, let's take off of the books the Sherman act, let's take off the books the Clayton act and let's follow along this distributing system. Let the farmer as the producer come in

and let him run his own marketing. Let him run your cheese plant and let him come into the city and the money will all go into one place, and then he will find out that he will pay all the taxes.

I believe that the laws of the United States, especially these laws, the Clayton act and the Sherman Anti-Trust law, are designed to prevent foolish steps like this. I believe in this co-operative proposition, especially as it refers to a consumers co-operative, but we are not getting the full facts. I know there is a very successful wholesale co-operative in the state of Wisconsin—a very successful one, although it has never paid back, it runs its own retail stores through the consumers, but in the analysis of that proposition we find that they might have served their customers better and saved the money but the saving might have come from the fact that they got poor merchandise, because I was at one of their directors' meeting and one of the directors got up and questioned the quality of the merchandise and it was passed off with the remark, we will try to do better the next time.

Now I hope—I sincerely hope that before you leave this room or before you sign this card—and I am not working for the Wisconsin Cheese Makers' Association—I hope that every one of you will give some thought to what an association means. I know that we all sit back and the only time we turn to an association is when we are hit between the eyes and it is too late.

When an association secretary is called in and he is settling a problem for you or any member of any association, he is like a doctor. They need him badly—very badly, and at that particular time they would pay anything so far as their dues are concerned. The dues don't amount to anything.

Now, these associations are in a position today where they can do each and every one of you a lot of good individually. I say an association should only be recognized as such if it can return to its members in dollars and cents the amount of dues that he pays into it, and there is no doubt in my mind but what this association can return to each cheesemaker in the state of Wisconsin in dollars and cents more than five dollars which is the maximum.

If you gentlemen had the time and opportunity to come to Madison and sit there through one legislative session—if you members would take the opportunity to meet with the members of other associations, I will say this that you could close your eyes and you would find that your problems and their problems are identical.

We have an association in the state of Wisconsin that we call marketing associations, and it is made up of the secretaries of approximately fifty different groups, and we can get any one of these

secretaries at any one time to get up and tell the problems that they are confronted with, and we can sit in that room and whether it is the lumber dealer or hardware dealer or plumbers, we can close our eyes and we can listen to the troubles they are having and we can apply every one of those troubles to our particular line of business.

Now, you have them in your business, and I again want to tell you this and I hope that you will listen to it, and that is before you go out or before an association goes out to correct the evils of anybody else, look in your own house, clean that house and then there will be no way in which the others can criticize you and if every association and its members will clean their own house, we will be living in an age that will be right. We all will have cleanliness, we can all live better and enjoy life better when our houses are clean, and your business is your house, and that is the first place that you ought to start to clean.

I say that a membership in an association is the best insurance that a person can buy. I will bet you that if I were to ask how many in this room have fire insurance, that every single one would raise their hands; and then if I asked how many of you had a fire, I venture to say only a small proportion would respond. You pay that as a protection. Now why not pay in with an association and get the guarantee that your industry is going to be protected, and that you are going to be able to make enough money to pay a secondary proposition which is your insurance and not alone pay your insurance, but make enough money to have a decent livelihood, and I believe more good can be done through these associations and certainly through a full time secretary, who would be able to mingle with the others in different lines and get their ideas, and through this co-operation would be able to solve all of our troubles and we will never solve all of our troubles unless each one individually finds out what the other fellow's trouble is, because again I want to say, I am your customer. What are you doing to help me because only in helping me can you possibly help yourself.

The President: I would like to announce at this time that the speaker we were to have from the Department of Agriculture and Markets on the milk can restriction order, I have been informed could not be with us today and he will be with us tomorrow.

Again I want to announce that we have many valuable prizes to give away at the close of this meeting, but you must be in the hall to get them. Any of you who want banquet tickets can buy them at the counter at the Northland Hotel.

The next on our program is a discussion of the greater use of methylene blue and sediment tests to improve the quality of milk.

Mr. Graf, what do you think of the use of methylene blue or the sediment test to improve the quality of milk?

Mr. Graf: I believe they are both very good tests. The biggest trouble is the fellows don't use them enough. I think even that is my own trouble. I should use it a little more than what I do use it, but whenever I use it and keep on using it for a week or two I notice a big improvement in the quality of the milk and naturally that will improve the quality of the cheese. I think they are both very good tests but we should use them a little more than we do.

The President: Let's hear some further discussion.

Mr. Kopitzke: Mr. Chairman, I feel the same way as Mr. Graf—they are both very good tests, only we don't use them enough. I believe if you use the sediment test and use the thermometer in your intake often enough and get your milk good and cool, why you won't have any trouble.

The President: How about you, Mr. Young? What do you think of the use of the sediment test and methylene blue?

Mr. Young: I think myself they are very good tests in the manufacturing of a cheese and see how it turns out and a good idea to find your troubles.

The President: How about you, Mr. Winters, what do you think of the methylene blue and the sediment tests?

Mr. Winters: I think they are all right. I think that is the only thing we should use, only it isn't used enough.

The President: Any further discussion on the methylene blue or the sediment tests? Professor Sammis, would you care to tell us something about it, the methylene blue and the sediment tests?

Mr. Sammis: I think I have told you about all I know. I agree with all that has been said. Somebody suggested that after they made the test one should tell the farmer about it. I suppose it is assumed that one would do that.

Mr. Graf: Mr. Chairman, I believe Professor Sammis is right. I think the right way to do that is to put a chart up right in the intake where the farmers can see it and the man who has poor milk certainly don't want his milk demonstrated on the chart. I found that a very good way to do, put it on the chart and give the farmers a chance to see how his neighbor's milk is.

The President: Is there any further discussion on the methylene blue?

Mr. Westphal: Mr. Chairman, Mr. Graf's idea is all right but we have so many routes, to put them on the intake doors wouldn't do any good. I think the better idea is to send them right back home with them.

Mr. Liebrecht: Mr. Chairman, I agree with that. We have fellows passing two factories up to the next factory and they will tell the farmer that it isn't good enough for you. Put it on the intake and the farmer sees that statement and we have fellows passing one factory and another factory and at the same time they will tell the fellow that milk isn't good enough.

A Member: Mr. Chairman, I wonder if most of us know how to read them. When we read them at the factory, the first morning when I didn't tell them anything about it, they read them better than when I told them to take the best care possible. A great many farmers came back with poorer tests than they did the first morning. So I am wondering if it really helps. Then I found out if I left the vats during the day, kept them warm, that some of them would have a nice composition of curd when others were all "spongy." This didn't always happen to the ones that were poor. Some of the best curd was on the ones that read poor. And the worst curd was on the ones that read good. So I wonder, it seems to me we haven't got the right reading on those tests.

Mr. Johns: I would like to say a word. I know that we came along and made curd tests from the very same milk which has turned white in a very short time and has produced a fine solid piece of curd on the curd test and milk that stood up for four or five hours has produced a gassy, pin holey curd, so I am not so hot on the methylene blue test.

Mr. Graf: I would like to say a few words on this. I still believe the methylene blue test is all right because it shows you which farmer is cooling his milk and in conjunction with the methylene blue test you should use your curd test and also find out what kind of curd you are getting out of the milk. So you should not only use the methylene blue but also the curd test.

Mr. Aderholt: Mr. Chairman, it is natural that some of that milk will show a large number of bacteria by the blue test and should make a close curd because there is more acid there than in the others, and while the acids predominate, you are not going to have the gas. I think that it is quite natural, so you should make the other test too.

Mr. Graf: I believe we are all after sweet milk, the sweeter the milk is the better we like it, and if we put our own starter in there I think we are better off than have the farmer put the starter

in on the farm. I believe we are the ones that should put the starter in the milk.

A Member: Mr. Chairman, it seems to me we still don't know how to read it. The directions with it are very poor. If they could make the directions clearer persons could read them so that we would know how to test. Now they talk about different kinds of curds. Which man should we say has poor milk, the farmer that it reads good on or the one that it doesn't? It seems to me we have a question to tell which farmer has poor milk. We don't know which one to ask.

The President: Any further discussion? If not, we will have the reading of some of the resolutions that were passed on yesterday afternoon at the special meeting which we held in the Northland Hotel by Mr. Mulloy, who is chairman of the resolutions committee.

Mr. Mulloy: Ladies and gentlemen, I have here not a batch of resolutions but more in the nature of motions that were passed by the gathering yesterday over at the hotel. It was the consensus of opinion that the resolutions committee should get these motions worked up into resolutions sometime between now and tomorrow afternoon for your approval. The idea of reading them at this time is to let you know what we already have in the way of resolutions and if there is anything in there that you like and got an opportunity to express yourselves on tomorrow—there is something in here you don't like, you can also fortify yourselves with good arguments against it and present that argument tomorrow, and if there is something missing in here, if you think there are other suggestions you think we should resolute on, you have until tomorrow to hand in your resolutions to any member of the committee and it will be presented on the floor.

The meeting was called to order at 3:00 P. M. November 16th. There were present about 40 cheese makers who covered a wide area all over the state of Wisconsin. There was a motion made and seconded ordering the submission of resolution number one as introduced by Mr. O. R. Schwantes to the resolutions committee of the convention tomorrow, with the suggestion it be somewhat re-drafted.

Resolution No. 1

WHEREAS, A meeting was called at the Marshal Hotel at Clintonville, Wisconsin, in regard to a hearing on bulletin 128, consumers' preference of cheese. Dean Christianson of the College of Agriculture promised the cheese makers another research would be made.

WHEREAS, Our attention has been called to the fact that posters of bulletin 128 have been sent out and that every grocery store in the near future will have them for counter display. But in the resolution this association will request the College of Agriculture to correct this error, for we know that only about ten per cent of the cheese is consumed in processed form and ninety per cent of the cheese is consumed in the natural form. How can the consumer's preference be for the process cheese? That is the resolution that they ordered yesterday be submitted to the resolutions committee for redrafting and a little correction in the figures. I know the percentages of figures set out there and the consumption are in error.

Motion made and seconded that resolution number two as introduced pertaining to regulation of fluid milk by the Department of Agriculture and Markets was tabled.

Motion made and seconded that Resolution three pertaining to Bangs disease and tuberculosis test of cattle be tabled.

The following resolution was then introduced:

WHEREAS, In the operation of the old Department of Agriculture and Markets it was apparent that the minority cooperative Agriculturist was favored, and

WHEREAS, In the appointments as made by the Governor constituting the policy-forming committee of the new Department of Agriculture and Markets, the independent agriculturist was practically left out of the picture.

THEREFORE, BE IT RESOLVED, That this Board of Directors respectfully request our Governor, Philip F. La Follette, to use his influence in the selection of, and the confirming of a director for the new Department of Agriculture and Markets who will be fair and impartial, and give consideration to the independent agriculturist and the co-operative agriculturist in direct proportion to their number.

This resolution incidentally was adopted unanimously by the gathering yesterday.

Another motion was made and seconded that we oppose general order M-1 as issued by the Department of Agriculture and Markets pertaining to furnishing of milk cans to producers.

Another motion was made and seconded:

WHEREAS, The Wisconsin Department of Agriculture and Markets will hold a hearing November 19th, for the purpose of

amending or clarifying its General Order M-1 prohibiting the furnishing of cans to patrons and other provisions, and

WHEREAS, The cheese makers of Wisconsin have not had sufficient opportunity to study the effect of the order on the industry and desire to do so;

THEREFORE, BE IT RESOLVED, That the members of the Wisconsin Cheese Makers' Association in annual convention assembled do hereby respectfully petition the Department of Agriculture and Markets of Wisconsin to postpone the effective date of said order until the 1st day of March, 1938; and, that an order to that effect be entered at the hearing November 19, 1937; and

BE IT FURTHER RESOLVED, That a copy of this resolution be furnished to the Commissioners of said department prior to the time of said hearing.

A further resolution was introduced as follows: Owing to the wide variations in price being paid for butter fat at cheese factories, and in view of the fact that the price per pound of cheese automatically establishes the price per pound that can be paid for butter fat, unless manipulated by the operator employing unfair trade practices;

BE IT RESOLVED, That this association request the Department of Agriculture and Markets to strictly enforce any and all unfair trade practice measures that may apply to the cheese industry.

That resolution was carried. Then there was another resolution favoring the raising of the dues to two dollars per annum and hiring a full time secretary. Now you have a pretty fair idea of the group yesterday and what is coming up. If there are any additional resolutions we will be glad to have them sometime before the business meeting tomorrow afternoon.

After the awarding of several prizes the meeting adjourned.

THURSDAY MORNING SESSION

November 18th, 1937

The President: Since we are on the air, ladies and gentlemen of the radio audience, I take pleasure in introducing to you Professor H. C. Jackson of Madison, who will speak on the "Accomplishments of the University in the Last Five Years in Behalf of the Dairy Industry."

ACCOMPLISHMENTS OF THE UNIVERSITY IN THE LAST FIVE YEARS IN BEHALF OF THE DAIRY INDUSTRY

By Professor H. C. Jackson

Ladies and gentlemen: I feel that this is a rather large assignment in that I overestimated the value of what the University does or may do, because five years is a rather long period of time to cover.

Your secretary, Mr. Ebert, has asked me to tell you about the "accomplishments of the University in the last five years in behalf of the dairy industry." In a state like Wisconsin, where dairy production is so important as a farm enterprise and the manufacture of dairy products occupies such a prominent place in industry and commerce, anything that is done which affects farming or industry in general is bound to have its effect on dairying. In a peculiar sense the University of Wisconsin is "The University in Wisconsin" because the people of the state rightly consider it to be their University. Being so completely a part of the "warp and woof" of the fabric of our state's culture, many of the activities of the University affect in some manner the state's chief industry—that of dairying.

Time will permit only a few illustrations. It will be necessary to confine my remarks to the activities of the college of Agriculture in general and those of the Department of Dairy Industry in particular which I believe have a direct bearing on the dairy industry.

As you know, the activities of the college and of the department may be classified into three divisions, i.e., research, teaching, and extension. Each year the college publishes reports dealing with its research and extension activities.

Research

In reviewing the research activities of the college during the past five years one is impressed with the wide range of investigations that have been carried on which are closely related to the

dairy industry. While the following citations are by no means complete, they do show something of the scope of college activities.

During the past five years the Department of Agricultural Economics has studied distributor's margins compared with the prices dairymen receive, fluid milk consumption as affected by prices, the cost of manufacturing condensed and evaporated milk, foreign trade imports and exports, consumer preference for cheese, retailers' margins in handling cheese and consumption of cheese in relation to price and factory payrolls.

The field of activity covered by the Bacteriology Department is rather wide. Some of the studies have dealt with the following: Bang's disease, Mastitis and methods of identifying it, Methylene Blue test and its accuracy when applied to milk produced by cows having mastitis, limitations of the Methylene Blue test on low count milk, methods of washing milking machines, and best conditions for growing Swiss cheese cultures. In addition, the members of this department have cooperated with the Dairy Department in studying bacteriological defects of cream cheese and starter cultures used in making Brick cheese and with the Department of Agricultural Chemistry and Animal Husbandry in studying A.I.V. ensilage.

The Agricultural Engineering Department has designed a new type of dairy barn, has made a study of electric fences, mechanical cooling of milk, and more efficient methods of using power on the farm. Members of their staff have led in devising methods of preventing soil erosion.

The work of the Agricultural Chemistry Department has dealt chiefly with problems of nutrition, one type dealing with better methods of feeding livestock, and the other with the nutritional quality of milk and its products and means of enhancing these qualities. Some of the studies are: Vitamin D milk, Carotene and Vitamin A in milk and in butter, how to produce more nutritious milk in the winter time, effect of irradiation on vitamins A and B, mineralized milk, and the feeding value of raw and pasteurized milk.

While the work of the Animal Husbandry Department includes investigations dealing with feeding, breeding and other problems of herd management, they have studied the use of skim milk powder in feeding calves, the feeding of cheesemeal to pigs, the production of large vigorous litters by feeding abundant quantities of whey to bred gilts, comparison of cheesemeal to tankage in feeding pigs, the use of dry skimmilk and buttermilk in feeding pigs.

In order to compete successfully it is necessary for Wisconsin dairymen to produce as much of their own feed as possible. During the years of drought the Soils and Agronomy Departments have

aided in developing emergency forage crops. Continually methods of improving permanent pastures and improved methods of growing alfalfa and other crops are being investigated by the Agronomy Department. The development of hybrid corn has received a great deal of attention.

Some contributions to the welfare of the dairy farmer have been made by the Genetics Department in the following studies: breeding a wilt resistant alfalfa, developing a non-bitter, non-toxic sweet clover, length of service period of cows on the efficiency milk production, and the relation of the age of cows at first calving to production.

The staff of the Veterinary Science Department have been interested in the study of various diseases of cattle. Of late years the two diseases receiving most attention have been Bang's disease and mastitis. A rapid chlorine test has been developed in diagnosing mastitis. In addition, methods of controlling mastitis have been studied. In cooperation with the Poultry Department it was shown that the use of abundant milk in the diet aids poultry in recovering from the disease coccidiosis.

The Poultry Department staff have investigated the possibilities of cheesemeal in the poultry ration. In addition, they have discovered that inclusion of skim milk in the rations provides a source of vitamin G, which is inadequate in many rations.

To some it may be surprising to know that the Entomology Department is interested in dairying. When it is realized how important insect control is to profitable agriculture, it is at once seen that many of the entomologists' problems are dairy problems. In cooperation with the Department of Soils the white grubs of June beetles have been studied. These grubs have ruined many acres of pasture in Wisconsin. During the recurrent plagues of grasshoppers they utilized whey in conjunction with sawdust and arsenic as bait. For some time the question of fly spray has been studied. With the growth of the powdered milk industry in the state it has been necessary for the department to work out satisfactory methods of controlling weevils in plants where the product is made.

The Home Economics Department have studied consumer food habits. In addition, they have investigated different ways of using milk and its products. Many of you are familiar with excellent recipes that have originated in this department.

All of the research done by the Dairy Department deals directly with dairy manufacturing. The dairy industry of the state is well diversified. According to reports of the State Department of Agriculture and Markets the milk produced in the state for the year

1936 was used as follows: cheese 40.1%; butter 39.5%; condensery products 18.1%; and other purposes 2.3%. While the research program of the department is not set up on a products basis, it is only natural that it should be quite diversified. It will be possible only briefly to review the research activity of the past five years. At all times investigations are being carried on that are general in nature. Some of the projects that come under this classification are: a study of the transference of heat by metals, the electric charge on fat globules and its relation to the behavior of fat globules in whipping cream, coffee cream, the churning process and the like, the oxidation of fat as related to the keeping quality of storage cream, butter and various milk products, the effects of metals on oxidation, the relation of carotin, vitamin C and lecithin to fat oxidation, the composition of fat and its relation to this phenomenon, methods of detecting the stability of fat to oxidation and the relation of the wrappers used on butter to oxidation defects. With the prevalence of the disease mastitis and its relation to manufacturing processes, the department made a survey to find out the incidence of this disease in a typical dairy region of the state. In cooperation with the Departments of Bacteriology and Veterinary Science a study was made of the effect of this disease on the composition of milk.

In studies relating to butter, a survey was made of dealer preference of color in butter in the large markets of the nation and the variations in color of Wisconsin butter throughout the year. The production of plastic cream was studied and the effect on quality and composition of butter made from this product. The use of various kinds of butter wrappers, such as cellophane, parchment, aluminum foil and pliofilm (made of rubber) were studied and the effect of their use on the keeping quality and shrinkage of butter in storage. In addition, the causes for the occurrence of rancidity in butter have been investigated.

Investigations dealing with condensed and evaporated milk include a study to determine the cause of thickening in sweetened condensed milk, the relation of metals to flavor of various condensed milk products, and the development of methods of producing vitamin D evaporated milk by irradiation with ultra violet.

In the field of market milk and cream, the factors affecting the whipping ability of cream have been studied, methods of preventing the occurrence of sediment in homogenized milk, the occurrence of soft curd milk and the relation of its composition to lowered curd tension, the relation of mastitis to soft curd milk, and a method of measuring curd tension in soft curd milk.

Considerable time has been devoted to methods of producing vitamin D milk by means of irradiation with ultra violet light.

These studies have included the development of a method of measuring milk films, the working out of mathematical formulas to determine the effects of irradiation, the effect of irradiation on the flavor of milk, a study of light sources, and aid in developing suitable methods of exposing milk to ultra violet. While the major portion of this work has been directed to the production of vitamin D bottled and evaporated milk, the application of the process to other dairy products has likewise been covered.

Investigations dealing with cheese have covered the following varieties: cream, cottage, brick, American and Swiss. In cream cheese certain defects caused by the presence of yeasts were studied. A method was developed for shortening the length of time in making cream cheese by changed manipulation of the curd and control of the acid development. A new method was developed for shortening the time necessary to make cottage cheese.

In American cheese the causes for the development of sour cheese were thoroughly investigated with improved methods of measuring developed acidity. The limits of acidity associated with cheese of high quality were determined. A method of predicting the storage qualities of cheese has been worked out which is based upon these acidity limits. In connection with this study the presence of the bitter flavor in cheese was discovered to be closely related to acidity. Methods of packaging natural cheese are being investigated. Various types of wrappers were studied and a method of merchandising cheese involving quick freezing was worked out. A bulletin number 130 has been published describing this method in detail. In addition, studies were made concerning the efficient operation of typical factories in Wisconsin. Brief studies have been made covering cheese moisture determinations, a method of determining extraneous matter in cheese, pasteurization of milk with inexpensive equipment which is adapted for use in small factories, and the effect of mastitis on cheese manufacturing methods.

There is not much printed information available dealing with the making of Brick cheese. Studies of the manufacture of this cheese have been under way for the past six years. These investigations have dealt with the pasteurization of milk in making this type of cheese, a study of the use of different types of starter cultures in its manufacture, the relation of salting to quality, the causes for splitting, and a study of methods of manufacture as practiced in several factories in the state. One of the most important results of these studies has been the determination of the limits of acid development associated with good cheese. A circular, Number 359, dealing with methods of making this cheese has been published jointly by the Dairy Department and the Bureau of Dairy Industry, Washington, D. C.

In cooperation with the Bacteriology department a study has been made of the cultures used in the manufacture of Swiss cheese. A few years ago a preliminary study was made of the relation of the composition of Swiss cheese to market grades. This was followed this past year by a request from the industry by a more intensive study in which the composition of milk, methods of standardizing and the composition of the finished cheese in relation to market grades was studied. The results of this investigation are being tabulated and will be released in the near future.

For a number of years investigations dealing with the processing of cheese have been in progress. These have included studies of the relation of quality in the finished cheese to the reaction of the cheese, age of cheese, composition of cheese, kind and amount of emulsifying agent used, methods of heating the cheese, temperature used, and kind of wrappers used on the cheese. In addition, the factors affecting the quality of cheese spreads were studied. This information has been published in brief form in our annual reports, in more detail in various scientific journals and will soon be summarized in a University bulletin. The appearance of this publication at this time is particularly valuable due to the changed picture in the field of processing because of the expiration of some of the basic patents.

Teaching

For a number of years it has been the policy of the department to offer courses of instruction in dairying to meet the needs of all groups interested in this industry. With this in mind the following courses are offered.

The first one is a short course for young men who expect to become dairy farmers. This course is called Farm Dairying and is a part of the Agricultural Short Course. It is given for two semesters of five weeks each during the late fall and winter months.

A five week Summer Short Course is given any five week period between March 1st and November 1st each year. This is open to anyone not qualified by experience to take the regular Winter Dairy Short Course. It is mainly a practice course. Usually trained men take this course to "brush up" on some of the newer methods of manufacture or to get experience along some particular phase of dairy manufacturing.

The Winter Dairy Short Course is open to men who have had practical experience in a dairy plant. It runs for a period of twelve weeks and instruction is given in milk composition and tests, dairy arithmetic, dairy mechanics, bacteriology, economics, diseases of dairy cattle, cheese making, butter making, ice cream making and market milk.

A Three-Day Dairy Manufacturers' Short Course is given each year the second week in March. This is open to anyone interested in the dairy industry. During this course the results of recent research work are presented as well as up-to-date information dealing with the handling and processing of milk.

For men who wish to make dairying their life's work, a longer course is given, known as the Long Course. This may be taken for a period of two years, at the end of which time a certificate is granted. When taken for four years, the student receives a University degree.

In addition, graduate courses are offered to students already holding a University degree. Men taking this work usually go into teaching or research work or may enter the commercial field, where they may take charge of research laboratories or engage in work requiring this additional training.

While all of the above courses are given "in residence" at the University additional courses are given out in the state. I refer to the four-day courses given American and Brick cheese makers in various localities of the state and to the ten-day Swiss cheese makers' school given at Monroe.

We have attempted to appraise what is accomplished in these courses. We can say that many of the leaders in the industry have attended such courses. Many have told us how much they have profited by taking them. During the past five years the student enrollment in these dairy courses given at the University amounted to 2,416. This does not include the enrollment in courses given away from Madison. If we believe in education, it is not difficult to believe that this group must exert some good influence on the industry.

Extension

The department during the past five years has had three extension workers, two of them working full time and one half time. One full time worker has spent the major part of his time with the creamery industry while the other two men have worked with the cheese industry. The main project on which they have all worked is the improvement of quality of cheese and butter manufacture in the state. Their accomplishment might be stated in terms of number of factories visited, consultations with plant operators, number of public meetings held, aids given to different plants and the like. It seems to me that such an appraisal would be too mechanical. A recital of the activity of these extension workers would range from giving some producer advice on how to wash a milking machine to helping some cheese maker locate the cause for some defect in his

cheese and from helping a maker figure out the size of a compressor for refrigerating his curing room to giving talks to factory patrons on methods of paying for milk. In other words, throughout the year an extension worker is called upon to solve problems of a chemical, a bacteriological, and an engineering nature. At the same time the main project must be kept in mind by devising ways and means of improving the quality of milk received and products manufactured.

Fundamentally, the activities of the department are educational in nature. The whole program, including research, teaching and extension, is built on that foundation. The accomplishments of a department, must, in the last analysis, be measured by the use to which an industry puts into practice the information which the department makes available.

The President: At this time I have the pleasure of presenting the Honorable Henry M. Graas, Judge of the Circuit Court, as our next speaker.

ADDRESS

By Judge Henry M. Graas

Mr. Chairman, members of the Cheese Makers' Convention, and ladies and guests assembled: I was asked to come here and talk as a sort of fill in, because of the absence of Governor La Follette, so you realize that my part in the program is that of a filler; and every builder, mason, or carpenter or contractor knows what a filler is. It is merely something to consume space, and you generally fill with an inferior substance and not the fine material you use in the building. And so that is the position I find myself in this morning. I understand in cheese making some people use a filler which isn't as good as butter fat.

As I sat in my chambers this morning and talked with your Secretary Ebert, I asked—"What should I talk about?" and he said, "Talk about whatever interests you."

In my thought of something that interests every one of you, I thought of the question of citizenship, the constitution; I thought of the controversy in the Supreme Court. I wanted to choose something that would interest you and at the same time be suitable for an occasion of this kind. And as I sat there thinking, there was a knock at the door. I opened the door. I opened the door and there stood a woman. She asked if she could come in. I could see that she had been crying. I asked her to sit down and there she unfolded to me the story of her boy going out to a celebration last night. It happened that the Public Service Company was doing away with the street cars and at a certain place there was a

free lunch and free beer, and she told me the story of her boy coming home drunk. And there she sat shedding tears over her boy 18 years of age, coming home drunk for the first time. And so in choosing a subject I thought if I spoke to you about your boy, my boy, your neighbor's boy, the boys of your community, that it would be something that would interest all of you.

Now, I have no prepared address; it is merely going to be a ramble, and if you good people who are here should find any fruits and flowers along the way, I will thank you to gather them, and if you should recover only thistles and briars and thorns, Mr. Chairman, I take it it won't be the first fifteen minutes that this convention has wasted.

I want to talk to you about your boy—the boy of your community, the unknown man. He is the raw material from which men are made and from which citizens are made in the future, and these boys are going to sit here where you are sitting now. They are going to fill the positions you fill now, and they will be our officials in the future, and from our boy of today is coming the future lawyer, judge, the future minister, the future priest—and they are coming from the boys of today.

And from the boy of today is coming the future robber and rumrunner, hijacker, kidnaper and moron. They are coming from the boys of today. And so it behooves you and I, if we have a boy at home, and if our neighbor has a boy, what kind of a boy he is going to be. We have to give some attention to them.

I used to be in the law business—for 38 years, and I prosecuted criminals; and now I am Circuit Judge, and I have to sit in judgment, and in that time, 38 years, I dare say possibly some 1800 to 2000 boys have passed before me. And would it surprise you if I told you that in those 38 years I never yet have found a boy that was born a criminal.

I have found boys that would lie and steal and destroy property. Yes, and even commit larceny and even burglary, but upon analysis of the boy I found he wasn't born a criminal, but I have found this: if a boy's home life, his play life and school life don't function properly, that that boy will grow up with distorted ideas of right and wrong, but that doesn't necessarily say that that boy is a criminal. The sad part of all this criminal stuff we are hearing in this country—when I started practicing law in 1900, the age of the majority of criminals was from 35 to 50 years, and then when I assumed the judgeship about 25 years ago I found the age had run from 25 to 35, and today it is a sad commentary upon our homes, schools, churches and this nation, that the age of the majority of criminals now is between 16 and 23 years. That is why I want to talk to you about the boy.

Yes, we built our jails; we filled our penitentiaries, and our Industrial Schools, and that hasn't helped any. We have whipped these criminals; we have hung them and imprisoned them and yet crime goes on. So my experience teaches me that convictions and punishments alone will not help this crime wave, and I have come to the conclusion—abler minds than mine have spent their time on this and they haven't found a conclusion,—but I have come to this conclusion, we are starting at the wrong end, and if we want to reform criminals, in place of starting with the electric chair, we ought to start with the high chair.

I take it you have some boys at home; and I have to sentence boys many times, and these boys I sentence to the Industrial School, they are just as fine boys as sat across the dining room table with you when you left home and came to this convention.

I believe it is better to prevent crime than to punish crime. So I have affiliated myself with boy movements, Y. M. C. A., Girl Scout Movements and churches and I try to help them all I can because I believe it is better to prevent.

I believe here is the highway down which boys are coming and then there is a precipice and when the boys do fall and get in the valley here, they are going to commit crime. There are a lot of organizations willing to help them. They are doing a good work but I see how much better it would be if somebody stood there with a red flag or warning and waved them back and said, there is danger here and trouble here, turn back. That is why I say, let's try and prevent crime rather than reform them after they have committed crime.

Now boys alone are not to blame when they commit crime. And would it surprise you if I told you in so many instances the homes are to blame. I am going to make that assertion. I hear so much today of boy delinquency. My experience—and I will say it has been pretty rich—teaches me that it is the parents' insufficiency. Would it surprise you if I told you that in about 70 per cent of the cases of crime the parents are to blame and not the boy.

I am going to illustrate—and you will say, how can that be the parents' insufficiency. Well, I was invited out to dinner the other night, and right after the dinner was over the telephone rang and I was sitting in the living room telling stories, when the boy came and said, "Daddy, Mr. So and So wants you on the telephone." "Oh, I don't want to go to that meeting; I don't want to talk to him. Tell him I am not here." So John went over to the telephone and lied for his father and said, "Dad isn't here."

Another time I was out, invited for dinner, and I had my little moving picture camera with me and I was going to show some

of my pictures I had taken over in Europe, and the telephone rang and the daughter came and said, "Mother, Mrs. So and So., a neighbor woman, wants to talk to you, and she has a bridge party tonight and has four tables and one of the ladies can't come and she is shy one lady and she wants to know if you can't come over." And she said, "Oh dear, Judge Graas is here tonight, tell her I have a headache, I can't come." And so little Mary had to go to the telephone and lie for her mother.

I took the train from Milwaukee a short time ago and opposite me sat a woman with two little girls, and the conductor came into the train and said, "Tickets, Tickets," and she gave him an adult ticket and two half fares and the conductor asked, "How old are your girls?" She said, "Under 12." One of the girls looked at the mother and said, "Mother, we are both over 12." The mother said, "You keep still, wait until you are spoken to." Oh yes, the mother had deceived the railroad company out of two half fares, but what did she do with the girls. I have thought of it a thousand times; here the mother was setting a bad example for those two little girls.

We used to have a store here called the Continental Store and they had a fire and shortly after they were having a fire sale and one day when I was over on my way to the Rotary meeting and while I was speaking to a man, his son came up and said, "Daddy, they are having a fire sale in there and I want one of those boy scout neckerchiefs and they got nice silk ones, you have to pay 40 to 50 cents for and there you can get them for 15 cents. Would you advance me that on my allowance?" The father reached in his pocket and had only a dollar bill. Pretty soon the boy came back and said, "Father, I guess they made a mistake," and he came back with \$1.15, and instead of taking out the 15 cents he got 15 cents too much. The father took the dollar bill and said to the boy, you keep the 15 cents. I said, "What are you doing with your boy? You are teaching him how to lie."

The other day a woman came into my court room and she had a boy scout with her. I never yet had a boy scout come before the Juvenile Court or Criminal Court, and here comes a mother one day while I was holding court, and I noticed her standing at the entrance. I was wondering what that mother was doing with that boy. I asked the lawyers to excuse me for a few minutes, and I asked her, "What is the trouble?" And she was crying, and I asked them to come into my chambers. This is the story the boy told me:

His father is a switchman on the east side and he and the brakeman had conceived the idea to steal brass out of the round

house. There is a "Y" over at the switch house and they took out a lot of ground out of this "Y" to balance the tracks and as the switchman and the brakeman went by with the brass they would throw it in this "Y" and the month of October was coming along and this little boy begged his father to get him a scooter and instead of that the father bought this boy a wagon, but the boy didn't want it. It so happened that the boy had occasion to overhear what his father and the brakeman were talking about. The father said, "John, I bought you that wagon; go over to the Northwestern Yard and pretend you are picking up stray pieces of coal and when you get to the "Y" you pick up some brass and put it in the gunny sack and cover it with chunks of coal." They were going to take it to some place and sell it. The boy heard the two men talking, and he said, "But daddy, you stole that brass, and I am a boy scout." The father said, "Who is feeding you? You go and get that brass." And the boy said, "If Mr. Burke catches me, daddy, I am going to tell him you made me do it." And the father got up and grabbed that boy by the throat and he had marks around his neck the next morning when the mother brought him in to me, and he said, "If you do it, I will kill you."

Do you get the picture? Here is a 15-year-old boy scout fighting for a good name against his own father. I say to you, when we speak about child delinquency, let's examine the homes and those with whom you associate.

I held court in a neighboring county, and the District Attorney stepped up and said, "Judge, I have got that one criminal case to dispose of, and this boy wants to plead guilty. He is a chip off the old block and his father was a drunkard and the boy is following in his foot steps." The boy was brought up and he plead guilty but I didn't sentence him right away. I never sentence a boy until I find out what caused him to do this; what does he need; why did he do wrong, and they don't do wrong unless there is some necessity. I said to the sheriff, "Take him back to the jail but don't lock him up."

I talked to the boy but he wouldn't speak to me. I ordered dinner and said to the sheriff, "Bring him to me at five o'clock." He wouldn't speak to me, until seven o'clock. I said, "Boy, you are wrong. I can send you to the reformatory because you plead guilty. I don't want to do that. I want to hear your story but you won't talk to me. You won't say anything; I want to be your friend, but if you won't talk, all I can do tomorrow is to have the sheriff take you to the reformatory."

He said, "Judge, see that woman sitting on the bench with her nose bleeding? Well, dad kicked her in the nose." His father had kicked her in the nose one time, and another time he kicked her

in the ribs. The father always had been stealing, and they had to sell it, and the father always brought liquor home. I said, "How far have you gone in school?" "If I remember," he said, "fourth grade." "What church have you been to?" He said, "Never been in church in my life." The District Attorney told me he was a chip off the old block and his father drank and stole ahead of him, how could he be any different, never having seen anything in his own home but debauchery. I said, "My boy, you go home and wait until I send for you. I want to look into this matter.

At that time there was a storekeeper who owned an old gray mare and I always call on this man, and I said to him, "Emil, I see you still have the old delivery horse. Why don't you get yourself a "tin-lizzie" or Ford for your delivery." "Oh," he said, "the little business I have, this is all right; that doesn't make any difference." I said, "Who takes care of the horse?" "Oh, I do." I said, "Why don't you have a boy do that? I have a boy who wants to take care of the horse and he wants a little spending money." He said, "Who is the boy?" I named the boy. He said, "Oh no, that boy will steal me blind."

I was holding court in that city three days and finally I said, "Emil, I will give you my bond. I don't know this boy. If this boy steals anything from you or does anything wrong, I will pay for it, and if he does anything wrong you telephone me at my expense and I will come and get him."

I said to this boy, "You never had a chance. I am going to leave it to you, you got this job. Will you take it?" We shook hands. I wrote him a letter. I never heard that this boy had done anything wrong.

Last year I was over there to hold court and this Emil said to me, "Judge, will you come to dinner tonight, mamma and I want you to come to dinner." I didn't know what was going to take place. Everything seemed so pleasant and the boy was so happy, I wondered what happened. The boy was there five years. He said, "Judge, you know what I called you for? No. Judge, George has been a good boy. Mamma and I never have been over to the Fatherland, it is so cheap to go across the ocean, mamma and I would like to see the Fatherland and the relatives we left, and we thought George was such a good boy that I thought I would draw up articles of partnership and let him run the business while I was gone." The boy that never had an opportunity and a chance! I could have sent him to the reformatory where he would be an expense to the taxpayers.

I used to be District Attorney at Sturgeon Bay. There is a man there I am going to call him Schmidt. He lived on my street. I was District Attorney. This man worked in the mill and he had a family of five children. I used to take him hunting and fishing and he was only getting two and a half dollars a day working in the mill. One day as I walked down town with him he said, "Henry, I am going to tell you something. Robert is going to quit school." In order to help that family I went over to the County Board and had the woman scrub the county court house, and some doctors' and dentists' offices. He said to me, "Robert thinks he don't want his mother to go out scrubbing any more, he wants a job in a mill." What are you going to say to a 17-year-old boy who wants to save his mother from scrubbing and washing. I said, "That is pretty nice of Robert but I would like to see him continue his education." I knew it was the wrong thing but Robert went to work in the mill and he brought his pay check home every week and one day he asked his father if he could have 50 cents of it, and then he took a dollar, and then automobiles came in and then he went to the road houses, and as District Attorney I knew he was spending too much money but I didn't have the heart to tell the father and mother. Finally he committed a crime. A warrant was sworn out against him and it was given to the sheriff and the sheriff said, "He skipped the county, what will I do, go after him?" I said, "No, pigeon hole it, and when he comes back go after him."

A couple years passed by and we thought no more of it. One day Mr. Powers, the superintendent of the Reformatory, came down and asked me to talk to the boys one Sunday. I went to the assembly hall and they came in the hall with their arms folded and here the first boy was this Schmidt boy, and I found out later Judge Reid from Marathon County had sent him down from that county. Every time I wanted to say something I couldn't. I said, "Judge Graas, you are not telling the truth." I know my talk fell flat that afternoon.

I have written a little poem that will illustrate that point very well, I think.

He came to the crossroads all alone.
 With the sunshine on his face;
 He had no fear of the dim unknown,
 He was born of an ambitious race.

The road stretched east,
 The road stretched west,
 But no one stood there
 To tell him which road was best.

The boy passed on, and went on down
 And lost the race and the victor's crown;
 And fell at last into an ugly snare,
 Because no one stood at the crossroads there.

Another boy on another day,
 At that self-same crossroad stood.
 He paused for a moment to scan the way
 Which would lead him to ill or good.

The road stretched east,
 The road stretched west,
 But I stood there
 To tell him which road was best.

And the boy passed on and won the race,
 And the victor's crown;
 And came at last to a manhood fair,
 Because I stood at the crossroads there.

Since then I have raised a daily prayer
 That I be faithfully kept standing there,
 To aid those boys as thru life they run,
 And so save my own and another's son.

And so you men coming from the various communities of the state, will find boys standing at the crossroads in every county. Do something and help them to arrive at a clean manhood.

Now, when your boy was little and he got hold of your coat-tail or got hold of your leg, he was afraid to go to the barnyard shed? He didn't fear anybody; he was with his daddy, the biggest and strongest and the best man in the world. That is what this little shaver thinks of you. And if your boy is 15 years old and he doesn't think the same of you, where in the highway of life have you done anything? Yes, you have got to be more than a daddy, you must be a part of his life, walk with him, share in his studies, share in his play, take him to the ball game and the races, and tell him things you want your boy to know, and don't keep your heart from him. Be his comrade; your boy needs you so much. Yes, we have to do these things, but I must close.

A couple of years ago we built a six-story apartment house. Grace Manor we call it, and while they were building that, the engineer had his building out on the street where he had his blue prints and tools and shoes, and this building was going up and that engineer didn't saw off the sides of the building because he might need the boards for another building, so he left the ends sticking out. And as I was going to the court house one morning two boys climbed up on the edge of the building and just as I came

along a big six-foot foreman looked down and said, "What are you boys doing? Scat before I come and get you off." The little fellow got over to the edge and when he was 12 feet high and he saw that depth, he went back and he started crying, and the foreman came down and said, "Didn't I tell you to come down from there?" Then the boy said, "I can't." He said, "Jump into my arms." The little fellow couldn't. Just then another fellow five foot seven inches high came along and said, "What is the matter?" "I can't come down." But little Willie jumped into the little man's arms right away. Why didn't he jump into the big fellow's arms? Why? He knew he could trust his dad; he couldn't trust a stranger. If your boy doesn't trust you when he is little, what have you done to him?

This spring there were two little fellows playing marbles, and like Banty roosters they got into a quarrel about "mibs" and playing for "keeps." One said, "You just look out, my father is a policeman and I will tell my pa to put your pa in jail." This other boy said, "Your pa put my pa in jail! My pa can lick your pa with one hand behind him." What wonderful pas they had, and they meant it, every one of them. And if you dads aren't dads to your boys, somewhere in the highway you have deceived them.

I see my time is up. And if you forget everything I say here, just one thing I want you to remember. I want to quote a poem written by Burton Bradey and that goes like this:

If I were sending my boy afar
 To live and labor where strangers are.
 I should hold him close till it came time to go,
 Telling him things which he ought to know.
 I should whisper counsel and caution wise,
 Hinting of dangers which might arise;
 And tell him the things I have learned from life,
 Of its bitter pains and its cruel strife,
 And the sore temptations which men beset,
 And then add this: "Boy, don't forge;
 When your strength gives out and your hope grows dim,
 Your father will help if you'll come to him."

If I were sending my boy away,
 I should hold him close on the parting day
 And give him my trust. Through thick and thin
 I should tell him, "Boy, I counted on him to win,
 So keep your word at whatever cost,
 To play the game though the fight be lost."
 But beyond all that I should whisper low:
 "If trouble comes, let your father know;

Come to him, son, as you used to do
When you were little—he'll see you through.

I am trusting you in a distant land,
You trust your father to understand.
"Trust me wherever your plight may be,
Know there is nothing to hide from me,
Tell me it all your tale of woe,
The sting of failure that hurts you so,
Never, whatever your plight may be,
Think it something to hide from me;
Come to me first in your hour of need,
Come though you know that my heart will bleed!
Boy, when the shadows of trouble fall,
Come to your father first of all."

The President: Friends, on account of having some of our speakers talk over the broadcast this morning, we had to reverse our order of the program and we have as a speaker this morning—we were to have H. G. Davis of Plymouth here. We received a wire that Mr. Davis cannot be with us but he has sent his speech here to be read by our Secretary. I will introduce Mr. Ebert now who will read this speech.

Mr. Chairman, Ladies and Gentlemen: The Siamese Twins—Supply and Demand—are always together; pulling first one way and then another, but never getting away from each other. So, there are two sides to the question: First, the cause of lower prices, of which I will try to give you an insight. Let us go back ten years, when Wisconsin was producing 70 per cent of all the cheese made in the United States, and during these ten years, Wisconsin production increased 11½ per cent, but according to late figures, we are now only producing 55 per cent of the total, which is proof of the great increase of make of cheese in other states, supplying their local demand with the advantage of saving freight, and the additional advantage of their local pride for home products, and also seeking outside markets for their surplus, competing with Wisconsin, and selling for less money, generally with inferior quality.

In 1937, there was produced 468,999,000 pounds of American, or whole milk cheese, and enough other types to bring the total up to 620,956,000 pounds. Of these figures, Wisconsin is reported to have produced 354,900,000 pounds of whole milk full cream cheese.

While other states allow standardizing of high butter fat milk to a point where the cheese shall show 50 per cent or above in butter fat in the dry free substance, according to the national law. This standardizing enables makers in other states to get handsome rates on butter fat.

During the fall of 1935, the United States government, through Mr. Hull of the Agricultural Department, arranged for a reciprocity with Canada to reduce the duty on cheese from 7 cents to 5 cents, to become effective January 1, 1936. It was in the fall of 1935 that prices of cheese on the Dairy Boards at Plymouth commenced to advance—15 cents—17 cents—18 cents, and certain dealers in the United States bought heavily of the Canadian cheese, holding the same in Canada and selling their Wisconsin commitments and imports on the Board to a certain dealer who was trying to force up the markets; and their purchases gave them a stock and supply of low moisture cheese, and bear in mind, that at 18 cents a pound each degree of moisture is equal to 27 cents per pound. These purchases in Canada enabled them to make a handsome profit on their sales in Wisconsin. So after this one party had to take eleven cars one market day, he discontinued his purchases, resulting in a steady decline in prices week by week.

The report of imports by the government of cheese for 1936 was over ten million pounds, giving a surplus, a wet blanket on the market, running through 1936 and into 1937, so that the market prices of 1937—14½ cents—still reflected the conditions brought about by this Canadian stock.

At 14½ cents, the Plymouth Board had an unchanged market for the longest period known in their history, then there was an advance of one-half cent and other advances of one-half cent took place at various periods. On the first of August, the government reports showed a surplus of about twenty million pounds over a year ago. On the first of September, this surplus was reduced some five million pounds. On the first of October, an additional twelve million pounds decrease, and on the first of November, with the report just out, it showed a shortage as compared with a year ago, of 5,940,000 pounds. A report that is so pronounced as to stop a decline that would otherwise have taken place today on the board. The grass cheese has been marketed. From now on fodder goods will be the offerings,—goods, poor in quality, of too high moisture, that cannot be cured properly and unless an unusual demand or an extreme short make continues, it is my belief that lower prices will prevail.

On the side of demand, we have seen year by year a steady increase in consumption as cheese becomes better known as a food product, and this has been materially helped by the higher prices, especially of meat, of which there has been such a shortage as to bring about an import of about one million pounds a day. If the consumption of cheese increases year by year in ratio to the past few years, the increased production of this country will all be absorbed; and general recognition be given it as a food materially

cheaper than meat in its preparation in requiring the cost of firing or cooking with 18 to 20 per cent shrinkage, that now takes place in cooking meat.

During former years those that handled and distributed the cheese were continuously complaining about the fluctuations—that they would buy it at one price and before they received it might decline from one-half cent to one cent a pound, showing them a loss, or it might advance from one-half cent to one cent a pound which they couldn't charge, and the greater margin for handling was demanded. The past year has been peculiar for a steady, stable market—not a single decline, prices unchanged week after week, or a slight increase so that distributors felt assured they could get in the product, put it out to their customers and do it with safety at less margin of cost, which has resulted in a greater distribution, and a greater consumption.

I sincerely trust that these stable markets will continue taking it out of the hands of the speculators and putting it into the hands of the merchant.

The President: We have another speaker on our program, Mr. Harry Klueter, our State Chemist from Madison, on Factory Inspection. Mr. Klueter is not able to be with us this morning, so we have Mr. Bruhn, and I have pleasure in introducing to you Mr. Bruhn, who will take his place.

ADDRESS

By Mr. Bruhn

Mr. President, ladies and gentlemen: Mr. Klueter planned on being here for this meeting but due to the fact that he was called to Minneapolis by the Federal Court as an expert witness, and this case did not start until this afternoon, he is unable to be here. I was with him on Tuesday evening when he found it was impossible for him to arrange to be here and he asked me to take his place. In other words, I am supposed to substitute for him. Sometimes they call substitutes pinch-hitters. That is a wrong definition. Pinch-hitter is something better than the original fellow but substitute is something that should have been there.

It reminds me of a story which will illustrate very plainly why substitutes are not as good as the original speaker. A man had insurance on his house and his house burned down. He expected to get the money from the insurance with which to rebuild according to his own ideas, but in place of that the insurance company built him the house as well as they could with the price of the insurance money. He wasn't satisfied with it and in explaining the reason why he wasn't satisfied with it, he said, "I suppose now since I am

drawing the \$5000 insurance on my wife, if she dies, in place of giving me the \$5000 they will give me a skinny old maid in place of the original. I am a skinny old maid in this particular case.

I asked Mr. Klueter before I left what I should say, and he didn't give me any definite answer. So he said, "Kind of tell them that we refused the renewal of a license of some 46 or 48 butter and cheese makers at the beginning of this year." I asked, "Can I tell them that we refused the renewal of operators of cheese factories and creameries of 52 plants this year?" He said, "You can tell them anything as long as you tell them the truth, and I know you will do that."

I was glad to hear a resolution passed or a resolution suggested yesterday that the Department of Agriculture and Markets is requested to follow up any unfair trade practices and try to overcome them. I want to say this, that if you folks who pass that resolution will go home and try to instill public opinion against such practices, against unfair practices against any objectionable conditions in the cheese industry, in the dairy industry as a whole and invoke public sentiment against such conditions, it is easy to overcome them, and it is easy for the department to follow them up and eliminate them, but unless you can raise public sentiment against some of the practices that are in use today in the dairy industry, you can pass all the resolutions you have a mind to and neither the Department of Agriculture and Markets or any other department can help you. It is a well known fact that no law can be enforced unless public sentiment is behind it.

I don't think it was Mr. Klueter's idea to tell you how to go about making factory inspection. I think it is more his idea to illustrate the tremendous amount of work that is to be done. I used a few figures, due to the short time I have to prepare it, from this biennial report. Practically everything I am saying or what I am going to say you can get out of this biennial report much better than I can give it to you today. I think you can get these publications if you go to any of the divisions of the Department of Agriculture and Markets and you may be able to get them by writing for them.

I find that during the 12 month period of this report which is for the period 1935-36, beginning with July 1935 and ending with July 1937—during that length of time we had 231 convictions in court. That may be surprising to you. We are not proud of that record but still we have it. It may be of interest to know that we have a total of 4071 plants in the state. It is absolutely essential that those plants be inspected at least once a year. Out of those 4071 plants, 270 are cheese factories, 502 creamery factories, etc.

We have approximately 300 cities and villages in which milk inspections are made all the way from one to eight or ten times a year. Besides that, and I am just kind of skimming over a good many small things, we inspected two million pounds of smelts produced or caught in this section of the state during that period. Six thousand pounds were disposed of as being unfit for human food. We analyzed 5480 samples of dairy products in the chemical laboratories, sent in by inspectors, and a few samples submitted by private individuals and others. We have analyzed 5003 samples in the biological laboratory, sent in by the inspectors, and a few health officers. The samples analyzed in the biological laboratory were tested for fat, tested for the number of bacteria they contained and the type of bacteria they contained.

To illustrate why we need public sentiment, I will just give you a case that we had about a year ago. A cheese maker—and this is coming right home—a cheese maker was selling more whey cream than what his salary amounted to. In fact, during one month he sold about \$100 worth more whey cream than what the cost of manufacturing the cheese amounted to. We made an investigation. I picked up a sample of the cheese in the warehouse and one of the inspectors went to the factory and made an inspection of the milk as it came in, picked up a sample of cheese that he had on his shelf and along with that inspection he tagged the milk from all the patrons except one, and naturally if it is tagged the cheese maker wouldn't like to accept it, and it was sent home.

Before I go to the subject of prosecution, I want to say that within a certain time after that, a request came to our office for a different inspector in that territory because he was too strict. We had both samples of cheese analyzed and they were both low in fat and carried more sediment than a lot we knew could be sold outside the state, or in other words, we knew if it was outside the state, it would be picked up by federal inspectors and it would be confiscated.

We went to the District Attorney and asked for a complaint against the maker. As soon as we had two samples, and we practically had two counts on each sample, which meant that we had four counts in all, we made out a complaint for four counts because the year before we had samples from the same maker and he got off from going into court because he had broken his leg at the time and he claimed that the cheese hadn't been made by him. Whether that was so or not, I don't know. But at least he had gotten off the year before, and so when we came in next year we asked for four counts. The District Attorney was a weak sister. On a previous occasion I had been to his office, and he made this statement: "I don't like to prosecute any cheese maker in this county because

it is a well known fact that the milk produced by the farmers in this county is dirtier than any other county in the state and that is an awful reputation for a county to get, if they want to sell their product and advertise Wisconsin products."

We started the case and it didn't come off right away. There was some reason why we couldn't get it brought up at that time, but to show that the maker was financially able, he placed a bond for \$400 in cash so that he would be sure to appear when the case would come off. When it finally came to a conclusion, we dropped two counts and prosecuted him on the other two and they let him off by paying the costs and a five dollar fine. That was one case.

We are more fortunate in other places. One case was found where two brothers were operating a factory or rather one brother was operating it and the other one was working for him. The milk, before being made into cheese, was badly skimmed and the fat content of the cheese was very low. We found out that one of the boys had pocketed the money for the whey cream that he had sold and that the farmers were holding the bag. We were fortunate in that case, if you want to call it that, in getting a sentence of 30 days in jail for one of them and 60 days for the other. I think they were fortunate in getting off with that because if they hadn't taken that they probably would have a case against them for embezzlement. The funny part of that, which kind of surprised me, was that within a few months after that case was settled one of the boys came into the office one day and wanted me to give him a recommendation as a WPA inspector. He didn't get it.

You may wonder why we are not doing any more work than what we are planning to do, but let me tell you this, that in 1935 we made 172,289 inspections. In 1936 we didn't make quite as many—we made some, about 140,000. The reason we didn't make as many in 1936 was due to the fact that during that time we were requested to take charge of the WPA inspection work. The men on the dairy and food division were arranging the work for the WPA inspectors but when the work came in the WPA division got credit for it, and that is why we didn't make as many inspections in that time as we did in the former years.

Not long ago one of the men went into a large plant and inspected 4,200 cans coming into the plant and on some eight hundred of them they had to put a couple of men to work retinning and to solder those cans and throw out what wasn't fit.

Sometimes where cases come up it takes quite a while to get all the evidence that we need, all the evidence we think we ought to have. Sometimes two men will work in a comparatively small factory for two or three days in order to get a complete picture

of the type of work they are doing. Sometimes one or two men will work in the city on city milk for one or two weeks in order to get things cleared up.

I can give you a good many illustrations of that kind of a city where a number of years ago one of the inspectors was trying to overcome some of the difficulties, some local practices that existed. He couldn't get co-operation from the city help nor the city officials nor the District Attorney. They all turned him down rather cold and it was let go. This summer a new inspector appeared in this territory and one day he asked if the same law relative to the handling of milk in that city should be enforced as well as any other city, and we told him by all means. He started to work and he found practically every milk distributor in the city—and there were more than 40 of them—violating some of the rules and regulations and laws pertaining to the distribution of milk. I beg your pardon, there was one that wasn't. We then held a meeting there and we told them what they were supposed to do and a good share came in.

To begin with, they were rather objectionable to our proposition but before the meeting was over it was fairly well understood that they would start to clean up. The city health department at that time was with us. The field men for the association were with us and we had the general co-operation from the official side. The funny part of it was after we got started, a letter came in from an ex-senator saying that if we started to enforce that law in that particular city he was going to do all he could to prevent us. That is a fine attitude for a legislator of the state to take and he advised us very strongly not to go ahead. We went ahead anyhow. Two men worked there for two weeks among the distributors and among the producers and they went back three weeks later and started again and the last report we had was that there was only one who wasn't in line. He promised to be in line if we would give him a little more time to straighten things up. But before we got that far this state senator or ex-state senator had gotten in touch with one of the distributors and got them to agree to start a fund to oppose any court action that would be brought against them. They all dropped out and here is the funny part, that after the first inspection was made there, this particular ex-state senator was a distributor there also, and after the first inspection was made there, he was absolutely right in every respect and never violated the law in one way or another. His milk was good and everything was absolutely correct but yet he was willing to have somebody else contribute to a fund to have somebody else fight the case in the event it came up. I thank you.

Mr. President: We will not be able to complete our program

as it is a little after 12 now. You will notice that we had a discussion led by Verne Lane of Stephenson, Michigan. Ladies and gentlemen, I am glad to inform you that we have with us at this convention a number of makers from Michigan, which we surely appreciate. I would like to have the Michigan makers stand up if they will and give them a hand.

PROCEEDINGS THURSDAY AFTERNOON

November 18th, 1937

The President: Ladies and gentlemen, we will call this meeting to order. I am wondering whether Verne Lane is in the room. Ladies and gentlemen, I have the pleasure at this time of introducing to you Verne Lane, who has a story to tell us about his experience as a county field man. Mr. Lane is from Michigan doing this work there and it is my pleasure to introduce Mr. Lane.

EXPERIENCES AND BENEFITS OF A COUNTY FIELD MAN By Mr. Verne Lane

We have 12 cheese factories in our county and in carrying out this program a year ago our county agent came in there and took samples of two particular factories to see just what would happen. They found out there was quite a good deal of benefits, and they decided if they hired a field man for the entire county it would be a very fine proposition, so the cheese makers and the county board got together and decided to go half and half on the cost, and they hired me to take care of this work.

At the present time I go out and take samples from each individual factory. I get around about once a month and we take these samples and make a report on the methylene blue on each and send every individual farmer a card. As I go out I find a good many conditions which shouldn't be. Of course, we all know there are a good many factories that aren't up to par. A good many people like to produce good milk but don't understand how to bring it about. I often go out and find a farmer who during the summer time, doesn't put his milk in water. If I find the sediment is bad, I go out and inspect and several times I have found that there are many things that bring that about. On the other hand, a good many people don't have strains. They don't have any method of cooling, probably use a large tub, 15 gallon can and try to do their cooling with that. We feel they should have at least five times as much water as they have milk to cool.

As I work through this thing I try to convince each individual farmer that it is for his benefit to produce better milk, and in this way we all get a better price for milk and better cheese. I try to put this thing before them and I tell them I am out there to help and not to injure them, and if you can get that across and get the farmers to feel you are there to help them, you are apt to get better milk. Sometimes it is just a matter of cooling.

Sometimes it is a matter of mastitis being present in a herd

of cows. I have had some experience with that and if I find that a farmer has a cow with mastitis, I always suggest getting rid of it. That is the only sure cure for mastitis.

In this work up there we have full co-operation from all the cheese makers. As I said, we have 12 cheese factories. We have co-operation from the county agents and co-operation from the state inspectors and the university and we have had just about all the co-operation it is possible to get.

When we started we found that somewhere in the neighborhood of 45 per cent of the milk was bad, that was both in the sediment and the methylene blue. At the present time we have that around 30 per cent. Sometimes they bring it from the barn to the house, some place where they think they will keep it from freezing, and if they do that, naturally the milk turns bad. I try to explain to them to put it some place where it won't freeze and all around it will work out much better.

Sometimes I run into rather humorous things. I found one farmer who had very dirty milk and he said he had just bought two new strainers and he couldn't find the cause for his trouble. I went to another farmer's place and he insisted he was using a good cotton pad strainer and yet he couldn't understand why the pads were dirty. He said he washed the pail very carefully and he was very careful how they put the pad up because he realized if it was a little bit to one side, the dirt could go past. And, of course, I asked to see the strainer and he didn't want to show me, and I asked him again if I could see it, and so he went up and brought it down, and there was a good big coating of dust on there. He said he didn't know why but he had just neglected it and he insisted from then on he would be very careful.

We had another instance where the cheese maker got up in the morning and the milk was sour. I believe the cheese maker was a little bit skeptical; he thought possibly I was negligent in some manner and I didn't run the test properly. He said he would like to have me make a report and find out what caused the milk to be sour. Rather than take the can over to the house, he took it over to the pump and gave it a good rinsing. Of course, that would cause his milk to go bad.

On the other hand, you find a fellow has cans with open seams and rusty. Michigan has started now to request all the cheese makers to deliver the whey in tanks. They are not permitted to use cans any more. I understand it will only be a matter of two or three months to find the fellows who are bringing the material in cans.

As we go along we feel that the fellows who wash the cans

at the factory are getting probably better milk because the factory will do a better job than the farmers will. The farmers will leave the whey in the can until milking time and then set it under the pump and they don't give it a chance to dry properly.

We have hoped as we work through this thing there will be many things we can do to help the farmer and also the cheese maker. The big thing to get across is to tell them we are not there as an inspector but to help them. I have been threatened to be thrown off the place several times but if you convince the man he will find it is money in his pocket. A few instances have come up, I had a very influential farmer, and the cheese maker cautioned me to be careful when I went out there. I came on his place and I saw that he had plenty of water but I was afraid it wasn't fresh water. I explained to him just what we were doing. I tell the ordinary farmer to watch the big farmer. I said, "You will have to be careful to set a good example so that the rest of the people on this road will do their best." He said, "My wife has been a little bit careless in dumping this water out and in the future I am going to do it myself." He said, "I know all the dirty people on the road, and if you want me, I will go along with you." It was an oversight on his part. They try to do well but as I said before, they have no possible chance to check up. There are a good many farmers we only have to make one call. Some of them we know will be repeaters and I am going to rely on the state agents and a few others to help in cases like that. We are going to do everything possible to get them to make good milk first, and if they are careless and don't attempt to do anything about it, and we see that they have not improved, then we know there is something wrong and we are going to ask the state to come in. As I said before, the state inspector and the county officer will give me all the co-operation. I would like to have you folks know I have no police authority; it is an educational program entirely. If I can go out and talk these farmers into producing a better grade of milk it will be better for all concerned. I was told when I started out to be very careful, there would be very many people who would be antagonistic. I am glad to say there is only one farmer since we started, and this farmer's milk was so filthy, the cheese maker should have given him ten dollars to leave the place. It was filthy from the standpoint of sediment. We all know we don't care to eat that kind of cheese, and if we explain that we don't care to feed that food to our children, you can usually put it across.

Going through the county, I sometimes find a farmer who will complain on test or complain on weight or who possibly feels his cheese maker isn't paying the right price that some of the others do. Of course, I explain things to him and tell him where his man is doing the best thing possible and doing everything to the best

of my knowledge. Of course, I have talked to the farmers a good many times and I find this can be talked over and a lot of things can be corrected.

If we go through with this quality program the way we should and do everything that is necessary, I think we have a good big job on our hands but I do feel that the Michigan cheese makers, the county board and county agent and health officers have done everything possible to make a better grade of cheese and I think they ought to have a good big hand.

The President: Would any of the gentlemen like to ask Mr. Lane a question? I am quite sure he would be glad to answer it if he can.

Mr. Mulloy: I was kind of interested in knowing, Mr. Lane, where this one farmer sold his milk.

Mr. Lane: I take some of the worst sediments of those factories along with me to show them and they are very anxious, of course, to know who had this.

A Voice: How are expenses of your work met? How do they get the funds to make your work possible in the 12 factories—you serve 12 factories.

Mr. Lane: No, I serve the whole bunch but I get around once a month.

A Voice: You have a salary and you have expenses; how is that fund created?

Mr. Lane: Well, they started out originally with \$3,000 from the cheese makers and the county board appropriated \$1,000. I understand at the present time that has been cut down to, I think \$2,000 or \$2,500, because they found out the volume wasn't enough that if they brought it down to \$2,000 or \$2,500 it would be sufficient.

Mr. Johns: I want to say that I think the gentleman who has just spoken, who is doing the work over in Michigan, certainly is started on the right track, and I think the cheese makers could put it over 100 per cent in Wisconsin.

The President: Ladies and gentlemen, we have with us Mr. Charles Schlenvogt, who is with the Department of Agriculture in the State of Michigan, and I take pleasure in introducing to you Mr. Schlenvogt.

ADDRESS

By Charles Schlenvogt

Ladies and gentlemen: I was asked to talk to you cheese makers here in Wisconsin, and they all realize in Michigan what good cheese you make here and what efforts you have made to put this cheese across in the United States market. They also realize, through this effort you have made, you have increased the per capita consumption of cheese quite a bit in the past years.

Now, I listened to your discussions yesterday and today and I really didn't come down here to tell you anything. I merely came to learn something because there is nobody who can't learn something through your discussions here. If you don't mind, I would like to make a few remarks on what I heard, and particularly the talk that Mr. Price made on putting out this different cheese or increasing your percentage, and I feel that those requirements that he put out were lenient enough that anybody producing milk could comply with.

Your sanitary laws and ours are practically the same. Your legal standards are about the same. We comply with the national standards but I feel throughout my work as far as I have gone in the past year or eight months, that it isn't such a great big job to produce clean sweet milk, no matter where they select it. If you can really put it across to the producer, it is really a simple matter, but I have also realized that a certain percentage of the farmers produce milk as a means of arriving at a revenue for income and do not realize that milk is one of the most important foods that we have that is sold as a medium of exchange and not as a food, and I think that is one important factor you should put across to your farmers.

The discussion which Mr. Lane has given you I can back up in everything that he has told you, that conditions are just about that way. Another thing he spoke of was the sediment test, and I heard some of your discussions in making the sediment test and the results that you sometimes lose a patron in making these sediment tests where the test is posted in the intake. I believe that is a great mistake. I believe when a sediment test is taken in the factory, the little pad should be slipped into these cellophane envelopes and sent directly to that patron and nobody else see it, because after all it is his milk and his dirt and he is the only one who has a right to see it, and I believe in that way you will keep on more friendly terms with this particular producer than if you had sent that back.

Another thing I have found, that there is a certain per cent of chronic kickers and producers. There is also a great percentage

that don't know that this dirt exists in their milk, and when they see this sediment pad they are really glad to know it and will take precautions to keep this dirt out of there if they possibly can.

Now, there is one thing I found in the cotton pad strainer. If every precaution is taken in trying to milk the cow properly, if it is used correctly it will take out the dirt but it will not take out the diluted dirt. I found every pad tells a story of its own. You can tell if there is sand or cow manure. Every pad tells a story of its own. You can sometimes even detect mastitis.

I found some people use this cotton pad strainer and probably you will find it here in Wisconsin to a great extent where they have bigger herds and more milk, and they will have quite a bit of sediment in their milk regardless of using a cotton pad, and I find that is due to using the strainer incorrectly or hurrying the milk through a little faster than it should go through there.

I had one experience with one farmer, he had six cans of milk that were absolutely clean—that was quite an exception. So I asked him, "How is it possible your milk can be so clean, what precautions do you take?" "Well," he says, "nothing in particular." I took a sample of each can and they were all the same. I said, "I don't believe you shake your strainer or hurry your milk through the strainer." He said, "No, I have a strainer on every can, when one isn't through straining we just dump the milk in the next one and I found in that way you have a good pad and you have a strainer with a baffle plate over the top or something, don't pour your milk directly on the pad." That is one way of keeping milk clean and it is one way of helping this farmer keep his milk clean. These pad strainers don't cost so very much, and if you approach them in the right way, they will probably do those things.

Now you spoke of co-operation. One thing that hurts all of you and that is chiseling competition. When a farmer comes to you with filthy milk and his pad shows dirt and he is ashamed of it and quits you and goes to another cheese maker, the first thing that cheese maker should do is take a sediment pad and send him home until he can clean out his milk. This is one assurance I have given Mr. Lane, if he finds that condition, to show that man up until his milk is clean so that it is fit for human food.

Now, being a cheese convention, I thought I would talk to you on just one little point I noticed in cheese, where I believe all the cheese producers could be helped. I may be wrong, and if I am wrong there won't be anybody hurt. I am going to start out by telling you a little story. I sometimes have difficulty in getting some cheese that I really like, so I go to these cheese warehouses and plug enough cheese until I find one I enjoy. At this

particular time there were six or eight friends of mine, who asked me to bring them some cheese I knew was good cheese, and so I did. I brought the cheese over to them and they opened their package and everyone had a sample and one said, "Where do you get such good cheese?" I said, "I got it over in our warehouse." He said, "Why can't we buy cheese like that at our local grocer?" I said, "I don't know." I find those same conditions exist all the way from Saulte, Michigan, down to Milwaukee, that your little local grocer is the man to educate on good cheese. I find that a good piece of cheese will always call for some more. These consumers who really get a piece of cheese that they enjoy, naturally aged cheese, will go back and get some more without any great advertising or cost. The cheese itself will cause them to go back and get some more. I have quite a few requests, whenever I get to a place where I find some good cheese, to bring back a pound or two.

I believe in your advertising campaigns but there is one place where you could still improve and that is to educate your small retailer what real good cheese is.

Now I will tell you another little story that I should have told you first, but it doesn't matter, it just follows in line with this one. I was to a meeting where there were a bunch of fellows congregated who were cheese makers. They made both cheese and butter, and they exchanged greetings and asked each other how business was. One says to the butter maker, "You know how the cheese business is, you butter makers, you know how to get the money. You sell your butter for 39 and the next fellow for 38 and then it is sold for 37 but the cheese is stuck way back in the corner."

I believe that is all I have to tell you here, except I enjoyed being with you and I hope that the convention next year will be somewhere where I can be in reach of it and learn some things as I have learned here today.

The President: To finish up the morning's program we will go back to a discussion of uniform trucking and butter fat prices for the various divisions of the dairy industry. It is open for discussion. Is everybody satisfied with the trucking prices for trucking milk? Is there any discussion on prices paid for butter fat or for trucking?

A Voice: What do you think is a fair price for trucking to anybody?

The President: That is what we would like to hear from some one, what they think is a fair price for trucking.

Mr. Suidzinski: I believe a fair price for trucking is what we can hire the trucker to do the work for. I believe we all know what we can hire the truckers to do the work for.

The President: Friends, it is with pleasure I introduce to you Mr. Mooney, who will be our next speaker on this program.

UNFAIR TRADE PRACTISES

ADDRESS

By Mr. George Mooney

Mr. President, members of the Association, ladies and gentlemen: I feel I am relieved of the subject that was assigned to me for this afternoon. I am going to say that the cheese makers of Wisconsin are well represented in this room.

Your chairman has just asked if you have any discussion or questions or faults to find with the price paid for butter fat, or with the price for present trucking arrangements in the state and he was answered by the silence of the members in the room. If there is no fault to find, I think it is unfair to ask me to get up here and tell you to do the things you are not to do that you are satisfied with. I am going to see how far I can go without stepping on somebody's toes. Maybe we will have to prey upon our imagination and see what we are talking about and why.

I was thinking when the Commissioner of Michigan was talking, when he made that exploratory search for good cheese and his friends asked him where he got that good cheese, and you thought the same as I did, Wisconsin.

Last night I understand everybody had a dandy time over at the hotel but there must have been a slip up some place with somebody or with some committee because I understand the cheese was in the wrong hotel. I don't know whether I am right or wrong. I was not in the main hall; it was filled when we got there, but I understand there was no cheese at the banquet. That isn't a criticism of the hotel—just a matter of possibly forgetting. There were so many cheese makers around the hotel, they may not have thought of the cheese, but we ought not forget the fact.

I want to say that this convention seems to show a new spark of life and a new interest. There just is cheese in the air at Green Bay. I think the city of Green Bay knows the state convention is on. In fact, when I say cheese is in the air—the broadcasting station of Green Bay has made that true. A lot of credit is due the officers for putting on a convention such as this, but the convention they put on wouldn't mean a thing if you weren't here. It is your attendance and your support that makes it successful.

It isn't the cheese maker who is here, it is the absentee. I suppose I better get back to my subject, otherwise I will be like the butcher who backed into the sausage machine—I will be a little behind with my orders.

I understand the cheese maker is a man—he is the owner of the plant, of the factory, the manufacturing establishment; he is the operator, he is the employer, he is the employee, he is the whole works, and cheese makers have watched with interest legislative history in this state and other states in the nation. They have seen the programs prepared to increase the purchasing power of the farmers; they have seen other bills introduced having as their objective the improvement of conditions of the consumer, in fact, all the way down the line. Then we come back home to Wisconsin and see we are the biggest cheese state in the union. We make more cheese than all the other states put together. We make the best cheese in the union, with apologies to Michigan. We make the best—the most. The question is, who makes it? You, the cheese makers of Wisconsin make every single pound and I am wondering how much thought and time and honest effort has been given to those charged with the responsibility of improving the conditions of the state and the industry and by the way, the cheese is the gold standard of the value of the state. I am talking about you and you generally, about you, the operator, you the manufacturer, you the employer, you the employe—how much time is given to your pay check, to your family budget, balancing that budget, if there is enough down in the bank to buy a new vat tomorrow, to paint up the plant, the sanitation of our plants, the last word in equipment.

I saw, passed around here yesterday, a ballot that had reference to the matter of a full time secretary, so this morning I thought I would just see what some other organizations are doing. I called Wautoma, Wisconsin, Dr. Dunning I understand is the chairman of the Board of Medical Examiners of the State. There are about 3,400 physicians and surgeons in Wisconsin. Their state secretary, full time, is George Crownheart at Madison.

There are about 2,500 to 2,600 dentists in Wisconsin. They have a full time secretary. I asked about their dues. The dues for what they call the area outside of Milwaukee are \$12 a year. In Milwaukee county it is \$15 a year, and of the 2,500 to 2,600 dentists there are about 1,400 members. Figure that out, about 1,400 members at \$12 only gives them about \$16,000 for their full time state secretary and the state association to work with.

Now, the question is, what are the cheese makers doing from the standpoint of finances. There are a lot of things you can do and there are a lot of things you can't do without money, but money makes the mare go. I make this statement now because I anticipate a very important year ahead for the Wisconsin cheese maker, and I am speaking now of the fact that we are stepping into cheese maker history.

Little did the people of Green Bay think when they laid the rails for the street car company a few years ago that they would witness something new to take its place. That is the progress and trend of the times. You might as well realize the fact that we are stepping into a moving age. That is the history of the street car in Green Bay.

What is the cheese industry going to have between now and a year from today. There is a trend and we have got to watch it and we want to at all times bear in mind our own situation. Let's assume for example that there was a cheese maker or two in the state that was trucking milk for less than cost. Let's assume that some cheese maker was trying to keep up with the Joneses and he dug down in his pocket to pay to his patrons the same amount that his neighbor down the road paid, which meant instead of a cent and a half he had to take less and dig down in his pocket to do it. We always thought that the only one that gave away anything was Santa Claus. The only difference between the cheese maker who is digging down in his pocket and Santa Claus is this: Santa Claus only operates two weeks in the year, but that practice among the cheese makers in some cases goes on month after month and year after year. There have been cases, and there may be more cases in the future, where some cheese maker has been digging down in his pocket and cutting his own salary to hold his patrons, to meet competitive prices, and finally he gets into a situation where it is more pitiable and embarrassing, and it is criminal, but he is overpaid over a year or two or three and he finds then where receipts for this month's cheese are not enough to pay for the milk he got from the farmers. That is a sad situation. There are those cases and there will be for he is not able to pay the farmers from the proceeds on hand and the law may call that embezzlement. I would say it is the same as calling Santa Claus an embezzler when you find him with his empty sack on December 26th. He didn't take a cent from the farmers; he overpaid them. You can't continue playing Santa Claus; you are the members of a profession.

There are 2,600 dentists in Wisconsin. There are 2,200 or 2,300 cheese makers in Wisconsin practicing their art. Compare your net with the net of the skilled employes in working their own

plant with their own dollar invested in the factory, but working for someone else. They can't forget the factory investment when they go home. Compare their net per hour for skilled employment; compare that with your net. I don't know whether you figure a five day week, but I think some of you men work seven days a week. I don't know of another group that is more loyal to their industry than the cheese makers. I don't know of another where it is more difficult to find someone to take your place. You can't call in anyone off the street like a storekeeper can call in a girl or boy to take care of the counter.

Now, from the standpoint of the cheese maker, with the skill and the training that is necessary, I contend that there isn't a farmer in Wisconsin who loves that cheese industry and he boasts of it. I contend that there isn't a public official in Wisconsin who admires the industry we all boast of, but I don't think we have seriously thought of the fact that you men make every pound of it. Every time we boast of Wisconsin cheese we are paying you a compliment. But you can't live on love, fresh air, and mountain scenery. You have got to have something else to lay aside for the future.

We provide social security and unemployment, but you are not in that program. Those are some of the things that lie ahead of you for the coming year from the cheese maker's standpoint.

When I talk about this unfair competition, it is a broad field. I don't believe anyone here has any competitive factory near his factory that causes him any concern but if they should develop in or near the territory where your factory is located, it should be brought to the attention of the state officers, and it is a disease and when it breaks out it will spread. It is hard to stop and cure but before it reaches that proportion it should be brought to the attention of your state officers, and remember men, when the doctor steps into the picture to treat an ailing industry and finds out what is wrong, and he starts to prescribe the cure, don't be afraid to take the medicine. It will be just as good for you, although it may hurt, but it is like pulling out a tooth that aches. There is no fun stepping into a dentist's chair. You will have a few teeth pulled in your industry. Mr. Mulloy touched upon that; start at home and clean up your situation first.

Another thing you should have in mind is your income. And I am talking about an increased income. I am talking about the farmer group in the state who won't oppose it, when they understand how dangerous your investment is at times, how you fear putting in another thousand or two to rehabilitate your plant and modernize it. We have to build for the future the industry we boasted of in the past.

I have tried to cover the subject in a somewhat rather peculiar way, ladies and gentlemen. I have just tried to impress upon you one thing, that you, the members of a profession, want to start now. Just take care of yourselves, your families. You are entitled to it; the state is complimenting you every day, the newspapers, the broadcasting companies, everybody is paying a compliment to the cheese industry. All these signs are compliments and flowers to you. We want to take a little dollar bill on those compliments. You have the same well wishes. You never cut your income unless it was competition, and I am sorry to say that you know and I know there is some competition not between the condensery and the cheese maker but between cheese maker and cheese maker, where one is trying to keep up with the other, the man that can't go along, that isn't building solidly for the future.

If there is any help needed I know the United States government stands ready to help. I know it wouldn't turn a deaf ear to that industry. The farmers won't turn a deaf ear; it is a problem and the solution is not going to be hard. I thank you.

The President: Ladies and gentlemen, I am glad to introduce to you our next speaker, Mr. Orchard, who will speak on the order that was drawn relative to free cans and trucking. It is with pleasure I introduce to you Mr. Orchard.

ADDRESS

By Mr. Orchard

Ladies and gentlemen of this convention: I am pinch-hitting this afternoon for the Commissioner. I would much prefer that he be here and talk for himself, but he directed that I come over here and take care of this matter. It necessitated my leaving some work I was doing in Eau Claire and I should have stayed in Eau Claire this morning, but I had to drive from there to here.

I wish I could dispel from your minds the idea that maybe in the minds of some, that this order was issued in the interests of some particular group. The order was issued in the interest of the industry, not necessarily the cheese industry but the dairy industry of the State of Wisconsin.

I was very glad that Mr. Mooney spoke on something that he did, because it has a direct bearing on some of the things I am going to say to you. Some of the things he mentioned we are trying to remedy in this order. The question is sometimes asked, what is your authority for issuing the order.

The first section that is referred to, 96.06, paragraph 2, is or does outline the powers and duties of the Department of Agricul-

ture and Markets. In that power given to the Department is the right to require a uniform statement at each payment period, whether it be a condensery and cheese factory or a creamery receiving plant. That is what that section is.

The next section 100.19 is a section that was enacted immediately following the war. You probably recall that during the period of the war there was considerable difficulty in getting food and fuel, so immediately following the war there was written into the statute books of Wisconsin a statute which said that methods of distribution of food products and fuel should be free from needless waste. Now, that is what section 100.19 is.

Along about the same time there was another statute, along the same line and it follows quite closely the federal statute enacted in 1914. The federal government has been endeavoring for quite a number of years, ever since the Sherman Anti-Trust law, to do away with combinations in restraint of trade. The Federal Trade Commission act, which was enacted by the government in 1914 was intended to carry out to a considerable extent what was written in the Sherman Anti-Trust law. Together with the Clayton act it was intended to correct unfair trade practices.

Following the lead of the federal government, the state government saw fit about the time of the enactment of the other statute to enact a statute doing away with unfair methods of competition and unfair trade practices. That statute which is on Wisconsin's statute books, is a broader section than the federal because it not only permits the doing away with unfair methods of competition and unfair trade practices but authorizes the department to set up what in their opinion constitutes fair competition or fair trade practices.

The question is often asked me, what is an unfair trade practice, or what is an unfair method of competition. You will notice that Mr. Mooney didn't define it; neither will I. I was before a Circuit Court Judge in Milwaukee a few years ago and he scoffed at the idea that there might be any unfair methods of competition among florists, when we tried to correct the situation where a party was advertising so many roses or a certain particular kind of rose and so on, the judge rather sneeringly said that there were 40 different varieties of American Beauty roses. He was on the point of settling that case right from the bench and I had to ask him to please let us file a brief. After the brief was filed he changed his mind because the United States Supreme Court specifically says there isn't any definition of that term. It depends upon the facts and circumstances of each particular case. What may be unfair in one situation might not be in another. That is the other section that

is considered in this order, and it is largely upon that statute that this order is based.

The other section that is referred to is 100.22, which forbids the paying of a different price in the same community for the same quality of product. In other words, it prevents discrimination in the purchase of dairy products. Now, that is the foundation of this order. Back of that there was the thought that there were citizens in Wisconsin, such as Mr. Mooney has referred to in the cheese making business that were affecting the dairy industry of the state of Wisconsin, and the industry itself had not been able to correct it.

Our attention was first called to it in the northwest part of the state some two years ago when a group from dairy plants up in that section came to the department and said, "Our business is being ruined by the giving of free cans. Is there anything you can do for us?" I answered that question this way: "I do not believe that we can do something for you up in the northwest section of the state without affecting the entire state." And upon my advice no action was taken at that time.

Some forty odd plants up in that section signed a gentleman's agreement that they would give up the practice. One of the men who signed that gentleman's agreement said, "I guess I am to blame for starting this practice in this locality but if I am, I want to quit it and acknowledge that I was to blame and I want to get out of it." He and one other lived up to that voluntary agreement; the rest of them broke it within a week of their signing that agreement.

From time to time complaints came in and they asked us to come up in that section. The latter part of last year complaints were made and the early part of this year, I think either in March or April, I went out and held a number of hearings starting at Sparta. I went to Sparta, Eau Claire, and to Rice Lake. Then I came over here to Oshkosh. I held a meeting in Madison to discuss this question of cans. One thing that was causing trouble at that time was this matter of haul.

Down here in Appleton we have a milk order and there two concerns were required as they do in all milk orders, to pay for their milk f. o. b. the plant. About five per cent of the milk of these two plants was sold locally and the rest of it goes out of the state. They said, "We can't pay a price f. o. b. the plant if Borden and Carnation and White House and so on are going to pay a part of the hauling cost."

In that swing I took around the state last spring I didn't find a great deal to be said in regard to it. In fact, the industry outside

of the northwest was not very much interested at that time but as the summer went on complaints continued to come in until finally the Commissioner decided to hold a series of hearings with the thought in mind that if the evidence that was presented at those hearings warranted it, an order would be issued, so that in August public hearings were held at Richland Center, Eau Claire, Spooner, Wausau, Appleton and Watertown. As a result of the testimony taken at those hearings—and I might say right here in passing that that testimony is available to any of you who want to look it over as we had an official reporter present who took down the testimony as it was taken at the hearing and it is available to any of you . . . as a result of those hearings we felt that conditions did exist that warranted issuing a general order, M-1, which is the order in question.

Now I am going to run through it hurriedly because I think you will have some questions to ask. The question is frequently asked, who does this apply to. The paragraph says, owners and operators of cheese factories, creameries, condenseries and receiving plants and stations purchasing, receiving or handling milk or cream, haulers of milk and cream thereto, and officers and agents of any of them. We were intending to put everybody under the order.

We found in the milk order in one case where we said purchasing, we found that they claimed they were not purchasing. The Supreme Court took that view. Since that time when we were dealing with the propositions of this kind, we tried to make it broad enough to include everyone. So it says, purchasing, receiving or handling; it includes the co-operative just as well as a private owned plant. It includes the milk hauler as well as the owner of the plant, and it includes the officers and agents of the owner.

Now, number one says, "Shall not furnish any container to any producer free or at less than actual cost, containers being now so furnished shall be withdrawn prior to January 1st, 1938, shall not be sold to a producer directly or indirectly for less than the fair used value." Now, it seems to me that the man that is affected mostly by that is the farmer himself.

The evidence shows from the hearings that we took, that the farmer is abusing the can that is being furnished him. Right down here at Appleton one plant complained that they were furnishing cans to their patrons. The patrons quit and used those cans to deliver milk to the competitors.

The man who started this proposition up in the northwest, his company was well able to do it, is Abbot's dairy at Cameron. They had, at the time we held the hearings there last August, \$45,000 tied up in cans. It cost them about five thousand a year

to keep those cans in condition. The amount spent for cans varies all the way from probably a thousand dollars up. Some small creameries and cheese factories have as high as \$7,000 tied up in cans.

Now, it was not the intention that we would penalize the farmer but we felt that where there was that much waste going on, that really the farmer would be ahead if he bought his own cans and took care of them and let the cheese maker or creamery pay him enough more so that he could well afford to buy the cans. We did feel that that was his wedge. I don't think there is any question about it. There is plenty of testimony to the effect that these cans are abused and they last only a very short time, but if a can is properly taken care of it will last from five to ten years.

The question arises, can a hauler furnish a second set of cans. The answer is no. I appreciate the fact it is an accommodation to their hauler and the reason that there is not an exception made in regard to it is that it opens the door to the same thing that the operator might act through the hauler rather than do it directly. We would gladly make the change if it could be done without opening the door.

Now then, on the question of can you rent a can. The answer to that is no. There again we will be opening the door to a practice which will soon grow into an abuse. We do expect, however, that if through some unforeseen conditions like a terrific snow storm or flood or something of that kind, that the farmer cannot get in with his milk and you want to let him have a temporary set of cans until he can get things back in order after the storm, that is not a violation. We hope to be reasonable in that respect.

These cans that are on hand can be sold. They are second-hand cans, and if I know farmers well enough, they are not going to pay you an exorbitant price for them. There is no objection to your selling the can to the farmers on the deferred payment plan, but see to it that he does pay for it eventually. We want you to give him time to take care of it; we don't want you to take advantage of him by selling him the can at a high price.

In many cases your name is on the can. How are you going to get away from that? We are investigating that and we are hoping that a company in Milwaukee will be able to tell us how that will be handled. One of the large condenseries is issuing a metal plate upon which is stamped the farmer's name and the words "sold to" on that can, so that in case one of our agents should find that can somewhere he wouldn't pick it up and take it back to the condensery because the farmer owns it.

Before I leave number 1, quite a few co-operatives have written in and said their members already owned their cans. My an-

swer to that would be yes and no. They have no doubt been bought collectively out of the earnings of the plant and to a certain extent they do belong to the members. But one of the largest co-operative creameries in the state is the second member of that voluntary agreement who is living up to it, and he said that even though they bought the cans, they find it much more satisfactory to turn them over to the farmers at a reasonable value and let the farmers own them. So that matter should be adjusted and the co-operative should turn over its cans to the farmer in proportion to the amount the farmer has paid and set them up on your books as belonging to the farmer and not to the plant.

Number 2, it shall not conceal directly or indirectly any part of the actual hauling cost. Price quotations and payment shall be f. o. b. station or plant. The actual hauling cost when not bought or paid directly by the producer shall be deducted. This shall not prevent pooling or zoning of actual hauling cost by plant, station, route or association.

Right in this section of the state as in many other sections of the state that hauling cost is quite a situation. One company is charging the farmer ten cents for doing the hauling and they absorb the rest. Another company in that same territory competing with the other one and competing with you is paying half of the hauling cost—the farmer is paying the other half. There are situations, there are plants where all of the hauling cost is being paid. No deduction is being made or no account made of that hauling cost. That order says, actual hauling cost.

Now, if a farmer is hauling his milk to the plant, there is no deduction. He is doing his own hauling. There is no objection to the farmers going together and having their milk hauled in which they hire their hauler and pay him. There is no objection to you taking out for that hauling if you want to. We have tried in this order to cover every situation in hauling. You can charge for it on a route basis, you can charge for it by zoning your plant, or you can take the entire hauling cost and pro-rate it among all. It is not intended to work a hardship at all, either on you or on the farmer. But there has been a great deal of shifting from one plant to another because there was a misunderstanding in regard to hauling costs.

I was among a group of farmers about two months ago and they were discussing what they got for milk. One farmer said he got 40 cents. I have all my milk hauled 18 miles to a creamery. Within a quarter of a mile of that man's farm was a cheese factory. The other farmer hauls to that cheese factory, and he said he got 39 cents at the cheese factory. All the other fellows said, I beat you by going over to that other creamery. I don't know where he

did when he took into consideration he was paying a hauling cost and yet this farmer—he is an intelligent farmer too—actually had the idea he could pay that hauling cost and get more money than he could right at the local cheese factory. As a matter of fact, he couldn't do it.

Now, to put that thing in a form where the farmer will actually know what his milk brings him right at the farm is why we are trying to get at this. We are trying to prevent that covering up of something in that statement that deceives the farmer. It is being done on you and it is being done on your competitor.

Mr. Mooney has mentioned the fact that some of you were playing Santa Claus. From some of the testimony that we got at the hearings, some cheese makers, in certain sections of the state at least, can't afford to be Santa Claus.

Last week we were at Marshfield at a convention, and the manager of the milk plant group there called attention to the fact that some of the cheese makers were doing this way. I am not a cheese maker but you know whether this is correct or not. You are not paying any attention to what you get for the product. Now, let's analyze your situation for just a minute. Maybe it isn't true in this section but it is down in the section of the state where I come from. The cheese maker doesn't own that cheese. He is the manufacturer of that product and he charges a certain amount for manufacturing. The cheese belongs to the farmer; the milk never belonged to the cheese maker at all. It belonged to the farmer, and the cheese maker was employed to make it up into cheese. But in many cases I venture to say that the cheese maker is disregarding that situation entirely and reaching down in his pocket and paying out money that is really his. Why is he doing it? He is doing it because somebody else is playing Santa Claus in his locality.

Now, it is to try and get at that situation and correct it so that the cheesemaker will get what is his just dues. I told them at Marshfield of a fellow who testified at Wausau. He was hauling milk free of charge. I asked him if he did the work at the factory—if he had any hired help. He said no, he couldn't afford it. I asked him who helped him; he said, his family did. I said, "Do you pay them any wages." "No, I don't; I just barely make a living." I don't believe that is necessary. It is unfair to that fellow to expect him to do that.

It is an old expression, every tub should stand on its own body. I believe the dairy industry can stand on its own feet or on its own body. We can get away from these various things. I have been in contact from time to time with various of these factors. I

have met with condensery, cheese factory and creamery operators. Some of them don't understand this. We didn't expect they would right off the reel. It is pretty much condensed, but we believe when you understand it that you will see that it is going to help.

Now, what we were trying to get at was to put that price down to where the farmer would know when he got his check that he got for that milk with all the cream stripped off.

Number 3 deals with the uniform statement. I think that is easily understood. I am pretty sure all of you are living up to it all right unless it would probably be putting down the actual rate of hauling. The last sentence there may apply to the cheese factory—I don't know. We in the department had complaints come in from time to time of a situation like this. Here was a particular creamery that was not only making butter but they were also condensing their buttermilk. There wasn't a very good market that month and they had to carry it over. They probably carried it two or three months and then got a favorable price and that whole thing was dropped or dumped into one thing and it made a distorted statement and the competitors all around wanted to know what was going on, how they could pay any such price for that milk. So when there is anything of that kind in the statement, or to go into the statement, it should be set so that anyone who sees it or when our auditors check up they will be able to find where that money came from.

Now, the other paragraph requires that you put something on there. I have felt that the farmers knew enough to make that subtraction themselves, but the Commissioner feels that if it is there they can tell him just how to arrive at his price on the farm.

Number 4 requires these records from which the milk statement is made shall be kept for a period of two years. Now, the object of that is so that it can be checked. A few years ago we attempted to make out a uniform statement but it was entirely too complicated. There was a great deal of objection to it because it called for certain reports to be made to the department. Many plants felt that was their own private information and it should not be made public, and when a record comes into our office and is made a part of a record there, it is public property and open to the public. So, instead of requiring these reports to be sent in, we ask that they be kept at the plant, and we ask that they be kept in this statement.

There are organizations in this state that are operating here whose main office is somewhere else. We want those records here in Wisconsin. A few years ago we were investigating the gasoline industry and when we asked for certain information we were

told that it was down in Chicago or in New York. It wasn't here in Wisconsin. This was only a branch. We thought we would head that off by seeing that record was kept here in Wisconsin.

I know the question is going to be asked me, "How are you going to enforce this?" My answer to that will be this: "Do you expect members of the legislature to enforce the laws that they enact or do we have officials that do that?" With the force that the Department of Agriculture and Markets has, it would be utterly impossible for them to police every cheese factory, creamery and condensery in the state, just as it would be utterly impossible for someone when the legislature passed a law to take it upon himself to see that particular law was enforced. Whether or not a law is enforced depends on whether or not the result is going to be good and what the attitude is going to be toward that law.

We had a very good illustration of that in connection with prohibition. There was a great deal of sentiment against prohibition just as there is sentiment today in many localities against slot machines and gambling, but you can go to plenty portions of the state today and find plenty of slot machines. You can go to some portions of the state and not find any, depending on the ability of the law enforcement officers. The same will apply to this order. We hope that we have written something here that is for the benefit of the industry. You may not see it just that way now but upon giving it a fair trial you will find that it is beneficent to you. Your District Attorney and sheriff are fully charged with the enforcement of this order as any law that is on the statute books. You have a right to appeal to your District Attorney for enforcement; you have a right to appeal to the Department, and I assure you the Department will use every effort to do its part in enforcing this order.

Someone has asked, "What will you do about this hauling charge?" It is not the intention of this order to fix the hauling cost or to say what the hauling charge shall be. But we do say, actual hauling costs. Now here is my thought on that subject. We expect you to charge the actual hauling cost. Now, what is actual hauling cost? At Richland Center a witness came on the witness stand, and when I asked him what the charge was for hauling, he said, "Five cent a hundred." "Is that the actual cost?" His answer was, "Yes." But the very next witness happened to know something about it, and he said that man was——. It did cost him more than five cents because he owns the truck.

Now then, if the man owns the truck, that has got to be taken into consideration in hauling costs. Now, my personal opinion is that you cannot haul milk for five cents a hundred but that is only my personal opinion. Supposing a complaint comes into the depart-

ment that John Jones over here is not living up to that order in regard to actual hauling costs. He is only charging so much; what are you going to do about it? We are going to send one of our auditors into that plant and we are going to ask that plant manager to produce his figures showing what the truck cost him, how old it is, how much he has to pay for gasoline and how much he has to pay for oil, how much he has to pay for hired help to operate that truck, or how much time he spends in operating it himself and what is it used for besides hauling milk.

We have some auditors in the department that have been auditing cheese factory and creamery books for a number of years and I believe those men are competent to tell you whether or not a hauling charge is actual or not. If we find the man is not charging the actual hauling cost, we are going to insist that he charge it or suffer the penalty. That is how we expect to work this out. We can't be in every portion of the state but we have to rely on you.

Now, the question was asked me this afternoon, "If I make a complaint to you, are you going to tell the fellow who complains?" No. I was District Attorney of a county in this state for four years. I handled better than 100 criminal cases a year. I never told the defendant who it was who gave him away. I have had, on a number of instances, to call the man in and warn him that I knew he was doing certain things and if he didn't cut it out he would suffer the consequences. I found that I could not enforce the criminal law that way and I have had more than one come in and say, "I would like to know the blankety blank that turned me in. I would like to see the name of the fellow whose name is signed to that complaint." I usually gave him the name and the information but the sheriff was usually the man that signed the complaint, so that when a complaint comes in, if you happen to be the victim, don't ask who told or who it was that turned you in because you are not going to find out if I have anything to do with it. I don't think you will get any law enforcement that way. But don't be at all surprised if we check you as well as the other one.

We have had some complaints in regard to tests and weights and we usually found that when we had tests the complainant as well as the one that was complained about were equally guilty. Don't be surprised if we check you. See that you have your house in order.

I have tried to cover the high points and I think my time is up, but if it is the wish of your chairman and this convention that I answer questions, I will be glad to do so. There is a hearing tomorrow morning beginning at 10 o'clock. It was called to give some people a chance who claim they didn't have a chance to be

heard, such a chance. At these hearings we like to have evidence. Opinions are not evidence. We like to have facts. What I might think about a thing would be my opinion but it might not be a fact. What we would like are facts, and if you have some facts to present we would be glad to have you at the meeting tomorrow.

In meetings of this kind and in some of the hearings the object of the hearing is lost sight of. We used to have a fellow in the department by the name of Peterson. He was the head of the Department of Markets. He often got into some pretty hot meetings and he usually calmed them down by saying, "What we want is light, not heat."

Now, that is a pretty good idea and I am reminded of a story of the Irishman who was making a political speech and they started to throw cabbages at him. And he held up his hand and said, "Keep your heads." Now, in regard to this order, may I give you that admonition, keep your heads. We believe that if given a fair chance it will work out but we are of the opinion all the time that we would like to hear from you in regard to it. If we are doing wrong we want to correct it.

The President: Mr. Orchard, I know some of the boys would like to ask some questions and we appreciate your willingness to answer those questions. Are there some questions on this?

A Voice: May I ask him if the condensery is going to put out a full statement or just always the milk and the test and the hauling charges off and then what the patron got?

Mr. Orchard: There are only certain things in paragraph three that we are insisting on, pounds delivered and the butter fat price. Bear in mind the statement that I made a short time ago, that most of the plants, the product belongs to the farmer and all the cheese maker is doing is making it for the farmer. Now, the farmer is going to insist that you put on there the total number of pounds you received of milk at the plant, the cost of making and all that. It is the farmer that is going to do that, not the department, because of the situation. In the cases of the condensery, the condensery buys the milk outright. If you as a cheese maker were buying the milk outright, then you can do just exactly like the condensery, and as far as the department is concerned, these are the things that must be on there. As far as they are concerned, they will not say anything about them but I believe the farmer will.

A Voice: Mr. Orchard, I operate a creamery, and the last four or five years I bought about three thousand cans. We gave them cans where they get their cream in and once in a while the farmer wants a can and the cheese maker gives him a can and we

gave them another can. May the farmer keep those cans? Have we any right to get our cans back?

Mr. Orchard: That is a matter you will have to settle with the individual farmer. It is not expected where a creamery takes whey cream from a cheese factory that the farmer has to furnish that set of cans. If the creamery wants to furnish that set of cans for the cheese maker to put that whey cream in, it is not a violation of this order. It deals with the plant to the patron.

A Voice: What I mean is this: some cheese factory patrons have maybe 10, 20, 30 of our cans; are they allowed to keep those cans?

Mr. Orchard: My answer to that would be, they haven't any legal title to them and you could get them if you wanted to go to the trouble of getting them. The farmer who has a milk company's can doesn't have any more title to it than if somebody stole a horse and sold it to him. They don't get any title to that property because the man he got it from didn't have any title, but it will be up to you to get the can back or sell it to him or probably you won't be able to find the can at all.

Mr. Horn: Mr. Orchard, you stated that this order was set up to eliminate waste. Aren't we also wasting time when we are asking the cheese maker to make two trips to this farmer instead of changing cans? In other words, this farmer has to buy either two sets of cans or the cheese maker picking up this milk has to make two trips. Wouldn't that be a waste also?

Mr. Orchard: I wonder, Mr. Horn, if that isn't more imaginary than real. When the milk flow is such that you can only make a trip every other day, the farmer usually will have extra cans that will take care of that situation.

Mr. Horn: Pardon me, Mr. Orchard, I am referring to every day hauling because that is the case in the biggest part of the state. The cheese maker today where he is hauling, has a small route. He loads his cans in the morning and makes his route deliveries and returns with the milk to the factory all in one operation or in one territory of the route. Where, if he has to deliver the farmer's can back for the next day's milk, naturally it means two trips over this particular route. In other words, if he had a ten mile route it would mean a twenty mile route for that same day and his hauling cost would be practically double.

Mr. Orchard: What is the object of the farmer having two sets of cans?

Mr. Horn: That would be up to the farmer, I guess.

The President: I would like to introduce our next speaker on the program, Mr. Wilbur Carlson from Madison.

ADDRESS

By Wilbur Carlson

You will notice—without the Dairy Queen. Sometimes it is rather embarrassing to start talking without having to tell a couple of stories. I have a new slant this time. I can make a couple of apologies. In the first place, the Dairy Queen isn't here, and I hope she has performed a very important duty for us by not being here.

It so happened at the National Dairy banquet in New York our heads got whirling. We thought we would get some additional publicity by the Mayor, Mr. LaGuardia of New York, and so we sent a wire out and we got our reply that unfortunately she could not make a presentation of Wisconsin cheese to the mayor himself because he was in Washington attending this National Mayors conference, but his office insisted that she come and that they wanted a reception for her, and she received all the symbolic keys to the city of New York and we hope all the publicity that goes with them. That remains to be seen.

I have a little wire from her. She greets the Wisconsin Cheese Makers' Association in Convention, Green Bay, Wisconsin, best wishes for the greatest convention of all time. So sorry I cannot be there to meet you all. Signed, Alice Baker. That is typical of the young lady; she is like all the rest of the queens we have had.

In the second place, last night you had a council banquet and some of the ticket holders were a little lazy in getting up to the gates and when they got up there the gates were barred. I hear there were several of us called upon who didn't make an appearance but I have had several messages of appreciation for that condition from such men as John Peters and others because they got on the dance floor so much earlier. So that apology I am very happy to make.

Inasmuch as the Dairy Queen isn't here to give you a talk, I am going to talk about an hour and a quarter on some of the things which rambled through our minds recently. First of all, I want to call your attention to this sign. You notice on each sign there are two replicas, one on butter and one on cheese. These signs when properly erected will bring a message of Wisconsin butter and cheese to some two or three million people that will pass those signs.

We mention the dairy queen. They had the Dairy Queen at Columbus, Ohio, a short time ago at the National Dairy Show and I imagine some of you saw the reports in the papers of what took place down there, and in briefly summarizing it, I want to tell you Wisconsin cheese and butter positively stole the National Dairy

Show. All the notices in the Columbus papers dealt more with Wisconsin dairy products than they did with all the rest of the activities of the Dairy Show put together, and for that we were very grateful.

You know that we had some Wisconsin cheese and dairy products propaganda floats used in New York City not much over a month ago on the occasion of the American Legion convention. We are rather proud, we are getting quite a collection on the desk of news reel films showing Wisconsin dairy products in these various activities. These things have been shown in many places throughout the United States, securing much for our products. It certainly is gratifying there are some results from all these labors.

A short time ago, in fact, October 22nd, there was a report from Washington indicating that the dairy prices were going to remain firm, by the Bureau of Agricultural Economics. A week ago last Sunday there was another story of the same nature but the last paragraph was very interesting because it made this statement—efforts toward quality improvement and advertising and educational programs have seemed to stimulate consumer demand for dairy products, and that kind of information coming from the Bureau of Agricultural Economics at Washington is certainly very interesting to all of us. But let's hope that it really means what it says.

The work is just begun and we have many problems. The fact of the matter is, there hasn't been a speaker, that I heard speak here, and I was a little late in getting here yesterday, who hasn't appeared before you and talked to you about something that is really down your Main Street and presenting to you a problem. Right here you have a positive demand for a concerted action such as which the dairy industry never heard of before.

Mr. Mooney told you the next year is going to mark some very interesting times for the state's dairy industry. I believe he is correct, and I think we can all benefit more from it if we, instead of all going off in different directions, remember as Judge Graas stood before you this morning and told you about the right road and the wrong road. Of course, when there are two or three more roads to go down and you have a load to pull and you all get to the cross road and you all start going down a different road, how far will the load get. It will be tipped over.

Back in 1816 they brought the first dairy cow into Wisconsin. In 1864 they opened the first cheese factory in the state of Wisconsin—they opened it in Fond du Lac county. One cheese factory in 1864 and here, so many years from that time, we have developed into the greatest institution of dairying that there is in the world,

right here in Wisconsin. We reached that position because of people like you, people who led the battle and had some imagination and were willing to put their shoulder to the wheel and bring out of the soil and out of what nature endowed us in this state, the products that would bring us to this top rung. There is one place in the world that it is harder to stay at—I mean there is no place where it is harder to stay at than the top. And that is our job.

We were pioneering when we were cutting down trees so that we could grow fodder, when we were stripped to the bone to get pure bred, good producing cattle, when we were bringing this cheese industry and butter industry to the place of prominence that it has achieved. We worked no harder than we have to work right now to hold that reputation. The work now may not be quite as difficult a work of labor but it is a work of clear, solid, sound thinking.

I had a dozen other things I was going to say here but I just want to point out this one thing, that your group as a unit can be a force for an untold amount of good for the state of Wisconsin, and when your group gets working together with these other groups and they get working together,—when all of these groups, the farmers, the makers, the forces of law and the forces of education can all realize the common problem, that of maintaining the top position, then we will still have work to do and it will be much more pleasant to do. Thank you.

The President: At this time, ladies and gentlemen, I have a short message to deliver to you.

THE PRESIDENT'S MESSAGE

Ladies and Gentlemen, in behalf of the Wisconsin Cheese Makers' Association, I wish to thank the City of Green Bay for its warm hospitality and generous cooperation in extending their facilities for our use, which has done much in making this convention a success. The officers and directors join with me in an expression of pleasure for this fine attendance of cheese makers from all parts of the state, and the splendid cooperation of the supply house in using our booths, and the many cheese dealers who attended.

Another year has passed. Many new problems pertaining to the dairy business have come up. Some are good, and some are not so good. Your officers have attended many legislative hearings at Madison on bills pertaining to the dairy industry. Some of these bills were terrible. I am sure that whoever drew them up did not know the first thing about dairying. Gentlemen, in my opinion, for our own protection, we should have someone in Madison all the while the legislatures are in session; other associations do.

I am just wondering if this would be a hard thing to do. We have about 2,200 cheese factories in Wisconsin, and we have an

investment all the way from \$5,000 to \$25,000 in the factories. Did you ever stop to think of the amount we are paying for the protection of this investment? \$1.00 per year, or about 8½ cents per month. Now, Gentlemen, did you ever spend \$1.00 and get \$5.00 back? If you did you were lucky, for it is not practical.

Gentlemen, if we had 2,200 members in our Association at a membership of \$5.00 what couldn't we do! We should have 2,200 members instead of the mere eight or nine hundred faithful members who always attend conventions; who are here today and are trying to build up this great industry of ours.

Gentlemen, I wonder if cheese making is a profession. If so, are we receiving wages for professional work? I fear not. I think some of the cheese makers this past year have not received as much wages as a WPA worker, yet we represent Wisconsin's major industry, namely cheese. When the Governor of this state went to Iowa to match our best product, what did he take with him? Cheese! Yes, and he stole the show from Iowa.

There has been an increasing interest in the cheese industry. It has been shown in every sectional convention in the state this year and is again shown by the attendance yesterday and today.

I appreciate the sincere interest you are taking in the discussion of our problems.

During the coming year the Association will have opportunity to improve the conditions which for some time past have been more than **CHEESE MAKERS' PROBLEMS**. They are family problems, and demand our attention if our families are to enjoy the standards of living to which they are entitled.

Fellow cheese makers, in conclusion I wish to thank you very sincerely for the honors you have bestowed upon me in electing me your president for the past four one-year terms and wish to say that it was indeed a pleasure to work together with the officers and directors. We have all tried our best to work for the best interests of all of the cheese makers of the state. But owing to the fact that my own business requires my undivided attention I therefore want to say to you that I am not a candidate for reelection.

The President: At this time we have one of our newly elected members—he was elected on the Board of Agriculture and Markets. I would like to call on Mr. Ed Malczewski.

Mr. Malczewski: Mr. President, ladies and gentlemen: The hardest two days I ever put in in my life were the last two days at this convention. I have been attending them for the last 15, 18 years, and there never was a time that I wouldn't be in for a scrap, but I just couldn't do it because some of the very things you dis-

cussed may come up where we will have to have something to say about them, and therefore I didn't want to pass any judgment at this time.

But I want to say this, that the cheese makers can rest assured that these seven men that are on this Board of Agriculture—understand, we are not going to direct the department. The department is going to be directed by the man that we choose, and knowing all seven of the men or all six of them, because I am the seventh one, knowing them as I do, some of them very intimate friends of mine, I know that they are men of judgment, and that this director must be a man of high calibre and fair. So I think you as cheese makers have absolutely nothing to worry about.

I just want to make a couple more remarks and I am through. The quality program is going to come about and I think we as cheese makers think it is about time instead of talking at our conventions as we have, we ought to be ready to go behind something.

The WAA, that is the Wisconsin Agricultural Authority, was set up probably for a quality program. I hope it is only voluntary and I think something like a county inspector is absolutely necessary. I don't believe you are going any place until you can put in a man to inspect the farms and then you can have Mr. Mulloy stand on the top of this building and holler what great cheese we have got in Wisconsin because it comes from inspected barns.

The next thing, your full time secretary. I don't mean that you should have one only during the legislature; you will need one the year 'round. Why? Because you have so many good organizations. You have the Northeastern, the Southeastern, Central Wisconsin, and the county organizations, and each one has got a program. You need a man that will work for you 365 days a year and go around and coordinate these organizations so when you do come to something you will come together, you will fight your battles together.

Another thing, this man will not only work for the cheese makers, but he will get together with the farmers' representatives. And I want to tell you as a farmer, and I have been connected with farm organizations for many, many, years and it cost me more than five dollars a year to pay my overhead for my organization, and yet here I only paid one dollar, because that is what we agreed to pay.

The farmers last year hired a full time man and I think the cheese makers ought to have one, where they can sit down at the table and decide what is good for their industry, and then go and get it.

Another thing is quality. Remember that there is another way

of getting quality if it can't be gotten in a general way. We have got to admit that a lot of the cooperatives are getting quality. Go right out here to Shawano and see what part of theirs are under Chicago inspection. Antigo—and six miles from here at De Pere, the plant is under Chicago investigation. I suppose it isn't necessary to do it for the co-operative movement, although I am a co-operative man, and I hope at the next convention of the cheese makers we will have been able to remedy that situation.

Not less than a year ago I was a long way from here talking to an annual meeting of a co-operative group and they were talking about a big plant. I told them this, I believe in my judgment—and I am not an authority, I believe we are getting pretty near up to the point so far as efficiency is concerned, and I told them before they go and invest \$150,000 or \$200,000, it would be about time they make sure that they planned economically. They haven't got it built yet and I don't think they will build it because we know some of the co-operative plants are only running with their great big machinery only a short time a year. I believe it will be well for you boys to go right along the line and give them the cheese so we won't have to go out and drive for this co-operative cheese factory. There is no necessity if you fellows co-operate and after all that is the only thing that will save the little cross-road cheese factory. I want to tell you that 15 years ago when the rumor was out the cross-road cheese factory had only a few years to go, I got scared. I was born in the woods out there and I bought a farm so they couldn't drive me away and the cheese factory is still there. I believe we will have to do as Mr. Mooney said if we are going to go along with the trend of the times, and if we do that and be fair and understand all the way through, I think when Gabriel blows his horn we will still have the old cross-road cheese factory in Wisconsin. I thank you.

The President: We will have a discussion on an allied convention for 1938 at this time. Now, I know there are representatives here from the other interests of the dairy butter makers and I am sorry I haven't their names, so we would like to have a discussion whether we want a joint convention for next year or not. This was brought up at our last year's convention.

Mr. Jesse (of the Butter Makers' Association): Mr. Chairman, ladies and gentlemen: At our last meeting up at Chippewa Falls, I believe it was in October, the 6th and 7th, we had a discussion up there relative to an allied convention next year to be held at Milwaukee. The reason we thought Milwaukee was the place was because it was really the only large town with the facilities for handling this particular group. There are two more directors here from our association to meet with your directors, whoever you put

on this coming year, to settle this matter of place and different things that come up. If you fellows are interested in an allied convention, which we thought at Chippewa Falls would be a very good thing for the dairy industry from the standpoint of the machinery manufacturers as well as for our own good because if we could get the machinery fellows to put in a large exhibit down there, it would be a wonderful thing for all of us, I believe. We would be willing to meet with your directors after you have your discussion and if it goes through, all right, and if it doesn't, no harm done, but I think it would be a wonderful thing for the dairy industry.

That is all I have to say and I am surely glad to be here with you fellows with your wonderful turn out. I will meet with them after your meeting and whatever you decide on we will try to thrash it out later. I thank you.

The President: Well, gentlemen, are there any other interests of the dairy industry here that would like to have a word to say at this time for a joint convention to be held next year. I would like to hear from some of the members of our association here what they think of holding a joint convention. Isn't there anyone who would like to express his opinion of a joint convention, that is, to holding a joint convention with the other interests of the dairy industry? I would like to hear a little of your views on this, what you think of it.

A Voice: Mr. Chairman, I think it would be a good thing if we get together; we have to fight the same problems and we might as well fight them together and get accustomed to what the other branches have to contend with, and we should try to have it together.

The President: We have with us Mr. Ferguson from Milwaukee, from the Association of Commerce. He has a plan to explain at this time and we would be glad to hear from him.

ADDRESS

By Mr. Ferguson

Mr. President, ladies and gentlemen: A number of years ago out of experience in working with a lot of conventions we evolved the idea of this joint dairy convention. We took it up with the officers of the various dairy groups and it seemed to meet with general approval. We didn't expect anything to happen immediately, and it didn't, of course, because those things take time to work out and we believe that all of the groups, the ice cream, the milk, the cheese, the butter makers and milk haulers and other dairy industries have some common problems which could be solved or practically solved in a joint convention.

Now, by joint conventions we didn't propose that all of your sessions be held jointly. It was our suggestion that every group appoint a committee of three or four or five to meet with similar committees of other dairy industries and to evolve a plan for a meeting which would bring them all together at one time for a day or two, if you please, to discuss joint problems of mutual interest. You would then go ahead in your own convention, in your own meeting hall and discuss your own problems, and stage in conjunction with that a dairy exposition. The only such exposition that I know of now of any importance is in Wisconsin and it is your own show.

A plan could be worked out whereby you wouldn't be denied any profit from your exhibits but it would be much greater than your present exhibits. We believe, and I think, if you can sit down with the committee we can improve not only the cheese makers but the butter makers, the ice cream manufacturers, the milk dealers and others, and doing a real job not only in their own organizations but in showing Wisconsin what Wisconsin has to offer, and I agree with Mr. Carlson that a swell job has been done throughout the United States but there is still a job to be done in Wisconsin. I know that probably better than you do because I am not in the industry at all and I can see the other person's point of view.

We have had some fifteen or eighteen years of experience in handling conventions and we will be glad to sit in with your committee and do anything you may suggest to give them the benefit of that experience. We will be glad to work with you to the best of our ability. Thank you a lot.

The President: At this time we will have the reading and disposition of the resolutions. I will call on the chairman of the Resolutions Committee, Mr. Mulloy.

Mr. Mulloy: Mr. Chairman, ladies and gentlemen: Again we come to the time when we read the resolutions.

RESOLVED, That the association in convention assembled extend their sincere appreciation to its officers for their untiring efforts throughout the past year, also to the exhibitors of cheese, the various supply men, for the wonderful exhibition of supplies and equipment, to the speakers who appeared on the program, to the City of Green Bay for its hospitality, and to all others who assisted in making this a successful convention.

The President: Gentlemen, you have heard Resolution No. 1; what is your pleasure?

(Adoption moved, seconded and carried.)

Mr. Mulloy: No. 2:

WHEREAS, Almighty God in His wisdom has taken from our midst our life member, Jacob Karlen, of Monroe. Therefore, let us stand with bowed head in tribute to his memory.

RESOLVED, That we request our representatives in Congress to use their influence to reinstate the former rate of duty on cheese imports.

(Adoption moved, seconded and carried.)

RESOLVED, That we recommend that the Department of Agriculture and Markets take immediate action on establishing standards for regulating the manufacture of Italian cheese in Wisconsin.

(Adoption moved, seconded and carried.)

Owing to the wide variations in prices being paid for butterfat at cheese factories, and in view of the fact that the price per pound of cheese automatically establishes the price per pound that can be paid for butterfat, unless manipulated by the operator employing unfair trade practices;

BE IT RESOLVED, That this association request the Department of Agriculture and Markets to strictly enforce any and all unfair trade practice measures that may apply to the cheese industry.

(Adoption moved and seconded.)

A Voice: How can you control these prices of cheese? What basis of figures would you use for paying out?

Mr. Mulloy: I am sure I don't know; maybe you misunderstood the resolution. I will read it again.

(Mr. Mulloy reads Resolution No. 5 again.)

Mr. Johns: Mr. Chairman, I think that resolution takes in a lot of territory. It is like the big Swede who went out to lick every man who crossed his path, and when he got licked, he said, "I tank, boys, I took in too much territory." If you want to do anything we must get a balanced price for the milk industry and also the condenseries to draw a fair line for comparison with the cheese factories. It won't do us much good to force foreign cheese factories to walk the straight line among themselves if we don't draw it with the milk condenseries and the milk industry.

(The resolution was then voted upon and carried.)

WHEREAS, In the operation of the old Department of Agriculture and Markets it was apparent that the minority co-operative Agriculturist was favored, and

WHEREAS, In the appointments as made by the Governor constituting the policy-forming committee of the new Department of Agriculture and Markets, the independent agriculturist was practically left out of the picture.

THEREFORE, BE IT RESOLVED, That this Board of Directors respectfully request our Governor, Philip F. La Follette, to use his influence in the selection of, and the confirming of a director for the new Department of Agriculture and Markets, who will be fair and impartial, and give consideration to the independent agriculturist and the co-operative agriculturist in the direct proportion of their number.

(Adoption moved, seconded and carried.)

Mr. Mulloy: Before I read No. 7, I will say we have one more resolution, and these two pertain to the same subject, and I believe before we act on No. 7 I ought to read No. 8 and then let the audience decide on the question.

RESOLVED, That we oppose general order M-1 as issued by the Department of Agriculture and Markets pertaining to furnishing of milk cans to producers.

WHEREAS, The Wisconsin Department of Agriculture and Markets will hold a hearing November 19th for the purpose of amending or clarifying its general order M-1, prohibiting the furnishing of cans to patrons and other provisions; and

WHEREAS, The Cheese Makers of Wisconsin have not had sufficient opportunity to study the effect of the Order on the industry, and desire to do so;

THEREFORE, BE IT RESOLVED, That the members of the Wisconsin Cheese Makers' Association in annual convention assembled do hereby respectfully petition the Department of Agriculture and Markets of Wisconsin to postpone the effective date of said order until the 1st day of March, 1938; and, that an order to that effect be entered at the hearing November 19, 1938; and

BE IT FURTHER RESOLVED, That a copy of this Resolution be furnished to the Commissioners of said Department prior to the time of said hearing.

Mr. Kopitzke: I move that we adopt No. 7.

(Motion seconded.)

(Resolution No. 7 was again read by Mr. Mulloy as follows: RESOLVED, That we oppose general order M-1 as issued by the Department of Agriculture and Markets pertaining to furnishing of milk cans to producers.)

A Voice: Mr. President, I think that order should be amended to read "one set of cans."

The President: Any further discussion?

Mr. Mulloy: I might say in regard to Resolution No. 8, while there is a whole lot of reading in there, it is simply postponing the order or the date of putting that order into effect. It doesn't make any other request, just asking instead of putting this thing into effect New Years, that we wait until March the first and gives more time.

A Voice: Mr. Chairman, I think we should live up to this order at the present time. Mr. Orchard promised us if there is any need of any changes to be made, he would give us ample chance to turn back to the old evil again and probably we would get it changed then to suit all, but at the present time I believe we should stick by the order.

Mr. Kopitzke: Mr. Chairman, surely I am not any more in favor of furnishing cans than the next fellow but I know it has gotten to a point in our territory where the truck drivers have circulated petitions and the farmers signed them opposing this order, and this last week a fellow came up to me and said, "Is that true, Kopitzke, that the cheese makers are responsible for this order?" I think we have to stop and consider that. It is only too easy to get the farmers down on the cheese maker and there are a lot of people trying to do that very thing. I don't know whether I would be in favor of it.

A Voice: I believe probably we have enough publicity to have Mr. Orchard's speech brought out and they verify that the big fellows want that change brought on and that we only have to follow along with the big fellows and we little fellows didn't have nothing to say about it.

(Moved and seconded to adopt resolution No. 7; ayes 50, noes 36.)

The President: I therefore have to declare the motion carried.

Mr. Mulloy: Mr. Chairman, that is all the resolutions we have with the exception of No. 8 which is in direct conflict with No. 7.

(Motion to table Resolution No. 8, seconded and carried).

Mr. Liebrecht: Mr. Chairman, wasn't there supposed to be some vote or resolution about an all time secretary?

Mr. President: We have that right now. We will ask the Secretary of this Association to give you an account of the ques-

tionnaire that was passed out yesterday. Pardon me though, I slipped up when we were trying to get the opinion of this organization as to a joint convention. I should have tried to have your opinion of what you expect your officers to do when they are to meet with the other officers of these other associations.

Mr. Horn: Mr. Chairman, since we have discussed this question a year ago, and since it was the unanimous vote at that time that the officers of this organization contact other dairy organizations to see whether or not such a convention could be held, therefore, I believe it isn't necessary to spend a great deal of time on the question. I believe the sentiment is still for an allied convention. Therefore, I make a motion that the Board of Directors together with the executive officers act as a committee with committees of other organizations and work out a plan for an allied convention for another year.

(Motion seconded and carried)

The President: Now we will have an account of the questionnaire that was handed out yesterday relative to the question of having an all time secretary.

The Secretary: Here is the result of this questionnaire that was distributed yesterday among you. We sold a little better than 520 memberships yesterday. That is an expression or should be an expression of about 520 members. The first question was: "Do you want a full time secretary?" The answer was yes, 87; no, 21.

The next question was: "Are you willing to pay \$2 membership?" The result was yes, 81; no, 10. "Are you willing to pay a \$5 membership?" Yes, 47; no, 33.

This should be the expression of 520 members. And here are the ballots, they can be rechecked if you so desire.

Mr. Kopitzke: Mr. Chairman, according to that vote only one-fifth of the people voted; so it would put the Board of Directors on the spot as to what to do.

The President: Well, we have some discussion on whether you want a full time secretary or not.

A Voice: Probably a lot of them didn't understand where the five dollars was coming from when these tickets were made out. If it was collected from each individual cheese factory to pay the five dollars, to get the secretary's fees? I wish you would clear that thing to some of these cheese makers who didn't understand it.

Mr. Kopitzke: It was thoroughly explained yesterday afternoon.

The President: Well, are you willing to pay a membership fee of \$2? That means you are paying one dollar as a member now. Well, this question was: "Are you willing to pay a membership fee of two dollars?"

A Voice: That part is all right, but we have a lot that are not members. Can we go and collect five dollars from each licensed cheese maker?

The President: I wish we could.

A Voice: That was brought up here that we could collect five dollars from each cheese maker to get our full secretary's fee.

The President: I don't think we can collect from each cheese maker unless it is voluntarily and they want to become a member of this association.

Mr. Horn: This little card that was handed out here yesterday, folks, was merely a feeler, and you were asked to fill this out and it seems that the greater majority wanted a full time secretary. It mentioned as to what dues are you willing to pay, two dollars or five dollars. The majority said they were willing to pay two dollars. The intent was to bring to you the necessity of raising extra money for this full time secretary.

Now, when you want a full time secretary you aren't going to go half way. You are going to go all the way. You want a man that can represent you in every angle. You want a man that can come out to your community because he is going to work the entire year, and you can't hire that kind of a man for less than \$2,000 or \$2,500 and if he is actually a good man, why he is worth \$3,000. Add to that another \$1,000 for expenses and you already have some \$3,500 to \$4,000. I myself say it is well worth it and this organization of the cheesemakers can surely afford to do that.

I have heard a lot of your talk about this particular order that is going into effect January 1st on the cans. If you had a man to fight your battles for you, he could have attended these meetings before this order was actually issued or attended all these gatherings and hearings that the department held and the chances are ten to one all your problems would be presented at those hearings and it might present a different picture as to what happens on the records now.

So you have to take this into consideration, if you want a full time secretary; and if you do, you must provide the finances for that secretary. A two dollar membership isn't going to pay it. If you have 800 paid up members it means \$800 at this time. If you add another dollar to it, it means \$1,600. That even don't reach for

his salary and your treasury isn't strong enough so that it can bear an additional \$1,500 or \$2,000 because you would be broke at that time unless you had a way, and I believe there is a way of raising this money. I know there are a lot in this crowd right here who would be tickled to dig down and give \$10 and say nothing about it because they will understand the benefits arrived from just such a man because of this support that he has given you and a lot of things.

I couldn't help but listen to a speech not long ago where they were advertising the dairy all the way through and what they were doing and what they hoped to do. Has anyone ever gotten up here and told you what the cheese makers' organization has done for cheese maker? Just this spring when the legislature was in session you had a bill up there asking for a five dollar license. If your officers hadn't gotten down there and the officers from other associations, and fought that bill, you would have had a five dollar license today. We drummed it down to two dollars and finally one dollar. Aren't you willing to give that other four dollars to the organization to get a full time secretary? Don't elect a full time secretary unless you provide a way to pay him.

The President: Do we hear any further discussion on this full time secretary.

A Voice: Mr. Chairman, I think some sounder method would have to be found though to pay that full time secretary because we want to find a man that is going to be good and we certainly can't promise to pay him \$4,000 a year and base that on the five dollar membership fee a year, and have John Jones sit back in his cheese factory and say, I can't afford to pay that. I think we ought to have some sounder way of getting that money before we hire a full time secretary, that our treasury won't burst before we hire that secretary. I think one way is through our local organizations. Our county organizations could help in some way in mapping out a plan. I know there are better ones in your mind and I think it would have to be more than a five dollar membership..

A Voice: Mr. Chairman, I think every member of the cheese association should pay his five dollars a year whether he attends the meeting or not, and that should be sent in before he attends the meeting.

Mr. Kopitzke: Mr. Chairman, I have a suggestion to make and you can take it for what it is worth. I agree with Mr. Horn here that everybody should be willing to pay five dollars for membership fee. Then I surely wouldn't kick, but I remember very clearly that two years ago when they decided to raise the membership to two dollars and we had a directors' meeting and we started

to talk this thing over, and almost everybody agreed if they raised that membership fee to two dollars, we wouldn't have as much money, and I would suggest for this year we retain our secretary as we have before, and if there is any organization that wants the secretary or any of the other officers to come to their meetings, they should be reimbursed for their expenses and if you want to raise it to two dollars and try it, why all right.

The President: I think the question is, we have to take a vote on whether we want a full time secretary or not. That doesn't mean we have to hire one but we will have to find a ways and means of paying for one.

Mr. Liebzeit. I would like to ask Mr. Kopitzke if it wasn't possible where they have these other conventions, the Southeastern and the Northwestern, whether they couldn't help these conventions.

Mr. Kopitzke: I will say this for the Northeastern, whenever there is any legislative bills drawn, they don't lay down on the job, and it takes every bit of money that the Northeastern has to go on fighting. I don't think it would be fair to expect the Northeastern to pay. It is in good shape but we haven't money to burn but I will say this for the Northeastern, they are ready to help with the money.

Mr. Horn: Mr. Liebzeit raised the question, speaking for the Southeastern—we also are quite active and we also tried to work together with the state organization whenever there was any difficulties insofar as laws and orders are concerned, but now I haven't the authority to say this but I do believe that the Southeastern would give a substantial sum towards the full time secretary but even that wouldn't cover it with a two dollar membership a year.

The President: Well, gentlemen, shall we take a vote and find out whether we want a full time secretary or not? All those in favor of having a full time secretary—

Mr. Mulloy: Mr. Chairman, I don't believe that is the way of going at it. I don't believe there is a doubt in the mind of any member in this organization or any cheese maker of Wisconsin that they don't want a full time secretary. I can't conceive of a cheese maker in this audience today who doesn't want a full time secretary. I believe if you want to solve this problem, you should first determine whether you can finance a full time secretary; whether we are willing to finance him, and I honestly think this two dollar membership fee plus the amount of money we have on hand today plus the additional memberships that this association should get through the services of a full time secretary, would at least enable this association to have a full time secretary next year and if we find we are not sports enough in the cheese industry to get a full time secretary, we just have to bow our heads in defeat.

Mr. Koppitzke: I think, Mr. Chairman, what you want is to get the opinion, whether you want a full time secretary.

The President: Yesterday we took a vote whether we wanted a full time secretary from the members that were here then. In my opinion we should have the opinion of the members that are here today. That doesn't mean we have to hire a full time secretary, and if we find out the opinion of how the members feel today, then we must find out how we are going to pay for one.

Mr. Mulloy: Mr. Chairman, our membership fee today as it stands on the constitution, is two dollars a year. You can't amend the constitution unless you had an amendment read 24 hours before it was passed on. We can't raise any more money today. We can double our money through the membership problem.

The President: Well, gentlemen, it is up to you; this is your association. Give us your solution to this problem.

Mr. Larson: Mr. President, it isn't my purpose to have anything to say in this matter though I am a member of this association. Under your constitution Mr. Mulloy has stated a fact. I just have this suggestion, that if the members of the association saw fit to direct the Board of Directors to work out a plan during the next year to arrive at a plan for amending the constitution, working out the entire program providing for regular membership and association membership, which would take in all of us because I am of the opinion that the membership voting, the membership should consist of the men in the industry. The associate membership should consist of men in other lines who are interested in your work. If you work that thing out and talk it over through the year, because you can't, as Mr. Mulloy stated to you, do it now, and present it in a written form and work it out. In another year you will know more what you want to do and I am heartily in favor of you men having a full time secretary for this worthy organization. It means so much from all angles.

Mr. Graf: Mr. Chairman, I move this matter be laid over until next year before the convention.

(Motion seconded and carried.)

Mr. Liebrecht: I would like to have one matter brought up here. Last winter they passed a bill, if I am not mistaken, 51 per cent of the farmers signed for state testing. I wonder if a lot of them are aware that the condensery has gone a step ahead of us and is getting a tester in there; I think they charge the farmers two cents a hundred for testing. I think we should be a little aware of that and that we step along with that.

The President: If there are no other questions brought up here we will have the report of the Nominating Committee. I do not like to see the nominations closed too soon; and everybody can nominate from the floor and we want to give everybody a chance to nominate. We have the report of the Nominating Committee. The first officer will be president for the coming year.

Mr. Graf: Mr. Chairman, ladies and gentlemen, as the chairman of the Nominating Committee I wish to say we met this afternoon at the Northland Hotel and I can truthfully say I believe it has been as quiet a campaign as I ever attended. I attended conventions for about 15 or 18 years and there have been certain years when I saw the boys going down the aisles electioneering for the officers, but this year we haven't heard a single thing.

We met this afternoon and the committee just used their own judgment. There were no suggestions made to them that I know of, and in view of the fact that the officers made a good job of running the association and its affairs, we have again nominated for the office of the president, Mr. Earl Whiting.

The President: That is very kind of you. I said in my speech that I wasn't a candidate for re-election. So if there are any nominations here—you certainly have other men who can take this place and do a better job than I can. I welcome other nominations.

The Secretary: Are there any other nominations from the floor for president?

(Motion made that nominations be closed, seconded.)

The Secretary: There was only one candidate, wasn't there? In view of that fact, a motion to make the informal ballot formal would be in order.

Mr. Mulloy: Mr. Chairman, I move that in view of the fact that we have only one candidate, that the rules be suspended and the secretary instructed to cast the unanimous ballot for Mr. Whiting as president.

(Motion seconded and carried.)

Mr. Whiting: Well, I thank you, ladies and gentlemen, for this. I hadn't planned on this and I mean it sincerely. I have been president for four years. I have tried to do my best in all matters pertaining to the dairy industry and as I have told you before, the officers of this association in every instance that has been brought to our attention, have never done anything in a selfish purpose. We are certainly glad to do anything you ask us to do and do it with your cooperation and I hope you will bring in your suggestions so that we can work with you. I thank you.

The next in order will be the election of a vice-president for the coming year.

Mr. Graf: The choice of the nominating committee for vice-president is the out-going man, Mr. L. E. Kopitzke. We have nominated him again.

Mr. Kopitzke: Mr. Chairman, I feel the same as you do. Possibly we need a little new blood in here and so I would suggest that you nominate somebody from the floor.

A Voice: Speech afterwards; I move that the nominations be closed.

(Motion seconded and carried.)

Mr. Mulloy: I move that the rules be suspended and that the Secretary be instructed to cast the unanimous ballot for Leonard Kopitzke for vice-president.

(Motion seconded and carried.)

The President: We will now hear the report of the nominating committee for secretary for the coming year.

Mr. Graf: The secretary's office is the same as the others. We feel the job has been discharged very efficiently by Mr. Ebert and we have again nominated him for the same position during the coming year.

The President: Are there any other nominations?

A Voice: I move the nominations be closed.

(Motion seconded and carried.)

Moved that the president cast the unanimous ballot for Mr. Ebert as secretary. Seconded and carried.

Mr. Ebert: Mr. President, ladies and fellow cheese makers: I will try not to do any worse in the coming year than I have done in the past. We were let down on our program this year on the part of some of the speakers. Undoubtedly you noticed the governor was supposed to appear this year but on account of illness he couldn't appear, and then we had another speaker who was to be with us and he was very glad to have the invitation to speak at our convention but owing to the special session of Congress he couldn't be with us either. And our Mr. Klueter and Mr. H. G. Davis were called as witnesses in a federal case into the state of Minnesota so they couldn't be here and there were other speakers we had to substitute for. It somewhat jumbled our program but we finally found our way through it. I thank you again for re-electing me.

The President: Gentlemen, we next have to elect a treasurer. We will hear from the chairman of the Nominating Committee.

Mr. Graf: Ladies and gentlemen, we feel that the finances of the association have been handled very capably by Mr. Walter Schmidt of Sheboygan Falls. So we have again nominated him for that office.

(Moved and seconded that the nominations be closed.)

Mr. Kopitzke: Mr. Chairman, I move we suspend the rules and the secretary cast the unanimous ballot for Walter Schmidt.

(Seconded and carried.)

Mr. Schmidt: Ladies and gentlemen, I want to thank you for trusting me with your money. As far as the job is concerned, I wish you would pass it on to somebody else.

The President: Now we have to elect a director for the coming year. Mr. E. F. Horn's time has expired as a director. We will hear from the nominating committee.

Mr. Graf: Mr. Chairman, ladies and gentlemen, in this case we also feel Mr. Horn has been a very capable director and always has been very active. He has very capably represented the brick cheese and foreign cheese sections from the Dodge county neighborhood, so we have again nominated Mr. Horn to succeed himself.

(Motion made that the nominations be closed, seconded and carried.)

(Moved to suspend the rules and that the secretary be instructed to cast the unanimous ballot for Mr. Horn as director for three years.)

Mr. Horn: I can only say thank you to the members because after all, a director can't make the organization. The members make the organization and the director can only help to keep them together.

The President: That is all for the election. We have here the recommendations for the next convention city.

Mr. Liebszeit: Mr. Chairman, if it is in order, I make a motion that we leave it to the officers of the organization.

A Voice: Mr. Chairman, I would like to make one recommendation in regard to the next convention city; that we have some Wisconsin cheese with our banquet.

The President: If there is nothing further to come before the convention at this time, we will award the door prize.

(At the conclusion of the awarding of the door prizes, the convention adjourned.)

A. J. KAEMPFFER, Official Reporter,
2644 Chamberlain Ave.,
Madison, Wisconsin.

THE THREE HIGHEST SCORING EXHIBITORS IN EACH CLASS AT THE 1937 CONVENTION

Class 1

No.		Score
155	Otto H. Yordi, Hortonville	97.25
127	Steve Suidzinski, Denmark	97.00
134	August Brandt, Kewaunee	96.75

Class 2

248	Otto H. Yordi, Hortonville	96.75
219	H. J. Kuschel, Pound	96.50
254	A. G. Stemper, Clintonville	96.00

Class 3

356	Emil K. Sonnenburg, Cato	96.25
335	H. J. Kuschel, Pound	95.59
316	E. H. Schroeder, Glenbeulah	95.25

Class 4

402	Henry J. Loehr, Calvary	95.75
422	Henry Haesler, Eldorado	95.50
406	Edward Finkelmeier, Newton	95.25

Class 5

504	Jacob Aeschlimann, Argyle	94.50
505	Otto Anderegg, Basco	94.00
506	Fred A. Kuenzi, Rice Lake	93.50

Class 6

602	John Rechsteiner, Blue Mounds	94.00
607	Fred Salatke, Darlington	93.75
606	John Blickenstorfer, Argie	93.09

Class 7

706	Emil Gertsch, Woodland	93.50
705	Ambrose Mayer, Monroe	93.00
707	Julian Kiechle, Monticello	92.50

Class 8

820	George Dittberner, Horicon	96.00
819	Fred Wenger, Juneau	95.00
801	A. H. Graf, Zachow	94.00

Class 9

905	Gottfried Zurbuchen, Fox Lake	93.00
901	John Faeh, Waupun	92.50
903	E. Abegglen, Watertown	92.25

Honorary Class

1	P. H. Kasper, Bear Creek	94.50
---	--------------------------	-------

LIST OF EXHIBITORS AT THE 1937 CONVENTION

Class 1

Entry No.	Exhibitor	Address	Score	Check
101	Arnold Ohlrogge,	Denmark	94.00	\$ 4.77
102	Robert Druckrey,	Seymour	94.50	2.78
103	H. L. Mehlberg,	Bonduel	96.25	2.87
104	Martin Baeten,	De Pere	95.00	2.96
105	John Lavash,	Coleman	92.50	2.60
106	Arthur Johns,	Luxemburg	93.00	2.60
107	Edward Scray,	De Pere	93.75	6.00
108	Theo. Braun,	Greenwood	95.25	2.05
109	Ernest A. Tracy,	Plymouth	92.75	2.78
110	I. J. Koschak,	Willard	93.00	1.60
111	E. K. Sonnenburg,	Cato	92.50	3.05
112	W. R. Schmidt,	Sheboygan Falls	93.50	3.41
113	G. H. Scannell,	Eden	92.50	2.87
114	M. S. Tlachac,	Brussels	93.50	11.25
115	F. J. Chapman,	Sheboygan Falls	94.50	2.59
116	H. W. Behrens,	Plymouth	91.50	2.50
117	C. E. Heckmann,	Newton	93.50	12.86
118	H. J. Lochr,	Calvary	92.50	3.68
119	D. J. Tjepkema,	Brantwood	93.50	4.30
120	Joseph Wunsch,	Marshfield	93.00	1.78
121	Wm. Albers,	St. Cloud	92.50	3.50
122	Carl H. Luebke,	Pulaski	95.50	2.51
123	Robert Papendick,	Plymouth	91.75	4.77
124	Martin Repitz,	Kewaunee	94.75	1.60
125	E. N. Heinen,	Junction City (Complimentary)	88.50	.34
126	Jos. Drab,	Kewaunee	94.25	4.50
127	Steve Suidzinski,	Denmark	97.00	2.60
128	Milferd Peters,	Plymouth	94.25	3.59
129	Math. Lensmire,	Cascade	94.00	3.68
130	Richard Lensmire,	Whitelaw	95.00	2.68
131	E. F. Lensmire,	Cascade	94.50	3.41
132	Geo. W. Neuman,	Plymouth	90.50	3.68
133	John Babler,	Campbellsport	93.50	3.59
134	August Brandt,	Kewaunee	96.75	3.32
135	A. T. Hauk,	Waupaca	92.75	2.78
136	Ernest Niklaus,	Weyauwega	90.50	1.78
137	Hubert J. Ruetter,	Dodgeville	92.50	2.14
138	J. A. Lensmire,	Manitowoc	92.00	3.14
139	Lester Woods,	Crivitz	90.00	1.87
140	O. A. Klotzbuecher,	Clintonville	92.00	1.42
141	H. E. Ohlrogge,	Luxemburg	93.50	3.05
142	J. J. Krall,	Mishicot	93.50	2.87
143	W. A. Deering,	West De Pere	90.50	2.96
144	H. J. Kuschel,	Pound	94.50	2.60
145	Ira Conger,	Greenbush	90.00	3.59
146	A. E. Giese,	Forestville	93.75	3.05
147	E. H. Peters,	Sugar Bush	91.00	4.12
148	J. L. Reif,	Peshtigo	92.00	3.05
149	John Kowalczyk,	De Pere	95.50	3.78
150	Adolf Gutherz,	Dodgeville	95.00	2.23
151	L. E. Kopitzke,	Marion	94.75	4.51
152	E. B. Whiting,	Gillett	92.50	2.87
153	H. J. Howe,	Nye	93.00	2.59
154	Emil Althaus,	Wrightstown	90.00	5.03
155	O. H. Yordi,	Hortonville	97.25	00.00
156	G. G. Englebert,	Brussels	94.00	5.12
157	L. H. Reisner,	Suring	93.50	1.69
158	J. F. Hinz,	Cleveland	94.00	3.86
159	Ray Wifler,	Glenbeulah	93.50	4.50
160	H. J. Roegner,	Poy Sippi	91.00	4.77
161	Mrs. E. H. Fischer,	Cedar Grove	89.00	11.07
162	A. H. Woldt,	Reedsville	91.00	3.50
163	John Lensmire,	Marathon	92.00	3.32
164	W. J. Kusta,	Bonduel	95.50	2.60
165	M. Mullins,	Edgar	94.50	4.50
166	A. H. Graf,	Zachow (Complimentary)	95.25	2.60
167	A. R. Hoffmann,	Edgar	95.50	2.78
168	H. J. Free,	Cedarburg	92.00	3.68
169	P. J. Preisig,	Wausau	94.00	1.51
170	T. J. Dickerell,	Junction City	91.75	8.27
171	Ben Krueger,	Hortonville	90.50	1.96
172	H. R. Winters,	Birnamwood	94.50	12.65

Class 2

Entry No.	Exhibitor	Address	Score	Check
201	John Lensemire,	Marathon	94.25	3.41
202	Alfred Pagel,	Denmark	93.00	12.95
204	Martin Kubitz,	Athens	91.00	1.60
205	Art Giese,	Greenleaf	91.25	2.69
206	H. L. Mehlberg,	Bonduel	95.25	2.78
207	Geo. Koenig,	Luxemburg	93.00	13.38
208	M. S. Tlachac,	Brussels	93.00	11.07
210	Joseph Wunsch,	Marshfield	90.50	2.78
211	Robert Papendick,	Plymouth	90.00	5.73
212	H. J. Pankow,	Hortonville	92.00	3.68
213	Henry Loehr,	Calvary	95.00	3.59
214	J. F. Hinz,	Cleveland	91.00	3.68
215	C. F. Heckmann,	Newton	93.25	3.77
216	Milferd Peters,	Plymouth	93.75	3.41
217	H. W. Behrens,	Plymouth	93.75	3.59
218	Edward Justman,	Bonduel	91.50	1.69
219	H. J. Kuschel,	Pound	96.50	2.69
220	H. R. Winters,	Biramwood	94.00	2.87
221	Henry Nolte,	Saukville	92.00	2.50
222	Roy J. Hrabik,	Luxemburg	93.50	2.69
223	W. R. Schmidt,	Sheboygan Falls	94.25	3.59
224	E. J. Scray,	De Pere	93.00	5.73
225	Steve Suidzinski,	Denmark	94.25	2.60
226	Art Clarksen,	De Pere	94.00	2.60
227	Arthur Johns,	Luxemburg	93.75	2.60
228	F. J. Chapman,	Sheboygan Falls	95.00	3.50
229	August Brandt,	Kewaunee	94.50	3.50
230	Alfred Berweger,	Sanborn	94.75	10.60
231	C. H. Luebke,	Pulaski	95.00	2.87
232	Lawrence Huss,	Suring	92.00	2.96
233	E. H. Peters,	Sugar Bush	92.00	2.78
234	E. K. Sonnenburg,	Cato	94.75	3.05
235	Arthur Mueller,	Kewaunee	92.50	2.78
236	A. R. Hoffmann,	Edgar	94.50	2.87
237	E. F. Lensemire,	Cascade	91.50	3.32
238	E. H. Schauer,	Merrill	90.00	5.82
239	G. H. Scannell,	Eden	93.50	3.05
240	M. H. Stecker,	Manitowoc	95.00	2.96
241	Paul Viktora,	East Dubuque, Ill.	94.75	4.30
242	H. J. Howe,	Nye	91.25	5.21
243	E. H. Blaschka,	Osceola	92.50	4.03
244	Aug. G. Schwanke,	Reedsville	92.75	2.41
245	Edward Walechka,	Casco	94.50	3.78
246	John Kowalczyk,	De Pere	95.00	4.14
247	E. H. Schroeder,	Glenbeulah	94.00	2.87
248	O. H. Yordi,	Hortonville	96.75	00.00
249	W. J. Kusta,	Bonduel	95.00	2.78
250	Martin Repitz,	Kewaunee	94.00	2.60
251	Richard Daun,	Big Suamico	93.00	2.60
252	Mike A. Lauer,	Dundas	91.50	2.87
253	C. B. Lane,	Ames, Iowa	92.00	2.05
254	A. G. Stemper,	Clintonville	96.00	2.69
255	Edward J. Kust,	Oconto Falls	95.00	2.51
256	Emil C. Hoppe,	Abrams	92.75	2.87
257	Emil C. Hoppe,	Abrams (Complimentary)	91.50	2.87
258	E. J. Conger,	Plymouth	94.00	3.59
259	Alex Koezorowski,	Armstrong Creek (Complimentary)	88.50	00.00
261	Virgil Ammerman,	Readstown	93.00	3.77
262	Merle A. Emond,	Pelkie, Mich.	93.75	10.42
263	A. H. Woldt,	Reedsville	90.00	2.51
264	H. E. Rehbein,	Larsen	91.00	11.95
265	Joseph Hensler,	Marshfield	89.75	1.96
266	E. B. Whiting,	Gillett	93.50	2.78

Class 3

Entry No.	Exhibitor	Address	Score	Check \$
301	Bert A. Jeske,	Peshigo (Complimentary)	94.00	2.87
302	H. J. Loehr,	Calvary	92.00	3.59
303	Ira Conger,	Greenbush	91.00	3.59
304	E. J. Kust,	Oconto Falls	93.50	2.51
305	M. S. Tlachac,	Brussels	94.00	5.21
306	E. F. Lensmire,	Cascade	94.00	3.59
307	Hugo Kielsmeier,	Kingston (Complimentary)	93.00	5.30
308	Lester Kielsmeier,	Kingston (Complimentary)	92.50	4.21
309	Mike Dahler,	Dodgeville	92.00	2.69
310	Martin Repitz,	Kewaunee	93.25	2.60
311	C. L. Webb,	Glenbeulah	90.00	5.47
312	Art Dederich,	Hill Point	92.00	10.25
313	August Brandt,	Kewaunee	93.75	3.32
314	Herman Mayer,	Oconto Falls	90.00	2.69
315	E. H. Peters,	Sugar Bush	94.75	2.87
316	E. H. Schroeder,	Glenbeulah	95.25	2.87
317	Joseph Bergs,	Edgar	91.25	1.87
318	M. A. Emond,	Pelkie, Mich.	92.00	11.07
319	Jacob Fenkema,	Brantwood	92.25	5.30
320	John Tischhauser,	Tilleda	91.75	3.32
321	G. G. Englebert,	Brussels	93.00	5.12
322	Alvin Jorgensen,	Kewaunee	92.75	4.77
323	J. J. Cihon,	Appleton	91.50	1.60
324	A. H. Graf,	Zachow	92.25	2.69
325	John Lemkuil,	Plymouth	93.50	2.50
326	E. J. Scray,	De Pere	92.50	2.42
327	Steve Suidzinski,	Denmark	93.50	3.68
328	F. J. Chapman,	Sheboygan Falls	94.00	3.32
329	Edward Finkelmeier,	Newton	91.00	3.41
330	Milferd Peters,	Plymouth	92.00	3.50
331	Leonard Reinke,	Maplewood	92.00	1.69
332	Math. Lensmire,	Cascade	93.00	3.41
333	W. J. Zutz,	Fond du Lac	91.00	3.77
334	Richard A. Lensmire,	Whitelaw	93.00	3.68
335	H. J. Kuschel,	Pound	95.50	2.60
336	Jonathan W. Ohm,	Reedsville	94.00	1.51
337	John Levash,	Coleman	91.00	2.78
338	Art Clarksen,	De Pere	92.75	2.60
339	Earl Schneider,	Denmark	95.00	2.96
340	Ben Henningsen,	Mishicot	94.25	5.86
341	Robert Papendick,	Plymouth	92.75	5.38
342	Arthur Mueller,	Kewaunee	92.75	2.87
343	I. J. Koschak,	Willard	90.25	2.96
344	J. R. Reynolds,	Kewaunee	92.75	2.69
345	C. C. Brick,	Brillion	90.00	2.96
346	H. J. Roegner,	Poy Sippi	92.00	3.05
347	Curtis Haganas,	Algoma	93.00	1.69
348	Carl Ruetten,	Blue River	90.75	1.96
349	Paul Viktora,	East Dubuque, Ill.	94.00	3.23
350	J. A. Lensmire,	Manitowoc	95.00	3.32
351	Oscar Stock,	Manitowoc	93.50	2.59
352	Edward Winter,	Cecil	92.00	2.96
353	E. B. Whiting,	Gillett	93.50	2.78
354	Edward Walechka,	Casco	93.50	3.96
355	Roy J. Hrabik,	Luxemburg	92.00	2.78
356	E. K. Sonnenburg,	Cato	96.25	00.00
357	W. J. Kusta,	Bonduel	94.00	2.69
358	H. F. Sibilsky,	Algoma	91.50	2.87
359	O. H. Yordi,	Hortonville	94.75	2.78
360	J. N. Felton,	Black Creek	90.50	1.96
361	John Lensmire,	Marathon	94.50	2.69
362	M. R. Lauer,	Dundas	93.50	2.87
363	Steve Suidzinski,	Denmark (Complimentary)	92.50	3.32
364	G. W. Neuman,	Plymouth	89.25	3.50
365	E. A. Bergner,	Bonduel	94.00	2.60
366	A. H. Woldt,	Reedsville	94.50	2.66
368	Arnold Zumbach,	Warren	92.00	4.47
369	H. R. Winters,	Biramwood	92.00	3.05

Class 4

Entry No.	Exhibitor	Address	Score	Check
401	A. G. Stemper,	Clintonville	92.25	\$ 2.51
402	H. J. Lochr,	Calvary	95.75	00.00
403	Karl Zuberbuhler,	Juneau	94.25	1.60
404	Fred Feutz,	Waterloo	92.75	3.32
405	C. E. Grosnick,	Columbus	89.25	2.05
406	Edward Finkelmeier,	Newton	95.25	3.50
407	Math. Lensmire,	Cascade	92.00	3.50
408	L. E. Kopitzke,	Marion	95.00	2.51
409	Jonathan W. Olm,	Reedsville	93.00	2.25
410	Roland Mattes,	Chilton	92.00	3.50
411	Henry Nolte,	Saukville	90.50	3.23
412	Otto Malueg,	Lake Mills	91.00	1.87
413	Martin Baeten,	De Pere	92.50	2.78
414	E. J. Scray,	De Pere	89.50	5.30
415	Art Truttschel,	Sheboygan Falls	92.00	3.41
416	Guilford Mueller,	Shawano	93.00	1.96
417	Walter Huegeli,	Juneau	85.00	6.73
418	H. J. Pankow,	Hortonville	92.00	3.59
419	Robert Papendick,	Plymouth	92.00	5.12
420	Christ Dethlefsen,	Colby	89.00	1.78
421	Walter Rindfleisch,	Marshfield	94.00	3.78
422	Henry Haesler,	Eldorado	95.50	2.32
423	David Gobel,	Watertown	91.00	8.09
424	E. H. Schauer,	Merrill	92.00	4.95

Class 5

Entry No.	Exhibitor	Address	Score	Check
501	Ray Wadzinski,	Marathon	93.00	\$31.63
502	Eugene Wirz,	Rice Lake	91.00	29.35
503	Otto Thalmann,	Basco	89.50	36.62
504	Jacob Aeschlimann,	Argyle	94.50	24.22
505	Otto Anderegg,	Basco	94.00	31.16
506	Fred A. Kuenzi,	Rice Lake	93.50	32.01
507	Ferdinand Stettler,	Dallas	91.00	25.55
508	Arnold Thuli,	McConnell, Ill.	92.00	28.50
509	Fred Wuethrich,	Rice Lake	91.00	39.90
510	Sylvan C. Kneubuehl,	Verona	89.50	30.11
511	Ernest Buri,	Monroe	91.00	28.02
512	Walter Jegerlehner,	Darlington	91.50	30.30
513	Fred Geissbuhler,	Darlington	92.00	28.59
514	Leonard Disch,	Brodhead	91.00	31.49
515	Walter Huber,	Blue Mounds	92.00	33.47
516	John Blickenstorfer,	Argyle	91.00	37.95

Class 6

Entry No.	Exhibitor	Address	Score	Check
601	Walter Huber,	Blue Mounds	92.00	\$ 4.13
602	John Rechsteiner,	Blue Mounds	94.00	.47
603	Ernest Aeschliman,	Blue Mounds	91.50	2.94
604	Emil Stoller,	Argyle	91.50	4.70
605	Alfred Brauchi,	Bellville	92.00	4.79
606	John Blickenstorfer,	Argyle	93.00	4.51
607	Fred Salatke,	Darlington	93.50	3.32

Class 7

Entry No.	Exhibitor	Address	Score	Check
701	Fred Gurtner,	Hartford (Complimentary)	91.00	\$.66
702	Walter F. Mueller,	Riley	90.00	1.50
703	Walter Minnig,	Monroe	91.50	1.41
704	Ernest Rettenberger,	Verona	88.00	2.81
705	Ambrose Mayer,	Monroe	93.00	1.15
706	Emil Gertsch,	Woodland	93.50	00.00
707	Julian Kiechle,	Monticello	92.50	1.50

Class 8

Entry No.	Exhibitor	Address	Score	Check
801	A. H. Graf,	Zachow	94.00	\$ 2.67
802	Adolph Feller,	Mayville	93.00	1.41
803	Werner Salzmann,	Woodland	91.50	2.67
804	Fred Hasler,	Elkhart Lake	90.00	2.58
805	John Bieri,	Jackson	90.00	2.55
806	E. Abegglen,	Watertown (Complimentary)	93.00	2.63
807	E. Abegglen,	Watertown (Complimentary)	92.50	2.58
808	Fred Bleuer,	Cambria	92.50	2.85
809	Gottfried Zurbuchen,	Fox Lake	93.50	2.28
810	Adolph Gurtner,	Rubicon	92.50	3.37
811	Fred Reber,	Rice Lake	91.50	1.50
812	Ernest Niklaus,	Weyauwega	92.00	2.85
813	W. Gempeler,	Greenwood	92.00	1.50
814	Arnold Thuli,	McConnell	92.50	2.50
815	John Greiner,	Appleton	91.50	2.67
816	Eddie Simonson,	Bonduel	90.00	2.50
817	W. F. Schiefelbein,	Burnett	90.00	2.02
818	John Fach,	Waupun	93.00	1.50
819	Fred Wenger,	Juneau	95.00	1.50
820	Geo. Dittberner,	Horicon	96.00	00.00
821	Ernest Schwartz,	Columbus	92.50	2.02
822	Elmer Tesch,	Friesland	92.50	2.85

Class 9

Entry No.	Exhibitor	Address	Score	Check
901	John Fach,	Waupun	92.50	2.76
902	Paul Hilfiker,	Watertown	90.50	1.76
903	E. Abegglen,	Watertown	92.25	2.85
904	Gottfried Moser,	Beaver Dam	92.00	2.02
905	Gottfried Zurbuchen,	Fox Lake	93.00	00.00

Honorary Class

1	P. H. Kasper,	Bear Creek	94.50	3.68
---	---------------	------------	-------	------

The 285 entries in the scoring contest were divided in the ten classes as follows:

Class 1	72	Class 6	7
Class 2	63	Class 7	7
Class 3	68	Class 8	22
Class 4	24	Class 9	5
Class 5	16	Honor Class	1

Honor Class 1

Sheboygan County is holding the lead in the number of entries. Brown County is second, and Manitowoc County third.

Entries		Entries	
Sheboygan County	34	Polk County	3
Brown County	24	Wood County	3
Manitowoc County	23	Calumet County	2
Kewaunee County	21	Grant County	2
Dodge County	19	Green Lake County	2
Shawano County	18	Jefferson County	2
Marathon County	14	Lincoln County	2
Outagamie County	13	Portage County	2
Oconto County	12	Price County	2
Dane County	10	Washington County	2
Fond du Lac County	10	Waushara County	2
Door County	7	Ashland County	1
Green County	7	Crawford County	1
Waupaca County	7	Forest County	1
Lafayette County	6	Richland County	1
Clark County	5	Vernon County	1
Iowa County	4	Winnebago County	1
Marinette County	4	County not states	3
Barron County	3	State of Illinois	2
Columbia County	3	State of Michigan	2
Ozaukee County	3	State of Iowa	1

REVENUES OF 1936-1937

Balance on hand November 10, 1936.....	\$3,002.18
Nov. 14, 1936 Cheese sales	416.20
Nov. 14, 1936 Dance revenue	46.05
Nov. 14, 1936 Membership fees	551.00
Nov. 14, 1936 Ed. Long Co., booth rental	15.00
Nov. 14, 1936 H. B. Kellogg Co., booth rental	15.00
Nov. 14, 1936 Ohio Salt Co., book ad	17.50
Nov. 14, 1936 Stoelting Bros. Co., book ad and booth rental	77.50
Nov. 14, 1936 Hansen's Laboratory, Inc., book ad and booth	47.50
Nov. 14, 1936 Cream City Chemical Works, book ad	9.00
Nov. 14, 1936 Marshall Dairy Laboratory, booth rental	30.00
Nov. 14, 1936 Cheese Reporter, book ad and booth rental	24.00
Nov. 14, 1936 Peter Fox Sons Co., book ad	9.00
Nov. 14, 1936 Superior Metal Products Co., book ad	9.00
Nov. 14, 1936 Cherry-Burrell Corp., book ad	17.50
Nov. 14, 1936 Bingham & Risdon Co., booth	30.00
Nov. 14, 1936 Diversey Corp., book ad	9.00
Nov. 14, 1936 Armour Creameries, book ad	9.00
Nov. 14, 1936 Reynolds Metals Co., book ad	17.50
Nov. 14, 1936 Colonial Salt Co., book ad	9.00
Nov. 14, 1936 Johnston Tin Foil Co., book ad	17.50
Nov. 14, 1936 Creamery Pkg. Mfg. Co., book ad	17.50
Nov. 14, 1936 Geuder Paeschke & Frey, book ad and booth	47.50
Nov. 14, 1936 Erwin Schwenzen, book ad and booths	77.50
Nov. 17, 1936 Sheboygan Bandage Factory, book ad	9.00
Nov. 14, 1936 P. H. Kasper, entry fee	1.00
Nov. 14, 1936 Marvin Strey, membership fee	1.00
Nov. 19, 1936 J. S. Hoffman Co., book ad	9.00
Nov. 14, 1936 Retlaw Hotel, book ad	17.50
Nov. 18, 1936 J. B. Ford Co., book ad	9.00
Nov. 24, 1936 F. Hurlbut Coal Co., book ad	9.00
Nov. 24, 1936 General Laboratories, booth	30.00
Nov. 24, 1936 Mojonnier Bros., book ad	9.00
Dec. 1, 1936 Kraft-Phenix Corp., convention cheese	1,343.60
Dec. 10, 1936 D. Picking Co., book ad	9.00
Dec. 17, 1936 Kiel Woodenware Co., booth	30.00
Dec. 18, 1936 Damrow Bros., dance tickets	9.80
Dec. 18, 1936 A & P Tea Co., book ad	17.50
Jan. 12, 1937 D & F Kusel Co., book ad and booths	77.50
Feb. 2, 1937 A. R. Wilhelm, post cards	2.10
Mar. 6, 1937 Cheese Makers' Mutuals, booth	30.00
Apr. 27, 1937 Wisconsin Dairymen's Association, cheese	13.80
June 24, 1937 Paul Viktora, post cards	4.00
June 26, 1937 Wisconsin Cheese Publicity Association, booth	30.00
Aug. 11, 1937 State Treasurer, part of appropriation	555.00
Aug. 18, 1937 W. D. Carpenter Co., booth	15.00
Sept. 7, 1937 Walter Voechting, booth and book ad	39.00
Sept. 24, 1937 Fairmont Creamery Co., book ad	17.50
Sept. 24, 1937 Sheboygan Falls Creamery, book ad	9.00
Sept. 24, 1937 Midwest Creamery Co., book ad	9.00
Sept. 24, 1937 R. C. Jorgensen Co., prize money	18.00
Sept. 24, 1937 Chippewa Cheese Corp., Shawano, prize money	10.00
Sept. 24, 1937 Morton Salt Co., prize money	5.00
Nov. 8, 1937 Olson Publishing Co., book ad	17.50
Nov. 9, 1937 The Dairy Supply Co., book ad	9.00
Nov. 9, 1937 Stimpson Scale Co., booth	30.00
Nov. 9, 1937 Cheese Reporter, book ad	17.50
Nov. 9, 1937 Cheese Maker Book Co., book ad	9.00
Nov. 9, 1937 Ohio Salt Co., book ad	17.50
Nov. 9, 1937 Cherry-Burrell Corp., book ad	17.50
Nov. 9, 1937 Midwest Cold Storage Co., book ad	17.50
Nov. 9, 1937 Pauly & Pauly Cheese Co., book ad	9.00
Nov. 9, 1937 Oconto Falls Creamery, book ad	9.00
Nov. 9, 1937 Marshall Dairy Laboratories, book ad and booth	47.50
Nov. 9, 1937 Armour Creameries book ad	9.00
Nov. 9, 1937 W. B. Stowell, booth	30.00
Nov. 9, 1937 Ruggles & Rademaker Salt Co., book ad	9.00
Nov. 9, 1937 Johnston Tin Foil & Metal Co., book ad	17.50
Nov. 10, 1937 Cheese Box Institute, book ad	17.50
Nov. 10, 1937 Shefford Cheese Co., book ad	17.50
Nov. 10, 1937 Stoelting Bros. Co., booths and book ad	77.50
Nov. 10, 1937 Chr. Hansen's Laboratory, Inc., booth and book ad	47.50
Nov. 11, 1937 A & P Tea Co., book ad	17.50

Nov. 11, 1937	Morton Salt Co., book ad and booth.....	39.00
Nov. 11, 1937	Wisconsin Dairy Supply Co., cover book ad.....	20.00
Nov. 11, 1937	C. A. Straubel Co., book ad.....	17.50

Total receipts to Nov. 12, 1937.....\$7,380.73

DISBURSEMENTS OF 1936-1937

1936		
Nov. 19	Mildred Ownby, office work.....	\$ 39.00
Nov. 19	Violet Michels, office work.....	33.00
Nov. 19	Hotel Retlaw, convention expense.....	70.70
Nov. 19	Ruth Pfifer, service.....	6.00
Nov. 19	Myron Pfifer, service.....	8.00
Nov. 19	St. Louis Button Co., badges.....	65.30
Nov. 19	Inglis Decorating Co., hall decorations.....	5.00
Nov. 19	Hotel Garage, sound amplifier.....	10.00
Nov. 19	Badger Printing Co., stationery, etc.....	17.75
Nov. 19	Cheese Reporter, program books.....	320.31
Nov. 19	Shawano County Journal, program books, envelopes.....	14.75
Nov. 19	A. J. Kaempfer, convention reporting.....	50.00
Nov. 19	Bureau of Purchases, printing 1935 proceedings.....	282.18
Nov. 19	John H. Peters, director expense.....	41.86
Nov. 19	Walter R. Schmidt, director expense.....	15.30
Nov. 19	E. F. Horn, director expense.....	6.00
Nov. 19	Wisconsin Police Journal, advertisement.....	35.00
Nov. 19	Winnebago Cheese Co., convention supplies.....	2.87
Nov. 23	Arthur Schabow, Gladstone bags.....	67.90
Nov. 23	John D. Cannon, hotel expense.....	16.85
Nov. 23	O. W. Uecker, exhibit superintendent.....	65.00
Nov. 23	O. W. Uecker, convention supplies.....	1.55
Nov. 23	L. E. Kopitzke, director expense.....	56.80
Nov. 23	Jaeger Sign Co., signs.....	32.00
Nov. 25	Joseph Herold, prize money.....	6.00
Nov. 25	Adolph Kolorik, prize money.....	5.00
Nov. 25	Alfred Pagel, prize money.....	3.55
Nov. 25	Edward Rott, prize money.....	3.50
Nov. 25	Leo Biel, prize money.....	5.00
Nov. 25	Joseph Gobeli, prize money.....	4.00
Nov. 25	Chippewa Cheese Corp., refund of prize money, Stanley.....	3.00
Nov. 25	E. F. Winter, prize money.....	5.00
Nov. 25	Chippewa Cheese Corp., refund of prize money, Shawano.....	5.00
Nov. 25	W. C. Bleick, refund of prize money.....	10.00
Nov. 25	Otto H. Yordi, prize money.....	5.00
Nov. 25	F. J. Mader, postage.....	15.00
Nov. 28	Marie Hoffman, office work.....	42.00
Nov. 28	Class 1, cheese.....	205.86
Nov. 28	Class 2, cheese.....	180.27
Nov. 28	Class 3, cheese.....	229.80
Nov. 28	Class 4, cheese.....	73.14
Nov. 28	Class 5, cheese.....	493.03
Nov. 28	Class 6, cheese.....	19.13
Nov. 28	Class 7, cheese.....	12.10
Nov. 28	Class 8, cheese.....	35.71
Nov. 28	Class 9, cheese.....	18.17
Dec. 5	O. W. Uecker, express on cheese.....	3.82
Dec. 5	Window Facts, Inc., float.....	81.34
Dec. 5	J. D. Cannon, judge of exhibit.....	20.00
Dec. 5	A. J. Kaempfer, balance reporting convention.....	35.00
Dec. 5	L. F. Seyler, convention prizes.....	90.00
Dec. 9	E. F. Horn, director expense.....	33.90
Dec. 15	Haentze Floral Co., stage decorations.....	5.00
Dec. 18	Tribune Publishing Co., stationery.....	5.50
Dec. 18	J. E. Hennen, exhibit hall diagrams.....	9.62
Dec. 18	C. J. Ebert, annual salary.....	400.00
Dec. 18	A. M. Johnson, director expense.....	65.98
Dec. 18	M. M. Schaeztl, director expense.....	40.00
Dec. 18	The Greenwood Co., record book.....	3.78
Dec. 19	H. J. Loehr, correction.....	1.15
Dec. 19	H. C. Kielsmeier, correction.....	1.60
Dec. 23	Chas. Risse, correction.....	2.14
Dec. 28	Alfred Ryser, correction.....	2.33
1937		
Jan. 2	Gresham State Bank, secretary's bond.....	5.00
Jan. 8	Edward A. Regez, judge of cheese.....	10.00
Jan. 23	D. & F. Kusel Co., cheese knives.....	9.46

FORTY-SIXTH ANNUAL CONVENTION

143

Jan. 29	E. B. Whiting, president expense.....	150.68
Jan. 29	Dolores Keyes, dairyland queen.....	15.00
Jan. 29	C. J. Ebert, convention supplies.....	12.81
Jan. 29	C. J. Ebert, secretary expense.....	112.67
Feb. 3	Earl Schneider, correction.....	7.98
Feb. 3	Fred Kuhn, Telephone Company, service.....	2.25
Feb. 9	F. J. Mader, postage.....	5.00
Feb. 9	Fred Kuhn, Telephone Co., service.....	2.10
Feb. 9	Citizens Insurance Agency, treasurer's bond.....	10.00
Feb. 9	Adolph Roelli, cheese for Wisconsin Dairymen's Association.....	31.76
Feb. 9	F. J. Mader, postage.....	5.00
Apr. 1	A. J. Kaempfer, postage.....	3.00
Apr. 1	Fred Kuhn, Telephone Co., service.....	7.40
Apr. 24	E. B. Whiting, cheese for Wisconsin Dairymen's Association.....	16.82
Apr. 24	C. J. Ebert, association supplies.....	3.11
May 1	Fred Kuhn, Telephone Co., services.....	2.85
Apr. 1	F. J. Mader, postage.....	10.00
May 25	Cheese Reporter, stationery.....	10.00
May 28	Bureau of Purchases, stationery.....	15.67
June 4	L. E. Kopitzke, director expense.....	76.45
June 5	Hotel Northland, telephone call.....	1.95
June 12	Steve Suidzinski, director expense.....	47.80
June 17	Soo Line Ry. Co., telegrams.....	2.24
June 24	F. J. Mader, postage.....	4.00
July 2	Caroline Telephone Co., services.....	4.00
July 2	Volksbote Printery, stationery.....	2.00
July 27	Bureau of Purchases, stationery.....	1.27
Aug. 2	Caroline Telephone Co., services.....	12.85
Aug. 2	F. J. Mader, postage.....	20.00
Aug. 26	Walter R. Schmidt, director expense.....	24.30
Aug. 26	C. J. Ebert, secretary expense.....	98.86
Sept. 4	Caroline Telephone Co., services.....	4.08
Sept. 18	Shawano County Journal, stationery.....	3.75
Oct. 4	Bureau of Purchases, 1936 proceedings.....	318.86
Oct. 4	George Te Ronde, float.....	138.55
Oct. 4	Soo Line Ry Co., express.....	1.60
Oct. 4	F. J. Mader, postage.....	50.00
Oct. 4	Caroline Telephone Co., service.....	1.75
Oct. 12	L. F. Seyler, prizes.....	87.00
Oct. 23	Commercial Engraving Co., convention supplies.....	5.47
Oct. 28	Soo Line Ry. Co., freight and express.....	7.75
Oct. 28	F. J. Mader, postage.....	20.00
Nov. 3	Caroline Telephone Co., service.....	17.65
Nov. 4	Cheese Reporter, 1937 program books.....	335.40
Nov. 4	Fred Studach, Repair filing cabinet.....	.40
Nov. 6	Louis Wrench, entertainment.....	15.00
Nov. 12	St. Louis Button Co., badges.....	52.32
Nov. 12	Carl Herrmann Co., stationery.....	3.92

\$5,251.30

1937 MEMBERSHIPS

No.	Name	Address	No.	Name	Address
1.	Abplanalp, Adolph,	Monroe, Wis.	73.	Buss, F. R.,	Caroline
2.	Abplanalp, Alex,	Monroe	74.	Byers, E. S.,	Marion
3.	Adamski, Andrew,	Seymour	75.	Calhoun, R. L.,	Oconto
4.	Adamski, Joe,	Seymour	76.	Carlson, Wilbur,	Madison
5.	Aderhold, E. L.,	Neenah	77.	Champeau, William,	Beaver
6.	Adsit, L. S.,	Richland Center	78.	Chase, A. P.,	Pound
7.	Ahlsweide, E. H.,	Cecil	79.	Christophersen, J. I.,	Green Bay
8.	Albers, W. M.,	St. Cloud	80.	Christophersen, M.,	New Franken
9.	Albrecht, E. F.,	Egg Harbor	81.	Ciesielczyk, Xavier,	Pulaski
10.	Alderman, Herm.,	Richland Center	82.	Clark, Roland J.,	Green Lake
11.	Olm, J. W.,	Manitowoc	83.	Clarksen, Art.,	De Pere
12.	Althaus, Emil,	Wrightstown	84.	Clemons, Floyd,	Medina
13.	Amey, John,	Richland Center	85.	Conger, E. J.,	Plymouth
14.	Anderegg, Otto,	Casco	86.	Conger, Ira,	Greenbush
15.	Andersen, J. P.,	Denmark	87.	Cornica, F. A.,	Plymouth
16.	Angliker, A.,	Monroe	88.	Crabbe, Joseph,	Kewaunee
17.	Ansay, Art. P.,	Belgium	89.	Dahler, Mike,	Dodgeville
18.	Arndt, Edgar,	Shawano	90.	Damrow, E. C.,	Fond du Lac
19.	Arps, Eleanor,	New Holstein	91.	Damrow, Eugene E.,	Fond du Lac
20.	Ausloos, David J.,	Coleman	92.	Daul, John,	Greenleaf
21.	Austin, W. A.,	Green Bay	93.	Daun, Richard,	Suamico
22.	Babler, John,	Campbellsport	94.	Davies, Evan R.,	Green Bay
23.	Bachmann, Edwin F.,	Fremont	95.	Debauche, Louis,	Franklin
24.	Baetin, Martin,	De Pere, R. 2	96.	Debauche, Jules,	Brussels
25.	Baker, B. K.,	Chicago, Ill.	97.	Decker, Ed.,	Thorpe
26.	Baker, F. P.,	St. Cloud	98.	Dederling, H. T.,	Kiel, R. 2
27.	Batchlor, Earl,	Appleton	99.	Dedow, Alvin,	Sheridan
28.	Baumann, Joe,	Denmark	100.	Dedow, August,	Casco
29.	Beck, H. E.,	Wausau	101.	Deering, W. A.,	West De Pere, R. 1
30.	Becker, O. W.,	Appleton	102.	Dehn, R. W.,	Stratford
31.	Becker, W. L.,	Nashville	103.	Deicher, Irvin,	Adell
32.	Begeman, A. M.,	Oshkosh	104.	Densow, Rutherford,	Algoma
33.	Dehn, Henry,	Bonduel	105.	Desterheft, Otto,	Gillett
34.	Beil, Henry,	Reedsville	106.	Detert, E. R.,	Pulaski
35.	Benecke, Harry,	Denmark	107.	De Troy, Peter,	Kiel, R. 2
36.	Benecke, Raymond,	Denmark	108.	Dickrell, Theodore,	Jefferson City
37.	Bennett, E. W.,	Milwaukee	109.	Dieck, Adolph,	Marion
38.	Bennin, C. A.,	St. Cloud	110.	Dillon, H. P.,	Oshkosh
39.	Bergner, Emil,	Bonduel	111.	Disch, Leonard,	Brodhead
40.	Bibby, H. M.,	Beaver Dam	112.	Ditter, Ed.,	Sheboygan, R. 2
41.	Biel, F. J.,	Phillips	113.	Ditter, Joe,	Plymouth
42.	Biendarra, A. W.,	Green Bay	114.	Dodge, Thos. A.,	Milwaukee
43.	Bingham, H. C.,	St. Paul, Minn.	115.	Dohnal, Ed.,	Peshtigo
44.	Birkholz, Roman,	Black Creek	116.	Doperalski, Leo,	Kewaunee
45.	Rishop, Roland,	Black Creek	117.	Doperalski, Victor,	Kewaunee, R. 2
46.	Biskobing, Joe,	Plymouth	118.	Dorn, Alfred,	De Pere
47.	Blahnik, L. J.,	Kewaunee	119.	Drab, Joe F.,	Kewaunee, R. 1
48.	Blanke, B.,	Plymouth	120.	Drews, Arnold,	Neenah, R. 3
49.	Blankschien, Walt.,	Clintonville	121.	Druckrey, Melvin,	Seymour
50.	Bleuer, Fred,	Cambria	122.	Druckrey, Robert,	Seymour
51.	Blickenstorfer, John,	Argyle	123.	Ebert, C. J.,	Gresham
52.	Bolli, Henry,	Oshkosh	124.	Ebert, Frank,	Oconto, R. 1
53.	Bramstedt, H. H.,	Fond du Lac	125.	Ebert, Walter,	Oconto Falls
54.	Brandt, August,	Kewaunee, R. 3	126.	Eckardt, F. W.,	Sheboygan
55.	Brauchi, Alfred,	Bilville	127.	Eddy, T. H.,	Fond du Lac
56.	Brick, Adolph,	Manitowoc	128.	Eenor, Peter,	Greenleaf, R. 2
57.	Brick, C. C.,	Brillion	129.	Eernisse, Alfred,	Sheboygan
58.	Brinkman, M. G.,	Sheboygan	130.	Euabler, Fritz,	Waupaca
59.	Broeckmann, Edward,	Wayside	131.	Eifler, Victor A.,	Plymouth
60.	Broeren, F. M.,	Thorpe	132.	Eiler, Peter H.,	De Pere
61.	Brozeau, Giles,	Lena	133.	Eisenhut, Thomas,	Lomira
62.	Brown, E. C.,	Mosinee	134.	Eisenmann, F. T.,	Green Bay
63.	Brown, R. J.,	Fond du Lac	135.	Emond, Merrill A.,	Pelkie, Mich.
64.	Bruggink, E. H.,	Plymouth	136.	Englebert, Gilbert,	Brussels
65.	Bruhn, A. T.,	Madison, State Capitol	137.	Erbstoesz, A. C.,	Plymouth
66.	Brunner, Lyle,	Seymour	138.	Ericson, Elmer,	Wausau
67.	Brunner, Tony,	Leopolis	139.	Ertl, George F.,	Freemont
68.	Buboltz, R. E.,	Hilbert	140.	Eufek, George,	Luxemburg
69.	Buckley, William,	Pulaski	141.	Euler, Edwin,	Reedsville
70.	Buehler, Melvin,	Forestville	142.	Faken, Charles,	Forestville
71.	Burnell, J. A.,	Rockford, Ill.	143.	Farrell, J. H.,	Madison
72.	Burrow, Otto,	Manawa		Fassbender, H. J.,	Kaukauna, R. 3

No.	Name	Address	No.	Name	Address
144.	Fiala, Wenzel,	Algoma	219.	Holschbach, E. J.,	Manitowoc, R. 6
145.	Fiedler, A. H.,	Glenbeulah	220.	Holzer, Alex,	Wenchel
146.	Fiedler, N. C.,	Brillion	221.	Hoppe, E. C.,	Abrams
147.	Finkelmeier, Edward,	Newton	222.	Horn, E. F.,	Beaver Dam
148.	Fischer, E. H.,	Cedar Grove	223.	Horn, Louis K.,	Conrad
149.	Fischer, George,	Spencer	224.	Horneck, Herbert,	Elkhart Lake
150.	Fischer, Walter,	Sobieski	225.	Hrabik, Roy J.,	Luxemburg
151.	Fish, Con.,	Viroqua	226.	Hruska, Andrew,	Luxemburg
152.	Flynn, F. A.,	Green Bay	227.	Hubert, W. F.,	Sheboygan
153.	Fontaine, Joe,	Luxemburg	228.	Huberty, C. N.,	Neenah
154.	Forbes, Curtis,	Bridgeport	229.	Huebner, Fred,	Wausau
155.	Free, Herbert,	Cedarburg	300.	Huggler, Alfred,	Marinette
156.	Friday, Guy,	Viola	301.	Hunsader, Ed.,	Algoma
157.	Frigo, Angelo,	Pound	302.	Huntzicker, F. W.,	Greenwood
158.	Frigo, Louis,	Iron Mountain, Mich.	303.	Huser, Charles,	Gillett
159.	Frigo, Pasquale,	Pound	304.	Huss, Lawrence,	Suring
160.	Frome, M. R.,	Sheboygan	305.	Hyink, A. S.,	Chicago, Ill.
161.	Fuhrmann, Henry W.,	Hilbert	306.	Hynek, Chris.,	Greenleaf, R. 3
162.	Gabrielse, Wm. B.,	Oostburg	307.	Iserloth, Art,	Plymouth
163.	Ganschow, R.,	Bonduel	308.	Jaehnig, Rudolph,	Two Rivers, R. 1
164.	Garbe, R. H.,	Oshkosh	309.	Janke, Ed.,	Monroe
165.	Gasche, Wendsil,	Luxemburg	310.	Janke, L. F.,	Madison
166.	Gast, W.,	Oshkosh	311.	Janke, H. E.,	Bowler
167.	Gaulke, August,	Kewaunee	312.	Janssen, August,	Edmond
168.	Gaschow, Richard,	Suring	313.	Jameson, Herbert,	Davenport, Ia.
169.	Gerken, Kurt,	Merrill	314.	Jaschob, A. F.,	Green Bay
170.	Gerrl, Ray,	Brillion	315.	Justinger, A.,	Washington Island
171.	Giese, Alfred E.,	Forestville	316.	Jeanblanc, C. W.,	Lee Center, Ill.
172.	Giese, Art.,	Greenleaf, R. 2	317.	Jeske, Bert,	Peshigo
173.	Giffin, S. J.,	Green Bay	318.	Jeske, R. C.,	Dodgeville
174.	Gipp, Henry,	Suring	319.	Jesse, J. F.,	Dodgeville
175.	Glasow, Paul,	Chilton	320.	Jogerst, E. F.,	Madison
176.	Gobel, David,	Watertown, R. 1	321.	Johns, Arthur,	Luxemburg, R. 1
177.	Gohre, Max,	Hilbert	322.	Johnson, A. M.,	Blanchardville
178.	Graf, A. H.,	Zachow	323.	Johnson, Martin,	Pulaski
179.	Grasse, Walter,	Sheboygan	324.	Johnsrud, L. E.,	Avoca
180.	Greiner, Carl,	Appleton, R. 4	325.	Jorgensen, Alvin,	Kewaunee
181.	Greiner, Clarence,	Appleton	326.	Jorgensen, R. C.,	Denmark
182.	Greiner, John,	Appleton, R. 1	327.	Jung, Ernest,	Juneau
183.	Gruendeman, C. F.,	Kewaskum, R. 1	328.	Jung, Ewaldt,	Fond du Lac
184.	Gruenstern, Ed.,	Stephanson, Mich.	329.	Kalies, Herbert,	Cato, R. 1
185.	Grunwald, Ewald,	Sheboygan Falls	330.	Kanzenbach, Alvin,	Sobieski
186.	Gudwer, Walter,	Oconto Falls, R. 1	331.	Kautz, August,	Clintonville
187.	Guelig, Geo. C.,	Eldorado	332.	Kautzer, Lester,	New Holstein
188.	Gurtener, Adolph,	Rubicon	333.	Kasper, P. H.,	Bear Creek
189.	Gurtener, Fred,	Hartford	334.	Kasten, W. D.,	Reedsville, R. 1
190.	Guth, Clarence,	Algoma	335.	Keenan, Robert,	Manitowoc
191.	Guth, C. A.,	Saxon	336.	Keel, J.	Eland
192.	Hoganes, Curtiss,	Algoma, R. 2	337.	Keenan, J. A.,	Madison
193.	Hales, Mike,	Milwaukee	338.	Kellogg, H. B.,	Green Bay
194.	Hall, Henry,	Sawyer	340.	Kielsmeier, Carl,	Milwaukee
195.	Halverson, H.,	Madison	341.	Kielsmeier, Hugo C.,	Kingston
196.	Hartland, Alois,	Manitowoc	342.	Kinate, George,	De Pere, R. 2
197.	Hasenzahl, L.,	Milwaukee	343.	Kleinbans, J. D.,	Campbellsport
198.	Hasler, Fred,	Elkhart Lake	344.	Klessig, Art,	Brussels
199.	Haubemeier, Geo.,	Mineral Point	345.	Klosterman, Walter,	Bonduel
200.	Hauk, Alfred,	Waupaca	346.	King, Ed.,	Greenleaf, R. 3
201.	Heckert, C. A.,	Appleton	347.	Knauf, Elmer,	Wausau
202.	Heckmann, C. F.,	Newton	348.	Knaus, Edwin S.,	St. Cloud
203.	Heimke, Norbert,	Abrams	349.	Knickel, R. O.,	River Falls
204.	Henning, Otto,	Kiel	350.	Knudson, O.,	Cobb
205.	Henningsen, Ben.,	Mishicot	351.	Koenig, George,	Luxemburg
206.	Hernke, Armin,	Hilbert	352.	Koenigs, Steve,	Fond du Lac, R. 4
207.	Hernke, Geo.,	Chilton, R. 1	353.	Kohlman, L. B.,	St. Cloud
208.	Herold, Adolph,	Greenleaf, R. 3	354.	Kohlman, Val,	Malone
209.	Hertle, Leo,	Milador	355.	Kolb, George,	Anawa, R. 1
210.	Hicks, John,	Madison	356.	Kolpack, A.	Chilton, R. 3
211.	Hinz, John,	Cleveland	357.	Kopitzke L. E.,	Marion
212.	Hitzke, Elmer,	Hamburg	358.	Korth, A. E.,	Appleton, R. 3
213.	Hodach, D. J.,	Muscoda	359.	Kortz, Elmer,	Two Rivers
214.	Hodges, F.,	Wausau	360.	Koss, John F.,	Green Bay
215.	Hoffmann, Alfred R,	Edgar, R. 1	361.	Koten, Stanley,	Sheboygan
216.	Hoffmann, S. P.,	Chilton, R. 3	362.	Kowalczyk, John,	De Pere, R. 1
217.	Hoganes, Curtis,	Algoma	363.	Krahn, Fred,	Appleton, R. 2
218.	Hoile, J. W.,	Wausau	364.	Krall, Joseph,	Mishicot, R. 1

No.	Name	Address	No.	Name	Address
365.	Kramer, W. J.,	Madison	438.	Marten, E. W.,	Spencer
366.	Kraus, Wm. J.,	Fond du Lac, R. 4	439.	Martens, Lawrence,	Pound
367.	Krause, A. H.,	Luxemburg	440.	Martin, Carl,	Oshkosh
368.	Krause, Ed.,	Green Bay	441.	Martin, H. A.,	Milwaukee
369.	Krause, R. C.,	Marion	442.	Martin, Herman,	Spencer
370.	Krebsbach, E. J.,	Marshfield	443.	Marty, Fred,	Monroe
371.	Kudale, F. Gray,	Reedsville	444.	Mattes, R.,	Chilton Route
372.	Kupsh, Wm.,	Hilbert	445.	Matthias, Henry,	Cleveland
373.	Kuschel, H. J.,	Pound, R. 1	446.	Maynard, Fred,	Washington
374.	Kusel, D. F.,	Watertown	447.	McCormick, Scott,	Princeton
375.	Kust, Edward,	Oconto Falls	448.	McKinley, J. A.,	Appleton
376.	Kusta, William,	Bonduel, R. 2	449.	McNicholas, Frank,	Grimms
377.	Krekson, Arthur,	Plymouth	450.	McNamara, C. P.,	Milwaukee
378.	Kriewaldt, Alex,	Oconto	451.	Meek, A. R.,	Madison
379.	Kriewaldt, Irvin,	White Lake	452.	Mehberg, H. L.,	Bonduel
380.	Kriewaldt, John,	Shawano	453.	Meichels, Ed.,	Brillion
381.	Kriewaldt, Richard,	Bowler	454.	Meidl, Frank,	Dale
382.	Krizenesky, Frank,	Manitowoc	455.	Meinherdt, Ed.,	New London
383.	Krohn, C. F.,	Montpelier	456.	Meinhardt, Merrill,	Clintonville
384.	Kroger, Otto P.,	Tigerton	457.	Meisner, F. C.,	McMillan, Mich.
385.	Krueger, B. V.,	Beaver Dam	458.	Meiser, H. F.,	Engdine, Mich.
386.	Krueger, Ben,	Hortonville	459.	Meisnest, Walter,	Port Washington
387.	Krueger, F. W.,	Shawano	460.	Meister, J. P.,	Richland Center
388.	Krueger, Max,	Seymour	461.	Melbaur, Charles G.,	Suring
389.	Kyrrall, Joe,	Lena	462.	Mellon, Frank,	Viola
390.	Laab, F. W.,	Curtiss	463.	Mellon, J. W.,	Richland Center
391.	Laabs, Melvin,	Abrams, R. 1	464.	Mertz, Laverne,	Lowell
392.	Laabs, O. A.,	Miland	465.	Messerly, Emil,	Bridgeport
393.	Lammers, A. J.,	Plymouth	466.	Metzig, Henry,	Fremont
394.	Lane, Vern,	Stephanson, Mich.	467.	Meyer, F. X.,	Biramwood
395.	Lann, Al J.,	Hilbert	468.	Meyer, Henry,	Plymouth
396.	Lapley, Lee,	Viroqua	469.	Meyer, Herman,	Oconto Falls, R. 2
397.	Lauer, Mike,	Dundas	470.	Meyer, William,	Oostburg
398.	Larson, H. C.,	Madison	471.	Mindy, Edward,	Conrath
399.	Laske, Gust,	Seymour	472.	Minnig, Walter,	Monroe
400.	Lasky, Jacob,	Antigo, R. 4	473.	Mickle, P. H.,	Madison
401.	Lescig, Paul,	Manitowoc	474.	Mielke, Alvin,	Black Creek
401.	Lemberg, C. P.,	Neenah	475.	Miller, Herbert,	Shawano
402.	Lemke, Egon,	De Pere, R. 1	477.	Mog, Maynard,	Seymour
403.	Lensmire, Ed. F.,	Cascade, R. 1	478.	Monrad, Karl,	Little Falls, N. Y.
404.	Lensmire, Joe A.,	Manitowoc	479.	Mooney, George,	Plymouth
405.	Lensmire, John,	Marathon, R. 1	480.	Moore, J. W.,	Madison
406.	Lensmire, M. A.,	Cascade	481.	Morgan, Harry,	Pulaski
407.	Lenz, Alfred,	Spencer	482.	Morris, Charles,	Clintonville
408.	Lepinsky, August,	Peshtigo	483.	Morrow, Clyde,	Shawano.
409.	Lepinsky, Chris.,	Peshtigo, R. 2	484.	Mueller, Arthur,	Kewaunee
410.	Levash, John,	Coleman	485.	Mullins, M.,	Marathon
411.	Liebetau, W. A.,	Chilton	486.	Mulloy, H. P.,	Kiel
412.	Liebl, Edgar,	Green Bay	487.	Mutzenberg, Jake,	Atwater
413.	Liebrezeit, H. G.,	Hilbert	488.	Natzke, Albert,	Appleton
414.	Lindemann, Oscar,	Manitowoc	489.	Natzke, Ed.,	Cato, R. 2
415.	Lingei, Fred,	Fredonia	490.	Nelmark, J. E.,	Chippewa Falls
416.	Linzmeier, J. B.,	Green Bay	491.	Nelson, Ray,	Oconto Falls
417.	Linzmeier, S. J.,	Green Bay	492.	Neumann, George W.,	Plymouth
418.	Lippert, Kenneth,	Valders	493.	Neuser, Oscar,	Brillion
419.	Loberger, C.,	Karney, Mich.	494.	Neuville, Antone,	Sturgeon Bay
420.	Loehr, H. J.,	Calvary, R. 1	495.	Newman, A. B.,	Berlin
421.	Lubinski, Joe,	Seymour	496.	Nuske, George,	Fremont
422.	Lubinski, Stanley,	Lena	497.	O'Brien, James,	Milwaukee
423.	Luebke, Carl,	Pulaski	498.	O'Hearn, James,	Manitowoc
424.	Lundowski, Bernard,	Luxemburg	499.	Ohlrogge, Arnold H.,	Denmark
425.	Lutien, Henry,	Kewaunee	501.	Ohrogge, H. E.,	Luxemburg
426.	Magedanz, A. C.,	Readfield	502.	Olm, Arthur G.,	Waldo
427.	Maggie, Ernest,	Green Bay, R. 5	503.	Olm, Herman,	Brillion, R. 2
428.	Major, Loyas,	Little Suamico	504.	Olm, Otto F.,	Malone, R. 1
429.	Malcheski, Ed.,	Pulaski	505.	Olson, H. L. Wilson,	Mich.
430.	Mallien, Art.,	Style	506.	Olson, Lauritz,	West De Pere
431.	Malonay, Gerald,	Pound	507.	Oosterhous, J. J.,	Waldo
432.	Malueg, Victor,	Shawano	508.	Oskey, F. J.,	Seymour
433.	Mandt, Paul,	Milwaukee	509.	Otto, Earl M.,	Wolf River
434.	Manske, Leo,	New London	511.	Pagel, Alfred,	Denmark
435.	Manteu, Henry,	Denmark	512.	Palm, Jos. E.,	Antigo
436.	Maurer, Carl,	De Pere, R. 1	513.	Pankow, Harry J.,	Hortonville
437.	Marten, F. C.,	Fremont			

No.	Name	Address	No.	Name	Address
514.	Papendeick, Robert,	Plymouth	589.	Schmit, H. J.,	Pound
515.	Parsons, M. H.,	Dorchester	590.	Schmitt, W. F.,	Richland Center
516.	Pasterski, T. H.,	Suring	591.	Schneider, Chas. M.,	Medina
517.	Patton, R. J.,	Weyauwega	592.	Schneider, E. E.,	Appleton
518.	Paulson, Alvin,	Lena	593.	Schneider, Elmer J.,	Appleton
519.	Paulson, L. M.,	Seymour	594.	Schneider, Fred	
520.	Pauly, F. T.,	Manitowoc.	595.	Schneider, M. G.,	Appleton
521.	Pauly, Ralph,	Green Bay	596.	Schneider, Oswald,	Hortonville, R. 1
522.	Pavlik, John,	Sawyer, R. 1	597.	Schockmel, Dennis,	Van Buskirk
523.	Pech, A. J.,	Two Rivers, R. 2	598.	Schreiber, Earl,	Seymour
524.	Pech, B.,	Francis Creek	599.	Schreiber, Ervin,	Cecil
525.	Pedersen, Henry,	Milwaukee	600.	Schreiber, Oscar,	Seymour
526.	Pekey, Clarence,	Stephenson, Mich.	601.	Schreiber, Roland,	Kiel
527.	Perronne, Louis,	Plymouth, R. 3	602.	Schroeder, E. H.,	Glenbeulah
528.	Persohn, Lester,	Brillion	603.	Schroeder, Elmer,	Greenleaf
529.	Peters, Antone,	De Pere	604.	Schroeder, F. H.,	Abrams
530.	Peters, Edgar E.,	Plymouth	605.	Schroeder, W. B.,	Seymour, R. 3
531.	Peters, John H.,	Plymouth	606.	Schultz, Albert,	Richmond
532.	Peters, L. W.,	Bear Creek	607.	Schuster, A. G.,	Bangor
533.	Peters, Milferd,	Plymouth	608.	Schwenzen, Erwin,	Plymouth
534.	Peterson, Ben E.,	Wausau	609.	Scray, Ed. J.,	De Pere
535.	Pevonka, Frank,	Leopolis	610.	Seefeldt, John,	Seymour
536.	Pevonka, James,	Wausau	611.	Seinlar, Frank,	Algoma
537.	Pfund, W. J.,	Sherwood	612.	Sell, Roy,	Rio Creek
538.	Picotte, W. D.,	Wausau	613.	Sell, William,	Rio Creek
539.	Plate, Gust E.,	Brillion	614.	Shefchik, Jacob,	Luxemburg
540.	Plotte, F. D.,	Green Bay	615.	Sibilsky, E. H.,	Algoma
541.	Pohl, Roland,	Greenbush	616.	Sibilsky, Herman F.,	Algoma
542.	Possley, Milton,	Green Bay	617.	Sibilsky, John,	Algoma, R. 2
543.	Preuss, Wm.,	Kiel	618.	Simmons, H. D.,	Manchester, Ia.
544.	Priebe, H. W.,	Kewaunee	619.	Simonson, Ed.,	Bonduel
545.	Purvis, J. T.,	Appleton	620.	Smith, Lyle,	Oshkosh
546.	Raasch, Obert,	Shawano, R. 3	621.	Sonnabend, Theo.,	Reedsville
547.	Raasch, Walter,	Shawano	622.	Sonnenburg, Emil,	Cato
548.	Radloff, Walter,	Kaukauna	623.	Solvrud, N. L.,	Green Bay
549.	Raichle, C. G.,	St. Paul, Minn.	624.	Specht, Ted.,	Sheboygan Falls
550.	Rankin, E. H.,	Seymour	625.	Specht, George,	Sheboygan
551.	Rawlski, A. R.,	Cecil, R. 1	626.	Speich, F. G.,	Pittsville
552.	Rehbein, H. A.,	Larsen	627.	Stark, Larry,	Appleton
553.	Rehm, Louis,	Kiel	628.	Stecker, Albert,	New Holstein
554.	Reif, J. L.,	Peshtigo	629.	Stecker, Martin,	Manitowoc, R. 4
555.	Reif, Jerome,	Peshtigo	630.	Stecker, Otto,	Kiel
556.	Reisner, C. F.,	Shawano	631.	Stecker, Walter,	De Pere
557.	Reynolds, John,	Kewaunee	632.	Steinfeldt, R. G.,	Green Bay
558.	Richardson, M.,	Madison	633.	Steinhardt, G. J.,	Shawano
559.	Richter, Joe,	Watertown	634.	Steinkraus, Otto,	Abrams
560.	Rierner, Adolph C.,	Valders	645.	Stemper, A. G.,	Clintonville
561.	Rindfleisch, Walter,	Marshfield	646.	Stevens, Loran,	Dale
562.	Ringel, Louis,	Shawano	647.	Sticka, Peter,	Luxemburg, R. 4
563.	Risdon, R. H.,	Green Bay	648.	Stockhausen, Ed.,	Milwaukee
564.	Ritter, Adolph,	Oconto Falls	649.	Stoelting, Otto A.,	Kiel
565.	Robaidek, Frank,	Sobieski	650.	Stoller, Emil,	Argyle
566.	Roeger, H. J.,	Poy Sippi	651.	Strang, Guy,	Green Bay
567.	Roesler, A. A.,	Wisconsin Dells	652.	Streblow, Wm.,	Oconto Falls
568.	Roesler, O. W.,	Shiocton, R. 2	653.	Strub, Jacob,	Plymouth
569.	Rohde, L.,	Plymouth	654.	Suidzinski, Harold,	Denmark
570.	Ropp, N. L.,	Oconto, R. 1	655.	Suidzinski, Steve,	Denmark
571.	Ropp, Norbert,	Kaukauna	656.	Subora, E. J.,	Appleton
572.	Rose, Robert,	Fond du Lac	657.	Swifka, John,	Kewaunee
573.	Rose, Rudy,	Wayside	658.	Tack, A. R.,	Spencer
574.	Rosman, John,	Green Bay	659.	Terrien, Earl,	Sobieski
575.	Rowe, R. G.,	Fond du Lac	660.	Teske, E. A.,	West De Pere
576.	Sainty, Norman,	Seymour	661.	Thalman, Otto,	Basco
577.	Sammis, J. L.,	Madison	662.	Thiele, Carl,	Cleveland
578.	Sazama, Louis,	Marion	663.	Thielke, John,	Pound
579.	Scannell, George,	Eden, R. 1	664.	Thielman, Edgar,	Chilton, R. 1
580.	Scannell, John,	Plymouth	665.	Thompson, Don,	Cazenovia
581.	Schauer, Ernest H.,	Merrill, R. 6	666.	Thompson, O. R.,	Rib Lake
582.	Schley, Arthur,	Kaukauna	667.	Thuli, Arnold,	McConnell, Ill.
583.	Schmelzer, Edward,	Kewaunee	668.	Tibbetts, H. L.,	Green Bay.
584.	Schmelzer, Henry,	Sawyer	669.	Tilman, Jacob,	Chilton, R. 2
585.	Schmelzer, Roy,	Sawyer	670.	Timm, Paul,	Weyauwega
586.	Schmidt, Walter P.,	Stevens Point	671.	Timm, W. H.,	Appleton
587.	Schmidt, W. R.,	Sheboygan Falls	672.	Tesch, Elmer,	Friesland
588.	Schmidts, Leo B.,	St. Cloud, R. 2	673.	Tischhauser, John,	Tilleda

No.	Name	Address	No.	Name	Address
674.	Tlachac, M. S.,	Brussels	712.	Winter, Ed.,	Cecil
675.	Tlachac, Wm.,	Kewaunee	713.	Winters, Harold,	Biramwood
676.	Tracy, E. A.,	Plymouth	714.	Winter, Wallace,	Mountain
667.	Truttschel, Art,	Sheboygan Falls	715.	Wiskow, E. R.,	Oshkosh
678.	Trybek, John,	Two Rivers, R. 1	716.	Wiskow, H. G.,	Red Granite
679.	Uecker, O. W.,	Oconto	717.	Whiting, Earl B.,	Gillett
680.	Valentine, Roland,	Underhill	718.	Wohlt, Ed.,	Freemont
681.	Vander Putten, R. J.,	Antigo	719.	Woldt, Art. H.,	Reedsville
682.	Vanistine, L. N.,	West De Pere	720.	Wolfmeyer, Alvin,	Brillion
683.	Vanstraten, Elsworth,	De Pere	721.	Wolfgang, Otto,	Stanley
684.	Voigt, C. A.,	Watertown	722.	Wolsae, Herbert,	Forestville
685.	Voigt, Edwin,	Kiel, R. 2	723.	Wolsae, Wm.,	Misere
686.	Vochting, Victor,	Sheboygan	724.	Wrensch, L. A.,	Menasha, R. 1
687.	Vochting, Mrs. Walter,	Sheboygan	725.	Wriedt, August,	Kiel
688.	Vochting, Walter,	Sheboygan	726.	Wright, Fred,	Gillett
689.	Wadzinski, Ray,	Marathon	727.	Wuethrich, Fred,	Rice Lake
690.	Wagner, E. O.,	Winneconne	728.	Wuethrich, John,	Greenwood
691.	Wagner, Frank,	Dagon, Mich.	729.	Wunsch, Ervin,	Cleveland
692.	Wagner, Henry,	Lark	730.	Wussow, Charles,	Sobieski, R. 1
693.	Wagner, J. F.,	Foster City, Mich.	731.	Yordi, Otto H.,	Hortonville
694.	Walechka, Ed.,	Casco	732.	Yorkson, Lee I.,	Kiel
695.	Walters, N.,	Milwaukee	733.	Zastrow, C. W.,	Algoma
696.	Warner, Melton,	Cleveland	734.	Zastrow, R. C.,	Algoma
697.	Warren, S. H.,	Lafarge	735.	Zastrow, W. F.,	Clintonville
698.	Watt, Harlan,	Richland Center	736.	Zehren, Frank,	Fayatt, Mich.
699.	Webb, Charles,	Glenbeulah	737.	Zeichert, Fred,	Weyauwega
700.	Wegner, Hilbert,	Pulaski	738.	Zeidler, E.,	Marshfield
701.	Wegner, Theo.,	Plymouth	739.	Zeman, Quirin,	Mishicot
702.	Wendt, Robert,	Black Creek	740.	Zermuehlen, Ernest,	Two Rivers
703.	Wentland, F. A.,	Readfield	741.	Zerniche, Ed.,	Green Bay
704.	Westgor, George P.,	Sherwood	742.	Zick, Harold,	Brillion
705.	Westphal, F. C.,	Randolph	743.	Zietlow, W. A.,	Marion
706.	Westphal, Harry,	Chilton	744.	Zimmerman, F. W.,	Sheboygan Falls
707.	Wiedenhaft, Ben.,	Lena	745.	Zimmerman, Ervin,	Plymouth
708.	Wieting, Lewis,	Sena	746.	Zorn, E. A.,	Plymouth
709.	Wifer, Ray,	Glenbeulah	747.	Zurheide, A. W.,	Sheboygan
710.	Wilbert, Herbert,	Sheboygan	748.	Zutz, Wm.,	Fond du Lac
711.	Winder, Wm.,	Richland Center	749.	Zwicky, H. J.,	Milwaukee

FINANCIAL STATEMENT FROM NOV. 10, 1937, TO NOV. 12, 1937

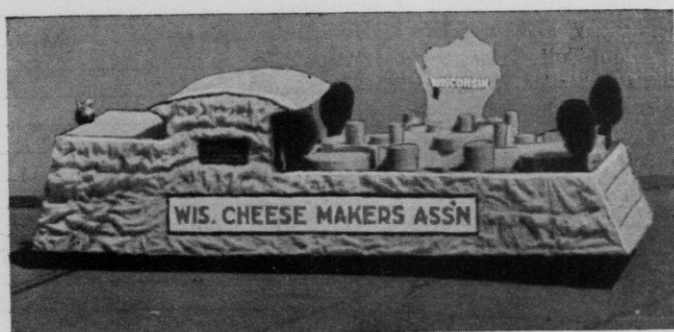
November 10, 1936, cash on hand.....	\$3,002.18
Receipts during year.....	4,378.55
	<hr/>
Total receipts	\$7,380.73
Total disbursements	5,251.30
	<hr/>
November 12, 1937, cash on hand.....	\$2,129.43

The books of the secretary were audited on November 16, 1937,
by the undersigned committee:

E. F. HORN, Beaver Dam
 STEVE SUIDZINSKI, Denmark
 JOHN H. PETERS, Plymouth
 A. M. JOHNSON, Blanchardville

OFFICERS OF REGIONAL AND BRANCH ASSOCIATIONS

- Northeastern Wis. Cheese Makers' & Butter Makers' Assn., A. H. Graf, Zachow, Secy.
Southeastern Wis. Cheese Makers' Assn., E. A. Indermuehle, Woodland, Sec'y.
Central Wis. C. B. & Dairymen's Advancement Assn., M. H. Parsons, Dorchester, Secy.
Shawano County Cheese Makers' Association, Louis Ringel, Shawano, Secretary.
Northern Wisconsin Foreign Type Cheese Makers' Assn., John Erb, Rice Lake, Sec'y.
Platteville Cheese Makers' Association, Paul Viktora, East Dubuque, Ill., Sec'y.
Kewaunee County Cheese Makers' Association, Clarence J. Guth, Algoma, Sec'y.
Boscobel Cheese Makers' Association, C. A. Clarson, Boscobel, Secretary.
Thorp Cheese Makers' Association, W. F. Winger, Lublin, Secretary.
Fond du Lac County Cheese Makers' Association, Glenn C. Weiss, Eden, Secretary.
Spring Green Co-Op Cheese Makers' Assn., L. A. Dederich, Plain, Secretary.
Cheese Makers' Association of Sheboygan County, E. J. Conger, Plymouth, Secretary.
Calumet County Cheese Makers' Association, Gus. E. Plate, Brillion, Secretary.
Clintonville Cheese Makers' Association, O. R. Schwantes, Clintonville, Secretary.
Marinette County Cheese Makers' Association, William Champeau, Beaver, Secretary.
Outagamie County Cheese Makers' Association, Milton Sacks, Seymour, Secretary.
Lincoln County Cheese Makers' Association, Earl Rindt, Merrill, Secretary.
Manitowoc County Cheese Makers' Association, Rudolph Jaehnig, Two Rivers, Sec'y.
Edgar Cheese Makers' Association, Herman Marquardt, Edgar, Secretary.
Gillett Cheese Makers' Association, Ray Nelson, Oconto Falls, Secretary.
Dodgeville Cheese Makers' Association, Robert Flynn, Dodgeville, Secretary.
Price County Cheese Makers' Association, L. Telsman, Phillips, Secretary.
Richland County Cheese Makers' Association, L. S. Adsit, Richland Center, Secretary.
Highland Cheese Makers' Association, Clem Imhoff, Highland, Secretary.
Foreign Type Cheese Makers' Association, Werner Stauffer, Riley, Secretary.
Fremont Cheese Makers' Association, J. H. Wagner, West Bloomfield, Secretary.
Marshfield Cheese Makers' Association, J. A. Boehnlein, Auburndale, Secretary.
Brown County Cheese makers' Association, John Van Duerzen, De Pere, Secretary.
Greenwood Cheese Makers' Association, Geo. E. Foelsch, Greenwood, Secretary
Osceola Cheese Makers' Association, E. H. Blaschke, Osceola, Secretary.
Sturgeon Bay Cheese Makers' Association, Mrs. Arthur Klessig, Brussels, Secretary.
Soldiers Grove Cheese Makers' Association, W. G. Price, Soldiers Grove, Secretary.
Friesland Cheese Makers' Association, Elmer Tesch, Friesland, Secretary.
Abbotsford Cheese Makers' Association, H. H. Solie, Curtiss, Secretary.



Above is a picture of the float entered in the Dairy Day Parade at the State Fair August 27, 1937. The importance of the dairy industry was magnificently portrayed in many ways that day in Milwaukee and our float had a leading part in the demonstration.



b89044369916a

SWISS CHEESE MAKERS' ASSOCIATION

TABLE OF CONTENTS

	Page
Cut showing Convention Cheese Exhibit.....	4
Letter of Transmittal.....	5
Articles of Incorporation.....	7
Invocation by Rev. F. X. J. Exler.....	13
Address of Welcome by Mayor John Farrell.....	13
Response by L. E. Kopitzke.....	14
Financial Reports of Secretary and Treasurer.....	15
Suggestions from Branch Associations.....	16
Addresses by Life Members (two pages in book).....	17-24
Discussion, Full Time Secretary.....	18
Appointment of Committee Members.....	24
Address by John Hicks, Insurance.....	31
Address by Walter V. Price, Certified Cheese.....	34
Address by Lee I. Yorkson, Increased Cheese Consumption.....	50
Address by E. J. Malloy, Co-Operative Marketing.....	54
Discussion, Greater Use of Methylene Blue, Sediment Tests.....	63
Reading of Resolutions Considered at the Council Meeting of November 16, 1937.....	65
Address by Prof. H. C. Jackson.....	68
Address by Judge Henry M. Graass.....	75
Reading of H. G. Davis' Address by Secretary.....	84
Address by A. T. Bruhn, Factory Inspection.....	86
Address by Vern Lane.....	92
Address by Charles Schlenvogt.....	96
Discussion of Milk Trucking Charges.....	98
Address by G. L. Mooney, Unfair Trade Practises.....	99
Address by Atty. R. M. Orchard.....	103
Address by Wilbur G. Carlson.....	115
The President's Message.....	117
Address by Edward Malchewski.....	118
Discussion of Allied Convention in 1938.....	120
Invitation to Hold 1938 Convention in Milwaukee, Mr. Ferguson.....	121
Reading and Disposition of Resolutions.....	122
Discussion, Full-Time Secretary.....	125
Report of Nominating Committee, Election of Officers.....	131
Three Highest Scores in Each Class.....	135
Names and Scores of Exhibitors.....	136
Financial Statement.....	141
1937-1938 Membership List.....	144
Secretaries of Regional and Branch Associations.....	150
Cut Showing State Fair Float.....	151

Printed by
CHEESE REPORTER
Sheboygan Falls, Wis.