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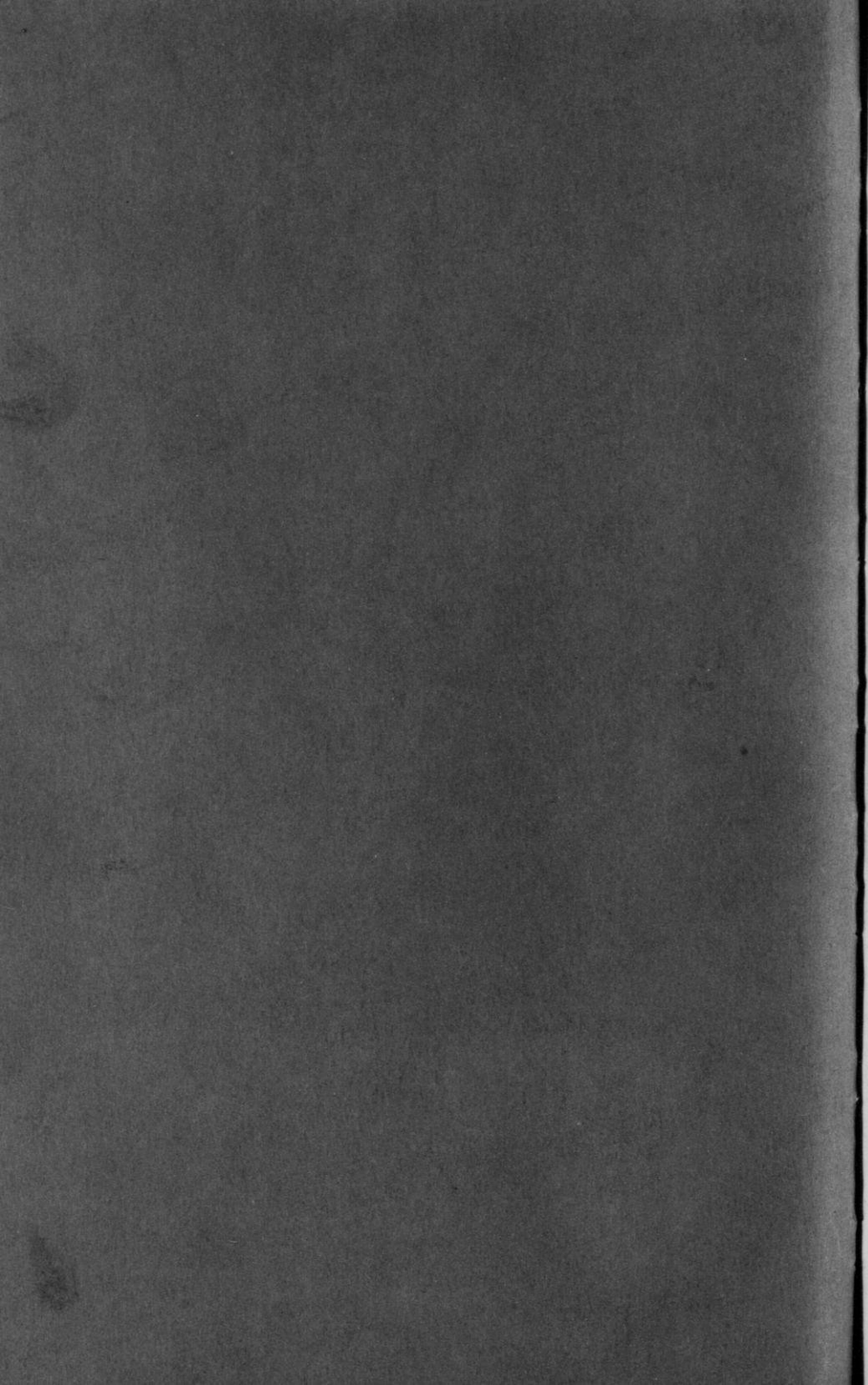
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PROCEEDINGS

OF THE

**WISCONSIN CHEESE MAKERS
ASSOCIATION**

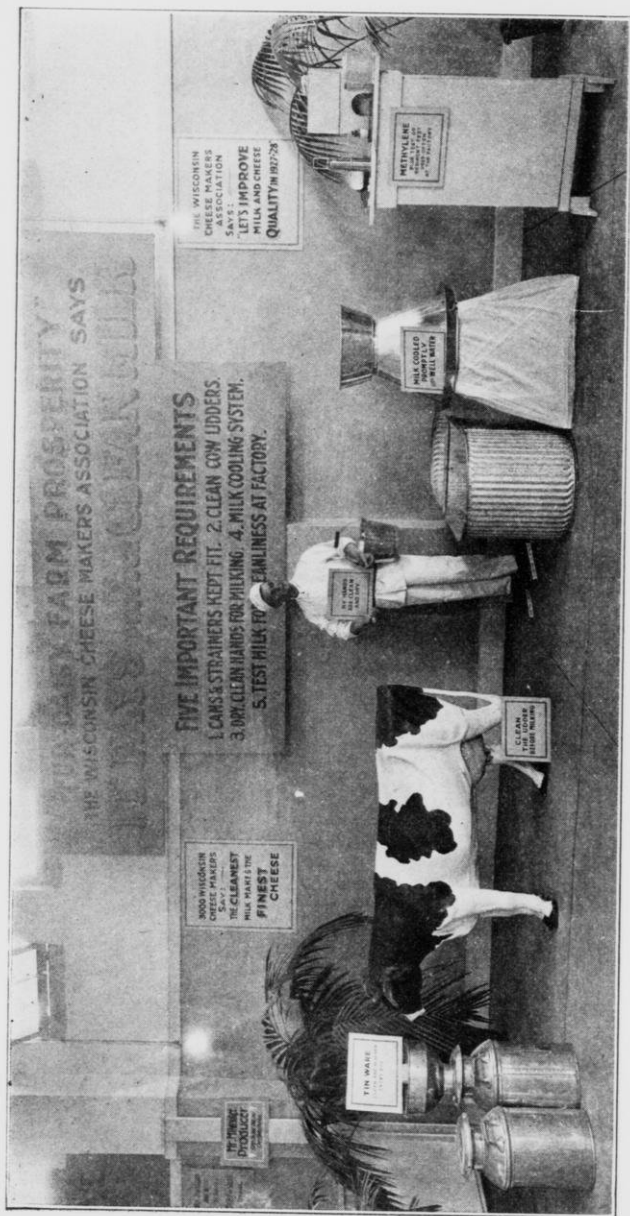
THIRTY-SIXTH ANNUAL CONVENTION
December 14, 15, 16, 1927

Assembled in the Milwaukee Auditorium, Milwaukee, Wisconsin

Compiled by
J. L. SAMMIS, Secretary



Madison, Wisconsin
1928



CLEAN MILK PRODUCTION AND INSPECTION METHODS
An exhibit by this Association at the 1927 Wisconsin State Fair



PROFESSOR JOHN WRIGHT DECKER,

July 10, 1867. June 21, 1907

Instructor in Dairying, Univ. of Wis., 1891
Professor of Dairying, Univ. of Ohio, 1905
Director, Wis. Cheese Makers Assn., 1899



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CONTENTS

	Page
1927 State Fair Exhibit—Clean Milk	2
Prof. John W. Decker	3
Table of Contents	5
Letter of Transmittal	7
Official Directory	8
Address of Welcome—State Senator Oscar Norris	9
Response—Vice President J. H. Peters, Plymouth	12
President's Annual Address—Edw. F. Winter, Gillett	13
Report of Board of Directors—J. H. Peters, Plymouth	14
Report of Treasurer—Otto Weyer, Manitowoc	15
Report of Secretary—J. L. Sammis, Madison	15
Advantages of Simplified Practice—E. Braithwaite, U. S. Dept. Commerce	18
Report from Southern Wisconsin Association—Fred Marty, Monroe	22
Report from Central Wisconsin Association—Miss L. C. Bruhn, Auburndale	23
Cost of Making Cheese in 1927—E. C. Damrow, Fond du Lac ..	27
Appoinment of Resolutions Committee	28
How To Get Cleaner, Better Milk—M. M. Schaetzel, Edgar	29
Process of Manufacture as an Influence on the Flavor of Cheese— A. T. Bruhn, Wis. Dairy and Food Commission, Madison ..	30
Effect of Competition on Cheese Quality—H. L. Noyes, Muscoda ..	32
Relations Between Cheese Dealer and Maker—L. Bernie Smith, Rockbridge	34
How To Make Starter Keep a Whole Season—P. H. Kasper, Bear Creek	37
Holding the Convention Earlier—Discussion	41
Factory Milk Testing by Cow Testers—Paul C. Burchard, Fort Atkinson	41
Why and When Testers May Disagree—Wm. Winder, Madison ..	44
Pasteurized Milk Cheese—Chas. Pauly, Manitowoc	47
Quality Milk for Cheese Factories—Prof. H. C. Jackson, Madi- son, Wis.	50
The Policy of the Dairy and Food Department—C. J. Kramer, Madison	53
The National Cheese Institute, Its Aims and Purposes—John D. Jones, Jr., Milwaukee	56

	Page
Location of Next Convention—Discussion	61
Shall Fat Be Removed From Milk Used in the Manufacture of American and Brick Cheese—M. D. Munn, President Na- tional Dairy Council	63
Election of Officers	68
Report of Resolutions Committee	69
Wisconsin Cheese Grading, Past and Future—Math. Michels, Dept. of Markets	69
History and Essentials of the Cheese Board—H. C. Davis, Plymouth	75
Standardization—Discussion	77
Board of Directors Meeting	78
The American Cheese Exhibits—W. F. Hubert, Sheboygan.....	78
Reading of Resolutions from National Cheese Institute.....	80
Foreign Type Cheese Session. Swiss Cheese Discussion	81
How I Make Brick Cheese—Oswald Schneider, Appleton	86
Results of the Brick Cheese Holding Order—W. J. Kramer, Madison	89
1926 List of Leading Prize Winners	95
1926 List of Exhibitors Scores, Prizes and Checks	96
1926 List of 96 New Member Prize Winners	102
1926 List of 37 Marathon County Cheese Exhibits and Scores...	103
1926 Number of Cheese Exhibits by Counties	104
1926 Sheboygan County Bankers Assn. Prize Winners	104
1926 Secretary's Financial Report	105

LETTER OF TRANSMITTAL

Office of the Secretary,
Wisconsin Cheese Makers' Association.
Madison, Wis., 1928.

To His Excellency, FRED R. ZIMMERMAN,
Governor of the State of Wisconsin.

I have the honor to submit report of the thirty-sixth annual meeting of the Wisconsin Cheese Makers' Association, showing the receipts and disbursements reported the past year, also containing papers, addresses and discussions had at the annual convention held at Milwaukee, in December, 1927.

Respectfully submitted,

J. L. SAMMIS,
Secretary.

WISCONSIN CHEESE MAKERS' ASSOCIATION THIRTY-SIXTH ANNUAL MEETING

Auditorium Building, Milwaukee, December, 1927

Officers and Directors

EDW. F. WINTER, President	----- Gillett
J. H. PETERS, Vice President	----- Plymouth
J. L. SAMMIS, Secretary	----- Madison
OTTO WEYER, Treasurer	----- Manitowoc
EARL B. WHITING, Director, 36, 37, 38,	----- Gillett
J. GEMPELER, Director, 36, 37, 38	----- Monroe
ARNO SCHMIDT, Director, 36, 37	----- Sheboygan Falls
A. T. BRUHN, Director, 34, 35, 36	----- Spring Green
M. M. SCHAEZTL, Director, 35, 36	----- Edgar

Judges of Cheese

W. F. HUBERT	----- Sheboygan
JOHN CANNON	----- Neenah
FRED MARTY	----- Monroe
ALEX SCHALLER	----- Barneveld

Superintendent of Cheese Exhibit

J. W. CROSS	----- Milwaukee
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Life Members

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

DECEMBER 1927 HONORARY MEMBERS

W. F. HUBERT, Sheboygan	A. M. THIEL, Sherwood
M. M. SCHAEZTL, Edgar	C. J. FOKETT, Reedsville
EDW. F. WINTER, Gillett	S. D. CANNON, Neenah
EARL B. WHITING, Gillett	RAY LARSEN, Shawano
OTTO WEYER, Manitowoc	G. M. MATZNICK, Kiel
GEO. H. EHRMANN, Plymouth	H. J. LOEHR, Calvary
W. J. KRAMER, Madison	H. F. ZARLING, Clintonville
J. GEMPELER, JR., Monroe	E. MANDEL, Colby
HENRY NOLTE, Cleveland	O. R. SCHWANTES, Clintonville
FRED STAPEL, Edgar	OSWALD REITZ, Calvary
L. BERNIE SMITH, Rockbridge	FRED DAUWALDER, Woodland
F. M. BROEREN, Thorp	JOHN BABLER, Campbellsport
L. E. KOPITZKE, Marion	GOTTLIEB WERREN, Blue Mounds
P. H. MICKLE, Sextonville	JOHN DURTSCHI, Barneveld

OFFICIAL REPORTER

ALEX KAEMPFER, 438 Caswell Block, Milwaukee

OFFICIAL ORGANS

The Dairy Market Reporter, Sheboygan Falls, Wis. The Butter,
Cheese and Egg Journal, Milwaukee

THIRTY-SIXTH ANNUAL CONVENTION
OF THE
Wisconsin Cheese Makers' Association

Held at the Milwaukee Auditorium, Milwaukee, Wisconsin

Wednesday, Thursday, Friday

December 14th, 15th, & 16th, 1927

The first session was called to order by President Edw. F. Winters of Gillett, Wisconsin, at 10:30 A. M. on December 14th, 1927, in Engelmann Hall, Milwaukee Auditorium.

ADDRESS OF WELCOME

By State Senator OSCAR MORRIS

MR. PRESIDENT AND GENTLEMEN OF THE CONVENTION: We are glad to have you here.

Milwaukee, as you know, leads in manufacturing industries throughout the United States more than any other one city and this city alone has 1500 diversified interests. You are in a metropolis that compares favorably with any other in this country. It was my pleasure to tell a convention in St. Paul not long ago that if every cheesemaker would eat as much cheese as I or my family eat, you wouldn't have any trouble about disposing of it and you wouldn't have any over-production.

I happen to be one of a dozen men who a few years ago sought to have the cheese capitol of the United States removed to Milwaukee, not interfering with your plants nor with your warehouses, but for the purpose of facilitating and expediting your shipments and other things that would help you in your own business. With the establishment of the National Cheese Institute, and with your organization functioning, there isn't any reason why you people shouldn't increase in production and care for your own industry even better than you have, although I venture to say that there isn't an industry in this country in which farming is a factor, that has been so successful as you people have,

In twenty-five years you have increased over two million dollars, and many millions of pounds of cheese. You are to be congratulated, and I think perhaps the greatest factor in your increase of business has been organization. There is no industry in this country that is any bigger than its organization and you find that, if there is any trade or any profession or any industry or any factory without an organization that industry is not always very successful. The word co-operation has been used so much that sometimes I hesitate even to mention it, but I will say that experience, co-ordination and co-operation hook up in such a way that you can't help but get benefits from it.

In your Wisconsin senate I have less trouble with men in the cheese industry than in any other industry, and when there are 1500 diversified interests in Milwaukee alone, you know that your representative in Madison has something to think about. If you don't believe me, my old colleague Senator Bilgrien of Dodge County is here to back me up. People who are in trouble rush to their legislature to have that trouble straightened out. Personally, I believe that could all be avoided. I haven't any desire to scold or find fault or to criticize but I do want to say this to you gentlemen here because it has proven true in many other lines of endeavor. If you have an important cheese bill in your State Assembly or in your Senate, you spend money to go down there to fight for it or fight against it. You leave your plant and you leave your help and your family and you go to Madison and spend a lot of money trying to rectify what you think is a mistake or a hardship in your own line of business.

Now, I have a happy solution, I believe, to that trouble. I know a way, I believe, whereby you people will not have to rush to Madison every two years and make fights for something you think you should have in your business. My solution of that problem is that you people in the cheese industry of Wisconsin elect a complete senate made up of cheese makers. If you have 33 cheese makers in the Wisconsin Senate and 100 cheese makers in the Assembly you wouldn't have any trouble at all. But you don't do that. What you do is play pinochle or schafskopf or golf on election day, and the result is that some senator or some assemblyman is sent down that isn't particularly interested in your line of business. When a bill comes up of a special interest to the cheese makers, there isn't anybody there to put up your battles unless you have been lucky enough to elect one or more cheese men.

You people are deserving of proper and sufficient representation on your county boards, your city councils, in your state house and in your national houses of congress and if you people don't have that representation you can blame your own selves. It is up to the cheese makers just like the farmers, the manufacturers, the professors, the doctors or any other line of endeavor to take an interest in their legislature. If the cheese people don't care who gets on the county board or who goes into the assembly chambers or into the

senate, why should anybody else care. So it is up to you to take an interest in what I would term clean politics. I don't mean that back room stuff we used to have years ago, but I mean the politics you find in your home, in your church, in your schools, in your county board meetings. It won't hurt you a bit to pick out a candidate whom you think will be fair, because that is all you are entitled to. If you get an alderman, supervisor or senator or congressman or an assembly man who is fair you will have accomplished something and that has been the trouble for many years in this state. One or two men run the entire proposition and you people who have money invested in business and people who pay taxes, build our roads, build our schools, keep up our penal institutions, you people don't take enough interest in it, but when your tax bill comes around you and I and everybody else finds fault.

It oughtn't to be necessary to find any fault if the right people are elected to office. Now, that is the answer to the political economic question in this state or any other state, in your community, in your county.

Let me urge you therefore, that instead of having John Smith run for senate or congress, check him up and see who he is or what he is, whether he is fair to you, whether he knows anything about your business; whether he is interested in the welfare of your community and of your county and your state. When you can pick out men and talk to them before they are elected, then you will get in my opinion what you expect to get and what you should expect to get is fair treatment.

In closing may I say that the members of the legislature in the last eight or ten years have been very fair to the cheese industry in Wisconsin. You haven't always been compelled to come down in droves and make unnecessary fights. Most of the bills that effect the cheese industry have been of a fair nature. Of course, you know there have been some discrepancies. Certain cheese bills I didn't like and Tom Brown didn't like and John Smith didn't like but what do you expect from a \$500 senator. He doesn't make cheese; he doesn't know anything about it and on top of that comes this proposition: The cheese maker over on this side wants one certain law and the cheese makers over on this side want another law and then the cheese makers in the center have still another law.

Now answer this to me. If three groups or four groups of cheese makers don't know what kind of a law they want, how the deuce do you expect some assemblyman to know what you ought to have. And that dovetails into the statement I made at the opening. As a matter of organization, if your three groups were to get together and decide on what is best for the cheese industry and at the same time best for the general public, you can't lose out, but when you come down in three or four or five separate groups, everyone of you with a different idea and no chance for unification or consolidation of thought, then you are out of luck and you must not blame your legislature if a thing happens that does not please you.

In closing may I leave this thought with you—take an interest in clean politics try and elect men to office who will show an element of fairness to you and to your industry. When we can get all industries and all professions deeply enough interested to guide their own interests and not slight the public, there will be little cause for complaint against those men who make your laws for you. Select cheese men to be governors, senators, congressmen, United States senators, assemblymen, county board members and let the whole cheese fraternity run your order and try it out that way. I thank you.

RESPONSE TO ADDRESS OF WELCOME

By Vice President J. H. PETERS, Plymouth

Mr. President, Senator Morris, fellow cheese makers, and members of the Association: I wish to thank Mr. Morris for his splendid address of welcome, and to say that we highly appreciate the hospitality of the city of Milwaukee and apparently, we all like to be back here in Milwaukee again. Friendliness is contagious, and the kindly way in which we are welcomed here should fill us with similar feeling toward the fellows back home. We hope to have a bigger and better convention than ever before, as our problems are greater and greater each year. New conditions and difficulties confront the cheese makers, and it is up to us to be prepared to combat these difficulties, and there is no way we can better do that than to increase the membership of our association. In the last year, cheese factories have been started throughout the West and South, and their products will go on the market for us to compete with; but it is up to us to uphold the good name of Wisconsin cheese in the way of making it better than ever before.

It has been a pleasure to notice that the Dairy and Food Commissioner is endeavoring to educate our patrons that we must have clean milk for cheese making, and I believe that that is beginning at the right end, because if clean milk is delivered to our factories, there will be no excuse for us not to make good cheese. Our profession as cheese makers is a worthy one—to supply humanity with the choicest and cheapest of foods. As the quality increases, so will the consumption increase, as the national government, itself, has voiced praise of the dairy products for food and economy in every home. There is nothing so wholesome they say, so essential to the health and development of a nation, and our school children today are being educated in our schools that dairy products are essential to health, so I cannot see anything but a bright future before us.

Here at our convention we should lay our problems open, and every cheese maker who has something on his mind should not hesitate to get up and express himself, as that is what makes a convention. If we want to be successful, we all realize that we must be sincere with the dairy industry at large. I am pleased to look at so many fellow cheese makers. I wish that we could do something to

bring the fellow here who is left at home. This is our association and we should endeavor to make it bigger and stronger. It is our association's duty to endeavor to see to it that no detrimental laws, pertaining to our industry, are passed by the Legislature, and it is to the interest of every cheese maker in the state to get back of the Wisconsin Cheese Makers' Association. It is your state organization, and just notice the interest and support we are getting from various banks and other industries throughout the state in the way of donating prizes for our exhibits.

Our farmers, producing milk for cheese making, would also be greatly interested in our profession if we had more of them present here. They would learn about our problems, and there would be a better understanding between the cheese maker and his patrons after they got back home. When the cheese maker and farmer are both working for quality, it brings results and financial success.

Wisconsin has become the greatest cheese producing state in this Union and it has shown a constant growth during the past twenty-five years. In 1901, 79,384,300 pounds of cheese were produced with a market value of \$9,036,000; in 1925, 362,986,057 pounds of cheese were produced with a market value of \$79,494,114. Let us keep up the good work and BOOST WISCONSIN CHEESE.

Again I thank Mr. Morris for his splendid address, and the city of Milwaukee for its hospitality.

PRESIDENT'S ANNUAL ADDRESS

By EDW. F. WINTER, Gillett

Members of the Wisconsin Cheese Makers' Association, Ladies and Gentlemen: I wish to state at this time that it gives me great pleasure to meet you again at this convention. Being President of an organization of this kind is an honor in itself and I have tried to live up to that honor. It is with great pleasure that I see so many of the old members here and a great pleasure to see some new faces amongst us.

I wish to thank the citizens of Milwaukee for the hospitality they have extended to us in the past and I am sure that we will always be as welcome in the future. It seems that there is a desire on the part of the members to hold this convention in other cities and wish to state that I am not opposed to this and shall be pleased to attend wherever the majority decides upon, but, before making any changes it behooves us to take into consideration the locality the accommodations, and also the amusements that are a necessary complement of a meeting of this kind. The purpose of these meetings is to get together for an exchange of ideas and to build this organization into an institution that will become effective. In order to do this there must be a unity of purpose, a get together spirit, not to criticize and tear down but rather a kindly feeling to help each other, so that

those who are watching these meetings will know that we are here for the purpose of doing all the good we can for the community at large.

We should come here with the avowed purpose of preaching to our patrons the necessity of furnishing us the cleanest and best milk possible, so that we in turn can turn out the best cheese in the world. And this can only be done by our constant advocacy of cleanliness, production and honesty amongst our patrons.

The cheese industry of Wisconsin has come to be one of the greatest institutions in the world and its great success has been largely due to the farmers, and the constant efforts of the cheese makers, who are constantly preaching to their patrons to produce cleaner and better milk. Meetings of this kind are wonderful in that they bring to the world just what we are trying to do and as long as we go along preaching constant betterment in our industry we are bound to succeed. There must be no dissension in our ranks but on the contrary there must be an adhesivness among us so strong that it will not be possible to break that which we have so well begun. I want to state that many persons and institutions have offered prizes to the cheese makers at this convention, and as President for and on behalf of this organization I wish to thank the givers of these prizes, and wish to state that such offers are a stimulus to greater efforts on our part. The donors can rest assured that the offers are greatly appreciated by all of us.

I would suggest to those who are fortunate enough to win one of these prizes that they write to the donor and show their appreciation. The donor will be more than pleased to know that his offers were appreciated and that they have not been like so much "wind upon the desert".

I would further suggest that we who are here try to induce others to attend these meetings knowing that if they succeed they will never be sorry; and that we make efforts to have other cheese makers send their cheese to this convention, in doing this we will be doing the cheese makers a great favor, for at these meetings the quality is judged and criticized, and in this way improvement can always be made. We must always remember that our sole intent and purpose is to make Wisconsin the greatest producer of the best cheese in the world.

REPORT OF BOARD OF DIRECTORS

By J. H. PETERS, Plymouth

MR. J. H. PETERS: Our auditing committee audited the secretary and treasurer's books and found them to be correct.

REPORT OF TREASURER

By OTTO WEYER, Manitowoc

Mr. J. L. SAMMIS: Mr. Chairman, Mr. Weyer is downstairs at work, as you know.

Mr. Weyer's report, as your treasurer, would consist of simply this, that all the money he receives at the door downstairs is paid directly into the state treasurer's office at Madison. It will be paid there early next week.

The radio music you have heard comes out of that hole in the wall—and this one. This microphone on the platform works very well and if the speakers will get up close enough to it, I am sure that they will be heard all over the house. If you can't hear them it is up to you to let them know. This is the first year we have had this service at our convention.

REPORT OF SECRETARY

By J. L. SAMMIS, Madison

I would like to direct your attention as we do every year to the car load of young live stock that we have over here on the right hand side of the hall—dairy school students this year who are studying cheese making. Some of these men are licensed cheese makers and some are experienced helpers. They will sit over here at each meeting, so that you can find them if you want to hire a cheese maker or helper. Come and look them over, talk to them, and size them up.

The officers would like to have your opinion with respect to every feature of this convention. How do you like it? How do you like this hall? Can you hear well? How do you like arrangements downstairs. Your suggestions are greatly appreciated and are very helpful and if you will send a letter at any time with any suggestion, I assure you it will have very careful attention.

The secretary's report is between 10 and 14 feet long this year. Here are the receipts and expenditures from last year. Here is the list of exhibitors from last year with the scores and the amount of their check paid to every one. This will be published in the annual report so that you can all read it and check it up. If you find any mistakes I will be very grateful to you for writing me so that we can check it up.

The Board of Directors have been over all these figures yesterday and I assure you they worked hard at it. They found it to be correct. This report will be in the secretary's office in the Republican Hotel and any member is welcome to come in and look it over if he wants to.

There are a few items that I would like to mention. Since 1912

for eight years the membership averaged 425 and the largest number was 538. Now, since 1920 up to the present the average paid membership was 818 and the highest was 939. The change of convention date from the middle of January back to the middle of December was made in 1924 and this change apparently has made no difference in the attendance. We come just as easily in December as we do in January. The attendance last year would undoubtedly have been larger if it had not been for the cold snap and the blizzard, and we had a cold snap last week which may have interfered very much this year.

The question has arisen as to whether a meeting in the middle of November would not be just as satisfactory and much less liable to interference from bad weather. A cheese maker doesn't want to leave his factory in very cold weather and he prefers to go when his milk flow is low.

Now, is it not true that the milk flow is nearly as low in the middle of November as it is in the middle of December. And is not the danger of blizzards very much less in November than in December. That is a question for you to discuss and decide upon by vote, to recommend to the Board of Directors as to whether we should try to meet in November instead of December.

As for myself, it makes no difference. I have no choice except to get the most people here and make the most successful convention.

As to the place of meeting, it seems clear that with the large exhibits we have here this year, we could not have found room for the convention anywhere else than in Milwaukee. If we had all these exhibits in any other town that you might mention,—if we had them in Madison I don't know where in the world they would be put, and the convention next year will doubtless be larger than this one. This room may turn out to be too small for tomorrow's meeting. So that the size of the thing is of the greatest importance when deciding on the place to go.

Over 730 prizes are listed this year on the premium list and we want to give full credit to our list of honorary members for this year whose names are on the wall here. These are the people all over the state who went out and did the work to collect a lot of these prizes. Next year we want twice as many. If you read that list and find that your home town is not on that list, then I wish you would undertake to make yourself an honorary member for next year and write to me about it and get suggestions next year.

Among the leading prize donors again are the Sheboygan County Bankers Association, who have been with us for the past five years. Also this year the Marathon County Bankers have gotten together and have contributed a liberal line of prizes and next year we have several other counties that we think are going to line up in this way to show their appreciation of the importance of the cheese industry in their own counties.

We are of course, deeply indebted to our exhibitors downstairs who by their rental of space do much to make this convention possible

and enable us to pay many expenses which are necessary and unavoidable.

A new feature this year is a list of prizes for new members. Every man who has not exhibited cheese during the last ten years will get a special prize by mail this year. Last year there were five counties leading in attendance. As a basis for comparison, I have compared the number of exhibits sent in from each county with the number of factories in the county. In five counties last year, 37 to 53 per cent of the factories in the county sent cheese here. These counties are, Sheboygan, Manitowoc, Fond du Lac, Marinette, and Jefferson.

Then come five counties with 26 to 30 per cent; Kewaunee, Calumet, Barron, Lincoln and Langlade. Then come five counties with about 25 per cent; Marathon, Dodge, Oconto, Portage and Ozaukee. Next we have a group of counties with 15 to 20 per cent: Brown, Waupaca, Green, Columbia, Outagamie, Richland County, Dane, Clark, Wood, and finally we have a list of counties with about 10 to 15 per cent of their factories represented: Juneau, Washington, Sauk, Crawford, Rock County, St. Croix, Iowa, La Fayette, Grant and Door Counties. And there are some others.

I notice that among this last list of counties there are included nearly all the counties in the southwestern part of the state—Richland, Sauk, Crawford, etc. I am in hopes very much that next year we can get a larger representation from southwestern Wisconsin. There has been some talk of forming a cheese makers' association down there. I hope they organize it. We have in this association at this state convention done everything we could to promote the organization of cheese makers in every part of the state. We hope that Richland County will start right up and get organized.

I want to say that any group of cheese makers that wants to hold a meeting to organize or for any purpose during this convention, can get a room here to hold their meeting in, if they will just let me know in advance.

Every year a lot of exhibits arrive too late to be judged, and I want to say it does no harm to send cheese early. The cheese when it comes from the train is taken directly to a cold storage warehouse any time within two weeks or a month before the convention. It is much better not to wait until the last minute and run the chance of a blizzard or a delay but send in your cheese early. We are going to emphasize that next year in the advertising matter. All cheese might just as well be in here a week or ten days before the convention and all be judged on time, rather than to have a lot of them coming in too late.

We have some classes this year which are quite small in number. The question as to whether we should introduce some other classes of cheese and perhaps drop out the smallest class has been discussed by the officers, so that if any of you have opinions as to this, please make them known.

We have an old rule on the books that every cheese exhibit should contain at least twenty pounds. That rule ought to be lived up to in order to make the cheese exhibit down here saleable at good prices.

Don't forget the booster meeting which occurs at six o'clock tonight at the Republican Hotel. Every man that is interested in this convention, wants to see it prosper and wants to help make it grow should be there at six o'clock at the Republican Hotel. The officers past officers and honorary members, and any of you who have a real interest in this convention, are asked to eat dinner with us at six o'clock tonight and talk over some of the prospects. Bring in your new ideas. The meeting will not last after 7:30 and you have plenty of time to go to the shows. I thank you.

ADVANTAGES OF SIMPLIFIED PRACTICE

By W. E. BRAITHWAITE, Division of Simplified Practice, U. S. Department of Commerce

Better management and increased operating efficiency are now widely recognized as effective aids to industry in an era of low prices. Management's part in maintaining prosperity during the past year or two has been a vital one. Good earnings in business still are only possible through alert, progressive, management and the adoption of modern business methods such as simplified practice. Simplified Practice as a policy of good business management is being applied more and more extensively to eliminate avoidable waste caused by excessive and uneconomic diversity in production, distribution and consumption. The essence of simplification as a practical method of reducing industrial waste lies in the attempt to conduct all activities and to perform all functions of an enterprise in the least elaborate manner consistent with any given purpose. It is a philosophy which has grown out of the experience of business men and the observations of economists who have taken cognizance of certain laws governing manufacture and distribution. These observations, set up in the form of certain principles, codified and crystallized into a philosophy of business conduct, are claiming the attention of trade association conventions and meetings, trade journals, business papers, general magazines, as well as the U. S. Department of Commerce.

Shortly after the Committee on Elimination of Waste of the Federated American Engineering Societies (now known as the American Engineering Council) made its report in 1921, Secretary Hoover established the division of Simplified Practice in the Department of Commerce to act as a clearing house or centralizing agency for bringing manufacturers, distributors and users together for the purpose of developing simplified practice recommendations for the reduction of variety in sizes, dimensions and types of commonplace commodities. Since the Department established this cooperative service, simplified practice recommendations have been adopted by a majority of manufacturers, distributors and users in 80 different industries.

It will be my purpose for a short while today to tell you something of the economic savings and advantages which have accrued to

these industries which have already adopted simplified practice, and which are possible to other industries desiring to simplify their line.

Some of the proven advantages of simplification methods which directly concern the activities of the manufacturer, the jobber, the retailer, and the consumer, are:

To the Manufacturer

(1) More economical manufacture through less idle equipment, better scheduling of work, accurate cost accounting, long runs on large units, simplified packing, simplified material inventory, reduced cost per unit;

(2) More efficient labor through less seasonal employment fluctuations, increased individual output, greater skill of workmen, ease of training employees, simpler and better inspection, smaller labor turnover, greater earning power;

(3) Less capital tied up in raw materials, special mechanical equipment, semi-finished stock, finished stock, storage space, repair parts

For example, the Campbell Soup Company's manufacturing costs have declined tremendously, because at present it concentrates on twenty-one kinds of soup, with pork and beans as a sideline, whereas in 1898 it made more than 200 varieties of canned food-stuffs.

To the Distributor (Wholesaler and Retailer)

(1) Increased turnover due to concentration of stock, staple lines, easy to buy, quick to sell, no slow-moving numbers, more effective sales force, more concentrated sales effort;

(2) Less overhead and better service through lower handling charges, less stock depreciation, smaller clerical forces, less obsolescence, quick and reliable delivery, fewer misunderstandings and errors;

(3) Decreased capital requirements for maintenance stocks, for packing materials, for storage space, for interest and other charges, also fewer complete lines to carry and less operating margin required.

To the Consumer, Simplified Practice Means:

(1) Better value for money, better quality, prompt deliveries, quick replacement service, lower maintenance costs, simplified specifications, protection against unscrupulous traders.

Decreased manufacturing costs naturally result in lower costs all along the line. The American Wringer Company, for example, lowered its prices after cutting an original line from 800 numbers to 60. The recent reduction of Mazda lamp retail prices, according to the General Electric Company, has been made possible through simplification.

To gain these benefits, it is necessary that producer, distributor and consumer work together and therefore under the cooperative pro-

cedure of this Division, a Simplified Practice Committee is appointed which will represent the manufacturers or producers.

The first important step in the development of a simplified practice program in any industry is a survey to determine the number of varieties made and the relative demand for each. These surveys are conducted by the simplified practice committee except in a few cases where the industry concerned has requested the Division to make the survey. The results are then studied by the committee, and a tentative program of elimination is worked out for presentation at a subsequent general conference of representatives of the producers, distributors and consumers, and for ratification by that general conference.

The Division of Simplified Practice then circularizes all interests for acceptance. As soon as a very substantial majority of interested groups and individuals have endorsed the recommendation it is then published and promulgated by the Department of Commerce as representing the best thought and practice of the industry subject to periodic revision by another general conference or by action of a standing committee.

The question may arise in the minds of some as to the degree of success attained in securing observance or adherence to these different simplification programs. Recognizing early the fact that a simplified practice program in any industry would not be effective unless there was a relatively high degree of adherence, the Division has cooperated with the industries in perfecting a procedure, providing among other things for the appointment of a representative Standing Committee to serve as a liaison between the Department of Commerce and the industry concerned. This committee is usually appointed at the general conference and is charged with the duty of promoting, encouraging and supporting the findings of the conferees, as well as conducting annual or periodic surveys to ascertain the degree of adherence and to effect reaffirmations or necessary revisions. Annual audits, or surveys, conducted by the Standing Committees of a large number of industries during the past year, revealed that there is an average degree of adherence of about 80 per cent to their simplification programs. This indicates that the sizes, dimensions, types, etc, adopted and published as simplified practice recommendations are reasonably well adhered to and kept in line with the best current practice of the industry concerned.

I would like to point out here a few of the outstanding examples of reductions in lines and savings accomplished through the application of simplified practice. In 1914 the manufacturers of farm machinery had 240 varieties of drills and seeders; today they make 38. They used to make 209 varieties of the ordinary plow; today they make 30. Where ten years ago there were 2,135 different implements divided among 12 types or classes of farm machinery, today there are but 227, 75% having been eliminated as being unnecessary.

This simplified design, production, selling and even the accounting practice of these companies manufacturing farm implements and

farmers have benefited greatly through better service of supply and replacement, the improved quality of the machines, and in the higher value for their money. Coming back to the Mazda Lamp again, up to one year ago, there were 45 different sizes and styles of electric lamps; today there are 5. The 9 sizes of the fifty-watt lamp have been replaced by one. Engineers in the lighting industry point out that simplification as applied in that industry for several years past has helped to reduce the cost of lighting.

Automobile manufacturers have applied simplification and standardization in the design and fabrication of their products with consequent decrease in the cost of production, improvement of service and general benefit to all motorists.

Several of the large manufacturing companies have applied simplification to their purchases, with consequent reduction of inventory and of idle investment.

The operators of a certain chain of hotels simplified their requirements and reduced costs of items simplified 20% below former costs, released \$350,000 from former inventories and saved \$100,000 a year.

We could furnish many more examples of the economies and advantages possible through the application of simplification, but these few just mentioned will suffice for the purposes of illustration. I have with me today a supply of the list of 80 industries which have adopted simplified practice recommendations under the auspices of our Division. I shall be glad to have you take a copy for your information, as it will illustrate what has been accomplished in the way of simplification in cooperation with the industries concerned.

In conclusion, I invite your attention to the fact that a number of the leaders in the cheese industry have interested themselves in the subject of simplification as a possible means for eliminating certain unnecessary and seldom-called-for sizes of cheese, cheese-boxes, hoops, bandages, etc. It would appear from the letters which we have received from the various manufacturers that the industry is ready to cooperate actively in a movement to develop a simplification program. The benefits to be derived from such a program are obvious. As one large manufacturer has said: "If a minimum number of sizes could be adopted as standards, cheese factory equipment will be materially simplified; cheese box makers will have the shooks for only three or four sizes of boxes to manufacture and carry in stock; wholesale dealers will have their inventory in American cheese reduced from ten or more sizes to a minimum number of sizes." Since over 400,000,000 pounds of American cheese are made in this country every year, it is likewise obvious that a very considerable amount of money can be saved for the industry by the adoption of simplified list of sizes.

To date, more than three hundred groups have requested the Division's cooperation in eliminating excessive varieties in their products. More than 30 industries are now conducting surveys of existing varieties with the view of developing a simplified practice recommendation. It is apparent that as more industries apply the

philosophy of simplified practice and other fundamentals of good management business is bound to become more stable. We therefore commend simplification to the careful consideration of the members of the Wisconsin Cheese Makers' Association, expressing at the same time the keen desire of our Division to be of service.

To this end I would like to see a Simplified Practice Committee appointed here today so that I could meet with them and outline the procedure whereby a survey could be started at once to determine the need for simplification in the cheese industry.

As Doctor Julius Klein, Director of the Bureau of Foreign and Domestic Commerce of the Department of Commerce has recently declared: "The willingness to accept new ideas as well as the abandonment of old ones, however deeply rooted, has served to bring modern business to its highest point in history. American business is justly proud of the fact that it has left as monuments of its progress since 1921, a long succession of junk heaps of discarded processes, antiquated ideas and obsolete policies."

REPORTS FROM OTHER ASSOCIATIONS

The Southern Wisconsin Cheese Makers' Association

By President FRED MARTY, Monroe

Mr. Chairman: We just had our 28th annual convention last week in Monroe. While we were blessed with somewhat inclement weather and a 55 degree change in temperature, we had about 150 in attendance, the first day. The second day however, we had just about a full house and all in all we had a very successful convention.

The Southern Wisconsin Cheese Makers and Dairymen's Association, as you know, represents chiefly the foreign type of cheese of Southern Wisconsin. It is considerably different from this organization, pertaining mainly to the manufacture of Swiss cheese. The question of standardization was the main topic of the day. I am not going into this, however, what was said at Monroe on standardization was chiefly pertaining to the manufacture of Swiss cheese. And there we let it go at that.

I had the pleasure of judging cheese at Memphis, Tennessee, at the National Dairy Show; I want to take this opportunity of thanking the few of you that sent cheese way down to Memphis, Tennessee.

Do you realize what the butter makers of Wisconsin would think of themselves if they could come home with the national highest awards? Look at the battles they fought to get the banner away from Iowa and Minnesota. Seemingly it can't be done but they are fighting and using all efforts to get that banner.

Wisconsin is coming home with the highest cheese awards, taking the gold in the American cheese, in the domestic cheese, block cheese, brick cheese, and limburger cheese. Wisconsin in the future should be represented by larger numbers in the national exhibit.

The biggest competitor that a Swiss cheese maker of Wisconsin has happened to be Ohio. We lost a medal, I think, in two successive years. About ten Wisconsin Swiss cheese makers down there got together and said, "We are going to get that gold medal back". It only takes one good cheese to bring home the gold medal, but as long as you can't look on the inside of them ten cheese have a bigger chance than one, and 50 have a bigger chance than ten. So in order to hold recognition that Wisconsin is entitled to have, there should be some effort on the part of an organization of this kind to get the boys of Wisconsin to exhibit the cheese at the National Dairy Show, even though there is no money premium. The gold, silver, bronze medals are the highest national attainment and there are diplomas for any cheese scoring 93 and above. Wisconsin should take pride in that. At the National Dairy Show I had two cheese scoring 95 and not a shake down. I kept scoring and re-scoring. I could not come to a certain decision. I finally decided that it was a case of throwing up a coin, heads or tails between the two. I wouldn't give a nickel for the difference in the quality. It so happened that one of them showed a trifle better than the other and I left that one at 95 and I reduced the other a quarter of a point.

Gentlemen and fellow members, do you know who that other fellow was? It was our good Uncle Sam with his Swiss cheese men who made it under the same methods and standards at Grove City, Pennsylvania. I thank you.

THE CENTRAL WISCONSIN CHEESE MAKERS' ASSOCIATION

By MISS L. C. BRUHN, Secretary, Auburndale

Mr. President: This is the thirty-sixth time dear friends and fellow members which finds you in annual convention assembled.

You may not count life's milestones as you pass them by for that is not the part of wisdom, but each year finds a few more of us a little more patient, a little more loyal, a little more friendly, and it seems we should grow together rather than apart.

Since your last Annual Convention, we mourn the loss of two devoted life members and ex-officers of this association. Mr. J. B. McCready of Fond du Lac and Mr. Ubbelhode of Glen Beulah have been called to the great beyond. We sympathize with those where sorrow has stalked into their homes.

History tells of wonderful deeds of some of the sons and daughters of these sturdy pioneers and of Chester Hazen, father of the Cheese Industry and many others known to History who served just as faithfully around the home, creamery, or cheese factory. In every truly great character we find these same principles: foresight, determination, and courage.

Commissioner Kremer said, "Sometimes it seems to me large and powerful as the Cheese Industry is, it is still in it's swaddling clothes,

it is not nearly as great a factor in our food supply as it ought to be—The Horizon of men and women of vision like you, must include fields of usefulness, fields of service that no man's eyes beheld as yet, and I would utter the words—Carry On.

Job of Thinking

The secrets of success in the industry are open to the thinker—Thinking is the hardest work there is which is perhaps why so few engage in it. Thinking calls for facts—facts call for digging.

We wonder why there are not more of Wisconsin Cheese Makers who do more thinking, have greater pride and interest in their work.

A small percentage of the total number of cheese makers support gatherings of this kind. Cheese makers are more negligent than butter makers in this respect. Do Wisconsin Cheese makers ignore their presence here because they think they can't learn anything, or are they afraid that some of their pet notions will be wiped off the map? Or is it because they are in a rut and haven't enough energy to snap out of it. We rather believe the expense connected with attendance at the convention is a draw back to a certain extent. It seems if more gatherings were scattered throughout the state so makers could reach them, while attending their work, would add interest and membership to the Association. With 2800 cheese makers in the field, the seats in this Auditorium should be filled. Make arrangements to stop the daily task of the cheese vat for one day or several days—attend a gathering of this kind some where in the state at least once a year,—enjoy programs, meet your fellow men,—take stock of those new things which might have occurred in the industry and what has happened to us and ours since last we met.

New Problems

Three new milk plants all within a radius of fifty miles of a present operating milk plant, are being planned. We sympathize with those boys affected, especially those who own their plants and who have invested the savings of a life time. It will be a hard struggle for some of them for a year or so. Farmers take to the system of marketing milk at their door and returning clean cans. We experienced a similar problem about two years ago. I wonder that my hair did not turn a silver gray, with the serious trouble and hardship of that one year. For two weeks every night, after a hard day's work and a heavy heart, we waded the snow to the homes of the districts, that were being canvassed during the day. Shipping cans were laying at their gateways,—but with great determination and courage, and the accomplishments of serving them well in the past, we finally convinced those patrons that it pays for itself in the future to remain loyal to the Home Cheese Factory. In order to maintain the large patronage and prosperity of the factory, we were compelled to meet competition in comparison with raw milk prices of the cities which

THIRTY-SIXTH ANNUAL CONVENTION

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UNIVERSITY OF WISCONSIN
MADISON
25

seemed almost prohibitive. We set to thinking and resolved, first of all the need of manual labor in manufacturing the finished product into a type of cheese to bring the highest market price, second form a greater habit in thrift and economy thereby decrease overhead expense, third double efforts as a good will builder and confirm inspiring thoughts of confidence. So we worked our way through the critical time. We are proud of results and today we enjoy an increased patronage rather than a decrease.

Fellow members there is a lot of Psychology in this topsyturvy situation at the present time. But real loyalty to your work and dependability are jewels. Any one possessing this wisdom has a blessing all walks of life is bound to win in the end.

Sanitation and Cleanliness

Your worthy secretary asked me to speak briefly on Sanitation and General Upkeep of Factories. Now is the time when you are not so busy in the factory and you can economize by doing a lot of the work yourself. It is a mighty good business system to check up, clean up, discard the bad, and file the good.

We also believe the industry would appreciate the use of paint yearly, scrub brushes and other things, that go with cleanliness and sanitation.

The escaping of steam, boiling up water in the working room, is one of the greatest detriments in appearance and upkeep of factories. About a year ago, we installed a hot water system with the facilities to lead hot and cold water at any temperature to various parts of the factory. A working room, inviting, clean, and bright is a joy to work in and a pride to the industry.

Virtually every problem in the factory touches in some manner or form upon cleanliness and sanitation, it makes for better morals in the life of the operator as well as for that of his helper and his patrons, in all with whom he comes in contact. Besides, a cheese-maker comes in contact with scores of people he never sees. They are more or less vital to him and to the success of his industry. Every man woman and child who passes his factory has something to do with him and his business. Whatever impression his factory gives to the passerby that impression will apply to the product he is making, and next to the industry he represents. The place where butter and cheese are made should be the neatest, cleanest, and most inviting place in the world. Sensible operators realize this and they are ever on the alert to keep up the appearance of their factory inside and outside, clean and bright.

We feel very grateful for having won the Gold Medal, the state's highest honors in Cheese Factory Beautiful Contest. During the past few years it has meant a lot of manual labor and expense. Being cooperative, farmers are not very liberal, nor do they take to the art of pride, hence it has meant a lot of our own hard earned cash. We are not sorry the least as we believe it was money well spent for a

good cause showing love, pride, and interest in our work, and the best advertisement to boost Wisconsin Cheese.

If there is any doubt as to the advancement of our factory, we wish you would stop at the Marschall Laboratory Booth who has several photos on file dating way back to 1911.

At any time that you are visiting up in the Central part of the state, although the factory is not on a main highway, we welcome you to pay us a visit in passing by. We believe Wisconsin Cheese Industry is very much in debt to the Marschall Dairy Laboratory and should be very grateful for their wonderful gift to the state of Wisconsin.

The Yuletide Spirit

We love the Christmas Spirit and believe it is well for us as members of a great order of this kind, working for the progress of mankind, to pause at this Christmas Season and contemplate what God hath wrought for us in manifold blessings of the industry the past year.

We believe it was A. J. Glover who wrote in brief message, as a tribute to Ex Commissioner J. Q. Emery, and said, "J. Q. will never leave a large estate but he will leave for his family a legacy, a clean honest life, well spent in the service of his country and his fellow men. His life is an inspiration, a shining example. Those who leave nothing but a few soiled dollars at the remaining last few years of their life would gladly trade places with a life like his." We can imagine him utter the words,

Although the world may scoff and laugh
 A life of service is the best
 And happiness will only be
 For him that serves his country and his fellow men.

At the Marshfield Convention the largest attendance was on Thursday, the feature day, numbering 1700 or more. Thanks to the citizens of Marshfield for the contribution of beautiful floats in the parade showing their appreciation and tribute to the gentle cow and her great industry. There were 500 guests at the Banquet and dance.

Wisconsin Rapids, the Heart of Wisconsin will be hostess to the 15th annual convention, we assure you its citizens are wide awake, and lively entertainers. Lay aside the task of the old vat one or several days, come to the Central in the golden month of October—we promise you a royal time.

COST OF MAKING CHEESE IN 1927

By E. C. DAMROW, Fond du Lac

Mr. President, Ladies and Gentlemen: Your secretary asked me three years ago and the subsequent consecutive three years to handle the cost of making cheese. At that time I complied and the list has been handed to you in 1925 in which we list the cost of making three varieties of cheese, like the Daisy, Twin and Longhorns.

In the general supplies there practically hasn't been any change, or only about one-tenth of a mill, from 1925 to this year.

The prices on supplies are a trifle lower but the total figure don't really amount to anything. One thing I want to touch on especially is the fixed expenses, including the depreciation on the equipment of the building. Last year there was some discussion that the figure for the equipment and especially on the building was rather high.

I had the privilege this year of designing about ten or twelve buildings for co-operative factories and that is where I am taking my figures from, on factories that are actually built. In fact they run a trifle higher than \$5500 for the building; they run about \$1000 higher I think with a two vat plant.

In this co-operative factory that I designed, the residence part for the cheese maker of course had to be figured in the cost of making cheese. The equipment is running higher from year to year.

An equipment for a single vat averages this year \$3300 where I figured \$2950 three years ago. Of course factories can be equipped with less to cut down the expense but a number of factories are putting in the different tests like the moisture testing now, and the Methylene blue test, with such other equipment added as the up-to-date cheese factory requires, and this is gradually bringing the equipment higher than it has been in the past.

The depreciation on equipment is a trifle higher in the small factory than in a larger factory. A larger factory usually has more supervision about it, and in the records that we get we find the equipment gets a little better care.

The cost of making cheese in a factory usually running about 3 million pounds a year, is almost a cent a pound less to operate than a factory that runs one million pounds a year of milk. The reason for this is figured in the depreciation that you have in the smaller equipment, or because some of the equipment in the larger plant does not cost any more than the same equipment in the smaller plant, such for instance as separator, boilers, engines which do not depreciate more in the large plant than the small one. So of course, that brings down the cost of making cheese.

Your investment per thousand pounds is not quite as high. Most of the factories are being built with loaned money and I think there are a very few factories that can borrow money at less than six per cent from any bank, if they can get it at that.

We have quite a number of these circulars and if any of you want

to take them home for your patrons or for your community, they can be had at any time for the asking.

Something that we watched very carefully for the last couple of years, is cutting down fuel costs. In some cases we have a close check up, for instance, operating steam jets instead of pumps, and turbine separators instead of belt driven separators and steam engine.

I mention steam engine because I never was personally very much in favor of a gas engine, as occasionally they do not work when you want to start them. We cut down the fuel cost to 50 per cent by operating by steam engine power instead of operating by steam jets for drawing your whey, and turbine separators. Last week I took a record on a job with a separator running 8400 pounds per hour and a pump connected to it, running with a three horsepower motor, on which we are operating for separating and pumping. A trifle less or practically say one per cent per thousand, for separating and pumping the whey. We were very much surprised to find that the cost run so low. That job was fixed up and we have it up in our exhibit booth, a job same as the two which we just put up.

As stated before, the cost of making cheese in the large factory is considerable lower than in the smaller factory, that there will be more of the factories going over to the large centralized plants. It has not been done much in this state, but especially in the southern states there are mostly large plants and I feel that in a few years we will find that the conditions in our state will take the same trend in going to the large factory instead of these smaller plants, especially, I think in American cheese.

MR. BRAITHWAITE: Mr. President, as a representative of Uncle Sam I want to throw out this hint to you in the Department of Agriculture and in the Department of Commerce there are a number of bureaus set up to be of service and from time to time different representatives of the department of Commerce could be gotten on your program—in the Department of Agriculture particularly and in the Dairy and Cheese section. Perhaps you have had them on your program. They are there to be of service and I sometimes think you folks out in Wisconsin, up in Colorado and other states, don't understand the service that is available to you, that Uncle Sam can give you. You pay taxes and we are there to be of service to you.

Appointment of the Resolutions Committee

THE CHAIRMAN: I appoint Mr. E. C. Damrow, A. T. Bruhn and H. L. Noyes. Our meeting this afternoon will start at 2:30.

HOW TO GET CLEANER, BETTER MILK

By M. M. SCHAEZTL, Edgar

Mr. President and Fellow Cheese Makers: This is the biggest problem to-day of every one engaged in the manufacture of anything out of milk. Therefore I feel it's well worth our time here at this Convention to discuss it. In my 20 years of experience in cheese making I found that as the production of milk increased, the quality decreased, because of lack of care. The quality also suffers because just everything is fed to the cow to get more milk. Spoiled silage, spoiled pea silage, potatoes, cabbage, and so on. Milk produced from such feed needs the best of care, if used for making cheese or anything else.

From my experience, I will say this is the only way to improve it. I dare say every cheese maker and cheese dealer has done all he can, and can't go any further without hurting his own business. The dairy and food commission now has a plan, which I approve and which will solve our problem in time. Last summer they sent their inspector to our factory to take sediment samples from every patron in the morning. He drew samples and sent them back to the commission. They were examined and each patron was notified as to its condition, and suggestions were given where and how to better the conditions, either in cooling or in unclean utensils or in unclean barn. The result at the above named factory as to condition of milk after inspection and notice was 100%.

I would suggest that this be continued. If an inspector goes into a locality he should inspect at least a few so as to take away suspicion that the cheese maker ordered the inspector, because this and just this makes the trouble between maker and patron. As there is so much competition with milk trucking at so many factories and other competition, the cheese maker and buyer have become helpless. So we must get men who are not in business, whose business does not suffer, to look after this end of it. Should our force be too weak we should get a few more men and put our hand to the wheel to get out of the mud. It is worth while to try in this way to improve Wisconsin's Gold Mine, the Dairy Industry. They do this in other countries successfully why not in Wisconsin. Thank you.

PROCESS OF MANUFACTURE AS AN INFLUENCE ON THE FLAVOR OF CHEESE

By A. T. BRUHN, Wis. Dairy and Food Dept., Madison

As only ten minutes is allotted for this paper, it is impossible to go into detail and am therefore limiting it to calling your attention to some of the factors that influence the flavor of cheese, and leave you to work out your own solution as to how to improve it.

It has been the general opinion that any defects in appearance, color, body and texture of cheese could, as a rule, be laid at the door of the manufacturer, or cheese maker; and it has been likewise generally conceded that any defect in flavor was caused by poor milk.

In a general way this is true, but in many instances the process employed in the manufacture has as great an influence on the flavor of the cheese as has the quality of the milk from which the cheese was made. This conclusion is based on many years of observing the quality of milk received and the cheese produced from it by different cheese makers, and also by observing the difference in the quality of cheese flavor as well as texture when vats of milk were divided in two or more lots and manufactured into cheese by varying processes.

In almost every instance when we changed cheese makers, although they all used practically the same method, a slight difference could be noticed in the quality of the cheese. In other words, the individuality of the maker shows up in the cheese, and naturally the greater the difference in the process of manufacture the greater the difference in the finished products.

During the past season it has been my privilege to judge a large number of cheese in lots of twos, threes and fours. On several lots the curd from a vat of milk was handled in one lot until a short time before salting, when it was divided into two, three or four lots, each lot treated differently until hooped and put to press, after which it was again treated as nearly alike as was humanly possible.

In several of these lots we found that one cheese would score as low as 86, while others from the same vat of milk handled exactly alike except for 1½ or 2 hours, which was the time from shortly before salting till put to press, scored as high as 95, and while it must be admitted that part of that difference in the score was due to a difference in body and texture, there were in several instances as high as 5 or 6 points difference in flavor alone.

Results like these, in addition to observation of daily practices in cheese factories, have been sufficient to convince me that a lot of comparatively good milk received at our factories is made into rather poor cheese, while in other cases comparatively poor milk can, if handled rightly, be made into good cheese, as judged by the average consumer.

If absolutely uniform quality of milk could be had from day to day, it would be a simple matter to work out a system of routine that

would always produce good results, but as it is, every change in the feed the cows receive, every change in the weather, etc., is apt to cause at least a slight change in the chemical composition and the bacterial content of the milk. The outline of an unqualified system of routine is therefore out of the question, since the procedure which would one day produce a good flavor might produce a disagreeable flavor the next.

A good illustration of this fact can be found in the use of starters. If milk comes to the factory with a comparatively high acid content, and to that should be added a large amount of starter, we all know that a sour cheese in which the flavor would soon turn bitter would be the result. On the other hand, if milk comes to the factory sweet enough to permit the addition of three to four per cent of good starter, the result of such combination should be decidedly beneficial so far as the flavor of the cheese is concerned.

When rennet extract of an inferior quality is used, it may have a decidedly bad effect on the flavor of the cheese, especially if a comparatively large amount is used.

The amount of acid and moisture in the curd at time of dipping naturally has a great influence on the flavor of the cheese.

The length of time curd is held and the manner in which it is handled from time of dipping until time of salting is reflected in the flavor of the cheese.

A curd made from milk having what is known as the barnyard odor, in which the pinholes show up early and which sometimes causes what we call a floater, if worked by the usual method, of matting, milling and salting, is apt to be not only somewhat open in texture but also have a decidedly tainted flavor which becomes more and more objectionable as the cheese becomes older, especially if the cheese is kept at a moderately high temperature. If, however, such curd is given a bath of hot water shortly before salting it will probably not only produce a nice, solid, meaty bodied cheese, but in most cases develop a reasonably good flavor.

On the other hand if you have a curd that is solid and appears good to begin with but develops small pinholes in from 3 to 4 hours after dipping and has a slight fermented fruit flavor, the chances are that rinsing such a curd or giving it a bath with hot water will not help either the body and texture nor the flavor of the cheese, but may, in addition to the fermented fruit flavor, help to develop a bitter and sometimes disagreeable, pungent flavor. When cold water is used for rinsing curds, the cheese made from such curds has a tendency to develop a flat and sometimes insipid flavor.

It is a well-known fact that salt has a great influence on the development of the flavor in cheese. Some cheese makers add a trifle more salt to a poor curd, contending that this retards the development of the poor flavor, while other makers will advocate the use of a liberal amount of salt in order to stimulate the development of a good flavor.

These two statements would seemingly contradict each other, but

the fact of the matter probably is that undesirable flavors are apt to develop where the moisture content is high, and as the salt has a tendency to eliminate moisture from the curd, it retards the growth of undesirable bacteria thereby giving the desirable bacteria a better chance. The amount of salt used in cheese is a very important factor. If an insufficient amount is used, the cheese as it cures is apt to develop a flat, and as it grows older, a putrefactive flavor.

On the other hand, if too much salt is used it eliminates too much moisture, retards the growth of acid forming bacteria, diminishes the rate at which the casein breaks down and the curing of the cheese takes place, and gives a salty taste.

The size of the curd particles at time of salting likewise has an influence on the flavor. This undoubtedly is due to the fact that the smaller the curd particles the more surface is exposed through which salt can be absorbed.

The length of time curd is held after salting and before put to press affects the flavor. Pressing curd immediately after salting has a tendency to develop a coarse, undesirable flavor; while the same curd if held in the vat at a temperature of 85 to 90 degrees F. one hour before pressing seems to develop a more pleasing, delicate flavor.

Where no abnormal fermentation has developed in the curd during the process of manufacture, a full flavor will develop sooner if held for a few days at a temperature of 65 degrees F. gradually lowering it to 50 or less.

If the curd should show indications of abnormal fermentation, especially those of gas producing nature, the quicker the cheese can be placed in cold storage after taking from press the better it will be for the flavor.

EFFECT OF COMPETITION ON CHEESE QUALITY

By Mr. H. L. NOYES, Muscoda

Mr. President, members of the Cheese Makers' Association, ladies and gentlemen: When the secretary wrote me and asked me to give a few minutes talk on this subject I thought it was one of the best subjects that could be brought before the cheese makers because it affects the whole cheese industry really more than anything else that I know of. I think that you can trace the quality of your cheese, of at least 75 per cent of the cheese made in the state, to competition of one kind or another.

We have a good many different kinds of competition relative to cheese quality that affects it greatly. You have the effect of the competition between factories. Different cheese makers, to get a patron away from another factory, will possibly read his tests a little higher or even take in milk that has been rejected by a neighboring factory and make cheese of it.

The other cheese maker to get back at him may shoot moisture into

cheese, and make just as poor cheese as the cheese dealer will take, and sometimes pay a cut, in order to out-pay this other cheese maker.

The competition between different cheese makers in the state is very great and it seems the higher the price of cheese is, the more every cheese maker wants to pay off more than the other man. He wants to make a record for himself but he does it at the expense of quality.

Regardless of your neighboring factory cheese should be made to a high quality standard, but today it seems though that all the cheese makers think about is beating their neighboring factories six or seven cents per hundred.

We also have the competition of the cheese dealers taking cheese that they should not take, because they are afraid that if they don't, another cheese dealer will take it and take it straight. This competition I lay directly against the cheese dealer and is one of the biggest evils that has been practiced in the past, although I believe at the present time they are getting back where they will not take inferior goods any more. This has led the cheese maker to believe that he could make cheese most any old way and sell the cheese for number one price and he came very nearly doing it. The cheese maker that has tried to keep up the reputation of the state and make good cheese has suffered because his next door neighbor has made a poorer quality, paid off more on the price of butter fat and the price for milk, and his patrons are continually after him asking him why don't you pay off as high as the other factory, and he has had to lower his standard to meet his competition.

The competition of the milk plants, condenseries and a lot of creameries throughout the cheese sections have done a great deal towards lowering the quality.

Cheese makers told me that they have tested cream sold to creameries that had a variance of as much as seven to eight per cent between their test and the test they got at the creamery, but the price paid by the creamery was way out of reason compared with what it should have been. The cheese maker lowered his standard as much as he possibly could to try and pay up with this competition.

A number of years ago two young men bought two factories neighboring each other, the same year. They were about three and a half miles apart and both of them immediately began to try and get the patrons that were on the dividing line and they even went so far as to pay 15 or 20 cents a hundred more for farmers' milk. One of them got the jump on the other and the first year he got three patrons and the next year he beat this fellow to it and offered twenty cents more a hundred and got that milk, and both of them making just as poor a quality of cheese as they possibly could to out-pay the other.

The third year they made up their mind there was nothing in it and got together and said, let's let the farmers go where they will and we will make cheese. They did so and the dividing line was right square in the middle where it should have been all the while.

This past summer in a small town close to me one factory was bought a short time ago by a cheese maker and there are three other

cheese factories surrounding this town in direct competition with it. These three cheese makers have been making very nice cheese for a number of years and took pride in it. This man began to run moisture in his cheese and making them as poor as he could to get away with it, and in consequence he paid off 34 cents a pound butter fat, 10 to 12 cents higher per hundred for milk. He got the other cheese makers sore at him because he was taking their farmers, and then one of these cheese makers reported this man for high moisture. He was warned and he began to make a better cheese.

Then he started stories about some other makers cutting prices for making. He did this to retaliate. In consequence today this cheese maker hasn't a friend among the other cheese makers and that tends to lower the quality in that section among those four cheese factories very greatly. What happens in one place happens all over the state, and if the cheese makers can't pull together and refuse to take other cheese makers' milk, your quality is bound to suffer.

In the western part of the state there has been some agitation to get a small group of cheese makers together to have a little convention of our own and see if we can't improve the quality. Eliminate the competition between the different factories down there as far as regards trying to get each other's milk and trying to out-pay each other at the expense of quality. However, we have cheese makers who do receive good milk and pay off well because they understand how to do it and that is a competition which we like to see. I thank you.

RELATIONS BETWEEN CHEESE DEALER AND MAKER

By L. BERNIE SMITH, Rockbridge

Mr. President, Ladies and Gentlemen: What prompted me to speak on this subject is the fact that everything in the past has been said in favor of the dealer. The cheese maker has had to take all the blame for nearly everything that could happen to the cheese industry.

To begin with, the cheese maker is the most under-paid laborer, counting the work he does, of any class of workers in the state. Second, he or she has to be everything from a wood chopper to a lawyer, settle neighborhood quarrels and be an all around good fellow whether he feels like it or not. That alone would be enough without working 30 days every month with a smile every day and making faultless cheese.

If we cheese makers make any better cheese we have got to be paid more so we can hire more help. All the help we get from the dealers is an occasional calling down, and that don't help to hold that smile which we are supposed to wear every day.

They can't get loose from that swivel chair and electric fan and come out and labor in the heat. They couldn't stand such a life but

still they holler about better cheese, also in some cases offer little prizes, which don't help an over-worked man or woman.

I tell you, ladies and gentlemen, you can't get something for nothing and you can't expect many fancy cheese unless you pay extra for them.

We all have strong competition and have to make according to our locality. A cheese maker is judged by the farmers. If he makes a lot of fancy cheese and gets a poor yield, he will lose some milk and that can't happen very much or he is out of luck.

Fancy cheese can't be made and pay off equal to the man who makes a lot of soft, high moisture stuff and gets by with it, and again I think the dealer has had more to do with holding down the extra price for fancy than anybody else. He is looking for something for nothing.

When we get one cent extra, then the farmers will take notice as money is what talks with them as well as us. We can't spend all our time telling farmers how to care for milk when they forget what you tell them before they get to the whey tank. We have to have co-operation from the dealer as well as the state, and more money before our cheese is improved very much in quality.

DISCUSSION

MEMBER: Mr. Chairman, I would like to ask the speaker what he thinks is a reasonable price.

THE SPEAKER: Every cheese maker gets one cent a pound which is way below. He should have at least 1½ cents a pound, for making, where he owns his own factory, as a lot of us do.

MR. ZELM: Do you mean to say 1½ cents a pound?

THE SPEAKER: He should have 1½ cents a pound above the cost of production or if you are working for a farmer-owned factory you should have one cent a pound.

MR. ZELM: The other question is, how much do you think a cheese dealer ought to pay for the farmers to produce quality milk?

THE SPEAKER: 1 cent a pound.

MR. ZELM: That would be Wisconsin number one?

THE SPEAKER: Wisconsin number one or Fancy. That would interest the farmer as well as the cheese makers and then the man that is putting out the poor cheese would be the loser. The way it is now, he is the winner.

MR. MARTY: Mr. Chairman, I want to make a comparison of American cheese makers' salary with the Swiss cheese makers'. The Swiss cheese makers at the present time are selling their cheese around 30 cents a pound. The majority of them are getting 14 per cent of that 30 cents which would make over 4.2 of a cent a pound. If they get 35 cents a pound, they become the beneficiary of a high market as well as the producer. If it goes down, they take less just the same way as the producer and seemingly the farmers and cheese makers are satisfied in our section.

MR. NOYES: Mr. Chairman, in regard to the extra price for fancy cheese, if you go down here and look over the cheese that is on exhibit, you find that a cheese that is Wisconsin number one is a pretty fine cheese and the price established on the Plymouth Board of Trade is for that quality. It has been the fault of the cheese dealer, and not the maker. They have been receiving a price for fancy cheese

that they should not have received. I think that in the coming year there will be just a little different inspection than in the past and that the price on a fancy cheese will be about the Board of Trade price. The cheese will have to score up or they are going to get in trouble and it won't be the price on just a few cheese but it will be the majority and they will try to get the majority of makers to make this cheese of high standard.

THE SPEAKER: Mr. Noyes, don't you think that proposition would bring the question right back to where it is today?

MR. NOYES: I don't, because in the middle of the season where a cheese maker can make a number one cheese, that comes up to the requirements of the Department of Markets, that is a pretty nice cheese.

MR. MICHELS: I think Mr. Marty started off in the right direction but he didn't tell all the story he had in mind. I think he ought to have told us at least something about the price the Swiss cheese makers were getting for their fancy number one and number two. There is more than the one cent difference that Mr. Smith talks of between those various grades of foreign type cheese. I think Mr. Smith's talk was along the same lines. You will never get a high quality cheese until such time that there will be a differential paid by the dealers for the various grades. I am willing to stake my reputation on that, that we will never have it until such time that we get so that we recognize quality with a substantial price.

In Canada a few years ago after the government rate went into effect, after operating for six months, they were able to make a differential of one cent a pound between the high grades, between a number one and number two and the others that go out as number three. If they did that in Canada, why don't we do it here?

MR. DEHN: I don't know whether any of the Wisconsin Cheese Producers Federation representatives are here, but it seems to me one of their men can give us more light on this than anybody else, as they should be independent dealers in the cheese business, and if there is any one of those men here, I think they could tell us whether they are in a position to get a difference of one or two or three cents for number one or number two or fancy cheese. If there is any member of that federation here, I would like to hear him speak up.

MR. MICHELS: If there isn't, I would like to say one word further. Up to this time there hasn't been an effort made to accomplish this so long as we have the fancy cheese go out as number one. I don't believe we can do this until the time arrives that we see that we put in all state grading just like they do in Canada. State and Federal grading is what they need in this state.

THE SPEAKER: I think few dealers could do that grading, and as long as that cheese is all classed as number 1 and 2 there will never be any fancies.

MR. KOPITZKE: I think the testing should be done by disinterested parties as well as the grading. As long as we can't get away from that competition, it is pretty hard to get the makers to make a better quality of cheese. I have had some experience in that and it seems the farmers don't care in regard to the contests and if they get a couple of points less at the condensery, they say we get that much more for butter fat, so that is kind of hard competition.

MR. MICHELS: I would like to say one word in regard to the condenseries, especially the last few months. We have had a great many letters come to our office asking for explanations and trying to have us figure out how it can be done and I find in most cases, I believe it is safe to say in four-fifths of the cases, the condenseries are not paying the better price. They just make them believe that. And the boys don't know how it is done.

Here is what they are doing; they pay on a four per cent basis and

the average test is only $3\frac{1}{2}$ and then they deduct six, seven and seven and a half cents for every point below four, so when you take the deductions coupled with the extra money hauling, the cheese makers do better than the average condenseries although they don't know it.

MR. KOPITZKE: I know last year, the first of July one of my patrons went to the condensery and the test had to be 3.4%, and at that time the test was rising as it usually does along in July. The test measured up from 3.4 to 3.2% and I explained to them and it didn't seem to do any good. Well, they said, what is the difference, we made so much more for butter fat. What are you going to do in a case of that kind?

MR. SMITH: The farmers have to be enlightened, that is all I can see.

MR. NOYES: Get that farmer to haul to your factory two weeks and to the condensery two weeks. I had a condensery a few blocks away, and the creamery was paying a sweet cream price. A year ago this last summer we weren't getting very much for our milk and at that time it was running around \$1.40 a hundred. One farmer came over to the factory at the time I happened to be there and he was complaining that he was getting a good deal more price per pound butter fat at the condensery than we were paying, but it didn't seem to bring in as much money as his neighbors. They pay off twice a month at this factory and also at the creamery. I asked him to bring his milk to the factory the last half of the month and then compare. And he got \$48 more from the factory than he did from the creamery, and yet they were paying more for butter fat. You have got to try it out and keep tab.

HOW TO MAKE STARTER KEEP FOR A WHOLE SEASON

By P. H. KASPER, Bear Creek

Mr. Chairman, Ladies and Gentlemen and members of the Wisconsin Cheese Makers' Association: I have been using a starter now for about 28 or 30 years successfully. I had the starter that I kept from 1911 until 1922 continuously and it was better the day I left it than when I started it.

I am getting so I think a good deal less of the starter today than I did twenty years ago. The people have an idea now a good cheese can't be made without a starter but I am getting to feel we can make better cheese without starter than with the starter, especially in the months of May, June, July and August. In the summer months I don't think we ought to use a starter at all, because I think we are getting better quality of milk at the factory than we did years ago.

We are getting a great demand for our cheese that is getting to be a year or two old and if you use a starter you can't make a fine cheese unless you give it an awful high cook. 35 or 40 years ago, we used to get a good cook at 96, 98 and not above, and we made some wonderful cheese. Since then with the starter we have been overdoing it.

Even if I don't think much of a starter any more, I will show you how to make the best of the starter. It is very simple and if you follow my advice and stay at home and tend to it yourself, you can

run it along for years. Select the best milk that comes to your factory, 40 or 50 pounds, whatever you need and bring that to 200 degrees and hold it for about an hour at that temperature. Take a quart jar with a glass top, fill it up about three-quarters full or seven-eighths and leave enough room so that you can shake it. Set it down while you pour in the milk; otherwise if you pour in the milk while you hold it it will bust but if you set it down it will not break. Set that jar in ice cold water and cool it down to 70. Then take your lactic ferment you have in a small bottle or container and clean it off good. Take off the corks and pour your lactic ferment in that bottle, set your bottle down and wait until it gets settled down to the bottom. Don't shake it right away because the powder gets on top but wait until it is settled down to the bottom and then shake it well for about two or three minutes and about every half hour or so shake it up good and shake it up that way the rest of the day as often as you go past there. Keep the powder well mixed up with the milk and keep it corked up. Of course, after dark you ain't around the factory. After the powder is mixed with the milk leave it go. It will take some 18 to 20 hours before that milk will coagulate, and be careful not to disturb it any. When your milk is coagulated put it in ice cold water or a refrigerator and keep it until the next day.

We at home set our starter about one o'clock regular, shortly after I come down from dinner. And I use about a pint of this starline the first day with 40 pounds of milk and I watch that. As soon as it tests sour you cool that starline down to 60 degrees and leave it until next morning, and next morning you will have a nice starter. Never use any more starter than you can possibly help, just enough to get your starter to get sour in about five or six hours so that it will be cooled down during your working hours. In that way you can keep a starter for years.

Most of the trouble with the starter is they are using too much. I see a lot of cheese makers add a quart bottle to 40 or 50 pounds. That is too much. Take a real hot day when the thermometer stands 90 degrees, no matter how good a place you have the temperature is always on the uprise and two or three spoonfuls is plenty and the less starline you use the better flavor you get.

We had a starter in 1911 that we kept until 1922. Whenever I go away to the convention I take out a pint of starline and put it in the refrigerator so I would be sure I had a good starter when I got home. That time I was called away and the last thing I told the man was to take care of the starter. When I came home the starter was gone. I would rather have lost \$100 than that starter. I notice every one of the high prize cheese here was made from Kasper's starter.

I have been doing more experimenting in cheese making than any cheese maker in Wisconsin. I thank you.

DISCUSSION

A MEMBER: What is the acidity in the starter the next day?

MR. KASPER: 65 to 70.

A MEMBER: What temperature do you set it?

MR. KASPER: 70.

A MEMBER: In the summer time as well as winter?

MR. KASPER: Yes.

A MEMBER: You try to keep it around 68?

MR. KASPER: After it is coagulated we cool it down just as cold as we can get it.

MR. ZELM: You said you made cheese in the summer months. Did you experiment every day in June, July and August without starter?

MR. KASPER: Yes, I made cheese without starter.

A MEMBER: What is the acidity of your milk?

MR. KASPER: Acidity about 4 degrees with the Marschall Rennet test.

A MEMBER: I would like to ask Mr. Kasper, what do you use to test your acid with?

MR. KASPER: Hot iron.

A MEMBER: Not the acid test?

MR. KASPER: I have got an acid meter there and the hired man used it but I never use it.

A MEMBER: What percentage of starter do you use?

MR. KASPER: About half of one per cent.

MR. WINTER: Mr. Kasper, what is your idea not to use a starter in the summer months?

MR. KASPER: I think we make a finer cheese. Let that starter cheese stand about a year and that cheese will have a kind of acid taste. If you don't use the starter you won't have it. In the month of July we didn't use a drop of starter; we set our milk almost down to five and it don't seem to make any difference. It seems the acid comes pretty near, as soon as you go above 100 you are checking the acid already but you can't make a fancy cheese with a starter unless you cook it at 104.

A MEMBER: How much rennet are you using?

MR. KASPER: Four ounces and never use any less or more.

A MEMBER: How long do you leave that set there in the vat?

MR. KASPER: We don't leave it set very long because we cut with the fine knives within 15, 20 minutes after we set it.

A MEMBER: How long after is the time of dipping?

MR. KASPER: Take about 2, 2½ hours. I would leave about 2½ hours from the time of cutting to dipping and about 2½ hours from the time of milling to salting.

A MEMBER: How much acid do you require then?

MR. KASPER: All the acid it will take, inch and a half, two inches, sometimes we get more than that. Some curds will only get about 2 inches, other curds you can get three inches on. There is the difference in the curd.

MR. MICHELS: Sometimes the acid goes back and you don't have any more than an inch and a quarter or three-quarters. Others will go up to 2½ and as high as three inches. I always feel that the curd where the acid goes back doesn't make as good a cheese.

MR. KASPER: I hardly ever have the acid go back. The only time the acid goes back on you is when the curd is over cooked. If you cook it too high, you stop the acid. The trouble with us in cheese making, we are working too fast. Years ago it took all day to go to town. Now, it takes an hour and a half. I know the time I learned cheese making it took 2½ hours to get milk and we set that vat about eight o'clock and it would be about half past nine before we ever got

the fire started. We are going too fast. That is why we think we can't make a cheese without a starter. We don't give nature a chance at all.

A MEMBER: Do you set your milk at 86 degrees Fahrenheit?

MR. KASPER: Yes sir.

MR. NOYES: When you cut with quarter inch knives about 15 minutes after putting the rennet in, that isn't really set enough; that is very soft.

MR. KASPER: I have let it stand for half an hour or three-quarters of an hour, but I can get as nice a quality 15 minutes after.

MR. NOYES: You don't find any loss that way?

MR. KASPER: No sir. We are holding up very well with the neighbors and we don't go above the moisture content either.

THE CHAIRMAN: Any more questions?

MR. PETERS: I want to ask Mr. Kasper if he makes cheese the year around without starter or just certain months in the summer?

MR. KASPER: We used to.

MR. MARTY: I would like to bring out a point why he is making cheese without a starter during June, July and August and I think we got away from the point he is bringing out. In my opinion, the majority of the American cheese makers are decidedly dependent upon the use of the starter for the milk they are using. Mr. Kasper has his farmers deliver a better milk, and don't have to have the starter, is that the case?

MR. KASPER: You bet we are doing it with all the competition we have. There isn't a farmer hauling milk to my factories what hasn't got a chance to send it to the condensery. Still we are trying to hold them down. But what are we doing? We help our farmers to get good milk. We introduced a strainer. Pretty near every one of my farmers has got a patent strainer. We are selling the farmers washing powder at 15 cents a sack where it costs us 25. Even if we give away the washing powder, we get it all back in the end of the year. I am only losing 10 cents on each sack and I know we are getting a lot of benefit out of it and getting better milk. You have got to show the farmer you are interested in his welfare as well as your own.

MR. NOYES: I think the point Mr. Kasper is bringing out, the makers are using too much starter and push their milk along too fast to get through. I want to say last summer I chased down two factories there. The cheese was fairly good in quality and a week or ten days old, but it had a tendency toward sourness. I know one cheese maker was using 3½ per cent and the other four and when we got that down to one per cent his trouble left him. As this gentleman said the cheese makers, a lot of them, like to get away too early. They like to put a heavy starter in and shove it along too fast. You can't get a good cheese that way; it will always show a short tendency. I am an advocate of a good starter with the poor milk which we get in the southwestern part of the state.

MR. DAMROW: The farmer has got to clean up before he starts to mill. The Chicago Health Department don't permit any use of strainers.

MR. KASPER: What causes more trouble in a cheese factory than anything else is the old dirty dish rag and old dirty home made soap washing milk cans. In the spring when they are clean, we give every farmer a brush and a sack of washing powder for a treat and tell them not to use anything else; use it just for washing your milk cans and nothing else. When that is worn out, come over and we will give you a new one. We very seldom have such a thing as pin-hole milk. When we do get it it is more our fault. There is more milk spoiled by dirty dish rags and home made soap than anything else.

A MEMBER: How long do you stir after milling before you salt?

MR. KASPER: Two hours or 2½.

MR. DAMROW: Ladies and Gentlemen: The resolutions committee will meet at the Republican House, in the secretary's room. Your resolutions committee can't do much work unless we have your help and any suggestions you have to bring we would like to have over there around half past seven or eight o'clock.

HOLDING THE CONVENTION EARLIER

THE CHAIRMAN: There has been some talk about holding the convention next year—some of them have been thinking it would be a better plan to hold the convention in November. We will leave this up to the cheese makers to decide on it.

MR. KASPER: I make a motion we hold our convention between the second week in November and the 15th.

Motion seconded.

MR. KASPER: I will change my motion; I will leave it to the officers to hold it as early as we can.

THE CHAIRMAN: We will bring that up tomorrow.

MR. MARTY: Mr. Chairman, I would like to have this question brought up; I think the opinion of the Board of Directors today was that the convention should be held early on whatever week the secretary can get the Auditorium. It should be left to the officers, but I move the chairman bring it before the house and ask the opinion of the members present what date they prefer, in November or December. I think we ought to have the opinion of the entire house.

MR. NOYES: Mr. President, don't you think it would be a good plan to wait until tomorrow? I imagine tomorrow there will be four or five times as many cheese makers in the hall.

THE CHAIRMAN: It was my opinion to get it announced today and then bring it up tomorrow.

FACTORY MILK TESTING BY COW TESTERS

By PAUL C. BURCHARD, Secretary, Wisconsin Dairymen's Association

Before taking up a discussion of my assigned topic, I desire to refer briefly to a portion of the dairy history of Wisconsin, which is contemporary with the life of the Wisconsin Dairymen's Association that was organized in 1872 largely by those interested in the manufacture of cheese. Chester Hazen, who operated what was one of the first cheese factories in the state, if not the first, was the first president of this association. Other noted cheese men associated with this organization were Hiram Smith, H. F. Dousman, A. H. Deland and a score of others. In the 56 years of its life the Wisconsin Dairymen's Association has been closely associated with every dairy activity in this state. It first embraced in its family the cheese maker and the butter maker, but as with all good families these children grew to lusty manhood and set up homes of their own. We regretted to see them go, but it was the way of life and we are proud of our children and their accomplishment. Largely through the initiative and resourcefulness of the founders of our association, the farmers institutes of the state were inaugurated, the first dairy school in the United States was established at Madison, the Dairy & Food Commission created, and the dairy legislation of the state perfected.

The first cow testing association was organized in 1906 by the Wisconsin Dairymen's Association and it still has this work in charge in cooperation with the State College of Agriculture and the United States Bureau of Dairy Industry. In the past 21 years the Cow-Testing yardstick has measured and brought to trial over 700,000 cows for better than 40,000 Wisconsin farmers. We now have nearly 170 cow testing associations in operation in the state, with some 4,500 herds containing 80,000 cows on test. Since the first association was organized a score of years ago, the average production of all cows in this state has increased from 150 to 200 pounds of butterfat, with the average production of C. T. A. cows increasing in the same period from 200 to 280 pounds of butterfat. I feel confident that this increased production is in no small measure due, directly and indirectly, to the lessons in feeding, weeding, breeding, and dairy farm management as taught by the Cow Testing Association. Translated into dollars, and that is our measure of material success, the increase of 50 pounds fat in the average production of Wisconsin cows in the past 21 years amounts to \$25, which on all cows in the state means a total increased income of 50 million dollars for the farmers of Wisconsin—and this is due solely to increased production per cow.

Next let me define a cow testing association, or dairy herd improvement association, as it has been recently renamed. It usually consists of 25 farmers who join together and hire a man to visit their farms once a month. This man weighs the milk of each cow, tests the milk, and computes the amount of fat produced. He also weighs the feed and computes its cost, as also the value of the product of each cow. All this is entered in the farmer's herd book and at the end of the year there is a complete record of what each cow has done in production, and what profit, if any, she has made over the cost of her feed. There is much more to the work, but these records are the foundation stones, and they form a strong foundation for the dairy farm business.

Now to get to my assigned topic, testing milk at the cheese factory by cow testers. This type of work is being done by some 12 or 15 different cow testers, each tester handling from one to ten factories. In some cases one test is made each month of the milk of each patron, and in other cases, tests are made twice a month. The cost to each factory is usually the same as to the farmer, about \$40 a year, but the factory will ordinarily supply the Babcock tester and the acid. This charge is paid by the cheese maker, although in some cases his patrons pay half the cost. The samples of milk to be tested are numbered and the cow tester does not know the patron's name. In this way, criticism as to the tester favoring certain patrons is obviated.

As a rule, the cow tester tries to test at the factory the same day he tests for one of the members who has a relatively small herd. This may be either in the morning or afternoon, the member's samples being tested and the computations being made at the factory. Where

the factory is large or where there are a number of factories and tests are desired at the beginning and at the middle of the month, the tester may arrange to do all the factory testing in one or two days and may stay with the cheese maker over night. In other words, the attempt is made to adapt the practice to the conditions prevailing locally and at the same time do justice to both the farmer and factory members.

One tester reports that he can do the work properly for 8 or 9 factories and 25 farmer members. I believe, however, that this is more than can usually be expected of one man and I cannot recommend it unless the cow tester is unusually competent.

The cow tester in the Spring Green Dairy Herd Improvement Association reports that he is testing for 10 factories having a total of 172 patrons, or an average of about 18 patrons to the factory. He says that in most instances the testing is appreciated by both the patrons and the cheese maker, and he has two factories now waiting for a chance to have the work done for them. "A few patrons" he writes, "will complain about the cheese maker's tests, and the cheese maker therefore prefers an outsider to do this work. The patron's only objection seems to be the expense to the factory. Usually where the Dairy Herd Improvement Association is operating, little objection is made to the cheese maker's test. The patrons claim it has helped them to weed out poor cows so as to raise the test at the factory. When the cheese maker answers complaints concerning their low test, he usually tells them to join the dairy herd improvement association. Members of the association have been able to raise their tests from one to eight-tenths of one per cent just through selling of their low testing cows. By knowing which are his low testing cows, the member can keep this low testing milk at home for feeding calves and for use in the house in case he does not want to sell the low testing cow."

Testing by cow testers at factories is not a patent medicine that will solve all the difficulties of the cheese maker. It will work if the cheese maker, the cow tester and the patron give it a fair chance and each does his part. The service is generally satisfactory and appreciated, but there are some exceptions. Friction sometimes comes because of misunderstanding, suspicion and lack of cooperation. The tester sometimes discontinues the work because of bad roads or because the factory may be so located that he cannot reach it conveniently. Farmers sometimes object because they fear the cheese maker may influence the tester to give him low tests, but I believe this suspicion is unwarranted.

The Coos Bay Mutual Creamery of Marshfield, Oregon, manufactures 169,000 pounds cheese and 380,000 pounds butter annually. Its 250 patrons and members own 1,700 cows, and every cow is in a dairy herd improvement association. Two testers are employed and paid by the Creamery to do this work, and the management report that it has been one of the wisest investments they have made. It has brought returns to the farmers as individuals and to the cooperative creamery. I wonder what cheese factory or creamery in

Wisconsin will be the first to do a like work? It is done in Oregon and it is done in New Zealand, why not in Wisconsin—the greatest dairy state in the Union.

Although it is not a part of my subject, I desire to briefly urge you to get back of the promotion of dairy herd improvement associations in your vicinity. I ask it first, in the interest of the farmers themselves, for the information they will gain will be of large help in improving their farm and herd practices, thereby increasing their income. I also urge you to do it in your own interest. A thing that will improve the profits of your patrons will be of value to you as it will increase their contentment, and satisfied patrons are easier to deal with. Also, this dairy herd improvement association can be helpful in building up sentiment for higher quality milk, which will be in your interest as cheese makers.

In conclusion, permit me to express my thanks to your organization for the opportunity to present this subject for your attention. We are all in the same boat, though we sometimes forget that what benefits one helps all. Although my milk goes to a creamery and I am vitally interested in the market for butter, I am also selfishly interested that the cheese market and other dairy markets shall be good so that they do not enter the butter market and by oversupply beat down the price. As it is with markets, so it is with all our other interests. The prosperity of each one of us is quite largely dependent on the prosperity of all others. The members of the Wisconsin Dairymen's Association desire to work hand in hand with the cheese makers. I would be pleased to have constructive suggestions from you as to how we may improve and strengthen our work in testing at cheese factories, and how we can work with you for the upbuilding of a better and more prosperous dairy industry in Wisconsin.

WHY AND WHEN TESTERS AND MAKERS MAY DISAGREE

By WM. WINDER

Cow testing is of vital importance. It seems a little strange that the dairy farmers of the state have been so slow in taking hold of the proposition. Particularly so when they benefit more from it than anyone else in the industry.

There are many reasons why the factory man's test and the cow tester's times disagree. One that we frequently fail to take into consideration is that usually the cow tester's testing is a one day proposition, the test made from the milk in one day or sometimes only one milking, while at the cheese factory it is a composite test, tested sometimes only once a month, usually twice a month and sometimes three times a month.

It needs no great explanation to tell you that there may well be considerable variation in the tests when the comparison is made upon the basis of a one day test as to a test made from the milk de-

livered by the herd for a complete month or for two weeks or even ten days. Especially would it tend to be a difference with the herds that freshen in the spring, going along in the period of lactation in the fall, when the tests, the butter fat content of the milk begins to increase. Even two weeks might make considerable difference in the comparison.

The cow tester has made his test the last day of the month. The samples have been, say at the factory, for the composite test from the 15th to the 30th and there is plenty of chance for considerable variation for that reason.

Other reasons may be given. some of these things have come under my observation in making investigations of complaints made about variations in tests.

In one particular instance some of the patrons have been complaining that the test at the cheese factory was considerably lower than that given them by the cow tester. Upon investigation it was found that it was a one day test on the part of the cow tester and a 15 composite test at the factory. It was in the fall of the year and that in itself was sufficient to explain the difference in the tests that had been complained about.

On another occasion a patron of a cheese factory had complained bitterly that he was being cheated on a test at the cheese factory. The cow tester generally had given or found a butter fat content in the milk of the herd of a little over four per cent, while at the cheese factory a composite test showed approximately $3\frac{1}{2}$ per cent. The cheese maker became tired of the constant complaint, knowing that he had given all that was due the farmer in the way of test.

An examination of the milk the morning that I was at the factory, as it was received from this particular patron showed it was normal and compared with the test that the cow tester had given him at the farm but it continued for some weeks, this difference in tests. Upon another occasion another inspector making an inspection found the milk had been tampered with, the cream removed by the farmer and resulted in prosecution. From that time on there has been no further complaint of differences in the test and that often has caused trouble. A small amount of cream was removed on the farm innocently in some instances and intentionally in others for the purpose of material gain, making their own butter, even selling butter to the local stores.

On the other hand we have had cases of disagreement in tests between the cow tester and the factory tests, and it could be attributed to nothing else than inaccurate testing at the cheese factories. At other times there it had been found convenient on the part of the factory operator to guess at the tests, no test being made—a lead pencil proposition.

In looking over cheese factory statements as they are published throughout the state that have come to my attention, an extremely large yield of cheese per pound of fat matter will explain the difference in the test between the cow testers and the cheese maker. In

other words, some manipulation of the tests or in the figures has reduced the amount of butter fat so that the statement would show a large price per pound in butter fat, necessitating under-reading the tests. That accounts for some of the differences. But taking the situation at its best, where the testing is accurately done at the factories, there will always tend to be some difference, especially so where it is a one day test on the part of the cow testers as against 15 days, 30 days or 10 days, as the case may be at the factories.

I believe in the last few years there has been very little trouble. In the beginning when the cow testing proposition was a comparatively new thing there were many bitter complaints made, considerable trouble in many neighborhoods between the patrons and the cheese maker and between the cheese maker and the man doing the testing for the cow testing association.

DISCUSSION

MR. DEHN: I haven't any questions but I do believe everything Mr. Winder says is true, and the testers should explain this matter to the farmers. We have the same case. When a test is on the decline, in the spring of the year we test perhaps on the 30th and the tester has been there around the 20th, and his test shows generally a little higher than it would at the factory.

Again, in the fall of the year when the test is rising, we generally are ahead of the tester and this sometimes is a little hard for the farmer to understand. I think every tester should instruct the patron to that effect and it would do away with a lot of hard feelings.

MR. WINDER: I think that is probably true. Undoubtedly a good deal of help could be given to the so-called warring factions in explaining reasons why there might be differences in these tests.

MR. MICHELS: Mr. President, I would like to mention one question regarding differences in tests between the factory and the association testing.

Mr. Sarles was our first tester. When he came into that territory the first month there didn't seem to be any question. The second month one morning two men came along there, only about half an hour apart. The first one claiming that his test was much too low by the tester. He had an average test of four per cent at the factory and the average of all his cows, adding them up and dividing them by 22 (he had 22 cows) gave him an average of only three nine. And then before I got through with him another man came in who had an average test of four one by the tester and his average test at the factory was only three nine. He felt there was something wrong somewhere, but going to the trouble and multiplying out the fat for the month came within six pounds and the other one within eight pounds of the actual fat he had received during the month which covered up all the trouble. I don't think these differences often arise because of dishonesty anywhere.

PASTEURIZED MILK CHEESE

By WM. CHAS. PAULY, Manitowoc

My experiments with pasteurized milk in making of American cheese date back to the winter of 1924 and 25. The idea was developed as an after-math of a season's hard work as field man for our company during the preceding year. Some of you may recall the summer of 1924 as being an unusually difficult year to make cheese. A great deal of the cheese was gassy with bad flavors while others were of pinny formation. There was also a great deal of cheese that was mealy and acidy.

The condition, in my opinion, was largely due to factories getting milk from milking machines that were not properly cleaned and sterilized and milk that was poorly cooled. The undesirable bacteria and fermentations were not noticeable at the time the milk was received and the patrons delivering this milk, no doubt, could have been found out if curd tests had been made.

The original pasteurizing vat used for experimental purposes was of 800 pound capacity with a built in water channel on the outside of the pan. The heating was performed with hot water circulated through this channel device of the pan with a steam jet. The milk was heated to a temperature of 145 and held for a period of 15 minutes and then cooled with ordinary well water travelling through the same channels and the temperature was reduced to about 88 in about 25 minutes. It takes about one pound of well water to every pound of milk to do this cooling. A 3% starter was added to the milk and without waiting for action the milk was immediately set using 3½ ounces of rennet per 1000. The time required for setting was about 25 minutes and the set was very fine. The cooking was carried to a temperature of 104 in about 35 minutes time. The lapse of time from the cooking to dipping was 75 minutes with an occasional stirring with a rake. The curd was then packed for a period of approximately 100 minutes and the acid developed without any interruptions. The texture of the finished cheese was smooth and velvety and flavor was exceptionally good for cheese made out of fodder milk, some milk being more than one day old.

There are several factories that have pasteurized milk for a year or more and I understand some of the cheese makers are here to tell of their experience. I can recall one case in August 1925 when I was sure gassy milk was received in the factory, and after the milk had been pasteurized the gas was eliminated and a fine quality cheese was made. The same process as just outlined was followed.

Last fall I called the attention of Mr. Bruhn of the Dept. of Markets to half a dozen lots of pasteurized milk cheese we had in storage and his comment after inspection was that the cheese was very fine and more uniform than any cheese he had seen for a long time.

The equipment we are using, as you know, was originated by us and I feel somewhat reluctant about talking on this subject for fear it might be construed as being boastful. I understand, from the program, some of the makers that have used our equipment, are on the program and I, therefore, prefer to have them tell you of their experiences.

As I mentioned to you, Mr. Bruhn inspected quite a lot of the cheese made by one of the makers in Manitowoc County and I would like to have Mr. Bruhn verify my statement when he said it was a fine lot of cheese.

DISCUSSION

MR. BRUHN: Mr. Chairman, I don't recollect just what lot of cheese you have reference to but I do recollect I looked over a number of cheese at the Pauly and Pauly warehouse said to have been made from pasteurized milk, and they were mighty good cheese, mighty fine cheese. They were cheese that probably would score 96 on a contest and they were good marketable cheese. Now, am I permitted to ask a few questions? Do I understand you to say you heated your milk to 145?

THE SPEAKER: Approximately.

MR. BRUHN: And cooled to 86 before setting?

THE SPEAKER: 88 or 90. We find a better setting and we have better success with the firming up of the cheese or of the curd when we set at 88.

MR. BRUHN: And did I understand you to say that you took about one pound of water to cooling every pound of milk?

THE SPEAKER: Yes sir.

MR. BRUHN: There is one thing here I can't understand. There is between 145 and 90, there is a difference of 55 degrees. Between 90 and ordinary well water, I think it is in the neighborhood of 50. There is only a difference of 40 degrees. Will you give me any reasons how it is that you get that much more cooling property out of the water?

THE SPEAKER: Well, Mr. Bruhn, you understand when you start cooling, when you do your first cooling or when you start your temperature at 145, there is practically a difference of 100 degrees that you are working on and it is the last milk or it is the last part of the cooling. when your temperature is around 100, when you got a 50-50 proposition. Your cooling is very active, say when you start from 145 backwards up to about 100 and from there down it is very slow. Does that satisfy you?

MR. BRUHN: No, it don't. I am mighty frank to state it too. I can't see where you get more heat units out of your water than what you get in your milk.

THE SPEAKER: Well, just as I say, that is what we find. When we have a temperature of 145 and we balance that up with a pound of water. The pound of water has a temperature of 48 or 50 and you have a body there and the other half is 145. Now, you balance that up and there would be quite a difference. Of course, when you get back to the temperature of 100, there of course your cooling is of course balanced. You got a 50-50 proposition, but when you are beyond that—well now, Mr. Bruhn, would you want to say that when your temperature is 100 and your water temperature is 150, you have a difference there of 25 and on the other hand in your starting point you have a difference of practically 100 degrees. I haven't

figured it out; I couldn't answer that, but if we have very effective cooling in the first place, but later on it comes down.

A MEMBER: You mentioned three per cent starter; is it necessary to use that much?

THE SPEAKER: Yes, we can use much more starter than in raw milk.

A MEMBER: But is it necessary?

THE SPEAKER: No sir, if you want to wait for the development of the starter in the milk, you can set with one per cent as well as with three. But if you want to start off immediately, we find we use three. On the acidimeter it will show 18 and we get action in about two hours.

MR. DEHN: I would like to ask Mr. Pauly how much rennet he uses?

THE SPEAKER: The normal amount; you can use, three or four ounces.

MR. DEHN: How long do you coagulate that.

THE SPEAKER: It depends on the acidity of the milk.

MR. DEHN: How much acid do you give it at milling?

THE SPEAKER: At milling you can run it up to 60 or 80. You get a free run of acid.

MR. KLUETER: Does this use of this method show a decided improvement in cheese when strictly good milk is used?

THE SPEAKER: I don't think so.

MR. KLUETER: Then it is simply a means of using milk that otherwise would not make good cheese.

THE SPEAKER: Not necessarily. We claim with this method we can turn out a uniform cheese regardless of a one day old milk or two day old milk. It has been our experience.

MR. KLUETER: Well, supposing we adopted or approached the thing from a different angle. Suppose we approached it from an angle of producing a clean milk and then taking proper care of the milk, for instance, cooling it on the farm and keeping it cold until it gets to the cheese factory, which would preclude development of bacteria. Would you improve the quality of the cheese made from that kind of milk?

THE SPEAKER: No, we don't claim that. The only thing is this: There are a lot of factories today that have a large group or a number of patrons and at the time you receive this milk you cannot detect the bad odors or say bad effects of the care of the milk at the farm. At this time a lot of our factories are in what we call the condensery districts and there is very little milk turned down regardless of who the maker is, and there is where we get our uniform cheese from.

MR. KLUETER: As I understand your process, you start pasteurizing when the first patrons come in?

THE SPEAKER: You can start heating.

MR. KLUETER: Then you can continue but your final period of heating doesn't exceed 15 minutes, after your last patron leaves, is that correct?

THE SPEAKER: Yes sir.

MR. KLUETER: Then the last milk that comes in can't be pasteurized.

THE SPEAKER: Well, you understand as I said, when I mentioned to you the process of an original vat which was of an 800 pound capacity, we had of course a better chance there and we could cool it much quicker than you can cool it in a regular sized equipment. Ordinarily the milk you take in the last, will stay within 135 or 145 for say another period of ten minutes.

MR. KLUETER: Well, you have partly pasteurized your milk; you have pasteurized a part of it?

THE SPEAKER: Yes.

MR. KLUETER: Consequently you have reduced your bacteria?

THE SPEAKER: Yes.

MR. KLUETER: But you haven't thoroughly pasteurized it.

THE SPEAKER: No, we haven't sterilized it. Well, that would be your privilege if you want to hold it.

MR. KLUETER: Well, that comes back to the principles of cheese making, if you keep the undesirable organisms out of the milk, you don't have to keep them out by subsequent manipulations.

THE SPEAKER: Absolutely.

QUALITY MILK FOR CHEESE FACTORIES

By PROF. H. C. JACKSON, Chief, Dairy Dept. University of Wisconsin

Mr. Chairman and Members of the Wisconsin Cheese Makers Association: A short time ago while riding in a bus I chanced to sit on a front seat near the driver who proved to be very loquacious. He was complaining about the trouble the transportation system was having in making any profits. He attributed this in a large measure to the fact that so many people had cars of their own and so did not patronize the bus service. The thing that he was the most concerned about, however, was the habit certain friendly people had of coming along and giving some of his prospective fares a lift into town. You will be very interested to know how he thought this difficulty could be overcome. It was this: "The government ought to pass a law forbidding motorists from giving bus patrons a lift". There is no doubt but that a problem existed, but I believe you would question his method of solving it.

It seems that we have some problems on our own hands and when a problem exists it has to be solved and there must be some way of solving it. While we have many problems perhaps the oldest one we have and the one we hear discussed most often when dairymen get together is the one of better quality. It may be, that if this problem could be solved, we would be a long way on the road toward solving other problems that we know exist.

It is very doubtful whether you would want to solve it by passing laws. I believe that you would all question the advisability of passing laws to compel a producer to deliver a certain grade of milk to a cheese factory or to compel a cheese maker to make a certain grade of cheese, to prevent a cheese maker taking in milk rejected by another factory, to compel the dealer to pay a certain price for quality and finally to force the consumer to buy the cheese. It is possible that such laws could be passed but how many men would it take to enforce them? No doubt if the standards were set high enough all along the line and it was possible to get one hundred per cent enforcement that a better grade of cheese would be made. Who wants such laws however, would they be beneficial or would our cheese industry be wrecked?

It seems that the dairymen as a whole have already given the answer. As a group both as producers and manufacturers they have

asked very little aid from the government or outside sources in the way of law making. I am not saying that there are not ways that the government could help but I believe that we would rather handle our own problems and that we will be much happier in doing so. I believe too that we have the knowledge and the willingness to do this.

You have heard perhaps about the manufacturer who had become rather worried about the quality of workmanship in his plant. In talking to his employees he told them that formerly their work had been about ninety-nine per cent good and one per cent bad but of late he feared that the one per cent was increasing. I don't know the percentage of cheese that is made in Wisconsin that does not come up to the standard whether it is one per cent or one-tenth of one per cent. It seems that now and then perhaps a poor batch of cheese is made, supposing it was one per cent that would amount to nearly two and one half million pounds a year. Or to put it another way if every cheese maker in this state would turn out a poor lot just four times a year it would more than equal that amount. Such an amount alone would equal more than the total output of some other states. Unless some good method is followed in the selection of milk it seems entirely possible that there might be four times a year when the cheese was not the best that could be made. It seems then if our industry is going to develop the way it should that it calls for constant vigilance on the part of the cheese maker. Each and every pound of cheese that is made and sold is an agent or representative of the cheese industry. If it is good cheese, it will get repeat orders; if it is poor it will hurt the business. The unfortunate part of it is that it hurts the business of the careful cheese maker as well as that of the maker of poor quality cheese. A maker has a right perhaps to make as poor cheese as he wishes and can get by with but he cannot expect the people to buy it. I know that there is a large amount of good cheese made and sold in this state. You know too that it is difficult sometimes to buy good cheese at the store. In fact the question usually asked when people purchase cheese is "Do you have any good cheese?" When that question is asked two things are evident; the first is that the buyer has had some cheese at a previous time that was not good and the second seems to be that he is willing to buy it if it is good. People will eat cheese if they like it and the better it is the more they will buy.

All authorities agree that it is necessary to have a good grade of milk to make a good grade of cheese. That is one of the first lessons a cheese maker learns. One of the oldest textbooks written on dairying back in 1879 has this to say, "If all the milk of which butter and cheese are made could be taken to the dairy house as undefiled as it exists in the udder the price of these luxuries would be at once materially advanced. Not only do the old ones stress quality but the new revisions just off the press give the same relative importance to this necessary part of cheese making. None of the newer knowledge has controverted this fact.

Methods for grading or selecting milk for cheese making are well-

known or if they are not the knowledge may be obtained. Here in our own state two methods have been used to accomplish this purpose. One is known as the Wisconsin curd test and the other the methylene blue test. The latter one lends itself exceptionally well to the grading of milk for cheese making. It is based on a time color change and thus gives a relative index of the purity of the milk. Many of you are familiar with this test so that no further explanation is necessary. As you know this test is relatively inexpensive, easy to operate and may be used to good advantage in quality demonstrations to the producer.

Most everyone engaged in this industry will admit the advantage of grading. The question then may well be asked that if we know that it is necessary and know how to do it why is this practice not generally followed. The answer may be found in the lack of co-operation that is manifested by some members of the dairy industry. When one cheese factory refuses to accept milk below a certain grade and a neighboring plant not necessarily a cheese factory takes the milk in, it puts an obstacle or stumbling block in the path of progress. Such practices make it difficult to grade and as a result many give up the attempt. This in turn has a bad effect on the producer and discourages him in the effort to produce good milk. You are all familiar with the explanation some dairymen give for not producing a better grade of milk and while no producer is ever justified in delivering poor milk to a plant, yet if he knows his neighbor is doing this and is receiving the same returns as he, it takes a very high type of man not to fall into the same practice. It would seem necessary then if milk was not rejected to at least pay a little better price for the milk of better quality.

It seems that the time has come when the industry should follow a concerted action and outline a program for quality improvement. Some leaders of your industry have expressed alarm over the growth of the cheese industry in other states. Some states have made great advances in increased cheese production. Idaho has tripled her production in the last eight years. Montana has multiplied its production by five in the same period of time while Washington has nearly tripled her yield of 1919. At the same time the southern states are taking up the manufacture of cheese. The amounts are not large but it shows the trend of the industry. When we consider that Wisconsin produces nearly 74% of the American cheese, 82% of the Swiss cheese, and 91% of the brick and munster it would seem that we should not be concerned. It is probable that the state will maintain its lead in cheese production for some time to come yet now is a good time to repair the fences and prepare for the future. What a wonderful opportunity we have within our grasp to continue to hold our present position, and work out a program for quality improvement. There is only one obstacle that stands in the way of such a program and that is lack of co-operation.

If it is impossible to have a state wide quality program, it would seem entirely possible to have it in the areas where you who are

members of this Association are operating. The word association means, a union or body of persons joined together for a common object. If this is a true definition then each one of you members are integral parts of this body and it is necessary for you to function properly if the object for which this association was formed is ever to be realized. It would seem possible then while we are assembled together to work out some program for the coming year so that a start may be made. Other industries get together and meet on a common ground and so can we.

In working out a program of grading no injustice will accrue to the producer. In fact he will be benefited thereby and it will be necessary and highly desirable to work out your plans with him and take him into your confidence. It would seem too that the dealers as a body should lend their support to a movement of this sort because they will be assured of better cheese and so their losses from handling will be reduced.

In conclusion then it would seem that the problem of quality while not new is still with us. We possess the knowledge to deal with it and it can be solved by working out a definite program which will receive the hearty co-operation of all concerned. If we are to maintain our present position, it is going to be necessary to work out some program for the maintenance of quality and quality improvement.

THE POLICY OF THE DAIRY AND FOOD DEPARTMENT

By C. J. KREMER, Wis. Dairy and Food Commissioner

Friends: I was very glad to get an opportunity to appear on your program and discuss with you the policy of the Dairy and Food Department in relation to your great and important industry. I feel that we are to work very closely together for the common welfare, and that to make such a working together possible, good will and utmost frankness are first essentials. Therefore I intend to frankly state my thoughts and openly point out to you the lines along which I intend to act.

I have caused to be distributed among you some tentative rules for the licensing of cheese makers for your consideration. I would like open discussion and frank criticism on my proposals. I do not want you to feel that what I say here is to be considered as absolutely settled. I stand ready to yield all propositions which I may now advance when something better is being offered. If any of you have something better to offer please bring it up.

Under its police powers the State has enacted general food laws as to all foods, and special laws as to cheese. These are intended to promote the public health and the public welfare. Every requirement should be brought in harmony with every other requirement and construed to carry out the intent and purposes of all, which is, as

above stated, the protection of the public health and the promotion of the public welfare.

The Legislature saw fit to provide that, "No person shall engage in the manufacture of cheese as a cheese maker unless he shall have first secured a license from the Dairy and Food Commissioner under such rules and regulations relating to the qualifications as he shall prescribe, including, *among other things*, "Previous record in operating and keeping in sanitary condition the * . * * cheese factory in which he was employed."

What are the qualifications the commissioner may prescribe?

Obviously, they are such as would be reasonably necessary to secure to the people of the State cheese of such quality and purity as are laid down in our food standards and special laws relating to cheese.

The following are the three essential factors to be considered:

1. Knowledge of the applicant;
2. His skill; and
3. His personality.

Under the first heading, if an applicant is to make lawful cheese, he ought to have knowledge;

(a) Of the laws relating to cheese, for, unless he knows the laws, he cannot know whether or not his product complies with the laws and he is working in the dark all the time;

(b) He ought to have a knowledge of cheese, at least of those kinds and the variations thereof, which are standardized by law;

(c) As cheese is a product made from milk and the character of the milk used determines the quality and character of the cheese derived therefrom to a predominating extent, an applicant ought to have knowledge of milk;

(d) The public health being one of the governing considerations in legislation relating to cheese, an applicant should have a knowledge of well established sanitary principles so that he may work according thereto. It appears that it would not be unreasonable, but even necessary, if the intent of the law is to be met, that the qualifications which the commissioner is to prescribe, should include knowledge as outlined above.

As the second essential factor, the skill of the applicant is listed. The knowledge of the laws, a knowledge of cheese and a knowledge of sanitary principles would not meet the situation, if the applicant lacks the skill necessary to apply the knowledge he has in the making of cheese; and his knowledge of milk would not help him any if he lacked the skill in the testing of milk. Therefore the qualifications reasonably required ought to include the necessary skill in making cheese and in testing milk.

Under the third item, personality is listed. As our knowledge of communicable diseases is increased, the freedom from such diseases of people who manufacture our foods and who come in such close, intimate, personal and bodily contact with the foods that must be eaten as prepared by them, as cheese makers do, is of great importance, and, therefore, sound health, at least as to communicable diseases, should

be one of the qualifications established which an applicant for a cheese maker's license must meet. Further, knowledge and skill and health of an applicant are no guarantees that his product will meet the demands of the law, for he may be careless, fail to apply his knowledge, fail to use the skill though he may have it, and be slovenly, careless and negligent and not apply his knowledge of sanitary principles and work according thereto. Therefore, positive certifications of his previous record, while employed in a cheese factory, that he is careful and cleanly are very necessary. In connection with this the personal appearance and habits of candidates cannot be disregarded.

To establish these qualifications on the part of an applicant is by no means an easy task. It is my thought that an applicant file with, or as part of, his application, certificates to the effect that he has the qualifications required, including a medical certificate as to health, a certificate that he is employed in a licensed cheese factory under a licensed cheese maker, or in attendance at the Dairy School, and that he has been employed by licensed operators of cheese factories in such factories for at least 18 months and has worked in a cleanly and sanitary manner. Upon filing of this application and certificates, a permit is to be granted to him by the Dairy and Food Commissioner pending the outcome of an examination he is to undergo.

In carrying out the ideas set forth, I propose to apply a principle that has come down through the ages to us, namely hold examinations and grant licenses only to such applicants as successfully pass the examination. I propose to have a board of examiners who shall examine candidates for me and ascertain whether or not applicants have the knowledge and skill to make good cheese and are of such character that they will do so if licensed.

This practice has been followed in the past in many trades. Anyone who wanted to learn the trade had to serve an apprenticeship, then if he was satisfactory, he became a journeyman. When he had gained experience as such, he passed his mastership examination before masters of the particular trade and, if found proficient, obtained a "master's" certificate.

My thought is that all cheese makers who now hold licenses may have them renewed without examination if they have not made unlawful cheese or violated the law as to dairy products. When, in the future, an inspector finds unlawful cheese on shelves or in warehouses, or a cheese factory in an insanitary condition, then the maker is to be called before the examining board.

Let me leave one thought with you and that is that a license is practically a certificate of competency, and I do not think I am doing my duty if I permit men who make unlawful cheese, be it high moisture or low fat, or who accept dirty milk and make it into cheese, or who maintain insanitary conditions in their factories, to retain their licenses. Unlawful cheese and insanitary factories must be driven out of Wisconsin, and persons responsible for them cannot be tolerated in the industry.

In conclusion let me say, however, that the Dairy and Food Department wants to work with you, wants to help build and maintain a splendid cheese industry. We would much rather help build a clean factory than destroy one that is not clean, much rather be of service in assisting to make good and lawful cheese better, than bring prosecutions or revoke licenses for making unlawful cheese. We want to be builders, we want to be boosters. You are forcing us to be destroyers if you maintain insanitary factories, when we would rather build. You compel us to be knockers if you make unlawful cheese when we would rather be boosters.

Now, I don't have any more to say excepting I want you to know that I spoke just as I felt. If you have criticism, out with it, and if not let us get on a common platform and build up.

THE NATIONAL CHEESE INSTITUTE, ITS AIMS AND PURPOSES

By MR. JOHN D. JONES, JR., Secretary, Milwaukee

Mr. Chairman and gentlemen of the Wisconsin Cheese Makers' Association, and any others who may be here: Some one down below in the exhibition room met one of the politicians who is in the city and in this building, for the purpose of attending the other conference that is on here today and he said, Well, Senator, you are a politician and I am a cheese maker, but frankly, I can't hardly tell you politicians from cheese makers. You look almost as respectable as the cheese men do. And that reminded me of the story of the group of visitors who were going through a penitentiary and as their guide took them through he pointed to one cell and there was a man back of the bars in that compartment, and the guide said, there is a Democrat that is locked up here for stealing half a hog. And as it happened, there was a good democrat in this group of visitors going through the jail and he bristled up and said: Well, how do you know he is a Democrat. Well, the guide said, if he had been a Republican he would have stolen the whole hog. Now, I told that story principally to give those who are still coming in an opportunity to do so without interrupting us too much.

I might tell you one more story in this connection while they are coming in and that has to do with a certain republican rally that was convened one evening in a certain community where the Republican party was very strong, and where it dominated the situation and somehow a chap by the name of Nash, a democrat, dropped into the rally and he was the only Democrat there. The chairman called the meeting to order and in order to kind of count noses and find out who had gathered together with them, he said, Well now, will all good Republicans in the room arise and they all arose but Nash. And the chairman fastened his eyes on Nash and he said, Well, and what are your politics? And Nash said, I am a Democrat. Well, the chairman said, and how comes it that you are a Democrat? Don't you

know that Republicanism stands for all good things in Politics? Well, Nash said, you see it is like this. My grandfather was a Democrat, my father was a Democrat and I suppose that is the reason I am a Democrat. Well, the chairman said, and I suppose if your grandfather were a horse thief and your father were a horse thief, then what would you be? Nash thought a moment and he said. Well, in that event I suppose I would be a Republican.

The topic assigned me here today by Professor Sammis is self-explanatory and I propose to confine myself to the subject in hand and therefore I have prepared a paper which I don't ordinarily do.

The aims and purposes of the National Cheese Institute are clearly set forth in the Articles of Incorporation which are on file in the office of the Secretary of State at Madison. They are four in number and are as follows:

- (1) Cooperation between producers, assemblers, manufacturers and distributors of cheese and to furthering and protecting the interests and general welfare of the industry;
- (2) Cooperation with the Federal and State Governments in all matters of general concern to the industry;
- (3) Promoting and fostering the increased use of American cheese products by publicity and the education of the American public to the true food and economic value of cheese;
- (4) Promoting the study of the arts and sciences connected with the cheese industry.

Generally speaking it was the object of leaders in the cheese industry, in founding this organization, to establish a common ground on which producers of milk, cheese makers, assemblers, manufacturers and distributors might meet for the consideration of common problems, to promote better mutual understanding and confidence and to do those things that will contribute to the development of a sound, permanent and growing industry. It is recognized that far-reaching changes are taking place throughout the dairy industry, both in the United States and abroad, and that the cheese branch must keep in step with these changes if it is to maintain its proper place in the dairy world. It is noted that since the war other nations in which dairying is more or less prominent are bending every effort to increase the production and sale of dairy products as is clearly shown by the following table:

	Average Annual Net Surplus Exported Before the War (Pounds)	vs.	1925 Net Surplus Exported (Pounds)
Australia -----	500,000	vs.	9,000,000
Denmark -----	0	vs.	18,000,000
Finland -----	1,600,000	vs.	8,000,000
Italy -----	47,000,000	vs.	82,000,000
Netherlands -----	126,500,000	vs.	174,500,000
New Zealand -----	55,500,000	vs.	154,000,000

These data demonstrate clearly that American dairymen may confidently expect increasing competition in the world markets for dairy products. It is probably true that the outstanding dairy nations of Europe, viz., Denmark, Holland, Switzerland and Italy, are well along toward maximum dairy production. This however is not true of New Zealand, Australia, Canada, the Argentine and even far-off Siberia where natural conditions favor dairying and remoteness from the great centers of food consumption makes it imperative that exports be reduced to concentrated form.

Within the boundaries of the United States, striking changes in the dairy map are apparent. By universal consent, Wisconsin is the outstanding dairy community in the sisterhood of states. However, Iowa, noted for its corn, hogs and beef cattle, produces each year as much butter as does Wisconsin. The annual butter output of Minnesota is 100,000,000 lbs. greater than that of our own State and in 1926 the total creamery butter production of the three states was greater than that of the entire nation only twenty years ago. But dairy development is not confined to the states mentioned. During the period 1920-1925, cheese production increases occurred in the following states:

	1920 Production (Pounds)	vs.	1925 Production (Pounds)
Colorado -----	81,000	vs.	293,000
Idaho -----	1,700,000	vs.	7,300,000
Kansas -----	19,000	vs.	192,000
Michigan -----	4,000,000	vs.	5,800,000
Minnesota -----	5,500,000	vs.	8,400,000
Montana -----	233,000	vs.	1,296,000
Nebraska -----	3,000	vs.	275,000
Nevada -----		vs.	66,000
New York -----	30,800,000	vs.	38,400,000
Oregon -----	8,300,000	vs.	9,900,000
Tennessee -----	26,000	vs.	321,000
Utah -----	850,000	vs.	1,750,000
Washington -----	1,100,000	vs.	3,000,000
Wisconsin -----	188,500,000	vs.	258,600,000
Wyoming -----	1,200,000	vs.	1,900,000

Reliable reports indicate that within the past few months large milk condensing plants have been established and are in operation in Kentucky, Tennessee, Mississippi, Oklahoma and Missouri. It is stated that at each unit a considerable volume of milk is being received, that the intake is steadily increasing and that its quality is altogether satisfactory. In the same period, large cheese factory units have been established in Tennessee, Mississippi, Alabama and Missouri, and others are under construction in Texas, Kansas, Mississippi and Virginia. In the grain growing northwest, a sustained dairy development program is under way. All of these facts indicate clearly that farm and business leaders in the so-called "one-crop" areas are working with state officials in the promotion of a diversified agriculture. They have centered their efforts on dairy

development because of the stability that dairying brings to any community in which it is established.

The total, present, annual milk production for the United States is approximately 116 billion lbs., roughly speaking 1,000 lbs. or a half ton per capita. Practically all of this huge total is consumed at home. Its utilization is as follows:

Whole Milk and Cream -----	47%
Butter (Creamery and Farm) -----	35%
Evaporated, Condensed and Dried Milk -----	4%
Cheese -----	4%
Miscellaneous -----	10%

In terms of American per capita consumption for the nine year period ending December 31, 1925, milk and its products were utilized as follows:

Years	Milk, Gals.	Butter Lbs.	Cheese Lbs.	Cond. and Evap. Milk, Lbs.	Ice Cream, Gals.
1917 -----	42.4	14.6	2.89	10.49	2.07
1918 -----	43.0	14.0	3.00	12.50	2.14
1919 -----	43.0	14.8	3.50	12.30	2.49
1920 -----	43.0	14.7	3.50	10.17	2.46
1921 -----	49.0	16.1	3.50	11.40	2.28
1922 -----	50.0	16.5	3.70	12.69	2.43
1923 -----	53.0	17.0	3.90	13.25	2.68
1924 -----	54.75	17.25	4.20	14.00	2.50
1925 -----	54.75	17.04	4.26	14.87	2.80

For comparison, the consumption of butter, cheese and meats for a number of years in countries where fairly accurate statistics are available was as follows:

Country	Butter	Cheese	All Meats and Animals
United States -----	(1925) 17. Lbs.	(1925) 4.3 Lbs.	(1925) 156.3 Lbs.
Argentina -----	(1926) 1.36 Lbs.	(1926) 4.1 Lbs.	(1923) 220.65 Lbs.
Australia -----	(1926) 30.0 Lbs.	(1926) 3.5 Lbs.	(1923) 226.51 Lbs.
United Kingdom -----	(1925) 23.2 Lbs.	(1925) 8.5 Lbs.	(1923) 127.3 Lbs.
France -----	(1926) 11.5 Lbs.	(1926) 11.6 Lbs.	(1923) 115. Lbs.
Switzerland -----	(1924) 12.4 Lbs.	(1924) 27.1 Lbs.	(1923) 75.0 Lbs.
Italy -----	(1924) 1.8 Lbs.	(1924) 11.5 Lbs.	(1923) 48.3 Lbs.
Netherlands -----	(1926) 12.4 Lbs.	(1926) 12.4 Lbs.	(1923) 45.7 Lbs.
Canada -----		(1926) 4.0 Lbs.	(1923) 160.72 Lbs.

It may be noted that, generally speaking, cheese consumption is comparatively low in those nations where meat consumption is high, and that where cheese is freely used a lesser amount of meat is eaten.

The former table shows plainly that there is a growing appreciation on the part of the American consumer of the health and nutritional value of dairy products and the economy of including them in the every day diet. Much of this increased consumption may be directly attributed to the campaigns of education that have been sponsored and vigorously prosecuted by health officials, schools and colleges and by agencies that have been established and supported by certain elements in the dairy industry, to present the value and need of milk and its derivatives to mankind with particular reference to its virtues in the diet of growing children. This campaign of education should be enlarged and generously supported. It is well within the realm of probability that the use of dairy products by the American public may be increased by 50% within the next decade.

Cheese should more than hold its own in this greater use of dairy products that is coming. Without doubt, much of the increased cheese consumption that has occurred in the past decade is due to the fact that it is now available in convenient packages, uniform in flavor and quality, all of which has met with the approval of the consuming public. It is probable that within the comparatively near future three-fourths of the cheese consumed in America will be sold in package form. Mention should be made also of new dairy foods in which those food elements in milk ordinarily lost in cheese making operations are incorporated with good cheese and offered to the public in convenient packages under a special trade name. These special foods are finding favor with many consumers who heretofore have eaten little cheese. This is particularly true of children. To the latter, they are of outstanding value, containing as they do, not only the milk fat and protein of natural cheese, but the water-soluble protein, milk sugar and milk minerals as well.

The National Cheese Institute is convinced that the health welfare of the American people demands a greater use of dairy foods in the every day diet. It is committed to the advocacy of a larger consumption of milk elements found in cheese and cheese foods. The Institute is satisfied that in this program it will assist in the improvement of public health, the promotion of economy in food budgets and that it will assist materially in establishing a sound agriculture.

To the Cheese Makers of Wisconsin, let me suggest that the Institute desires nothing from you but your good-will and the opportunity of working with you and the dairy farmers of the State, for the improvement of the industry. We are convinced that the increased per capita use of cheese is not only a possibility but an outstanding probability. It is obvious that such increased use will redound to the benefit of dairymen and cheese makers. We are equally convinced that only cheese of uniformly high quality will find permanent favor with American consumers. Cheese as fine as man might desire are on display at this Convention. To a greater extent,

the kind of milk used and the cheese making methods employed in the production of these prize winning exhibits, must more generally be found in our dairies and factories, if the State is to maintain a premier position in the cheese branch of the dairy industry.

LOCATION OF NEXT CONVENTION

THE CHAIRMAN: It seems to be the attitude of the Cheese Makers to hold this convention in a different city. I believe it is not more than right to give the members a chance to vote where this convention shall be held. We have with us Mr. R. F. Malia Secretary of the Green Bay Association of Commerce.

MR. R. F. MALIA: Gentlemen, it was my good fortune to be with you good people last year and to extend to your Board of Directors an invitation that you hold your 1927 session in the City of Green Bay.

It is an added pleasure for me to be with you this afternoon and tender to your body direct the repetition of that invitation which I extended to your directorate last year.

Down here this afternoon I come at the specific request of the cheese makers of Northern Wisconsin. In addition to that I come as the official spokesman of the mayor and city officials of the City of Green Bay; and added to that I come as the spokesman of the Green Bay Association of Commerce representing the business men of that community.

In addition, Mr. Chairman and members of this convention, we invite you cordially to hold your next year's session in the city of Green Bay, in that city which is incidentally the oldest and most historical city of Wisconsin.

We have more than sufficient convention facilities to accommodate your convention. Our hotel facilities are certainly sufficient; our meeting rooms are more than sufficient and will accommodate your exhibits, sufficiently and suitably and satisfactorily to take care of your convention. There is a lot that might be said relative to the wisdom of an organization meeting in one city. We recognize of course, the wisdom of meeting in Milwaukee.

Milwaukee, I would like to say, is a most excellent city in which to convene. There are many reasons which I could enumerate had I the time, why it is wise for organizations from time to time to meet outside of that central point. It is a question of organization, psychology and interest. I would say, speaking as a layman and from what I can understand, that your cheese center is showing a rather decided tendency to go north. There are cheese makers in Northern Wisconsin who have not yet learned to attend your convention.

It strikes me, out of 15 years of organization activities that it is profitable to move a convention from time to time to the center of a disinterested section. Come to the City of Green Bay. The cheese

makers of that section will tender to you every co-operation, and basing this statement on our experience of 24 conventions which have been held in the City of Green Bay this year, I will say to you that your attendance record will not only be equalled but will be exceeded because that is the experience of every organization which has held its convention in the City of Green Bay.

So in conclusion, asking you for a proper consideration of this invitation, we assure to you the full facilities of not only the Green Bay Association of Commerce but also the City of Green Bay. (Long continued applause).

MR. KALK: I make a motion, Mr. Chairman, we put it to a vote. Motion seconded.

MR. EDWARD MALCHECK: I don't think that the cheese makers of the north are asking to move this convention down here. Most of the boys have been coming down here for 25 years to Milwaukee, and why not give us one chance over at Green Bay. As Mr. Malia told you, there is ample room there, so why not give us a chance. After that we are glad to come back to Milwaukee to show you that we are fair. I thank you.

MR. HUBERT: Mr. President, I think most of the boys understand what they are going to do if they vote the convention out from Milwaukee. Green Bay is about as near to me as Milwaukee, but I know because I have been through the mill. I went with you up to Fond du Lac. We had a convention at Fond du Lac and it was a fizzle. The only time we have a decent convention is when we come to Milwaukee (Applause).

MR. NOYES: Mr. President, in speaking for the cheese makers in the southwestern part of the state, the cheese makers from the southwestern part of the state and the western part of the state haven't any other organization to go to outside of the annual cheese makers convention that we have here. The cheese makers look forward to coming to Milwaukee where they can at least get here by automobile or train in six or seven hours. And you people from the north have the same chance. You cheese makers from the north and north central part belong to other organizations. You get the benefit from the cheese makers convention and if you give it to Green Bay I think the experience will be practically the same as Fond du Lac and the facilities of getting to Green Bay can't be met at all by the cheese makers from that section of the State.

MR. MALCHECK: I think that this bringing in of Fond du Lac is entirely unjust to Green Bay. Green Bay has never asked for this convention at all before because at that time they could not accommodate it but today Green Bay is absolutely able to accommodate and you are not going to get what you got at Fond du Lac and as far as saying that the boys from here can't go up north because it is too far, how about the boys who live 100 or 200 miles the other side of Green Bay. Why not use five hours to go down and the ones from the north take five hours to get to Green Bay. Why not be fair with us, that is all we ask. (long continued applause).

A MEMBER: Mr. Chairman, there is a motion before the house.

THE CHAIRMAN: Why wouldn't it be just as well to have the convention a little earlier and then make it possible to come by automobile from the north instead of by train. Have it a little earlier so that we can come down by automobile.

THE CHAIRMAN: It has been moved and seconded that the convention be held in Green Bay in 1928.

A MEMBER: Mr. Chairman, I believe there was a little misunderstanding. The motion is to vote by ballot if we want to move the convention to Green Bay, by ballot or not.

THE CHAIRMAN: It has been moved and seconded that we vote by ballot. All in favor of that motion say aye. (Motion carried)

(Thereupon the ballot of the convention was cast).

MR. SAMMIS (acting chairman): The result of this ballot representing the opinion of those present is this: Milwaukee 119, and Green Bay 189. (Great applause).

Now, we will next ask the Green Bay people to send us a lay out of their equipment and facilities for holding the convention in Green Bay. We have a complete record of what they offered last year on file,—and if there is anything different to be offered, we of course would like to know that. The thing was pretty well discussed last year. The Madison Chamber of Commerce invited the convention to hold its meeting there and when the Madison Chamber of Commerce was informed of what we needed in the shape of exhibit space, hall room and such facilities, they immediately replied, we can't furnish it in Madison.

La Crosse invited us and when they were informed of what we needed by way of equipment to take care of the convention, they immediately replied, we can't take care of you. We put the same proposition up to Green Bay and they gave us a very courteous and complete record of what they had to offer in the shape of convention halls and accomodations.

It is only fair to the members of this convention that Green Bay should give us in the near future a complete statement, a plat and *chart* showing precisely what rooms we shall use in order that we may be assured that you will be properly taken care of when you meet there. I believe that is a fair deal, is it not?

SHALL FAT BE REMOVED FROM MILK USED IN THE MANUFACTURE OF AMERICAN AND BRICK CHEESE

By M. D. MUNN, President National Dairy Council, Chicago

I haven't got the training that the editor on information gave to a farmer who wrote in and said his horse in the pasture had eaten some kind of grass and had a bad case of slobbers, and what should he do. And the information editor wrote back and said, Teach him how to spit.

I don't feel competent to talk into this kind of a microphone and I am afraid I will wander around and forget all about this, that I will fail to get the message to you in the back of the hall, and if you will just say, get back in your position, I will do that.

I have been assigned to speak on "Shall Fat be Removed from Milk used in the Manufacture of American and Brick Cheese." I am not going to speak on that subject. I understand it is a subject that there is some discussion or dispute about in Wisconsin, and the National Dairy Council never involves itself in any matters of controversy whatever.

I feel about the fat in milk in regard to cheese a good deal as Mark Twain did about his lecture on milk. He said that he had read and heard and seen a great deal on milk, but the best thing he ever saw or heard of on milk was cream. Now, I believe about the best thing we have in milk is the butter fat. As to what proportion should be used in the manufacture of cheese is for the cheese manufacturing industry to determine and not for me.

I realize the hour is late and you are tired and you have had some rather exciting questions before you but I would like to speak for a few moments briefly on what I think the future of the cheese industry should be and what it is liable to be unless some changes are made.

Mr. Jones has given you some very comprehensive figures on the growth of the industry in this country during the past few years. The last figures compiled by the Department of Agriculture a few days ago covering the year 1926 show some rather remarkable and startling changes that will supplement what Mr. Jones has said.

In 1926 we had seven per cent less dairy cows in this country than we had in 1920, as you will see by looking at this chart. We produced in 1926 34.7 more milk than we did in 1920. There is a marvelous development going on on the farms in this country so far as the productive power of these cows is concerned, which is a great attribute to the state college of agriculture and other institutions.

These figures should say more than that to us. How much of this production can we stand and still continue to consume all those products in this country. How are we meeting this situation to increase the consumption necessary to meet this rapidly increasing production. That is one of the serious things that stands before this industry today.

Wisconsin is a great cheese state. What is being done to increase the consumption of cheese? What can be done to increase the consumption of cheese? Mr. Jones gave you figures to the effect that milk consumption has gone from 42 gallons per person per year to upwards of 55 gallons per person per year. There has been a 28 per cent increase in the consumption of milk in the form of milk, and cream on the table is between 20 and 26. Those figures don't apply to cheese.

Has this cheese industry been doing what it should to tell the consuming public about the importance of cheese as a food. We have been conducting a survey in the National Dairy Council organization

over five cities during the past eight months in which we have endeavored to get the information which would show us what the industrial world is using in the way of foods. We know little about that.

Sociologists, you know, divide the human race into three groups. They say 15 per cent live in the second story and that is the so-called wealthy group. 80 per cent live on the ground floor; that is the great industrial group, the back bone, the bulk of our citizens. Five per cent live in the basement, the criminal class, the outcast. It is this great 80 per cent we want to know about. They are the consumers of our products, of our foods, and it was to get a cross section of what this 80 per cent group are eating that this survey was conducted. Upwards of a thousand families were carefully surveyed by going into the homes with a thorough questionnaire as to just what they eat and here is what the figures show so far as cheese is concerned. Over 40 per cent of the industrial families covered by this survey eat no cheese at all. Let those figures sink into your minds. Over forty per cent of the families surveyed in these five cities, ate no cheese at all. Apply that to the United States, and what do we have. 48 million people in the United States eating no cheese at all.

Should this condition exist? Is there any justifiable reason for nearly one-half of the population of the United States eating no cheese? It is only necessary that we consult these authorities who have made a careful study of the food importance of cheese to learn that it has from two to three times the protein food value of any other source of protein, which is one of the most important food elements we have. It is very rich in mineral matter, pound for pound, many times richer than milk because it is more concentrated. Equally rich in vitamine supply, because the vitamins that are in milk pass into the cheese. Yet with all these recognized food elements and the importance of cheese, we find this condition I have described. Why is it? Because you haven't told the consuming public that cheese is a real food.

It is because the generations that have grown up in the past decade or so know little or nothing about the food elements in cheese.

A recent survey made in the City of Chicago in one of the large junior high schools with 3600 pupils in it, showed that over 40 per cent of them did not know that butter, ice cream or cheese came from milk or had any relationship to the dairy cow.

These are facts which should move us to consider what we ought to do in developing this great cheese industry. The figures given to you to the effect that $4\frac{1}{2}$ pounds of cheese per person is consumed in this country is pitiful. When you think of other nations, some of which are consuming seven times that amount. And all you have got to do is to convince these great consumers that cheese supplies them the most concentrated and cheapest form, the great essential of food.

I was rather interested, coming out on the train the other day. I came from Washington on the B. & O. train. I arranged with the conductor of the dining car to let me know the number of people in

the dining car, that took cheese in any form and he reported at the end of the meal that seven out of 62 took cheese. Some of those took cheese purely as a chaser or associated with a piece of pie, and you know about how much cheese accompanies a piece of apple pie or pumpkin pie ordinarily served in a dining car or in a hotel.

Can this condition be changed? I say without hesitation it can. Wisconsin is producing in the neighborhood of 75 per cent of all the cheese produced in this country, and is the leading dairy state in the United States. What are you doing here to change this condition?

I want to emphasize what Mr. Jones said about this quality of cheese. I am not going to speak about how much butter fat or how much solids should be in cheese. You know that as much as I do. You should have a minimum requirement and it should be a requirement which makes the best product possible. And I believe that it should be as uniform as possible. In other words, I think it is a mistake to have a fluctuating quantity of fat and solids in cheese. It should be as uniform as possible, but above all it should be of quality to invite respect and consumption. Have you noted the quotations on butter during the past few days. If you will pick up any paper giving the New York and Chicago quotations you will find this condition. New York extras 92 score selling at 52 cents per pound in New York. 88 score, four points below selling at 42 cents, ten cents per pound difference. Why ten cents a pound difference. Because the consuming public wants the high quality and pays the price for it. What a vast difference that makes to the farmers who are producing the fat from which this butter is made, as to whether it is an 88 score butter or 92 score butter. If you had a cheese that scored so high, because it is recognized and labelled Wisconsin cheese you will get the same recognition from the consuming public that the 92 score butter is getting. And it will mean millions of dollars to the farmers of this state. It means a much more successful market to you manufacturers of cheese and it brings with it also the supreme satisfaction of knowing that you are rendering a service not only to your factories but to your producers and to humanity generally.

In 1920 it was estimated by dietary scientists based on scientific survey that about 20 cents of the consumers' dollar was used in the purchase of milk and dairy products. This was raised to about 24 cents of the consumer's dollar in 1926. These same dietary scientists tell us that the consumption of milk and its products, which of course includes cheese, should be from 30 to 33 per cent, at least 30 per cent. Now, to raise this from 24 to 30 per cent over a period of six or eight years will necessitate the production of 45 per cent more milk than was produced in 1926.

That is the opportunity that lies ahead of this industry and the cheese industry has one of the greatest opportunities of all because of the food facts I have already referred to.

How do we get those consumers' dollar? Did you ever stop to think that the consumer has a very limited stomach space, and with all of the varieties of foods and so-called foods on the market spending

millions of dollars annually to get a portion of this stomach space, they are bound to replace the fundamental foods unless the consuming public is educated to know the most economical kind of food and the food that supplies the greatest abundance of the elements necessary for building and sustaining the human frame. This 100 or 150 varieties of foods are all striving to secure a portion of this limited stomach space and to get a portion of the consumer's dollar.

We have information now that was unknown ten years ago. Ten or twelve years ago people supposed that any food that satisfies hunger was all that was necessary. We know today that the satisfaction of the appetite is the least important thing in connection with food. It is the kind of food that most economically supplies the material necessary for building and sustaining the human frame—that is important.

Now, if the cheese industry of this country wishes to get its share of this consumer's dollar, it has got to begin telling the consuming public what cheese is and begin producing the kind of cheese in quality and uniformity that the consuming public desires. Those two things joined together—there is almost no limit to what can be done in this cheese industry in the next ten years. The amount of cheese consumption in this country should be tripled in the interest of health and physical welfare, but you can't expect anybody except those in the cheese industry to tell the consuming public about this product so that they will spend their dollar for it. Certainly the oleomargarine people are not doing it, and they are spending thousands of dollars trying to get that substitute. Certainly the cereal people won't do it. Who is going to do it? Nobody in the world except those engaged in the cheese industry.

I am rather emphatic in my statements about this subject because I feel it very deeply. I see such a marvelous opportunity lying ahead for this great industry and I see so little being done to take advantage of the opportunity. You must not forget that we are living in an age of marvelous development and opportunity, and an age in which there is no limit.

You have watched the papers here in the past two or three days to read about this flying from Washington to the City of Mexico by Col. Lindbergh. You saw last summer the account of his flying from this continent to Paris, an achievement of what? Based on what? Based on study, great care, attention to details, and above all the courage on the part of the man who undertook the achievement to carry it through.

Now, we need that same kind of courage in this great dairy industry and the achievement is almost as certain to follow in result as followed in Lindbergh's effort. Are we going to do this? Are we going to rise to this occasion? Are we going to meet the opportunities that lie ahead of us? Are we going to take advantage of those opportunities to salvage our own interest as well as the interest of humanity. That to my mind is a two-fold opportunity.

I assume you cheese makers here are interested in having a grow-

ing market for the products you are turning out and you should take this word back to the farmers who are furnishing your factories with the raw material. You should if possible, give them the facts I have tried to give you; impress on them the opportunities laying ahead and see if you can not work out some plan by which this message can be given to the consuming public, of the importance of your product in the human diet.

I know little about the organizations you have here excepting I know you have some fine ones. I know you have some men of vision here. I was very much interested in the outline given by Mr. Jones of the Cheese Institute. I see the possibilities ahead and I see the need of your organization getting in there, and I see the needs of co-ordinating our efforts and co-ordinating our teams and pulling our oars together and the reward is going to be great. It is an obligation that you owe to your industry, to your state, to your country, and above all, to humanity. (Applause).

ELECTION OF OFFICERS

MR. DAMROW: I move we proceed in the usual manner for the election of our officers by ballot and the first ballot will be informal. Appoint the four tellers.

MR. SAMMIS (Acting chairman:) There have been no nominations as yet.

MR. HUBERT: I move to amend that the rules be suspended and the secretary be instructed to cast the unanimous vote of this body for the outgoing officers.

Motion seconded.

MR. DAMROW: There is a motion before the house which has to be taken care of.

THE SECRETARY: The motion was as stated by Mr. Damrow, and the motion to amend is that the entire list of outgoing officers be re-elected.

MR. DAMROW: I object to that amendment on the fact that I am the one that made this motion and the motion before the house is as has been stated and brought to a second. Now, if the audience don't want to accept that motion, vote it down and then vote on Mr. Huber's motion.

MR. SAMMIS: According to the proper rules of order any motion is subject to an amendment, except a motion to adjourn. We will vote first on the amendment of Mr. Hubert. It should be stated at this time that the outgoing officers are the president, Edward F. Winter, the vice president is J. H. Peters, the Secretary is your humble servant, the treasurer is Otto Weyer, and two directors are A. C. Bruhn of Spring Green and M. M. Schaetzel of Edgar. The amendment is seconded and the vote is on the amendment to suspend the rules and direct the secretary to cast a unanimous ballot for the re-election of the entire set of outgoing officers. All those in favor of this motion will say aye.

VOICES: Aye.

THE SECRETARY: Contrary?

VOICES: No.

THE SECRETARY: The chair is unable to decide. All those in favor of the motion will rise. Be seated; those opposed will rise. They ayes have it. The amendment is passed. The vote is now on the

motion as amended, which is simply another vote on the same question. All those in favor of the motion as amended, which is that the rules be suspended and the secretary directed to cast the unanimous ballot of the convention for the outgoing officers—all those in favor will rise. Be seated; those opposed will rise. The ayes have it and the motion is carried. Is there any appeal from the decision of the chair? The secretary has cast the unanimous ballot for the outgoing officers and they are declared elected.

Report of the Resolutions Committee

MR. BRUHN: The resolutions committee is not ready to report.
THE CHAIRMAN: Are there any resolutions from the house?
There are none offered at this time.

WISCONSIN CHEESE GRADING—PAST AND FUTURE

By Mr. MATH. MICHELS, in Charge Dairy Marketing, Wisconsin
Department of Markets, Madison

I want to say at the outset, I have prepared a short paper and I have left a lot of open doors which I know will be noticed and will probably be closed in the usual discussion that follows this topic and has followed it for years.

In order to outline the past in the state's program of cheese grading, it will be necessary to point out that the three day from the press holding order and also the proper dating of cheese were required as a foundation. These orders being well understood at this time, no further details will be necessary.

Standards No. 5, known as the Wisconsin cheese grading law, were made effective February, 1922, after one year's deliberation. These were fully described in bulletins issued by the Wisconsin Department of Markets in 1922 and again in 1925. This being the first attempt of any compulsory cheese grading regulations in this country, met with much opposition, which came largely from assemblers of cheese. This opposition, however, soon vanished, as a great improvement in the quality of the cheese was noticeable. This improvement continued for several years after which appeared a lull, due to the indifference of both cheese makers and assemblers of cheese as to quality. Assemblers of cheese, considering quantity above quality, paid a flat price for good and indifferent cheese. The only price differential being made was on bad cheese. Even some of the bad cheese was marketed at full Plymouth board prices. Apparently there was little or no inducement for the cheese maker to do his best, with the result of much indifferent quality cheese appearing at practically all warehouses.

At this point, or about the beginning of the year 1925, extra men were put on as cheese grading supervisors. This extra force, being able to supervise more closely, seemed to be quite effective and brought about the payment of a price differential of one-quarter cent

by several large cheese assemblers. This price differential brought not only an unexpected large per cent of cheese into the fancy grade, but also added many additional cheese factories to their list of regular shippers. While this continued, cheese makers from all over the state were heard from with comments as to the one-quarter cent premium for an extra quantity of cheese. From week to week this pressure became greater, until it seemed that but a short time would elapse before this would become a general practice all over the state, in spite of the vigorous opposition from many assemblers not willing to pay any price differential for a better grade of cheese.

In addition to this call for a price differential, we also had the promise from the Commissioner of Markets to finance a three months' trial effort of all state grading at Plymouth, Green Bay and Marshfield. It must be kept in mind that up to the present time all grading was and is done by assemblers of cheese or cheese makers under the supervision of the State of Wisconsin. Had this trial been put through, no doubt state grading would now be a reality.

It was at this point, about July, 1925, when I was away from this state for a short time, that a delegation of cheese assemblers came to Madison asking the state to discontinue the Wisconsin Fancy Brand of cheese, claiming that all that was needed was a grade for good and a grade for poor cheese. They were overlooking the fact that by such a system only the lowest grade of good cheese will be produced, which is the case today even by the best of cheese makers. This plan was finally agreed to by Mr. Nordman and his assistant then, Mr. Winder. This ruling was made effective February, 1926, and has been continued up to the present time. We were, however, able to keep the Fancy Brand alive by making its use optional as a trademark and attaching thereto a thirty day holding order. These new grades are impractical and were demanded for only one purpose, that of defeating the price differential and state grading by disinterested men.

I do not mean to convey the idea that the Wisconsin grading of cheese has or is now not of some benefit. It has added millions of dollars to the income of this industry but it has not accomplished all that is possible and it never will under the present system and regulations.

Under the present system of cheese grading supervision, only about one-tenth of the cheese can be examined by supervisors now in the field. Coupled with this, the fact that both assemblers and cheese makers place the grade on their own cheese leaves much room for criticism and will never be brought to the much desired point where out of state as well as Wisconsin cheese buyers can depend on the buying of cheese on the grades as now placed.

In order that we may be able to size up and better judge the situation of state cheese grading, we will offer as a basis the following statistics:

No. of Wisconsin American Cheese Factories...	1,750	
Average annual make of American cheese per factory -----	170,000	Lbs.
Average daily production of American cheese per factory -----	470	"
Wisconsin's annual production of American cheese -----	298,000,000	" 1925 latest
No. of foreign cheese factories -----	650	
Average daily production of foreign cheese per factory -----	100,000	report
Average daily production of foreign cheese per factory -----	275	
Wisconsin's annual production of foreign cheese -----	65,000,000	
No. of cheese makers licensed to grade cheese.	800	
No. of cheese assemblers licensed to grade cheese -----	450	
No. of cheese grading supervisors -----	8	

Taking the above as a basis, together with actual trials by all of our field men as well as judging the future by the past, we are certain that the grading of the cheese at the cheese factories by disinterested men is the only practical method to be employed on all Wisconsin cheese. Grading of cheese on the shelves at the factories can be done for less money than is possible by any other method in sight at this time.

The place to grade cheese is at the cheese factory where it is produced. Such a system is bound to put the cheese maker on his mettle at all times, not only in the process of manufacture but also in the care of milk at the farms. The cheese maker has the opportunity of examining carefully all milk at the intake and sees to it that only good milk is taken in, if he is desirous of doing his duty. Today he is indifferent all along the line because he knows that he can get the board price even if his cheese is of indifferent quality.

Apparently cheese is about the only product of farm and factory that does not receive a price differential according to quality. When the demand for cheese slumps as it did in 1921 and again in 1924, the producer (dairy farmer) must take all of the loss, as the middlemen who set the weekly prices see to it that they get their profits by establishing a lower price on the cheese.

If all cheese were of the highest quality and properly ripened when placed before the consumer, the consumption would be greatly increased and price fluctuations in a large measure eliminated. An increase of one pound of cheese per capita or 20% would add millions of dollars every year to the present income of cheese producing farmers. This, however, cannot be done as long as the present indifference of a quality cheese prevails. We believe that but little progress can be made until we place our cheese grade stamp on every cheese before it leaves the shelves at the cheese factories. This method would cost the average cheese producing farmer about one cent per day or not over \$4.00 per year. This method should be tried out on the plan now followed by the Tillamook, Oregon, organization.

I have here figures showing a comparison of cheese prices between Tillamook and Wisconsin. Up to and including 1918, Tillamook cheese prices were about one cent per pound less than our Wisconsin Plymouth board quotations. Yet, since 1919 they have received from one to six cents per pound more for their cheese as compared with our prices. This came about as a result of placing on the market a more uniform and better ripened quality cheese. What Tillamook has done we can do if proper methods are applied.

The following table will show the comparative results in the yearly averages of cheese prices at Tillamook, Oregon and Plymouth, Wisconsin:

Year	Wisconsin	Tillamook
1915 -----	.1472	.1379
1916 -----	.1808	.1676
1917 -----	.2352	.2352
1918 -----	.2711	.2637
1919 -----	.2987	.3240
1920 -----	.2625	.2963
1921 -----	.1882	.2306
1922 -----	.1956	.2570
1923 -----	.2245	.2650
1924 -----	.1876	.2446

A gain of one cent per pound on Wisconsin's make of cheese represents the vast sum of \$3,000,000.00 per year. For the year 1924 the difference of 5.7 cents represents \$17,000,000.00. This vast sum of money is within reach of Wisconsin cheese producers if all cheese were marketed on a more business like basis. What is lacking in Wisconsin is proper price differentials and the placing of the cheese before the consumer in a more fully ripened condition.

While traveling through the West in July and part of August I found that Tillamook cheese commands a premium over Wisconsin cheese everywhere while other Western made cheese can be bought for a lower price than is asked for Wisconsin cheese. Tillamook cheese commands a premium because it carries a more uniform quality and is more fully ripened. Tillamook cheese is properly graded and at least partially ripened before it reaches the consumer.

A system of state American cheese factory grading would provide for a force of about forty capable and willing men. Each man must have a full knowledge of cheese making or, in other words, must be a practical cheese maker with a knowledge of warehouse conditions and a good judge of cheese. These men are to make each factory not less than once per week. These graders would be placed in groups of eight, each under the supervision of a man that would be held responsible for the work of the eight. This supervisor would be ever ready to furnish instruction at the cheese factory when needed as well as keeping informed as to warehousing and marketing conditions. This supervisor would also take the place of a disabled grader, attend annual or special cheese factory meetings. Such a system would automatically take care of our holding and moisture and fat content laws.

We do not intend to take up much time on the question of state warehouse grading. We feel that besides costing annually an extra \$50,000.00 because of extra men needed, it could never be made as effective as it would be removed too far from the cheese maker and the farmer. At the warehouse the grader would be forced to open all boxes to be sure that he saw all the cheese. Cheese grading at the warehouse could never take care of the holding and moisture and fat content laws. Much of the cheese would not always be fit to be graded, resulting in much uncertainty in the work. At the factory such cheese would have to remain on the shelf until the next visit by the grader.

If Wisconsin is to maintain its reputation as a leading cheese producing state, all of our cheese must be graded at the cheese factories. Such work cannot bring about the much desired results if done at the cheese warehouses throughout this state, each liable to receive cheese any hour of the day. Cheese must be graded in the presence of the maker. The maker of good cheese must be rewarded with a price differential. As it now stands, the good maker helps to find a market for all indifferent quality cheese without being recognized in any way. In fact, the good maker may be penalized by sacrificing yield.

The much discussed question of farm relief in the shape of various legislation has accomplished little thus far and never will do much of anything worthwhile as compared with the possibilities within reach of the farmer in marketing annually his 300,000,000 pounds of cheese in a more business like manner. What I mean is, that instead of selling just cheese, the farmer must be made to realize that only a ripened quality cheese must be offered to the consumer.

In order to obtain this farm relief of millions of dollars annually, it will be necessary to do as the Tillamook people have done and produce a higher more uniform quality cheese. We are continually going in this direction, but altogether too slow. What we must have is state cheese factory grading by men that are capable to direct the making of cheese as well as the grading of it. Such work must be financed by the producer the same as the Tillamook producers are doing. The state, however, is willing to help in this direction, as they are now doing. There is no real farm relief in sight unless the farmer is willing to help line up a sound program for himself. Listening to calamity howlers will never bring any farm relief.

Let us not take up any unnecessary time in putting on a practical and educational system of cheese factory quality grading into operation. Government grading is now practiced in Canada, New Zealand, Denmark, Australia, Switzerland and other countries. Why not in Wisconsin?

DISCUSSION

MR. WINDER: For several years at these annual conventions we have heard a great deal about grading cheese and a system was promulgated some years ago. It has gone along year after year with rather indefinite success. Nobody within the department or outside

the state was making any claims that it reached its possibilities or done what was expected and there has been a great deal of criticism and a great deal of passing back and forth of nasty remarks. It has developed ill feeling; it has done many things other than what it should have done.

Now, it seems to me the question before the members of this convention, before the whole dairy industry is not so much one, shall we have this system or that system or any old system. Before we can get any place with any system, it has got to have the whole-hearted co-operation of those who make up this mighty cheese industry. We are going along, playing with this thing here and there is no man engaged in the cheese industry from the lowly cheese maker to the cheese corporation handling cheese, that does not know that cheese, as to quality, is not what it ought to be.

Are we going to go along from year to year and complaining and failing to get together upon some program that will get results. I don't know whether the Commissioner of Markets is here in the audience or not but I am going to make this remark, that whoever he may be, he has a conscience and has the welfare of the state at large and he wants to do this thing; but it is impossible for any department, federal or state, to do anything with 8 or 10 or 25 or 50 men, if those 25 or 50 men have to oppose practically four thousand other men.

We have got to get some program whereby we can unite on one common ground and those who are in the industry have got to work out this program and ask that it be enforced by you as well as by some state department. It matters not so much as to the schedule or system of grading. There will always be errors and mistakes and plenty of chance for criticism for you as there is criticism today between the dealers in their own buying and selling as to grades. We all know that it is one thing as to quality, when you are selling a cheese, and another thing when you are buying.

It seems to me the thing to do is to either decide upon a program and say we want this thing and we want this department or the other department to get busy on it and help us; or else to say that we don't want it. Let's quit fooling with it; let's quit wasting time and money doing something that is most of the time bringing forth only criticism. That is about my opinion of the whole situation in the observations I have made in various capacities in the state this last five or six years, and it seems to me a very simple problem.

We talk about cost, and say it would cost a fortune to do this, and a fortune to do the other thing. Yet what have we? We have in here in existence and working in the state and outside, organizations that you might well say are making over the cheese we have made. They are given an opportunity to develop because we have had so much poor cheese. They have come into the business and flourished. They haven't hurt the cheese business but they have developed it. Some of those organizations today are spending a million dollars, and probably more, for advertising. Yet here in Wisconsin, with an industry producing, I dare say, this year one hundred million dollars, if we talked about a couple hundred thousand dollars, you would think it was going to break us up in business.

It seems to be one thing or the other and as I said before, if the Commissioner of Markets is unable to do this thing or if the men that have been employed are not competent, surely we have in the State of Wisconsin people who can do it. I believe you have got men working with you right from the beginning as competent as any you can get, but those eight men will have to have co-operation to establish something and you will have to give them the help and support.

I am taking too much time but I want to get it off my chest. It seems we are afraid to spend a little money when outside groups can

spend one million dollars for advertising and handling only a fractional part of our total production.

MR. ADERHOLT: Mr. President, I would like to ask Mr. Winder if he has any way of financing.

MR. WINDER: I have no way of financing; we outlined something here last year but I feel the same way about that. That is a matter for the brains and intelligence that is engaged throughout this broad state in this cheese business to decide for themselves.

MR. ADERHOLT: Mr. Winder, the purpose of grading is intended for the benefit of cheese producers, the farmers, and they are slipping on it and they are the ones that ought to finance it. Now, how are we going to get them to finance it. I am perfectly willing to have the farmers finance it, but we have got to get them united. I don't say the cheese dealer alone, or the farmer alone, but it has got to be something they can all support; and if they can support the program, there is no question but what a financial program can be worked out. But we have to get something upon which we can unite first before there will be any financial aid coming for it.

A MEMBER: I think there has been considerable support shown in the past from cheese dealers and makers but not from the farmers, and I think that the obstruction now is to get the farmers to finance it when they are somewhat opposed to it.

MR. NOYES: In regard to state inspectors, making the factories once a week, I don't think it is practical at all. In fact, I don't think it can be done because I don't think that the state or the state graders or the department would get the support of the cheese makers and farmers, because there are four or five months in the year when you couldn't hire enough men that are practical enough or have enough experience to get to the factories to grade those cheese once a week at all, from now until the first day of June. It takes me two days to make one factory and how in the world are they going to get around.

MR. MICHELS: I want to say that I think that is out of the question entirely, because I think if the good will is shown that you can find a way of getting there. We have weeks at a time where the cheese doesn't get into the warehouse at all, and yet they find some way of getting it there sometime. Regarding the financing of such a program, I will say that the state has a way of financing it by charging a fee for doing so. I also further want to state that the federal government is willing to join in with us and make it so that it takes in the whole country which I think would be of a great deal of value.

HISTORY AND ESSENTIALS OF THE CHEESE BOARD

By H. C. DAVIS, Plymouth

Mr. Chairman and gentlemen of the Cheese Makers Convention: The ladies are all gone. I have this subject assigned seemingly under two parts, History and Essentials of the Cheese Boards.

When a cheese factory was put in a location, it was for the purpose of supplying mostly at that time a local demand. As that local demand becomes supplied and other factories located in that section they had to hunt a new market for the product. The hunting of a new market changed the quality of the product they were producing and buyers commenced to hunt that product. It commenced to es-

establish boards of trade that were rather loose at the time, such as the old fashioned button-hole board, where the salesman came in and went home without selling anything and without knowing what he had done.

The discontent and objections to that kind of a board brought about the present board, more strongly exemplified right here at Plymouth with two boards. But those quality boards were started all over the state until the factory men and salesmen got too lazy to attend them. They could make arrangements with some buyer to ship their products to him at the market established on that board. So that gradually discontent sprang up, and now we have two boards in the State of Wisconsin, the Plymouth Exchange Board, of which I am president, and the Farmers Cooperative Board, serving in a measure two different interests.

The Farmers Board is patronized mostly by the local factories who set up the claim that they haul the cheese in to Plymouth and should have a corresponding price; the Exchange Board allowing anyone in the state to offer or sell or buy goods on that board.

Now, that board does not have any jurisdiction or anything to do with any private arrangement made by buyer or seller in the state. We only assume jurisdiction over the actual property sold on that board, and either in buying or selling if you adopt that board price as the basis of your bargain, it is purely a matter between you and the party you are dealing with.

The market of cheese in Wisconsin is changing radically. It is a market now of the world and I want to call your attention to what took place in 1926 when 120 thousand boxes of Canadian cheese were imported into this country. The price in Canada affected your price in Wisconsin, just the same as three weeks ago in October the price in Canada effected your price in Wisconsin.

You have heard here very clearly about the increased quantities of cheese being produced not only in Wisconsin but other states of this union. Large factories are being erected in numerous points in new territory where one, I hear of, is guaranteed a flow of milk daily of 50 thousand pounds. Gentlemen, if that goes into cheese you are going to have more and more competition and you will lose some of your present distributing markets.

When you stop to figure that about 75 thousand cows or 7 per cent of the calves are being sold as milk cows to new sections to build up dairying, you are losing the local market for those products, and you have got to have a bigger demand.

You have been told here of the importance of that demand. That demand is so essential that I believe that the producer of the milk should pay a certain sum per cow for a fund to be used to establish in the minds of a lot of ignorant people the value of cheese as a food product. Until we can change cheese to an article of food instead of an article of luxury, the growing competition is going to be so severe that we will become more and more local, and our prices will be more and more affected. I thank you.

DISCUSSION

MR. CHAIRMAN: There is one more point that I would like to speak about, and that is standardization. That subject was one of the reasons that I came here particularly to hear about and discuss.

Now, there is undoubtedly a fact that a number of the factories in the State of Wisconsin have been skimming some milk—taking the cream off and reducing the butter fat in the cheese. We are confronted right today with a number of the creameries in this state probably going to the cheese factory and cheese makers and asking them to guarantee their milk. That has been quite general.

At one time I was a representative of the cheese dealers at Washington, to consult Professor Wiley who issued an order that all cheese, where the milk had not been skimmed, should be branded whole milk. Well, we all had brands and stencils and I asked him and showed him that "full cream" as we used it was a trade term. And he consented to the use of the word "full cream".

Now, if you standardize, you cannot sell the cheese within the law of the United States under the pure food act as whole milk or full cream. On September 8th we received 67 boxes of White Daisies from a factory in Wisconsin. We held those goods and shipped them out the latter part of October and early part of November. The department of Agriculture with headquarters at Chicago inspected that lot of cheese, 25 boxes at the depot in Chicago. They took samples and sent me a notice that they are adulterated—misbranded, because they are under the 50 per cent butter fat in the dry matter.

The factory man says that he has not done any skimming. Whether the farmers have or not, I don't know, but here is a case where we branded that cheese a full cream, and we are compelled to give the cheese maker's name and his address to the government and he is to appear in Chicago on December 21st before the Department of Agriculture.

Now, the misbranding is two-fold, not only from your standardization, but if you put too much moisture in and you sell it to a cheese dealer who may get rid of it, yet it may be seized by the government at any point in the United States and you and the dealer are both liable and the liability of that danger increases decidedly if you start to standardize. Now, if you run 51 per cent, you try to get it 1 per cent; if you run 52 you try to get it 2 per cent. You are running down on the moisture and we have got a law passed making a standard now. Most of you just try to get by that standard. You worked yourselves into a hole and if you adopt this, get into this standardization, you are going to hunt a lot of trouble and you will find it.

MR. ADERHOLT: Just a month ago I received a paper with quite a long article by a Wisconsin cheese maker, setting forth the advantages of standardizing of milk to be made into American cheese. Now, the author of that article in 1919 paid a fine of \$50 and costs for standardizing, and as he didn't do that right, he got the fat too low. Just keep that in mind. He didn't make a success of it.

THE SECRETARY: Mr. President, along that line, if standardization ever becomes a practice, I feel sure every cheese maker will have to make a study of it, as much of it as he did the Babcock test. If it ever becomes lawful the dairy school will do all it can to teach makers to standardize properly. It is no small job. The Swiss cheese makers are learning how and again it is no small job, it is very easy to fall down.

MR. NOYES: I would like to ask what is the cheese maker going to do when he makes his cheese from whole milk and it falls under the requirements of the law? We had a case of that kind here a number

of years ago. A certain concern was buying cheese from a certain locality and the fat content of that cheese was falling under and yet those cheese were made from the whole milk as it came from the factory, made early in the year, when the first hot weather hits and the test is the lowest in the year. I believe there is quite a per cent of factories next summer, if we have a hot spell in the latter part of May and first part of June, who will not comply with the law. What are those makers going to do with that cheese.

MR. BRUHN: If standardization is going to be in effect, there is no use standardizing down and give as poor a cheese as the law allows. It will be necessary for you to skim a little of that milk and put the cream in and send the skimmed milk somewhere else than for cheese.

BOARD OF DIRECTORS MEETING

THE CHAIRMAN: We will call a meeting of the Board of Directors at seven o'clock at the Secretary's office tonight.

THE AMERICAN CHEESE EXHIBITS

By W. F. HUBERT, Cheese Judge, Sheboygan

Mr. Chairman: The judge seems to be the last one on the program. I suppose that is because nobody wants to have anything to do with the judge. However, only one can get first prize.

1927 LEADING PRIZE WINNERS—SWEEPSTAKES ON CLASSES 1-2-3-4

No.	Score	Name
101	98.75	P. H. Kasper, Bear Creek, R2
2221	98.00	H. G. Wiskow, Clintonville
186	97.75	H. G. Wiskow, Clintonville
249	97.50	C. H. Schneider, Merrill

Class 1

No.	Score	Name
101	98.75	P. H. Kasper, Bear Creek, R2
186	97.75	H. G. Wiskow, Clintonville
181	97.25	Ed Minniecheske, Clintonville
185	97.00	Fred Stapel, Edgar

Class 2

No.	Score	Name
2221	98.00	H. G. Wiskow, Clintonville
249	97.50	C. H. Schneider, Merrill
260	96.50	Emil Sonnenberg, Cato
261	96.25	Arthur Johns, Luxemburg

Class 3

No.	Score	Name
366	96.25	H. G. Wiskow, Clintonville
334	96.00	Paul C. Kleinschmidt, Merrill, R4
371	95.75	J. F. Kalk, Cleveland
360	95.63	Ben J. Hrabik, Luxemburg

Class 4

No.	Score	Name
404	94.00	M. M. Schaetzi, Edgar R5
412	93.00	A. H. Mandel, Colby
406	92.75	Wm. J. Hemb, Timothy, R1

At the time the judges scored the first cheese they came to I made the remark to Mr. Cannon that we would have to go some to beat it. We took the cheese that had the next high score, Mr. Wiskow, which is one point lower than Mr. Kasper's. That cheese to me had a better texture for immediate consumption than Mr. Kasper's but there was some off flavor. If it had not been for that flavor I believe he would have gotten the highest award. The cheese made by Mr. Kasper is very firm but a little bit dry.

Now, I have a cheese back there I would like to show to you. The cheese had two plugs—been plugged twice when it came up to the judges. Evidently had been done sometime ago and I want to show you what a cheese dealer has to contend with when cheese are promiscuously plugged by the cheese maker and the cheese graders, after they have been parafined. Many a cheese is spoiled in the State of Wisconsin by promiscuous plugging and the cheese dealers are the fellows who pay the fiddler. I am going to perform an operation right here for you. The association is going to pay for this cheese and I believe it is worth your money. See how that mold got way in there. That is what is inside the cheese and the cheese dealer who ships the cheese out has it come back in a short time. It has black and blue streaks all through that cheese. It is worthless. We are dumping it. I think every cheese house, I am not going to say the cheese makers alone, but the branch manager in the cheese houses, should also take care. The cheese grader should take care that this does not occur. This is one of the worst things we are up against. Here is the plug on the other side of that cheese. The mold didn't go in quite as far but it is there. He didn't break the plug off short.

MR. ADERHOLD: I find the cheese has been brought from the factories when it is only a day or so old, and that plug shrinks. That is what does a lot of damage.

MR. DAVIS: We have any number of those right here that even we plug and they shrink. There are two things you can do; you can take a piece of this cheese that you press out of that trier hole and break it up and close up the hole in this way, or you can go ahead and parafine over that opening.

MR. HUBERT: Now, there is one other thing I would like to say and that is this: The cheese out in that room are about as nice as I ever scored. I wish that you boys would go home and make the 364 days that are left in the year just the same kind of cheese you made the day you sent them down here. If you are not going to do that the time is coming and it will come soon, when there will be somebody that is going to put in larger factories in the State of Wisconsin and make that kind of cheese that is back there because we have got to have it in Wisconsin. I thank you.

THE SECRETARY: The National Cheese Institute have adopted some resolutions which they would like to have read and printed in our minutes. The resolutions say among other things, that this organization is flatly and unalterably opposed to any move or practice that may result in the lowering of cheese quality standards and that it is

our judgment that the cheese quality that will find favor with the consuming public is dependent on clean, wholesome milk delivered to a sanitary plant where it is carefully and conscientiously made up into an inviting product containing fat in excess of minimum legal requirements and moisture substantially below the lawful maximum.

Is there any disposition you wish to make of these resolutions? If not, they will be published in the proceedings.

RESOLUTIONS RELATING TO MILK STANDARDIZATION

ADOPTED BY THE NATIONAL CHEESE INSTITUTE

WHEREAS, Wisconsin is the leading cheese producing State in the Union, her factories yielding 75% of the nation's production of American or Cheddar cheese, and

WHEREAS, In excess of three billion pounds of milk are utilized each year in such production, this enormous quantity of milk representing 30% of the entire milk yield of Wisconsin dairy farms, and

WHEREAS, The enviable reputation of Wisconsin cheese has been established on its excellent flavor, texture and nutritional qualities, and

WHEREAS, For a long period of time, it has been the practice of Wisconsin cheese makers to use only whole milk in the production of American or Cheddar cheese, and

WHEREAS, Until recently the Laws of the State have been interpreted as requiring the use of whole milk—"from which nothing has been taken and to which nothing has been added"—in the making of American cheese except that skimmed or partly skimmed cheese might be made up in a certain legally prescribed form properly labeled, and

WHEREAS, The Attorney General of Wisconsin has ruled that under existing law cheese makers may remove a small quantity of fat from milk used in the manufacture of American cheese, provided that the resultant product contains not less than 50% of milk fat in the water-free substance, and

WHEREAS, This ruling may result in the indiscriminate removal of fat from milk used in American cheese making, thereby attaching to Wisconsin cheese the odium of being a "skimmed" or "partly skimmed" product, thus bringing it into disrepute in the minds of the consuming public, to the detriment of the entire cheese industry, and likewise resulting in a practice which will make the product of doubtful legality in many of the States,

Be it resolved, By the Directors of the National Cheese Institute that this organization is flatly and unalterably opposed to any move or practice that may result in the lowering of cheese quality standards; that it is our judgment that cheese quality that will find favor with the consuming public is dependent on clean, wholesome

milk delivered to a sanitary plant where it is carefully and conscientiously made up into an inviting product containing fat in excess of minimum legal requirements and moisture substantially below the lawful maximum, and

Be it further resolved, That the National Cheese Institute stresses the need of higher rather than lower cheese quality standards and that it pledges itself to take any steps that may be feasible in support of this position. The Institute recognizes the fundamental position that cheese making occupies in Wisconsin's dairy industry and it emphasizes the fact that the position of the cheese industry can be sound only if the consuming public places the stamp of its approval on a well-made, wholesome, inviting, high quality product.

MR. W. R. PATTERSON,

MR. H. G. DAVIS,

MR. FRANK R. PENTLARGE,

Members of Resolutions Committee,
National Cheese Institute.

FOREIGN TYPE CHEESE SESSION

FRIDAY, DECEMBER 16TH, 1927, 10:30 A. M.

J. GEMPELER, JR., Chairman, Monroe

THE CHAIRMAN: The first thing on the program this morning is Results on Clarification. Now, we will take that as an entire subject, clarification, standardizing and the Bulgarian starter. In other words, let's discuss the new methods in making Swiss cheese which include the different items.

Now, will anyone volunteer without being called on to give their experiences? Mr. Alplanalp, will you give us your experiences?

MR. ALPLANALP: Mr. Chairman, I am not prepared to say anything or to start a discussion. Ask some questions, may be we can answer them.

THE CHAIRMAN: Well, you suggest some questions; what would you like to hear?

MR. SAMMIS: Mr. Chairman, I came up here particularly this morning because I wanted to hear what you people had to say. I am interested in this subject and I would like to ask Mr. Alplanalp how long he has been clarifying.

MR. ALPLANALP: I was clarifying for the last four years.

MR. SAMMIS: Will you tell us what your impression is about the thing. Are you sure that it is helpful. How can you tell? Prove to us why you think it is better.

MR. ALPLANALP: Why, we all know that. It seems we can't get a decent Swiss cheese any more without clarification. We have tried it, there are some factories that used to make as good a cheese as any but now a days you can't make a good cheese without clarifying. Well, when a person sees what we take out of the milk through clarification the proof is right there for it. There are a good many that don't see that. If anybody would see it they pretty near would think the milk wasn't fit to drink.

A MEMBER: Is there any difference in the result of your clarifying milk delivered once a day?

MR. ALPLANALP: If the milk is taken care of, once a day is all right or if it is delivered twice a day, the milk should be properly cooled and another thing the milk should not be too cool.

MR. SAMMIS: Mr. Kremer wanted to know whether you would recommend clarification for a factory that gets milk twice a day? Do they need it as much as the one that gets it once a day?

MR. ALPLANALP: Well, we have to prove that.

MR. SAMMIS: You think the factory that gets milk twice a day ought to clarify it the same as the factory that gets it once a day?

MR. ALPLANALP: Yes.

MR. SAMMIS: What about this foam, how do you take the best care of it to get the least foam?

MR. ALPLANALP: Well, I think there is only one machine gets you the best results and you find we run it to 17 or 18 degrees, Reaumur, the foam don't bother us so much. We always get some foam but if we give it a little time the foam settles down.

MR. SAMMIS: If the foam thickens with rennet and it breaks up, that would be something like stirring the kettle too long.

MR. ALPLANALP: There is a light curd. Probably the milk don't get thick right away, but if you give it a little time, the foam works into the milk, in ten minutes time, and it always disappears.

THE CHAIRMAN: Do you put the foam into the milk?

MR. ALPLANALP: We wait eight or ten minutes.

MR. SAMMIS: What is the best temperature?

MR. ALPLANALP: I think running it to about 18 or 19, R.

A MEMBER: Do you get your milk cooled from the farmer or do you cool it yourself?

MR. ALPLANALP: We get it cooled.

THE CHAIRMAN: A new thing that has come up here in the last year at the different factories is the cheese maker's trying to cool his own milk in the factory and taking it away from the farmer. I wonder how the results are; is there anybody here that does that?

Personally I always felt that wasn't the right way.

MR. ALPLANALP: I think the farmers cooling it would be the best way.

THE CHAIRMAN: Is there any one here that is cooling the milk at the factory?

MR. WUETRICH: I am taking the milk in twice a day and I am cooling the milk myself in a vat. I have got a big vat that holds about six thousand pounds and the water runs right through from the start and that milk is cooled down in about half an hour to about 55, 60 and stays there until morning. We had better luck this way in the last couple of years than with milk delivered just once a day.

THE CHAIRMAN: Your farmers cool the milk though at the farm?

MR. WUETRICH: Oh yes, they got to cool it at the farm. They got it fixed with the well, but I cool it down as low as I want, 55 and 60, and it stays there until the morning. I never had a bit of milk that went wrong.

THE CHAIRMAN: I noticed last summer at the factories there is no milk cooling at the farm and the milk is delivered at the cheese factory and he cools it at the factory before he clarifies it. I would like to hear from someone who has been doing that in the last six or seven months and see what the results are.

MR. SAMMIS: How many of your factories have tin coolers that the milk runs over with cold water inside? How many of you put the cans in the cold water?

MR. KRUCKER: Mr. Chairman, we take in the milk at night from the farmers and we cool it and we have very much success with it.

MR. SAMMIS: Do you use a tin cooler?

MR. KRUCKER: No, they got the regular coolers, corrugated.

THE CHAIRMAN: The farmers don't cool the milk at the farm?

MR. KRUCKER: No, they don't.

THE CHAIRMAN: This is very interesting, and this gentleman that just spoke, he got the first premium on the block cheese at this convention, Mr. Geissbuhler, and he is using this method, is doing it different than it has been done. The farmer don't cool the milk at night or don't cool any milk on the farm but he takes in the night's milk and the maker cools it himself at the factory and he keeps it until the morning. Then he mixes it with the cooled morning milk and he makes a cheese out of it and I know from visiting all the factories down there that he has had excellent quality, this last summer and not only that, he comes down here and gets the first prize on clarified block. It speaks very well of the new method. The opposition in that country seems to be on the part of the farmers not wanting to make the investment in coolers and some of the cheese makers down there have been using their heads and trying to get around that opposition by trying something different and that is very interesting to bring out at this time. Are there any others here?

MR. KRUCKER: There are four or five doing that and the way they tell me, they take in the milk at night from the farmers and cool it themselves. You know, the farmers don't want to do the same job every night and may be this farmer don't do it right.

THE CHAIRMAN: Mr. Miller, you cool your milk in the factory, don't you?

MR. MILLER: No, the farmers have to cool it. I have got a tank and I cool it too.

THE CHAIRMAN: Yes, but you make cheese only once a day though?

MR. MILLER: Yes.

THE CHAIRMAN: Do you cool your morning's milk?

MR. MILLER: The farmer cools it.

THE CHAIRMAN: Then you clarify both morning and night milk? You clarify both morning and night and make only once a day, Miller?

MR. MILLER: Yes, I clarify at night, and in the morning.

THE CHAIRMAN: Mr. Clauser, which way do you handle that?

MR. GLAUSER: When I make cheese once a day, I take the milk once a day. The farmers cool it at home and they keep the night's milk until the next morning and I make once a day. Only last summer I made cheese twice a day. No, I haven't got any experience from this taking in milk nights and keep it over night myself because the farmers keep it at home when they haul once a day and cool it at home. I haven't had much trouble about getting poorly cooled milk. It was pretty good for me.

THE CHAIRMAN: You have an unusually good set of farmers at your place.

MR. GLAUSER: I have some exceptions too; most of them I must say are pretty good but like in any other factories there is always one or two that are not so good.

THE CHAIRMAN: Is there any other angle of this new method you want to discuss? Anybody got anything to say?

MR. ALPLANALP: Mr. Chairman, there are probably only five or six that do their own cooling. I don't think there is more than five or six. You probably know what those factories do. They do their own cooling. I know one factory, I saw the cheese maker personally and he says he can't do anything, the farmers didn't cool the milk and he has pretty good luck, now. Then I heard from some other factories, they are doing the same thing and they don't have the results they should have. So I think cooling the milk should be done right away at the farm.

THE CHAIRMAN: Personally, that is the way I feel about it and I have heard the same reports you have, and generally speaking where

the cheese maker does his cooling at the factory, it hasn't been satisfactory. Mr. Rohr, you have been buying cheese there; do you know how the cheese turned out?

MR. ROHR: Well, we have some that had pretty fair luck but there is no factory in the neighborhood here where the farmers don't cool, and the cheese maker has got a good outfit there but he didn't have no success. The fellow made the most number two. It was too ripe or sour.

MR. MARTY: Mr. Chairman, I would like to ask Mr. Rohr a question, whether he knows if the farmers are cooling the milk at night down by South Wayne?

MR. ROHR: They don't cool them.

MR. MARTY: I would like to have you tell the people the results of your grading there. The farmers are not cooling.

MR. ROHR: Well, it runs 40 per cent fancy, very few number two.

MR. MARTY: I wish to tell the rest of them here that the McKnight factory was one of the factories (as the Swiss says before he hired out there) where they figured when they hired out to the McKnight factory, that is the last chance they have to hire out and after that they have to get some other kind of a job. They couldn't make a piece of cheese there for years and years, you know, and they kept getting worse right along. In come these Salter Brothers, I think their name is, and they started this once a day idea and cooling the milk. Now, I am sorry, I was there myself but I have forgot, I made some three hundred factories last summer around there, visiting them but I forget whether that particular one cooled the milk at the farm or at the factory, but the result was, I was so impressed, that is the reason I called on Mr. Rohr first. I think that Mr. Rohr just left the factory when I got there and he got through drawing out the last of the cheese. If I was rightly informed, these boys called me and it was pretty hard getting a job down there and they had to take a shot at the McKnight factory. They hired out and they thought they would try this new idea and they weren't any better makers than anybody else and in fact, they said they weren't even as careful as they were at the other factory. It seems as though they could go right on and make that cheese. It seems, the curd would dry quicker and the result was (he told me at that time) nearly half fancy and there was only three loaves number two. I have seen a lot of cheese that used to go out on our grading as a number one, that wasn't anywhere near as nice as these particular number two were. They were real nice number two and there was a time when I took them for number ones, and you admit yourself a whole lot of you took cheese like that for number one. Of course, as the market goes now, you can't take them, but it simply shows there must be something there, or that factory wouldn't have switched from one year over. They got the records there and it would show that the cooling of the milk in the Swiss cheese is very essential.

THE CHAIRMAN: The dealers who are here will bear me out in this statement, that that particular factory didn't even make a good grinding up to this year; that you always bought that stuff even under the grinder price which is the lowest price, and to think you could turn that factory over from the lowest to one of the best, it is sure remarkable what this system will do, if it is handled properly. The farmers didn't give them any co-operation at all, because they said they had so many makers there, who came there with big promises and fell down, and the cheese makers would have to show them that they could do better, but I think now that the farmers are cooling their milk.

MR. GLAUSER: Mr. Chairman, I think they stopped cooling the first of July and cooled it themselves. They never had any cooling,

they just put it in the kettles and left it there and the forepart of July they sold it so that the farmers cool it themselves, now.

THE CHAIRMAN: Mr. Koenig, how do you handle it?

MR. KOENIG: Once a day, take the milk in once a day and then the farmers cool it off.

THE CHAIRMAN: They cool it at night and in the morning too?

MR. KOENIG: Yes, in the morning too, and then they haul it and I clarify it.

THE CHAIRMAN: Mr. Koenig brings up a good point and that is on dead holes. He brings up the point that may be the dead holes are caused by milk not being cooled on the farm. What do you think about the dead holes?

MR. FRANK BRANDT: I don't know. I make twice a day and those farmers do the cooling. I would sooner have the farmers doing it.

THE CHAIRMAN: You think it works better that way?

MR. BRANDT: Yes, if they have a good milk house. If they bring the milk warm and some come early and some come late, the milk sometimes gets spoiled.

THE CHAIRMAN: Some of you fellows have been able to overcome dead holes. I can't point to any particular one here. You have had a lot of them and then you were able to overcome it. I don't know which one it is here.

MR. SAMMIS: Mr. Chairman, there is always two sides to every question and I would like to hear the other side, if anybody will talk about it. Is there anybody that thinks it isn't worth while to cool milk? May be there is somebody here that can make just as good cheese without any milk cooling at all. If there is, I would like to hear him say so. Is every single maker here having the farmer cool the milk? I wish you would tell us about that, anybody that knows.

MR. ALEX ALPLANALP: Mr. Chairman, when we make twice a day, the cooling is just to get away from the foam. I believe the milk that isn't cooled won't work out so good. The milk that isn't cooled won't work out right. I know the first year the farmers weren't equipped to cool the milk.

MR. SAMMIS: As I understand it, you cool the milk to reduce the foam in clarifying it. Now, do your farmers cool the milk?

MR. ALPLANALP: Yes.

THE CHAIRMAN: Has anyone else anything?

MR. ALPLANALP: If the grinder price is a good price, and if a good cheese brings a good price, it will pay for everybody to cool it. If the price is only two or three cents difference from the best, it won't pay.

THE CHAIRMAN: Has anybody else anything to offer on this?

MR. MARTY: Mr. Chairman, I think the best way is general observation. Where this cooling method has been in force down there, even once a day it had proven that in the manufacture of Swiss cheese down there, that those fellows down there all get a nice run of Swiss cheese, and that would go to show that in general the study of milk is not far enough advanced by the best of the Swiss cheese or the requirements of the Swiss cheese, and I believe in the foreign countries in Switzerland the night milk is set over and ripened. After ripening of the night milk they divide into their different kettles and I think the sooner we come to that in this country here the better off we are. Of course, it will necessitate proper equipment and so forth for properly cooling the night's milk.

Mr. Chairman, there is one thing before we go on further that I for many years have been wanting to bring up, whether Swiss cheese or American cheese or Brick cheese, or anything, but above all I would like to put on a special emphasis on this particular point. I bumped against that cheese in the east, in the northwest, in the south and I dare say that if I was to judge that cheese over in Finland, or

somewhere in Russia, I would bet all that I have got, I could tell you whose cheese it was. It wouldn't have to be shown to me or anything else, I would tell you exactly that that cheese belonged to Oswald Schneider, of Appleton. We have him here in the audience and you see he is again here with a 99 score and I believe in fairness to the brick makers here we want to ask Mr. Schneider to get up before the audience here and tell them how he makes that brick cheese.

HOW I MAKE BRICK CHEESE

By OSWALD SCHNEIDER, Appleton

MR. CHAIRMAN: The main thing I can say is to cool the milk right away. I tried already making once a day. Some hot weather came and I had a couple of days cooled and I try to bring the milk twice a day for a couple days, to get it cooled. Well, I made a couple days twice a day and then once a day. It got worse. So I quit again and make them cool the milk as good as they can. The cheese was all right and the milk was a little cooler. Of course, if a man has got a big factory he can never depend on all the farmers. May be one is off one day and may be another on another day and sometimes they put it in water and let it stay without stirring up. The trouble is they set it in water and don't stir it up, that is the worst. If you set it in the water and the can is full, the milk cools off on the outside and the heat stays in the middle. The milk keeps the animal heat for a long time. You can't tell much when the milk comes in but after it gets warmed up it smells.

DISCUSSION

THE CHAIRMAN: Was this brick you had here made out of milk delivered twice a day or once a day?

MR. SCHNEIDER: No, for the last twenty years I make once a day except what I told you, one summer just over the fourth of July it was such a hot weather and then I told them to bring it twice for a couple days and the cheese was worse then. I think if the evening's milk is cooled right away, that they make better cheese than if you got all fresh milk.

THE CHAIRMAN: When was this brick made that you had here?

MR. SCHNEIDER: This was October milk, about the middle.

MR. MARTY: Mr. Schneider, do you use a vat?

MR. SCHNEIDER: Yes.

MR. MARTY: Do you cut your curd fine?

MR. SCHNEIDER: Yes, fine.

MR. MARTY: What temperature do you employ on your brick cheese?

MR. SCHNEIDER: Why, in summer time about 112, 114.

A MEMBER: Mr. Chairman, I want to ask Mr. Schneider, what percentage of butter fat have you in that milk?

MR. SCHNEIDER: I have got one farmer, he has got pretty near all Guernseys.

A MEMBER: What is the average test of this particular milk?

MR. SCHNEIDER: The average is around about four per cent What I had here that is may be a little over.

A MEMBER: That is an argument I had here a year ago, I asked the question directly of a gentleman here and I advocated it for sometime in Dodge County. We have a milk that ranges from 2.8 to 3.3 at the very best. I have made cheese for twenty odd years myself and I have known the time when I had just such milk as you speak of and I do know also that I can make a very fine cheese in a four per cent milk better than I can in a three per cent milk, and if I take it out of the cellar three months afterwards, I have a finer cheese than if I make a cheese out of a three per cent milk, and I can keep it a year, if I could keep it that long.

A MEMBER: Do you use a whey starter?

MR. SCHNEIDER: I didn't use no starter.

A MEMBER: What kind of rennet do you use?

MR. SCHNEIDER: Marschall. I had some Hansen's too.

MR. SAMMIS: He wanted to know if you made your rennet yourself?

MR. SCHNEIDER: I did before.

MR. SAMMIS: But you don't any more?

MR. SCHNEIDER: No.

A MEMBER: Where this cheese was made, about how much milk did you have at that time in your factory a day?

MR. SCHNEIDER: This was about 800 pounds at that time.

MR. SAMMIS: Mr. Schneider, you said you have the milk from three farms?

MR. SCHNEIDER: Yes.

MR. SAMMIS: Mr. Schneider has about 16 cows and his neighbors have four or five times as many, so that most of the milk comes from the neighbors.

MR. SCHNEIDER: One of the patrons, we never have to look at his milk, he is all right. He has only got four or five Holstein cows and the rest are Guernseys. Last fall they got pretty low test.

MR. SAMMIS: We have been trying to get you down here for two or three years to tell us about this. Now we have got you here.

MR. KRUCKER: I didn't understand you about cooling the milk. Did you say you don't believe in stirring the milk and put it just in water?

MR. SCHNEIDER: Stir it. If you put the milk in water the outside cools off and the middle stays warm, unless you stir.

MR. ALPLANALP: Mr. Chairman, I think that was a very good question that this gentleman over here brought up; he asked Mr. Schneider about how much milk he had. That shows us that a cheese maker can keep the small bunch of farmers, the better he can keep them under control. If we have two or three farmers, we can easily get around and visit the places and see how they take care of everything. It is a different thing if we have to go 20 or 30 different places and cheese made in a factory of that kind can't compete with Mr. Schneider's place.

MR. MARTY: Mr. Chairman, it just goes to show that Mr. Schneider has got the real raw material to make his cheese with. It was shown that he has considerable butter fat. That goes to show that butter fat won't hurt brick cheese, if he has Guernsey milk. It also goes to show that he seemingly has an absolute control of his milk and that that milk is thoroughly taken care of. Now, that is in a small way. The thing then for us to do if we want to get results that Mr. Schneider has is to get good milk. I am only sorry that we haven't got one of Mr. Schneider's cheese here so that we could cut it in two, because here is a cheese that is absolutely in a class by itself. We can see no cheese like it unless we look at that particular cheese and if you ever saw it once, and if you were to run against it you would say that looks just like Schneider's brick cheese. His cheese is clean to the rind. It is like a piece of wax, it is pliable and

yet it has a body. Instead of having mechanical defects and manufacturing faults which in some cases you find in a large factory, you see those openings, seven or eight holes in there indicating that uniform cook, and his cheese is just like a piece of wax. You turn this side here, and there looks at you a little bit of a hole, I would say about the size of that, if anybody can see it, that O in that score here, just about that size. No bigger, no smaller. You turn that plug over and you find another one there and it is just as light as can be and that is all you find in that cheese. It shows there is absolutely no other fermentation developed in there or organisms developed in his milk and there was proper cooling of that milk and there was no bacteria in there which he says, comes back to the same principle of Mr. Kasper, who says he hasn't used starter in the manufacture of cheese. But he forgot to make his point strong enough yesterday to let the people know that instead of using a starter he was getting the milk from his farmers, and I think the whole secret of Mr. Schneider is not the way he makes that cheese but the way he prepares the raw material for that cheese and I think that is a point we ought to get busy on.

A MEMBER: Mr. Schneider, I don't want to make this a personal question; you make some wonderful cheese. Do you get a premium on your brick cheese?

MR. SCHNEIDER: For every pound I sold I had 28 cents.

A MEMBER: Mr. Schneider, you no doubt had offers from dealers, wholesale grocers who have read about your wonderful success in exhibiting your brick. Have any ever offered you any premiums over and above the price that you have gotten?

MR. SCHNEIDER: Sure, they offered me two cents above.

A MEMBER: That wouldn't be enough. If you had a factory where the farmers furnish you with eight, or ten thousand pounds a day, that would take an extra man to see that all this milk was cooled if you were in such a territory that you dare to do that. Then a cheese of that kind would be worth four and five cents more and the people would be very glad to pay it also.

MR. MARTY: I saw one particular man every night this last summer after he put in a hard day's work and he probably came home at nine or half past nine. That man is his own inspector. He goes out among his thirty farmers and he makes a regular routine inspection and whenever he finds that any one of the farmers hasn't got the milk clean, the cooling system clean and sanitary, he tells him to keep that milk at home until he comes and finds the milk in a decent shape, and then he will let him know whether he can haul milk again. That man is in line for further inspection, and he has got a list of patrons waiting to haul milk to his cheese factory. He happens to be in a town where there are two more cheese factories in the same town and a milk condensery in the same town and then another factory that takes raw milk again. That is all the competition he has. He has only got two cheese factories in that town and one is a grinder and a buyer of raw milk and Borden's Condensed milk plant and here he has got a waiting list. That boy there has got the waiting list and got the gumption to go out and tell the farmers you can haul again when I find the conditions are better, and that is Mr. Alplanalp of Monroe there, and he has got a world of competition in his own town.

MR. ALPLANALP: Mr. Chairman, Mr. Marty is making that very strong.

THE CHAIRMAN: This is getting very interesting, I think at this time it would be proper to call on Mr. Kramer who will talk on the results of the brick holding order.

RESULTS OF THE BRICK CHEESE HOLDING ORDER

By W. J. KRAMER, Dept. of Markets Madison

Members of the Wisconsin Cheese Makers' Convention: The subject assigned to me is that of explaining the results obtained from Order No. 27 issued by the Department of Markets and known as the brick cheese holding order.

This order has been in effect the past ten and a half months. Dealers and operators see improvement derived from the order to the industry, as shown from the replies received from these men to a questionnaire sent out from the Department. Eighteen questionnaires were sent out and eighteen replies were received.

The first question was—"Is the fourteen day holding order beneficial to the brick cheese industry? Yes or No"—Ten answered yes. Six answered yes with changes. One answered, "The fourteen day holding order is to some benefit, the correct answers to your question should come from wholesalers, retailers and consumers. As to net returns to milk producers absolutely no benefit". Another answer was no.

The foreign type cheese dealers' association, which is composed of eight reliable dealers in foreign cheese, show their support for the order in an article recently published in the local papers in their district which reads as follows: "Urgently requests all factory men and cheese makers to comply strictly to the order which was issued last winter, namely, not to ship any brick cheese to any of the undersigned firms unless it is fourteen days old and has been well taken care of during that time". Signed by a list of the names of the dealers.

Granting that the placing of a lower quality brick cheese on the market would automatically bring a lower price, we can infer that judging by the high price received for brick cheese during the period the order has been in effect, it did not lower the quality.

Difficulties encountered in the enforcement of the order are, the human weakness enters for individual financial gains on rising market, there is no incentive to violate the order; on dropping market the old policy, which should be condemned, is still practiced to some extent and that is to market every available pound of cheese which is fit and some that is not. This practice makes a bad market condition worse and requires a longer time for the market to become stabilized. This practice can be favorably compared with throwing a drowning man an anchor. The holding order has been very favorably complied with. In many instances makers have stated that the order is being violated by their neighboring factory and upon investigation the factoryman states that he is complying with the order and in turn accuses some other cheese maker of violating the order.

Muenster No. 1

The aforesaid questionnaire which was sent out from the department contained two additional questions appertaining to what is called "Muenster Cheese". The reason which sponsored these questions was due to the fact that this type of cheese has increased so rapidly in manufacture in Wisconsin during the last few years that it now requires consideration by dealers and operators relative to its classification.

The summary of the answer to these questions is as follows: Question No. 1, Should there be regulations on cheese known as Muenster Cheese?

- 18 replies were received to this question.
- 14 answered "Yes".
- 1 answered "No".
- 2 reply indefinite.
- 1 reply was Muenster not manufactured in that particular section.

Muenster No. 2

The second question—If there is need for regulation, what would you recommend? The summary of the replies are as follows:

- 10 replied same regulations as for brick cheese.
- 3 modified brick cheese regulations.
- 1 replied no Muenster manufactured in that particular section.
- 1 reply Muenster cheese manufacturers who are making a high moisture cheese soon learn to their sorrow that this is very inferior in quality. Market demands regulated Muenster cheese, therefore needs no regulation from your department.
- 1 moisture limit only.
- 1 if moisture law is wanted it should not be below 45%.
- 1 no.

Muenster No. 3

In view of the interest shown by dealers and operators in Muenster cheese, I attempted to find what the authors of different dairy publications described as Muenster cheese. I found the following definitions.

It is obvious from these definitions that the cheese which is described by them is a softer cheese than brick and evidently not as soft as Limburger cheese or in other words cheese between a Limburger and a Brick as to texture and flavor. I believe if any regulations are made on this cheese, these definitions will require consideration.

AUTHORITIES ON THE DEFINITION OF MÜNSTER CHEESE**1. Quoted from "The Book of Cheese" by Thom and Fisk:**

"Munster cheese originated in Germany near the city whose name it bears. There is a limited demand for this variety in America; therefore it is not extensively made. It is usually manufactured from whole milk in a Limburger or Brick cheese factory. The process of manufacture is between that of these two varieties in temperatures used, firmness of curd and amount of moisture in the curd and cheese. The process is probably more like that of Limburger. The curd is firmed more in the whey than for Limburger, and more acid is developed. The cheeses are pressed or drained in round forms 7 inches in diameter and 6 inches high. The hoops are lined with cloth to prevent the loss of curd particles while draining. When the cheeses are sufficiently drained, until they are firm enough to hold their shape, the cloths are removed. The cheese is salted by rubbing dry salt on the surface or soaking the cheese in brine. The product is handled in the curing room very much the same as Limburger or Brick cheese. When sufficiently ripe, each cheese is wrapped in parchment paper and placed in a separate wooden box. This cheese, when cured, has a characteristic flavor which is between that of Limburger and Brick. The body is more or less open. The essential factor in the manufacture of Munster cheese is clean milk. Bad fermentations, such as produce gas and bad flavors, seriously interfere with the manufacture and sale of the product. The cheese is usually made in the late fall and winter, when it is difficult to manufacture Limburger."

**2. Quoted from "Cheese Making" by Decker and Sammis:
Munster Cheese**

"The curd is made in the same way as for brick, but the cheese forms are round, made of sheet metal and perforated. The cheese after draining in the hoops are salted like brick cheese, but must be kept on one of the flat ends, and wooden blocks are often used between the cheese on the salting table to keep them in the proper shape, while developing a rind."

3. Quoted from U. S. Department of Agriculture Bulletin No. 105 entitled "Varieties of Cheese."

Munster is a rennet cheese made from unskimmed cow's milk in the western part of Germany, near the Vosges Mountains, and named from the city of Munster, near which it is made. Similar cheese made in the neighboring portion of France is called Gerome, and Munster cheese made near Colmar and Strassburg is sometimes given the names of these two cities. The milk is set at about 90° F. with sufficient rennet to coagulate it in thirty minutes. The curd is then broken up and allowed to stand for thirty to forty-five minutes without stirring, when it is dipped with a sieve which holds back the small particles of curd and gives a slight pressure to the curd. After removing the whey the curd is scooped into forms or hoops and caraway or anise seed is usually added. The hoops are made in two parts, the lower of which is 4 inches high and 7 inches in diameter with holes in the bottom for draining, and the upper of which is of the same dimensions. The whole resembles an ordinary cheese hoop with bandages. The hoop is lined with cheese cloth. After the curd has been in the hoop for twelve hours the upper part of the hoop can be removed. The cheese is turned and the cloth removed. The cheese

is now put in the upper portion of the hoop and turned frequently for four to six days. The temperature is held in the meanwhile at 68°. After salt has been rubbed on the surface daily for three days the cheese is taken to the cellar, which has a temperature of 51° to 55°, where it is allowed to ripen for two to three months. The cheese sells for about 15 cents a pound when ripe.

DISCUSSION

MR. HORN: I just want to support Mr. Kramer. The facts stated are correct. I don't know whether they are beneficial but I don't think it has done us any damage. I handled several brick cheese. It is true that in dollars and cents it hasn't returned to the producer. I say there is a possibility we lost a quarter of a pound on it. It no doubt has worked a hardship on some of the cheese makers but they are gradually adjusting themselves to it. There are a few slackers no matter how many orders you get or you might want to issue.

As far as Mr. Kramer's statement here that cream or Muenster cheese has taken the place of uncured brick, that is true to quite an extent. We found that. There are certain people that demand a young cheese curd and we want to give it to them and we are going to give it to them regardless of any ruling. I believe that is a right that the producer or manufacturer should have and always has had in any line, if he has a consumer that demands a certain style of goods, furnish them with those goods. So the Muenster trade has somewhat developed in this last year more so than in other years, just on account of the holding order but it isn't to such an extent that it is going to do any harm to a brick maker. There have been very few instances where Muenster has been made very often but they soon learn that they can't get away with that kind of stuff.

THE CHAIRMAN: Don't you believe that the decrease in the demand for brick cheese has anything to do with the way the brick has been put on the market in the last four or five years?

MR. HORN: I do not. I made the statement to the gentleman here before that we haven't the butter fat in our cheese today that we had ten years ago. We can't make the cheese simply because we haven't the butter fat. I have experimented and I have made cheese out of four per cent milk and I have gotten a very fine cheese that any man would relish but you can't make a cheese out of three per cent and put it on the average table.

MR. MARTY: I just wish to say that I think Mr. Horn here touched upon a very important point. When we look back, you all recall what brick cheese used to be. All we got to do is put before us what brick cheese is today and I am sure that I used to be a lover of brick cheese and I could eat it and get away with it but this sole leather brick cheese that we are put up against today I cannot eat. And I want to tell you that we have got brick cheese down there on exhibition, there is no question in my mind but what the maker done all that was in his power and he done the best but I want to tell you when you come right down to the kind of brick cheese, that cheese is in the wrong mould down there on exhibition. It is not brick cheese any more. It is tough leathery and I don't know how long it would take to break it down and in the shape it is in today I can readily see if a man brings a piece of that home and brings it to his family that they are going to hesitate and I think our choice will be something else when they go and buy cheese the next time. I don't know whether our methods should be changed or something should be changed to meet the composition of our milk today and I think this great big call for standardization has been before the people and men here disregard it and I want to tell you right now for the time being, the less we hear of it the better we are.

Now then here is the point I want to bring out that I believe a lot of standardization has been done among the cheese makers and I find this, that in our average cheese sections, I think we have been doing a considerable amount of standardization.

THE CHAIRMAN: Is it necessary to incorporate moisture in brick cheese to get a better cheese?

MR. MICHELS: Mr. Chairman, there is one point I would like to clear up here as to how this 14 day holding order originated. Somebody suggested it was politics; somebody else thinks it is something else, just to add insult to injury. This law was brought about in this way; Several delegates came to Madison with this one thing in their mind, that the brick cheese was too tough and leathery as Mr. Marty has explained it and they were told then by somebody that the moisture was to blame. That was the first delegation that came. I think there were eight or nine of them in that delegation in our office and they finally met with the dairy department and went down to the college and met with the college men and later on came back to our office again and they said they thought they were on the wrong track and that possibly was just the holding order that was needed. I went to work and showed them I had a lot of records dating back to the time before we had any moisture law in brick cheese or any other cheese for that matter. I went through hundreds of samples I tested and when the average score reached about 42 per cent it fell down between three and four points on the score. The people that scored didn't want to bother at that time and yet the very highest of brick cheese always fell to below that, around about 40 per cent. And putting that before these people they finally came with a larger crowd and finally resulted in several meetings where this was brought to a head and resulting in the holding order. I thought they were going too far when they demanded the 30 day holding order and some averaged up things and thought that a 14 day holding order was long enough at the start. That is how it came about.

THE CHAIRMAN: Any further discussion on this? I know from a standpoint of dealing in brick cheese we are having less and less demand for it every year. Now, whether it is due to the kind of brick we are making today or what it is, I don't know.

MR. MARTY: Mr. Chairman, anybody that knows anything about brick cheese must certainly know that 14 day holding order isn't going to do you any harm nor will it trouble you. What more do you want, and what less do you want for cheese.

THE CHAIRMAN: Is there any further discussion on that?

MR. MARTY: On Cheese Exhibits. Now, it isn't young cheese or old cheese or anything else, but there is in this year's exhibit a very pronounced peculiar flavor I don't know what it is. I went over the score cards. It is so pronounced that there is a peculiar flavor. What it is I am unable to tell you but it is a flavor in there, it almost tastes like carbolic acid, kind of a medicine flavor. It is sickening. I almost got sick down there and I had to quit.

Now, that is one point I want to bring out. Now, there is something back of that peculiar flavor. It is an acid and fermentation that throws up and it has a taste like carbolic acid. There is something wrong and it is just like a medicine—ammonia.

The next is, we always try to get a good price. I personally went around to get a good price for the exhibits but I am not going to step on anybody's toes here but I want to bring out this good point, the law on exhibits says, I think off handed, am I right, 20 pounds. Now then, that was put down as low as possible. You might get about four to five brick cheese. The reason for five brick cheese was, we only touch one and I always take the point not to take the one from the end but somewhere from the middle. The reason that was done, it was soon found in experience we had to sell that cheese again.

Well, we tell them we only plugged that one and were as lenient as possible. But now the thing has come down to this that my attention was called on the part of the officers of the organization, we had one box of cheese and it was presented there and I said to Alex, My God, we are getting down to two cheese and Alex says no that is too many, we are getting down to one. And consequently that is the point I want to bring out. Send four or five cheese and send down your limburger in a nice box. It makes a nice display. There are thousands of people who come in here who are not members of the Cheese Makers' Association. These people come up here and make the rounds. The makers this year got an exceptionally good price for their cheese.

1926 LEADING PRIZE WINNERS

SWEEPSTAKES—Classes 1-2-3-4

No.	Name	Score
First	Edw. F. Winter, Gillett.....	98.50
Second	Arthur Johns, Luxemburg.....	98.25
Third	Ed. Minniescheske, Clintonville.....	98.00

Class 1 Made before September 1st 1926

First	Edwin F. Winter, Gillett.....	98.50
Second	Ed. Minniescheske, Clintonville.....	98.00
Third	A. J. Schmidt, Sheboygan Falls.....	97.87
Fourth	H. G. Wiskow, Clintonville.....	97.62

Class 2—Made during September and October

First	Arthur Johns, Luxemburg.....	98.25
Second	Emil Sonnenburg, Cato.....	97.75
Third	A. F. Schwartz, Clintonville.....	97.37

Class 3—Made after November 1st

First	Fred Stapel, Edgar.....	97.50
Second	Ed. Minniescheske, Clintonville.....	96.50
Third	A. F. Schwartz, Clintonville.....	96.25

Class 4—Colby Type Cheese

First	M. M. Schaetzi, Edgar.....	95.00
Second	H. F. Gripenotrog, Unity.....	94.00
Third	M. F. Lawrie, Dorchester.....	93.50

Class 5—Drum Swiss

First	Otto Badertscher, Rice Lake.....	96.00
Second	Leo Von Moos, Argyle.....	95.75
Third	Eugene Wirz, Darlington.....	95.50

Class 6—Block Swiss

First	John Anderegg, Juda.....	98.00
Second	Fritz Loehr, Argyle.....	94.00
Third	Albert Ryser, Argyle.....	93.50

Class 7—Limburger

First	Martin Kammer, Basco.....	97.37
Second	John Minnig, Monticello.....	96.50
Third	Paul Wyssbrod, Belleville.....	96.00

Class 8—Brick

First	Oswald Schneider, Appleton.....	97.50
Second	Walter Feutz, Neosho.....	96.50
Third	Otto J. Schaller, Blue Mounds.....	96.00
Fourth	Sam Schober, Mt. Horeb.....	95.75

1926 CONVENTION LIST OF EXHIBITORS, SCORES AND PAYMENTS

CLASS 1. AMERICAN CHEESE ANY STYLE, MADE BEFORE SEPTEMBER 1, 1926

	Prizes	Score	Check
101 Oscar Krause, Polar.....	532	96.75	8.69
102 Martin Kubitz, Edgar.....	540, 802	96.50	7.32
103 Fred Stapel, Edgar.....		95.25	4.79
104 Gust E. Strassburg, Randolph.....		91.25	3.33
105 E. H. Peters, Sugar Bush.....		95.25	5.79
106 J. P. Zehren, Coleman.....		95.25	4.79
107 P. H. Kasper, Bear Creek.....	736	95.87	10.40
108 Otto E. Luther, Marshfield.....	802	95.50	5.41
109 John Bai, Alma.....	511	87.00	4.59
110 W. E. Breseman, Marshfield.....	257-571	96.00	17.86
111 H. W. La Butzke, Marshfield.....	1/2-573	91.50	4.94
112 C. H. Schneider, Merrill, R. 8.....	580	95.00	9.33
113 Hy. J. Possley, New Holstein.....	380, 392, 393	87.00	17.10
114 M. H. Lee, Hillsdale.....		91.50	3.44
115 Raymond A. Larsen, Shawano, R. 1.....	268D, 562, 797, 800	96.75	20.43
116 Robert C. Jones, Two Rivers.....	242, 536, 609, 224	97.25	26.42
117 Joseph Koenig, Two Rivers.....		94.00	4.51
118 A. F. Schwartz, Clintonville.....		95.50	4.90
119 Emil Abegglen, Eldorado.....	708	89.50	3.36
120 Aug. Brandt, Kewaunee, R. 6.....		91.00	2.71
121 Walter Reisner, Bonduel.....		93.50	4.30
122 A. C. Magadanz, New London.....		95.00	7.58
123 L. B. Kohlmann, St. Cloud.....	348	93.75	7.40
124 Earl B. Whiting, Gillett.....		94.25	5.36
125 Geo. J. Walter, Hartford, R. 4.....		90.00	2.79
126 Alois Thiel, Sherwood.....	1/2-261, 1/2-397, 1/2-511A, 373, 374, 375	91.50	18.69
127 E. O. Klemm, Manitowoc.....		93.75	5.40
128 Henry Sylvester, Gillett.....	547, 700, 703	96.50	27.33
129 Martha Hemb, Kiel COMP.....		92.75	6.75
130 Otto J. Froelich, Edgär.....	802	89.50	4.86
131 Henry Rux, Wausau.....		93.00	3.82
132 David Gobell, Chetek, R. 4.....		92.75	7.36
133 Herman Hoesly, Antigo.....	534	95.25	6.05
134 John Babler, Campbellsport.....	1/2-246	93.75	5.40
135 A. A. Mellenthin, Marshfield.....	802	92.50	6.11
136 H. J. Howe, Nye.....		91.00	6.11
137 Horace P. Mulloy, West De Pere.....		91.00	3.47
138 L. Bernie Smith, Rockbridge.....		93.00	7.97
139 Wm. F. Meyer, Fredonia, R. 2.....		91.25	4.60
140 G. M. Matznick, Kiel.....	384, 1/3-399	95.25	27.94
141 Ralph C. Matznick, Kiel.....		90.00	10.68
142 Frank L. Schneider, Appleton.....	274, 776	95.25	7.26
143 John Lemkuil, Plymouth.....		91.00	4.49
144 G. M. Matznick, Kiel COMP.....		91.00	4.36
145 Vic Miller, Richland Center.....	757	91.25	7.22
146 B. W. Radel, Gillingham.....	558	94.75	13.22
147 Floyd Clemons, Medina.....		91.00	4.75
148 Elmer Krenz, Naugat, R. 1.....	802	89.00	17.25
149 George W. Neumann, Plymouth, R. 5.....	1/2-326, 1/2-396	96.75	6.93
150 J. F. Kalk, Cleveland.....	227, 788	95.75	7.75
151 Julius Wessel, Plymouth, R. 3.....	205	96.50	7.35
152 Ralph C. Matznick, Kiel COMP.....		90.00	4.36
153 Buford Wood, La Farge.....	593	91.50	8.33
154 Louis Rudersdorf, Platteville.....		85.00	2.61
155 H. F. Kellner, Hillspoint.....	591	92.50	9.76
156 Fred J. Chapman, Sheboygan Falls, R. 3.....		94.50	6.47
157 A. W. Hahn, Plymouth.....		91.00	3.96
158 Ed. Steinberg, Appleton.....		95.00	7.21
159 R. O. Pohl, Kiel.....	372, 377, 391, 398	90.75	23.88
160 Clark Hunter, Richland Center.....	559, 756	94.50	12.23
161 Herman W. Behrens, Plymouth.....		90.75	4.11
162 H. G. Wiskow, Clintonville.....	203A, 232, 241, 567, 602, 679	97.62	18.07
163 Erwin O. Wunsch, Cleveland.....		90.25	3.90
164 Edw. F. Winter, Gillett.....	361, 546, 698, 702, 794, 201, 204, 230, 238, 272, 276, 344, 345	98.50	84.95
165 W. F. Reetz, Ringle.....		94.00	5.00
166 Ed. Minniecheske, Clintonville.....	202, 231, 240, 271, 566, 601, 678, 789	98.00	41.87
167 Hans Puellman, Manitowoc, R. 2.....	698	94.50	7.77
168 Oscar H. Stock, Manitowoc.....		92.00	4.65
169 Edward Peck, Coleman, R. 1.....	543	95.75	9.90

THIRTY-SIXTH ANNUAL CONVENTION

97

		Prizes	Score	Check
170	Otto Weyer, Manitowoc	606, 697, 745	94.75	24.72
171	J. F. Herold, Maribel	733	94.00	8.25
172	Wm. Albers, St. Cloud		91.00	4.96
173	Wm. Plansky, Peshtigo		95.00	4.94
174	Joseph Henseler, Marshfield	258, 572	94.00	10.28
175	John A. Draheim, Hilbert, R. 3		90.00	3.10
176	L. J. Breher, Sheboygan Falls	207	95.50	17.43
177	E. H. Tober, Granton		91.50	4.71
178	C. E. Goodrich, Lone Rock		90.50	4.75
179	Herman Kalkofen, Greenwood		91.00	3.22
180	Fred W. Nussbaumer, Waldo	243, 260, 325, 402, 1/2-395	97.00	15.80
181	Henry Nolte, Cleveland		94.50	6.26
182	Wm. J. Hemb, Kiel	336, 376, 1/2-399, 766	95.25	26.32
183	John H. Hinz, Cleveland		92.75	5.24
184	George Hernke, Chilton	1/4-262, 1/4-512	91.00	6.22
185	A. P. Ansay, Belgium	583	89.50	14.78
186	Jerome L. Reif, Saukville	268	93.00	8.35
187	C. J. Fokett, Reedsville		91.00	10.79
188	M. M. Schaetzel, Athens		90.50	7.40
189	E. H. Fischer, Random Lake		89.50	1.18
190	Arthur Woldt, Reedsville		95.00	5.94
191	John Greiner, Appleton, R. 1		95.50	7.16
192	Oswald Reitz, Calvary, R. 1		93.50	6.30
193	Arthur H. Berth, Sheboygan, R. 2		89.50	3.63
194	C. A. Benin, St. Cloud	337, 1/2-346, 1/2-347	95.00	14.94
195	Wm. J. Hemb, Kiel COMP		90.50	9.87
196	Arno J. Schmidt, Sheboygan Falls, R. 2	203, 228, 273, 259, 329, 401, 501, 222, 1/5-413	97.87	20.99
197	L. E. Kopitzke, Marion		95.75	6.00
198	Arthur Zimmerman, Sheboygan, R. 1		93.00	13.50
199	Edwin Meinnert, Plymouth	331, 1/5-413	96.75	11.51
1001	Walter R. Schmidt, Sheboygan Falls	335, 1/5-413	95.25	11.61
1002	Arno J. Schmidt, Sheboygan Falls		96.00	2.18
1003	Mary Schaetzel, Athens		92.00	4.39
1004	John P. Wry, Stanley, R. 2	247, 514, 507A	97.00	22.80
1005	Ben Henningsen, Mischicot		91.00	3.69
1006	Henry J. Loehr, Calvary	206, 265, 330, 349, 358, 402A, 1/2-395, 505, 506, 522, 737	97.00	45.80
1007	Geo. H. Scannell, Campbellsport, R. 5	1/2-341, 1/2-342	94.00	10.28
1008	Edw. N. Heinen, Junction City	550	93.50	20.19
1009	R. F. Gronert, Burnett		91.00	3.22

CLASS 2. AMERICAN CHEESE ANY STYLE MADE DURING SEPTEMBER OR OCTOBER 1926

201	Gottfried Moser, Oostburg	333, 770	96.00	15.58
202	John Tischhauser, Tilleda		93.00	3.66
203	W. H. Krumrey, Gillett		94.50	4.76
204	Wm. F. Braatz, Shawano		93.50	3.86
205	M. F. Lawrie, Dorchester	802	91.00	8.78
206	Austin Marley, Indianapolis, Ind.		91.00	4.14
207	Oscar W. Schrieber, Cecil		95.50	4.90
208	Fred Stapel, Edgar	215, 254D, 268B, 539	96.75	14.87
209	Theo. Braun, Greenwood		92.25	3.63
210	P. H. Kasper, Bear Creek	735	96.25	10.59
211	Martin Kubitz, Edgar		95.50	4.90
212	C. A. Woolcock, Darlington		91.00	5.28
213	J. P. Zehren, Coleman		95.75	4.99
214	Edw. F. Winter, Gillett		95.50	4.90
215	Oscar W. Schrieber, Cecil COMP		94.50	5.10
216	J. L. Roboydek, Sobieski, R. 2		91.25	4.24
217	Andrew Paterson, Muscoda	572A, 758	94.50	12.76
218	Frank W. Combs, Merrill, R. 9		94.50	4.51
219	Herman F. Sibilsky, Algoma		95.00	5.70
220	A. R. Natzke, Wausau	802	93.00	6.16
221	Andrew G. Hutter, Bridgeport	563A	94.50	11.65
222	M. H. Lee, Hillsdale		95.50	4.39
223	Mike Lyons, Pulaski, R. 2	508A	96.00	14.09
224	M. M. Schaetzel, Athens		93.00	4.66
225	Arthur Johns, Luxemburg, R. 2	211, 214, 239, 362, 526	98.25	30.97
226	Walter Reisner, Bonduel	798	96.00	6.83
227	Ernest Rolli, Sinsinawa	1/2-396	96.25	5.20
228	Joseph F. Yager, Ironton	590	94.00	10.95
229	Geo. J. Walter, Hartford, R. 4	1/2-246, 251	93.75	7.70
230	August Brandt, Kewaunee, R. 6	527	97.12	9.26
231	C. H. Schneider, Merrill, R. 8	254B	96.25	9.59
232	A. F. Schwartz, Clintonville	213, 268C, 561, 680, 796, 799	97.37	27.36
233	Ben J. Hrabik, Luxemburg, R. 6	1/2-528	96.75	6.88
234	James Kaukalik, Tisch Mills	369, 1/2-537, 610	96.50	13.03
235	Edw. Kostlery, Maribel	771	91.75	9.43
236	Frank N. Zehren, Coleman	1/2-541	96.75	10.62

		Prizes	Score	Check
237	Earl B. Whiting, Gillett	1/2-548, 701, 704	96.25	13.94
239	Emil Bartz, Antigo, R. 2		94.25	4.15
240	Wm. Hadorn, Hixton	525	91.00	7.14
241	Jake C. Lasky, Seymour	673	95.75	4.99
242	L. Bernie Smith, Rockbridge	555, 760	96.25	20.83
243	Will H. White, Shullsburg		91.00	7.28
244	Mary Schaeztl, Athens	802	96.25	7.94
245	Henry Rux, Wausau	802	94.50	6.50
246	Paul C. Kleinschmidt, Merrill, R. 4	254A	96.75	9.63
247	Otto Janke, Platteville		91.00	3.39
248	Wm. F. Meyer, Fredonia	256, 264	91.75	8.45
249	G. M. Matznick, Kiel, R. 1	386	91.00	9.39
250	David Gobel, Chetek, R. 4	1/2-508	96.00	9.98
251	Wm. Tess, Tisch Mills		94.00	4.31
252	Oscar Hanson, Yuba	556, 761	96.25	22.58
253	Arthur Bartelt, Oshkosh		91.75	3.43
254	Ralph C. Matznick, Kiel	385	91.50	13.34
255	Adolph Rolli, Shullsburg		96.25	16.33
256	Ned Granger, Soldiers Grove	1/2-564A	91.00	7.53
257	Horace P. Mulloy, West De Pere	509	95.75	10.73
258	G. M. Matznick, Kiel COMP		95.50	16.25
259	Henry Sylvester, Gillett		96.00	4.83
260	John Greiner, Appleton, R. 1	545, 774	96.25	12.68
261	Theo. Undesser, Montfort		86.50	4.50
262	J. M. Dillinger, Unity	802	96.00	10.23
263	Geo. Sommers, Wausau, R. 4	802	96.25	7.69
264	John Hoeffner, Wausau	802	93.50	6.62
265	Ernest Thiel, Hamburg, R. 1	802	93.00	6.16
266	Ralph C. Matznick, Kiel COMP	802	93.00	17.50
267	Alfred Husbach, Richland Center		91.00	7.03
268	E. I. Vodak, West Lima		93.75	7.10
269	Virgie Ammsman, West Lima		92.25	6.52
270	A. w. Hahn, Plymouth		93.50	4.63
271	John H. Peters, Plymouth	1/5-413	91.00	9.31
272	Geo. Newmann, Plymouth, R. 5		94.25	6.41
273	E. I. Steinberg, Appleton	775	95.75	9.26
274	Richard Passer, Cuba City	571A	96.75	6.47
275	J. F. Kalk, Cleveland	332, 768, 786	96.50	17.18
276	Geo. Mohr, Plymouth		91.00	5.14
277	Julius Wessel, Plymouth, R. 3	772	91.50	10.61
278	Casper Holzschuh, Elkhart Lake, R. 3	379	90.00	6.79
279	Henry L. Siewert, Dale		94.50	5.78
280	Herman W. Behrens, Plymouth		87.00	3.70
281	Frank A. Wendland, Dale		93.50	5.39
282	John Woracheck, Denmark	370, 600, 1/2-730	95.75	13.99
283	W. F. Reetz, Ringle	802	94.50	7.01
284	C. F. Heckman, Cleveland	787	96.25	6.19
285	Erwin O. Wunsch, Cleveland		93.75	5.68
286	Thos. J. Moore, Highland		91.50	3.59
287	Geo. F. Ertl, De Pere, R. 2		93.50	4.86
288	Edward F. Peck, Coleman, R. 1		95.25	7.44
289	H. J. Kuschel, Pound, R. 1	542	96.25	10.93
290	Alex Krause, Belle Plaine	801	96.00	7.58
291	Geo. Boulanger, Peshtigo	1/2-541	96.75	10.39
292	Erwin E. Schreiber, Cecil		95.00	5.70
293	Emil Sonnenburg, Cato	608, 223, 212, 327, 765, 502, 535, 607	97.75	50.51
294	H. G. Wiskow, Clintonville	568	97.00	8.48
295	Wm. Plansky, Peshtigo		95.75	4.99
296	Henry Bolli, Allenville	570	95.00	9.97
297	Geo. Koenig, Stangelville, R. 1	1/2-732	94.25	7.41
298	Ed. Pahl, Elkhart Lake		91.25	4.55
299	Chris Hageness, Denmark		94.50	6.04
2001	F. J. Sleger, Stangelville	731	95.00	9.70
2002	W. Sipple, Denmark	599, 1/2-730	95.75	12.73
2003	B. Oskey, Denmark, R. 3		91.50	2.83
2004	A. H. Krause, Baileys Harbor	518	93.00	7.66
2005	Otto Weyer, Manitowoc	746	94.50	10.51
2006	Ben Henningsen, Mishicot, R. 2	366, 598, 1/2-730	95.75	19.05
2007	Jos. F. Drab, Kewaunee, R. 3	1/2-732	94.25	4.23
2008	J. F. Bachman, Fremont	569	95.75	12.99
2009	Wm. Albers, St. Cloud	343	93.50	6.86
2010	Hubert Ruetter, Lone Rock		91.00	5.14
2011	Fred Skareivoda, Mishicot, R. 2		91.00	3.61
2012	Wm. J. Frank, Francis Creek, R. 1	367	94.50	8.25
2013	Ben Gruenfelder, Waldo		86.50	3.89
2014	John H. Hinz, Cleveland	767	94.00	10.31
2015	E. J. Schmitz, Glenbeulah, R. 2	338, 1/2-346, 1/2-347, 355	95.00	20.97
2016	E. O. Klemm, Manitowoc, R. 1	1/2-399, 696	95.25	11.57
2017	C. E. Goodrich, Lone Rock	557	96.00	15.09
2018	Wm. J. Hemb, Kiel	378	90.50	8.72
2019	Oscar Stock, Manitowoc	611, 695, 328, 352, 354C, 769, 1/2-537	96.50	63.29

		Prizes	Score	Check
2020	L. J. Breher, Sheboygan Falls	226, 229, 1/2-326, 1/2-396	96.75	17.62
2021	Joe A. Trost, Fort Dodge, Ia. COMP	-----	95.25	9.07
2022	Henry Nolte, Cleveland, COMP	-----	95.00	5.89
2023	Henry Nolte, Cleveland	353	95.00	18.23
2024	H. H. De Karske, Fredonia	267	94.75	9.87
2025	Frank J. Francel, Greenwood	-----	93.00	3.66
2026	Herman Kalkofen, Greenwood	-----	91.00	3.14
2027	Mike J. Mayer, Random Lake	584	87.00	12.99
2028	Mike J. Mayer, Random Lake, COMP	-----	92.00	13.05
2029	Linda C. Bruhn, Auburndale	1/2-573	91.50	5.63
2030	Albert Hernke, Hilbert	-----	90.50	3.95
2031	Arthur W. Stoltzman, New Holstein	-----	90.50	4.22
2032	Mech & Flaig, Stevens Point	551	90.00	4.74
2033	Otto W. Riemer, Antigo	533	96.00	7.13
2034	O. H. Stoltzmann, Hilbert	-----	87.00	3.89
2035	L. B. Kohlmann, St. Cloud	-----	91.00	4.41
2036	Ernest Kauffmann, Malone, R. 1	350	94.50	15.87
2037	Edw. Kostlery, Maribel, R. 2, COMP	-----	91.00	11.40
2038	John Babler, Campbellsport, R. 1	266, 402B, 1/2-396, 523	96.25	12.19
2039	Adolf Gutherz, Edmund	-----	94.00	5.08
2040	Peter S. Anderson, New Richmond	589	94.50	7.78
2041	John Levy, Kewaunee, R. 3	-----	95.75	4.49
2042	Oswald Reitz, Calvary, R. 1	334, 1/2-339, 1/2-240, 359, 1/2-524	95.75	22.76
2043	Theodore H. Harbarth, Clintonville, R. 4	-----	95.50	6.21
2044	John R. Reynolds, Kewaunee	275, 1/2-528	96.75	5.65
2045	E. H. Knickel, Boardman	588	95.00	8.97
2046	Arthur H. Berth, Sheboygan, R. 2	-----	94.75	6.87
2047	C. A. Bennis, St. Cloud	738	93.00	19.56
2048	Ben Oskey, Denmark, R. 3, COMP	-----	95.75	5.63
2049	Louis F. Perronne, Plymouth, R. 5	-----	87.50	3.36
2050	William J. Theisen, Merrill	1/2-579	96.00	6.52
2051	Louis K. Korth, Antigo	-----	93.75	4.98
2052	Stanley Koten, Sheboygan, R. 4	-----	95.50	8.46
2053	Ewald Moths, Denmark	510	95.50*	7.17
2054	Rudolph Jaehnig, Two Rivers	-----	90.50	4.48
2055	Harry H. Morgan, Eden, R. 1	1/2-524, 244, 1/2-399, 1/2-340, 360	95.75	22.49
2056	H. J. Quimby, Neillsville, R. 5	-----	91.25	2.98
2057	Edward Tinkelmeir, Mishicot	-----	93.00	4.92
2058	George Hernke, Chilton, R. 1	1/4-262, 1/4-512, 511B	91.00	7.64
2059	W. J. Yaeger, Willard	-----	91.75	3.43
2060	Ed. Urbirnack, Oconto Falls, R. 1	-----	95.25	4.29
2061	F. J. Koenig, Luxemburg, R. 12	734	93.50	7.65
2062	Herbert Horneck, Elkhart	-----	91.00	4.18
2063	Edwin Adermanis, Elkhart Lake	-----	91.50	3.65
2064	Jacob Strub, Plymouth	-----	95.00	5.74
2065	Henry J. Loehr, Calvary	-----	96.00	7.09
2066	Jesse J. Spieles, Wisconsin Rapids	-----	90.50	2.44
2067	Henry D. Schmidt, Sheboygan Falls, R. 2	-----	90.00	4.75
2068	Leon Laack, Brillion	1/4-262, 371, 1/4-512, 512A	91.00	18.64
2069	Adolph Duescher, Breed	1/2-548	96.25	5.93
2070	R. O. Joregensen, Denmark	-----	93.25	6.02
2071	Earl F. Albrecht, Forestville	517	94.00	10.05
2072	Edward Rosenow, Wausau, R. 2	802	95.50	5.22
2073	R. F. Gronert, Burnett	252	91.50	6.08
2074	Otto C. Hiller, Withee	248, 405	93.75	9.21

CLASS 3. AMERICAN CHEESE ANY STYLE MADE ON OR AFTER NOVEMBER 1, 1926

301	Emil Sonnenburg, Cato	-----	91.00	3.42
302	J. F. Kalk, Cleveland	-----	95.00	5.28
303	Emil W. Gutknecht, Merrill, R. 3	802	93.50	6.99
304	Paul C. Kleinschmidt, Merrill, R. 4	1/2-579	96.00	8.07
305	J. N. Felton, Black Creek	-----	90.00	5.78
306	Otto Weyer, Manitowoc	747	93.00	11.62
307	G. M. Matznick, Kiel	-----	91.00	7.81
308	Otis Kidd, Soldiers Grove	1/2-564A	91.00	7.31
309	C. H. Schneider, Merrill, R. 8	-----	90.00	5.28
310	Richard Dawn, Hilbert, R. 3	1/2-261, 1/2-397, 1/2-511A	91.50	6.43
311	H. G. Wiskow, Clintonville	-----	93.50	7.64
312	Wm. Lichtenberg, Beaver Dam, R. 3	-----	91.00	3.16
313	E. F. Kubitz, Merrill, R. 6	-----	96.00	6.81
314	A. L. Bornberg, Fox Lake, R. 3	1/2-579	86.50	2.61
315	M. M. Schaezel, Athens	-----	91.25	3.29
316	W. H. Krumrey, Gillett, R. 1	-----	94.00	5.01
317	Geo. Boulanger, Peshtigo	-----	93.00	4.22
318	Ernest Thiel, Hamburg, R. 1	-----	91.25	3.29
319	Earl B. Whiting, Gillett	-----	95.25	5.41
320	John R. Reynolds, Kewaunee	-----	95.75	5.68
321	Edward F. Peck, Coleman, R. 1	-----	94.50	5.02

	Prizes	Score	Check
322	A. F. Schwartz, Clintonville	219, 563	96.25 6.41
323	Louis J. Horn, Conrath	409, 560	91.00 11.81
324	Ed. Minniecheske, Clintonville	218, 221	96.50 8.73
325	J. M. Dillinger, Unity		87.00 6.00
326	Fred Stapel, Edgar	802, 217, 220, 254C, 268A, 504, 538	97.50 37.62
327	Herman Kalkofen, Greenwood		90.00 3.63
328	Victor Champeau, Fish Creek	519	91.00 4.42
329	John Greiner, Appleton, R. 1	544, 681	92.75 4.09
330	Lawrence Huss, Gillett	795	94.00 7.75
331	Martin Kubitz, Edgar		92.50 3.96
332	Adam Klonowski, Wisconsin Rapids		90.00 2.89
333	Leland Nelson, Two Rivers, R. 3	368	91.00 6.42
334	Frank N. Zehren, Coleman		94.25 5.14
335	Gottfried Moser, Oostburg		87.00 2.10
336	Ralph C. Matznick, Kiel, R. 1		89.50 6.75
337	George W. Newmann, Plymouth, R. 5		92.50 3.96
338	Carl F. Schmidt, Waupun		88.50 3.12
339	Ben J. Hrabik, Luxemburg, R. 6		93.00 5.48
340	H. J. Kuschel, Pound, R. 1		94.50 6.02
341	Mary Schaeztl, Athens		90.50 2.90
342	Fred S. Sommers, Amery, R. 2	552	94.00 11.65
343	Jost Hoesli, Black Earth		90.50 6.05
344	Ernest Kaufmann, Malone, R. 1		91.00 17.06
345	John H. Peters, Plymouth		92.50 5.96
346	Geo. Sommers, Wausau, R. 4		93.75 5.88
347	Ralph C. Matznick, Kiel, COMP		92.75 5.63
348	Julius Wessel, Plymouth, R. 3		91.50 6.22
349	G. M. Matzneek, Kiel, COMP		90.75 5.63
350	Erwin O. Wunsch, Cleveland	773	91.25 9.55
351	Ewald Jung, Eldorado	706	93.00 7.01
352	Herman W. Behrens, Plymouth		91.00 5.69
353	Hubert Ruetter, Lone Rock		91.00 4.69
354	John H. Peters, Plymouth, COMP		95.00 5.36
355	Meck & Flaig, Stevens Point	549, 553	94.00 15.01
356	Ernest Zermuehlen, Two Rivers		95.00 6.81
357	L. B. Kohlmann, St. Cloud		91.50 5.22
358	O. G. Bennis, St. Cloud		90.50 4.43
359	Martha Hemb, Kiel, COMP		90.50 5.36
360	Oscar Stock, Manitowoc	354D	94.50 8.28
361	Henry Nolte, Cleveland, R. 2	400	95.00 7.54
362	Wm. F. Meyer, Fredonia, R. 2	255, 263	94.00 13.28
363	Wm. J. Frank, Francis Creek, R. 1		91.00 4.42
364	Emil Abegglen, Eldorado	356-705	94.00 9.01
365	Oswald Reitz, Calvary, R. 1		95.00 6.81
366	Raymond Schmidt, Fond du Lac	1/2-341, 1/2-342	94.00 10.04
367	L. J. Breher, Sheboygan Falls		95.25 6.67
368	John Babler, Campbellsport, R. 1	245	95.00 9.28
369	Peter S. Anderson, New Richmond		94.00 6.28
370	Joseph Henseler, Marshfield		91.25 3.32
371	H. J. Kuschel, Pound, R. 1, COMP		96.00 4.13
372	Arthur Johns, Luxemburg, R. 2		93.00 5.25
373	Albert Schleis, Kewaunee		96.00 5.30
374	Reinhard Jacob, Sheboygan		90.25 3.79
375	Richard Dawn, Hilbert, R. 3, COMP		91.25 4.13
376	A. W. Hahn, Plymouth		91.50 5.69
377	L. E. Kopitzke, Marion		94.00 4.75
378	O. H. Stoltzmann, Hilbert	1/4-262, 1/4-512	91.00 5.69
379	Edwin Adermann, Elkhart		90.00 3.63
380	Jacob Strub, Plymouth		90.00 3.89
381	Jacob Strub, Plymouth, COMP		94.25 4.67
382	C. C. Totman, Brookings, S. D. COMP		93.50 1.70
383	C. C. Totman, Brookings, S. Dak., COMP		90.50 1.70
384	Henry J. Loehr, Calvary		95.25 6.67
385	E. C. Kahler, Peshtigo		91.00 5.42
386	Wm. Wittkamp, Eau Claire	521	89.50 8.00
387	Arthur H. Barth, Sheboygan, R. 2		93.00 5.48
388	Henry D. Schmidt, Sheboygan Falls, R. 2	1/5-413	92.00 8.69
389	O. L. Roeder, Plymouth, R. 3		90.50 5.16
390	Horace P. Mulloy, W. De Pere		95.25 5.67

CLASS 4. AMERICAN CHEESE—COLBY PROCESS

401	M. F. Lawrie, Dorchester		93.50 8.94
402	A. J. Hennlick, Curtiss		90.00 5.57
403	H. F. Gripentrog, Unity	802, 234	94.00 8.70
404	Peter Balmer, Waterloo	253	92.00 10.46
405	C. H. Schneider, Merrill, R. 8		90.00 5.07
406	Harold Glenzer, Curtiss		92.00 6.96
407	Otto L. Baumgart, Colby	751, 802	91.25 14.10
408	A. W. Schulte, Cumberland	677	91.75 11.26

THIRTY-SIXTH ANNUAL CONVENTION

101

	Prizes	Score	Check
409 John Grunenfelder, Marshfield	802	90.50	8.48
410 Fred W. Nussbaumer, Waldo		91.50	7.55
411 A. H. Mandel, Colby, R. 2	749, 752	93.00	15.78
412 L. J. Breher, Sheboygan Falls		90.00	6.57
413 Roland E. Scheel, Spencer	802	93.00	7.63
414 John F. Tesmer, Colby	750, 752A	92.00	11.56
415 Henry Rux, Wausau		87.00	4.10
416 Harry Bassuener, Wisconsin Rapids, COMP.		91.75	4.10
417 Jacob Tschan, Watertown, R. 9, COMP.		88.00	4.36
418 M. M. Schaeztl, Athens	233, 235, 802	95.00	9.27
419 H. W. La Butzke, Marshfield		90.50	3.33
420 George Duffrin, Eldorado, COMP.		94.00	5.36
421 Roland Mattes, Timothy, R. 1, COMP.		93.75	12.78
422 Henry Nolte, Cleveland		No score	3.63
423 H. T. Dederig, Kiel, COMP.		87.00	5.40
424 Leon A. Lauck, Briell, R. 3		88.50	3.89

CLASS 5. DRUM SWISS

501 Eugene Wirz, Darlington	289, 281	95.50	61.24
502 Emil Baumgartner, Monroe		94.00	60.90
503 Otto Blaser, Darlington	282	94.50	66.77
504 John Blickenstorfer, South Wayne		88.00	70.45
505 Christ Buhlman, Clarno		95.00	60.72
506 Otto Badertscher, Rice Lake	1/2-508, 287, 290	96.00	63.04
507 John Badertscher, Rice Lake		95.00	65.22
508 Fred Glauser, Monroe	289A, 294, 280	95.25	75.02
509 Valentine Zibung, Argyle, R. 4		93.50	67.90
510 Alex Alplanalp, Juda		94.50	68.32
511 John Anderegg, Juda		93.50	62.95
512 Ernest Herrmann, Neillsville		91.00	31.19
513 Walter Jegerlehner, Darlington	283	91.00	58.04
514 Leo Von Moos, Argyle	288, 293, 279	95.75	69.39

CLASS 6. BLOCK SWISS

601 Arnold Thuli, Hollandale		90.00	4.65
602 Mike Durtschi, Barneveld		90.50	5.24
603 John Durtschi, Barneveld		91.00	7.09
604 Rudy Stampfli, Blue Mounds	1/4-566A, 603	93.00	11.04
605 John Erb, Verona		91.00	5.28
606 Fred A. Schaller, Barneveld	604, 684, 686	91.50	9.14
607 David Walsler, Monticello		90.50	5.43
608 John Anderegg, Juda	297, 301, 507, 277, 278, 286, 285	98.00	24.77
609 Fritz Loehner, Argyle, R. 1	298, 302	94.00	10.17
610 Gottlieb Werren, Blue Mounds		91.00	6.55
611 Albert Ryser, Argyle	299	93.50	7.32

CLASS 7. LIMBURGER CHEESE

701 Alfred Schober, Monroe, R. 6		93.00	1.80
702 Anton Motz, Monroe		93.50	5.03
703 August Thuler, Monroe		93.00	1.80
704 Otto Weidmer, Belleville	1/4-566A	93.00	6.55
705 John Glarner, New Glarus, R. 1		94.00	13.50
706 Martin Kammer, Basco	303, 306, 307A, 605	97.37	11.27
707 Gottfried Moser, Oostburg		92.00	3.35
708 Paul Wyssbrod, Belleville, R. 1	305	96.00	4.65
709 John Badertscher, Rice Lake, R. 3		90.00	7.00
710 John Minnig, Monticello	304	96.50	6.13
711 Roman Schoop, Brodhead	587	91.00	5.40
712 Gottlieb Schubiger, Juneau		93.00	3.05
713 Joe Conrad, Monroe		93.00	7.30
714 Ernest Kuenzi, Belleville		93.00	4.05
715 Emil Frehner, Beloit, R. 27	586	94.50	5.98
716 Emanuel Hess, Belleville		92.00	3.35
717 John Sieber, Monticello	305A	95.00	5.20
718 Rudy B. Lenacher, Monticello		92.00	3.85

CLASS 8. BRICK CHEESE

801 Jacob Henseler, Greenwood	314, 515	95.25	6.79
802 Otto Badertscher, Rice Lake, R. 3		93.25	5.97
803 Carl Vogel, Fox Lake		95.00	6.18
804 Karl Zuberbuhler, Horicon	319, 1/2-318	95.50	11.73
805 Ernest W. Jung, Juneau		94.25	5.83
806 Edward F. Indermuehle, Brownsville		91.25	3.47

	Prizes	Score	Check	
807	John Feutz, Oconomowoc, R. 4	575	94.50	\$9.40
808	Marcel Steiner, Cambria		79.50	2.04
809	John Bieri, Neosho		93.00	4.88
810	Carl F. Schmidt, Waupun, R. 3		93.00	2.48
811	Edward Seiler, Sun Prairie		93.00	4.42
812	A. Schmidt, Riley	¼-566A	91.25	.85
813	Werner Rechstainer, Juneau, R. 3		90.00	3.57
814	Rudy Stampfli, Blue Mounds		92.50	4.86
815	Emil Abegglen, Eldorado	707	93.00	4.64
816	Nik Stampfli, Barneveld	683, 791	95.50	11.01
817	Fred Feutz, Waterloo, R. 8		93.00	6.56
818	Adolph Gurtner, Rubicon, R. 1		90.75	2.25
819	Gust Drachenberg, Watertown, R. 8		90.75	5.17
820	Gottlieb Werren, Blue Mounds		92.75	5.51
821	Walter Huegli, Juneau, R. 4	565A	92.75	4.99
822	Gust E. Strassburg, Randolph		92.75	5.95
823	Emil Jenni, Marshall		97.50	15.07
824	Oswald Schneider, Appleton, R. 1	310, 313, 316, 544A	88.00	6.28
825	Jacob Krapf, Dalton	581	94.50	.20
826	C. C. Totman, Brookings, S. D., COMP		92.25	5.24
827	John Badertscher, Rice Lake, R. 3		94.00	.61
828	Arnold Thuli, Hollandale		93.00	5.88
829	Rudolf Streit, Waupun, R. 2		92.75	5.23
830	Valentine Zibung, Argyle, R. 4		92.50	6.10
831	Joe Schmid, Beaver Dam	½-321	93.00	5.54
832	Ernest Schwartz, Rosendale	¼-357	93.00	6.30
833	Wm. Lichtenberg, Beaver Dam, R. 3	¼-357	95.00	15.64
834	Ernest Herrmann, Neillsville	¼-357	92.50	4.62
835	Gottfried Zurbuchen, Burnett	516	92.00	2.43
836	Hans Walder, Beaver Dam		94.00	9.85
837	Jacob Disler, Allenton	320	92.75	4.03
838	A. Blatter, Rice Lake		91.50	5.29
839	B. J. Weber, Rubicon		91.25	2.75
840	Mike Durtschi, Barneveld		91.00	5.50
841	Emil Gruber, Cambria, R. 2		91.00	3.10
842	Emil Voegeli, Watertown, R. 8		93.25	4.05
843	Fred G. Bahler, Juda, R. 1		93.00	4.66
844	Jost Hoesli, Black Earth	¼-566A	93.50	5.91
845	Simon Zwald, Barneveld	689	96.50	9.78
846	Walter Feutz, Neosho	311, 315, 317, 503	92.00	3.63
847	Alfred Huggler, Juneau		92.50	4.18
848	Fred Bleuer, Beaver Dam	½-321	88.00	.36
849	Arnold Gudel, Browntown		91.50	4.33
850	Alex Hoerburger, Argyle		94.00	6.85
851	John Blichenstorfer, South Wayne		93.00	5.88
852	Fred Burkhalter, Warren, Ill., R. 1		92.75	7.63
853	Joseph Willi, South Wayne		93.75	8.04
854	Jake Balsiger, Pardeeville	318B	94.00	6.85
855	Frank Mock, Fox Lake		93.00	4.82
856	Alfred Seiler, Dalton, R. 3	¼-357	94.00	8.89
857	John Inabnet, Cambria	318A	91.50	4.57
858	Edward Rambow, Woodland		95.00	8.69
859	Alfred Vogel, Fox Lake		94.00	6.69
860	Fred Mani, Mt. Horeb		96.00	7.23
861	Fred Daunaldler, Woodland	½-318	95.00	7.46
862	Walter Lichty, Ixonia	576	93.00	4.88
863	Otto J. Schaller, Blue Mounds	312	92.00	7.03
864	Fred A. Schaller, Barneveld	321A, 687, 688	81.00	10.20
865	Henry Haesler, Juneau, R. 1		91.25	3.47
866	Fred Feutz, Rubicon		89.00	2.76
867	Herbert F. Tietz, Ixonia		95.75	6.10
868	Martin Suter, Blanchardville	312A	93.00	2.48
869	Carl Riesen, Sun Prairie		92.00	5.00
870	Sam Schober, Mt. Horeb, R. 2		92.25	4.00
871	Fred Rufenacht, Monroe		90.50	4.56
872	Kraft Cheese Co., Argyle, COMP		92.00	7.59
873	Max Prag, Randolph			
874	Rudolf Streit, Waupun, COMP			
875	John Durtschi, Barneveld	690, 792		
Total				\$4,911.05

LIST OF 96 NEW MEMBER EXHIBITORS FOR 1926 SPECIAL PRIZES

Ammermann, Virgil, West Lima—F
 Ansay, Arthur, Belgium—F
 Balmer, Peter, Waterloo—F
 Bassuener, Harry, Wis. Rapids—F
 Beneck, Raymond E., Denmark—F
 Boulanger, Geo., Peshtigo, R. 1—F
 Burkhalter, Fred, Warren, Ill.—F
 Champeau, Victor, Fish Creek—F
 Combs, Frank W., Merrill, R. 9—F
 Conrad, Joseph, Monroe—F

Dauwalder, Fred, Woodland, R. 1—F
 Erb, John, Verona—R
 Ertl, Geo. F., De Pere, R. 2—F
 Francel, Frank J., Greenwood—F
 Glarner, John, New Glarus—F
 Glauser, Fred, Monroe—R
 Glenzer, Harold, Curtiss—F
 Gripenotrog, H. F., Unity—F
 Hanson, Oscar, Yuba—F
 Harbath, Theodore, H., Clintonville, R. 4—F

Harwood, Clyde, Clifford—F	Rambow, Edw., Woodland—F
Henlich, A. J., Curtiss—F	Reetz, W. F., Ringle—F
Hess, Emanuel, Belleville—F	Riemer, Otto W., Antigo—F
Hinz, John H., Cleveland—F	Robydek, J. L., Sobieski, R. 2—F
Hoepfner, John H., Wausau, R. 3—F	Roelli, Adolph, Shullsburg—F
Huebsch, Alfred, Richland Center—F	Ruetter, Hubert, Lone Rock—F
Huggler, Alfred, Juneau, R. 4	Schmidt, Arno J., Sheboygan Falls—F
Huss, Lawrence, Gillett—F	Schmitz, E. J., Glenbeulah, R. 2—F
Hunter, Clark, Richland Center	Schneider, Frank L., Appleton, R. 2—F
Hutter, Andrew G., Bridgeport—F	Schoop, Roman, Brodhead—R
Inabnet, John, Cambria—R	Schreiber, Ervin E., Cecil—F
Jaehrig, Rudolph, Two Rivers, R. 1—F	Sibilsky, Herman F., Algoma—F
Janke, Otto, Platteville—F	Sipple, W., Denmark, R. 1—F
Jegerhehner, Walter, Darlington—R	Skareivoda, Fred, Mishicot, R. 2—F
Jones, Robert C., Two Rivers, R. 1—F	Stampfi, Rudy, Blue Mounds—R
Kaufmann, Ernest, Malone—F	Stelzmann, Arthur W., New Holstein—F
Kidd, Otis, Soldiers Grove—F	Sylvester, Henry, Gillett—F
Kellner, H. F., Hill Point	Tess, Wm., Tisch Mills—F
Koenig, Joseph, J., Two Rivers, R. 1—F	Theisen, Wm. J., Merrill—F
Kostlery, Edw., Maribel—F	Thuli, Arnold, Hollandale—R
Krause, Alex., Belle Plaine—F	Tinkelmier, Ed., Mishicot, R. 1—F
Kubitz, E. F., Merrill—F	Undesser, Theo., Montfort—F
La Butzke, H. N., Marshfield—F	Vogel, Emil, Watertown—F
Lasky, Jake C., Seymour—F	Vogel, Alfred, Fox Lake—R
Locher, Fritz, Argyle—R	Weidmer, Otto, Belleville—F
Luther, Otto E., Marshfield—F	Wendtland, Frank A., Dale—F
Magedanz, A. C., New London	White, Will H., Shullsburg—F
Mandel, A. H., Colby—F	Widmer, Otto, Verona, R. 2—R
Marley, Austin, Dodgeville—F	Wittkamp, Wm., Eau Claire—F
Mech & Flaig, Stevens Point—F	Woolcock, C. A., Darlington—F
Minnert, Edwin, Plymouth, R. 5—F	Weracheck, John, Denmark—F
Morgan, Harry H., Eden—F	Wrbanek, Ed., Oconto Falls—F
Natzke, A. R., Wausau—F	Zermuehler, Ernest, Two Rivers—F
Nelson, Leland, Two Rivers, R. 3—F	Rufenacht, Fred, Monroe—R
Neumann, Geo. W., Plymouth, R. 5—F	Thuler, August, Monroe
Oskey, Ben, Denmark, R. 3—F	Schober, Alfred, Monroe
Pohl, Ed., Elkhart Lake	Hiller, Otto C., Withee—F
Quimby, H. J., Neillsville, R. 5—F	Von Moss, Leo, Argyle

LIST OF 37 MARATHON COUNTY 1926 CHEESE EXHIBITS

Entry No.	Name and Address	Score
326	Fred Stapel, Edgar	97.50
208	Fred Stapel, Edgar	96.75
103	Fred Stapel, Edgar	95.25
102	Martin Kubitz, Edgar	96.50
211	Martin Kubitz, Edgar	95.50
331	Martin Kubitz, Edgar	92.50
263	Geo. Sommers, Wausau, R. 4	96.25
346	Geo. Sommers, Wausau, R. 4	93.75
244	Mary Schaetzel, Athens	96.25
1003	Mary Schaetzel, Athens	92.00
341	Mary Schaetzel, Athens	90.50
262	J. M. Dillinger, Unity	96.00
325	J. M. Dillinger, Unity	87.00
108	Otto E. Luther, Marshfield	95.50
2072	Ed. Rosenow, Wausau, R. 2	95.50
418	M. M. Schaetzel, Athens	95.00
224	M. M. Schaetzel, Athens	93.00
315	M. M. Schaetzel, Athens	91.25
188	M. M. Schaetzel, Athens	90.50
245	Henry Rux, Wausau, R. 1	94.50
131	Henry Rux, Wausau, R. 1	93.00
415	Henry Rux, Wausau, R. 1	87.00
283	W. F. Reetz, Ringle	94.50
165	W. F. Reetz, Ringle	94.00
403	H. F. Gripenotrog, Unity	94.00
303	Emil W. Gutknecht, Merrill, R. 3	93.50
264	John H. Hoefner, Wausau, R. 3	93.50
413	Roland E. Scheel, Spencer	93.00
220	A. R. Natzke, Wausau	93.00
265	Ernest Theil, Hamburg, R. 1	93.00
318	Ernest Theil, Hamburg, R. 1	91.25
135	O. A. Mellenthin, Marshfield	92.50
407	Otto L. Baumgart, Colby	91.25
205	M. F. Lawrie, Dorchester	91.00
409	John Grunnenfelder, Marshfield	90.50
130	Otto J. Froehlich, Edgar	89.50
148	Elmer Krenz, Naugart, R. 1	89.00

The above list of 22 cheese makers each exhibiting one or more cheese at the 1926 Wisconsin Cheese Makers Convention, received a prize of \$2.50 each, from a fund of \$55, Prize No. 802, raised by members of the Marathon County Bankers Association, through the efforts of M. M. Schaetzel.

104 WISCONSIN CHEESE MAKERS' ASSOCIATION

NUMBER OF EXHIBITS BY COUNTIES, 1926

Barron—11	Iowa—13	Polk—2
Brown—10	Jackson—1	Portage—3
Buffalo—1	Jefferson—5	Richland—11
Calumet—14	Kewaunee—16	Rock—2
Columbia—6	Lafayette—11	Rusk—1
Crawford—3	Langlade—5	Sauk—4
Clark—18	Lincoln—9	Shawano—14
Dane—16	Manitowoc—47	St. Croix—3
Dodge—38	Marinette—11	Sheboygan—57
Door—3	Marquette—1	Vernon—1
Eau Claire—1	Marathon—36	Washington—4
Fond du Lac—28	Oconto—17	Waupaca—9
Grant—6	Ozaukee—5	Winnebago—3
Green—27	Outagamie—13	Wood—9

SHEBOYGAN COUNTY BANKERS ASSOCIATION PRIZES, 1926

Entry No.	Name and Town	Score	Special Prize No.
196	Arno J. Schmidt, Sheboygan Falls	97.87	1
1002	Arno J. Schmidt, Sheboygan Falls, Comp.	96.00	
180	Fred W. Nussbaumer, Waldo	97.00	2
410	Fred W. Nussbaumer, Waldo	91.50	
149	Geo. W. Neumann, Plymouth, R. 5	96.75	3
272	Geo. W. Neumann, Plymouth, R. 5	94.25	
337	Geo. W. Neumann, Plymouth, R. 5	92.50	
199	Edwin Meinnert, Plymouth	96.75	4
2020	L. J. Brehm, Sheboygan Falls	96.75	5
176	L. J. Brehm, Sheboygan Falls	95.50	
367	L. J. Brehm, Sheboygan Falls	95.25	
412	L. J. Brehm, Sheboygan Falls	90.00	
151	Julius Wessel, Plymouth	96.50	6
348	Julius Wessel, Plymouth	91.50	
277	Julius Wessel, Plymouth	91.50	
275	J. F. Kalk, Cleveland	96.50	7
150	J. F. Kalk, Cleveland	95.75	
302	J. F. Kalk, Cleveland	95.00	
201	Gottfried Moser, Oostburg	96.00	8
707	Gottfried Moser, Oostburg	92.00	
335	Gottfried Moser, Oostburg	87.00	
2052	Stanley Koten, Sheboygan	95.50	9
1001	Walter R. Schmidt, Sheboygan Falls, R. 1	95.25	10
2064	Jacob Strub, Plymouth	95.00	11
381	Jacob Strub, Plymouth, Comp.	94.25	
380	Jacob Strub, Plymouth	90.00	
2015	E. J. Schmitz, Glenbeulah	95.00	12
2046	Arthur H. Berth, Sheboygan	94.75	13
387	Arthur H. Berth, Sheboygan	93.00	
193	Arthur H. Berth, Sheboygan	89.50	
156	Fred J. Chapman, Sheboygan Falls	94.50	14
271	John H. Peters, Plymouth	94.00	15
345	John H. Peters, Plymouth	92.50	
285	Erwin O. Wunsch, Cleveland	93.75	16
350	Erwin O. Wunsch, Cleveland	91.25	
163	Erwin O. Wunsch, Cleveland	90.25	
270	A. H. Hahn, Plymouth	93.50	17
376	A. H. Hahn, Plymouth	91.50	
157	A. H. Hahn, Plymouth	91.00	
198	Arthur Zimmermann, Sheboygan, R. 1	93.00	18
388	Henry D. Schmidt, Sheboygan Falls	92.00	19
2067	Henry D. Schmidt, Sheboygan Falls	90.00	
2063	Edwin Adermann, Elkhart Lake	91.50	20
379	Edwin Adermann, Elkhart Lake	90.00	
298	Ed. Pohl, Elkhart Lake	91.25	21
276	Geo. Mohr, Plymouth	91.00	22
143	John Lemkuil, Plymouth	91.00	23
2062	Herbert Horneck, Elkhart	91.00	24
352	Herman W. Behrens, Plymouth	91.00	25
161	Herman W. Behrens, Plymouth	90.75	
280	Herman W. Behrens, Plymouth	87.00	
389	Oscar L. Roeder, Plymouth	90.50	26
374	Reinard Jacob, Sheboygan, R. 1	90.25	27
278	Casper Holzschuh, Elkhart Lake	90.00	28
189	E. H. Fischer, Random Lake	89.50	
2049	Louis F. Perronne, Plymouth	87.50	
2013	Ben Gruenfelder, Waldo	86.50	

Each of the above 28 exhibitors received a \$12 leather traveling bag from the Sheboygan County Bankers Association.

SECRETARY'S REPORT ON CONVENTION OF DECEMBER, 1926

(Read December 1927)

PART 1. STATE TREASURY ACCOUNT

Receipts

1926		Receipts
July 1	Balance forward from last report.....	\$ 3.88
	State appropriation.....	600.00
Aug. 10	Deposited cash.....	40.00
Dec. 20	Deposited membership fees.....	530.00
	Total	\$1,173.88

Disbursements

1926		Disbursements
July 1	State Printer, circulars.....	5.41
	Supt. Public Property, postage on reports.....	35.20
Aug. 2	State printer, circulars.....	2.84
Sept. 11	State printer, 3000 program envelopes.....	13.73
	State printer, 500 Swiss score cards.....	5.33
	State printer, 1000 Brick score cards.....	5.98
	State printer, 3000 Cheddar score cards.....	9.44
	State printer, 1000 envelopes, 4x9 1/2.....	4.20
	State printer, 1000 gummed labels.....	3.15
Aug. 2	State printer, 2000 letter heads.....	7.50
	State printer, 1000 donor warrants, blocked.....	4.00
	State printer, 1000 financial statements.....	4.58
	State printer, 1000 tickets with stubs, bound.....	4.17
Nov. 22	Milwaukee Auditorium rental.....	295.00
Dec. 29	Milwaukee Auditorium Exhibit and booth expense.....	586.58
1927		
April 2	Cut for annual report.....	2.90
June 27	State printer, 1000 envelopes 4x9, 1000 3 1/2x6 1/2.....	7.68
	State printer, 2000 letterheads.....	12.37
	Balance forward.....	163.82
	Total	\$1,173.88

Secretary's Donation and Program Fund

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

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

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

Receipts from Booth Spaces

Balance forward from last report.....	\$ 691.22
Morton Salt Co.....	50.00
Marschall Dairy Laboratory.....	50.00
Chris Hansen Laboratory.....	50.00
A. H. Barber-Goodhue Co.....	55.00
Brillion Iron Works, 1/2 space, inner.....	20.00
Wisconsin Dairy Laboratory.....	50.00
Damrow Bros. Co.....	105.00
J. B. Ford Co.....	50.00
Lakeshire Cheese Co.....	50.00
Schwab Boiler & Machine Co.....	50.00
Diamond Crystal Salt Co.....	50.00
Stoelting Bros. Co.....	50.00
United Coal & Dock Co.....	50.00

Pyramid Oil Co., outer ½ space	\$30.00
De Laval Separator Co.	100.00
Sharples Separator Co.	50.00
Cream City Chemical Works	50.00
D. & F. Kusel Co.	100.00
Ruggles & Rademacher	50.00
Toledo Scale Co.	50.00
Worcester Salt Co.	50.00
Creamery Package Mfg. Co.	50.00
Erwin Schwenzen, Plymouth	50.00
King Ventilating Co.	50.00
Super Products Co.	50.00
Wacho Mfg. Co.	50.00
Wis. River Supply Co.	50.00
Ohio Salt Co.	50.00
Office Specialties Sales Co.	50.00
Lavo Co. of America	50.00
Milk Plant Monthly, ½ space	25.00

Program Pages

Morton Salt Co.	10.00
Olsen Publishing Co.	10.00
A. D. De Land Co.	20.00
Wisconsin Dairy Supply Co.	22.00
Dairy Supply Co., Minneapolis	10.00
Reinhold & Meyer	20.00
C. E. Blodgett Co.	10.00
A. H. Barber Cheese Co.	20.00
Kiel Woodenware Co.	20.00
Republican Hotel	20.00
Woodland Box Co.	20.00
Kraft Cheese Co.	20.00
Torsion Scale Co.	20.00
Marschall Dairy Laboratory	20.00
Atlantic & Pacific Tea Co.	20.00
Chris Hansens Laboratory	20.00
Sheboygan Bandage Factory	10.00
Colonial Salt Co.	10.00
Creamery Package Mfg. Co.	22.00
Brillion Iron Works	10.00
Wisconsin Dairy Laboratory	10.00
Damrow Bros. Co.	40.00
Chicago Cold Storage Warehouse Co.	20.00
Manhattan Refrigerating Co.	10.00
A. H. Barber-Goodhue Co.	20.00
J. B. Ford Co.	20.00
Buckeye Chemical Co.	20.00
Chas. A. Parfrey Co.	20.00
Lakeshire Cheese Co.	10.00
Fountain City Dairy Co.	10.00
First National Bank, Brillion	10.00
Diamond Crystal Salt Co.	10.00
Stoelting Bros. Co.	40.00
L. F. Nafis Co., Chicago	10.00
Triangle Cheese Co., Monroe	10.00
J. S. Hoffman Co., Chicago	10.00
Rogers & Johnson, Marion	10.00
Mojonnier Bros. Co., Chicago	10.00
Pauly & Pauly Co., Manitowoc	10.00
Schmidt Bros., Blue River	20.00
Vilter Mfg. Co., Milwaukee	10.00
Diary Market Reporter, Sheboygan Falls	10.00
Karolith Co., Long Island City, N. Y.	10.00
Lehmaier, Schwartz & Co.	10.00
De Laval Separator Co.	20.00
D. Picking & Co., Bucyrus, Ohio	10.00
Winnebago Cheese Co., Fond du Lac	10.00
R. L. Frome Mfg. Co., Sheboygan	20.00
Walter Voehching & Co., Sheboygan	20.00
Sharples Separator Co., West Chester, Pa.	22.00
Phenix Cheese Co., Beaver Dam	20.00
Schwaab Stamp & Seal Co., Milwaukee	10.00
General Laboratories, Madison	10.00
Sheboygan Falls Creamery Co.	10.00
John Kirkpatrick, Richland Center	10.00
Cream City Chemical Works, Milwaukee	20.00
Bingham & Risdon, Green Bay	10.00
Plymouth Exchange Bank	10.00
D. & F. Kusel Co., Watertown	20.00
Northern Wisconsin Produce Co., Manitowoc	10.00
Dairy Belt Cheese & Butter Co., Spencer	10.00

THIRTY-SIXTH ANNUAL CONVENTION

107

Muscoda Cheese and Creamery Co.....	\$10.00
Midwest Creamery Co., Plymouth.....	20.00
Champion Sheet Metal Co., Cortland, N. Y.....	10.00
C. A. Straubel Co., Green Bay.....	20.00
Vacuum Sediment Tester Co., Madison.....	10.00
Brooklyn Thermometer Co.....	20.00
Worcester Salt Co., Detroit.....	10.00
Iwen Box & Veneer Co., Shawano.....	20.00
Erwin Schwenzen, Plymouth.....	20.00
Howe Printing Co., Paririe du Chien.....	20.00
Seymour Woodenware Co.....	10.00
Johnston Tin Foil & Sheet Metal Co.....	20.00

Prizes, etc. in cash

Glenbeulah State Bank.....	5.00
C. E. Blodgett Co., Marshfield.....	45.00
Kraft Cheese Co., Plymouth.....	40.00
A. & P. Tea Co., Green Bay.....	35.00
Johnson-Ecklie Co., Cumberland.....	5.00
Fond du Lac Dairymens Association.....	10.00
First National Bank, Clintonville.....	5.00
Fountain City Dairy Co., Fond du Lac.....	10.00
Diamond Crystal Salt Co.....	10.00
Stoelting Bros. Co., Kiel.....	30.00
First Fond du Lac National Bank.....	25.00
S. D. Cannon, Neenah.....	15.00
First National Bank, Neenah.....	5.00
Lakeshire Cheese Co., Plymouth.....	50.00
First National Bank, Brillion.....	8.00
Geo. M. Danke Cry. Co., Neenah.....	10.00
Manitowoc Savings Bank.....	20.00
First National Bank, Manitowoc.....	10.00
American Exchange Bank, Manitowoc.....	5.00
Manitowoc Plating Works.....	15.00
State Bank of Sheboygan Falls.....	10.00
B. Schreiber Co., Sheboygan.....	10.00
Millerville Box Co., Sheboygan.....	8.00
Suring State Bank.....	5.00
Suring Creamery Co.....	5.00
Dow Cheese Co., Fond du Lac.....	10.00
Rogers & Johnson, Marion.....	6.00
Foreign Type Cheese Dealers Assn., Monroe.....	20.00
Dairy Market Reporter, Sheboygan Falls.....	18.00
General Laboratories, Madison.....	5.00
D. Picking & Co., Bucyrus, Ohio.....	5.00
Winnebago Cheese Co., Fond du Lac.....	20.00
Phenix Cheese Corporation.....	55.00
Sheboygan Falls Creamery Co.....	50.00
John Kirkpatrick, Richland Center.....	15.00
Wm. Nesbit, Richland Center.....	10.00
Richland Co. Bank, Richland Center.....	5.00
Eugene O. Recob, Richland Center.....	5.00
State Bank of St. Cloud.....	10.00
Gillett, Wis., group of contributors.....	50.25
State Bank of Manitowoc.....	15.00
Maribel State Bank.....	10.00
Two Rivers Savings Bank.....	5.00
State Bank, Mishicot.....	10.00
Tisch Mills State Bank.....	5.00
Farmers State Bank, Calvary.....	10.00
Dairy Belt Cheese & Butter Co., Spencer.....	25.00
Morton Salt Co.....	10.00
Chas. Laack, Plymouth.....	15.00
Midwest Creamery Co.....	20.00
C. A. Straubel Co., Green Bay.....	48.00
Pauly & Pauly Co., Manitowoc.....	45.00
Colby State Bank, Colby.....	5.00
Security State Bank, Colby.....	5.00
Colby Cheese Box Co.....	5.00
Cheesemakers Manufacturing Co., Riplinger.....	5.00
Kiel Dairy Products Co.....	30.00
St. Nazianz State Bank.....	30.00
Citizens State Bank, Kiel.....	25.00
State Bank of Kiel.....	25.00
Valders State Bank.....	5.00
Bank of Two Rivers.....	15.00
Collins State Bank.....	5.00
Kiel Cheese & Butter Co.....	10.00
Schaller Bros. Cheese Co., Barneveld.....	10.00
Barneveld State Bank.....	5.00
Kurt & Huebner, Cato.....	5.00

Dairymens State Bank, Clintonville	\$10.00
Citizens State Bank, Bear Creek	5.00
Sheboygan County Bankers Association	
Citizens State Bank	50.00
Security National Bank	25.00
Bank of Sheboygan	25.00
Plymouth Exchange Bank	15.00
Plymouth State Bank	15.00
Farmers & Merchants Bank	10.00
South West State Bank	5.00
Cedar Grove State Bank	10.00
Howards Grove State Bank	10.00
Oostburg State Bank	10.00
Falls Bank of Sheboygan Falls	5.00
State Bank of Sheboygan Falls	5.00
State Bank of Elkhart Lake	5.00
Sheboygan County Mutual Savings Bank	5.00
State Bank of Glenbeulah	5.00
Adell State Bank	5.00
Waldo State Bank	5.00
Lake Shore Creamery, Timothy	30.00
Newton State Bank	5.00
R. C. Jorgensen, Denmark	35.00
Johnston Tin Foil & Metal Co.	5.00
Avoca State Bank	5.00
State Bank, Cazenovia	5.00
Farmers State Bank, Viola	5.00
First National Bank, Richland Center	5.00
Farmers & Merchants Bank, Richland Center	5.00
Farmers & Merchants Bank, Muscoda	5.00
Wolf Valley Dairy Co., New London	5.00
L. L. Oldham, Holstein Breeders Association	5.00
Calumet County Bank, Brillion	10.00
Barneveld Produce Co.	5.00
Fairmont Creamery Co., Gillett	50.00
Sheboygan Dairy Products Co.	27.00
Konz Box & Lumber Co., Appleton	10.00
Wisconsin National Bank, Shawano	10.00
Citizens National Bank, Shawano	10.00
Marathon County Bankers Association	
First National Bank, Wausau	10.00
Marathon County Bank	10.00
Bank of Edgar	10.00
State Bank of Mosinee	5.00
Bank of Athens	10.00
M. M. Schaetzel, Edgar	10.00

Miscellaneous Receipts

29 Booster Dinners paid for	29.00
J. W. Cross, cheese sales	66.30
J. L. Sammis, cheese sales	6.90
Cheese sold to University of Wisconsin	47.94
Cheese sold to University of Iowa	86.95
J. H. Hoffmann Co., Chicago, cheese sales	3,677.16
A. Schmidt, Mt. Horeb, shortage paid	.85
De Laval Separator Co., prizes	50.00
Elmer Schroeder, Wayside, membership	1.00
Total receipts	\$9,013.57

Disbursements

Postage	20.00
Addressing and sorting	3.20
Deposited in State Treasury	40.00
Card list of 10 years exhibits	35.00
3 cuts for program	7.00
E. Landgraf, indexing	3.75
500 stamped envelopes	11.32
Addressing circular envelopes	3.75
8 prize chairs	114.00
Postage on programs	85.00
Express on printed matter	1.24
Rubber stamps	1.33
Addressing programs, etc.	20.00
Postage stamps	35.00
J. L. White, addressing	4.50
E. Landgraf, addressing	6.00
Postage	5.00
3200 programs, blanks, tags	389.95

Express on printed matter	\$2.48
Convention sign, Honorary members	4.50
Postage	10.00
Geo. C. Mansfield Co., handling	33.60
Postage	4.00
Kiel Woodenware Co., boxes	9.65
H. D. Schmidt, Sheboygan Falls	1.00
Loud speaker service, R. M. Nelson	50.00
C. E. Blodgett Co., refund	15.00
Alex Kaempfer, reporter	50.00
Alex Schaller, cheese judge	27.30
Orchestra, M. Nygard, expense	4.41
Orchestra, N. F. Wolfmeyer	4.41
Orchestra, E. C. Bastian	4.41
Glenbeulah State Bank, refund	5.00
Barneveld State Bank, refund	5.00
First National Bank, Neenah	5.00
Orchestra, J. C. Ecklie, expense	4.41
Orchestra, S. Twiet	4.41
M. M. Schaetzel, Director, expense	32.05
Edw. F. Winter, V.-Pres., expense	17.34
Fred Marty, judge, expense	28.79
Lee Marken, usher, expense	22.31
J. H. Peters, director, expense	20.28
Otto Weyer, Treasurer, expense	23.35
J. Gempeler, Jr., director, expense	16.48
Jos. W. Tuma, usher, expense	20.16
Carl F. Martens, usher, expense	18.16
State Bank of Manitowoc, refund	1.00
Helen Weggel, clerk	22.80
J. W. Cross, supt. and expense	76.78
Avoca State Bank, refund	5.00
State Bank, Cazenovia, refund	5.00
Calumet County Bank, Brillinton, refund	5.00
Farmer State Bank, Viola, refund	5.00
Konz Box & Lumber Co., refund	18.00
Barneveld Prod. Co., refund	2.00
Badges, ribbons, stamp, numberer	40.49
Juliet Deutsch, clerk	32.50
Jos. L. White, clerk	31.50
John Cannon, judge, expense	34.24
W. F. Hubert, judge, expense	62.09
E. Landgraf, clerk	81.00
Republican Hotel bill	119.80
J. L. White, clerk	2.50
Secretary office, supplies, meals, travel	91.88
Eight prize hand bags	88.00
Walter Lichty, Ixonia, refund	1.00
Adolph Roelli, Apple River, refund	1.00
Postage on prize thermometers	4.50
W. F. Reetz, Ringle, refund	1.00
Eugene Wirz, Darlington, prize 290A	25.00
Otto Blaser, Darlington, prize	7.50
Alex Alplanalp, Juda, prize	7.50
B. W. Radel, Gillingham, refund	2.00
Office Specialties Co., rental	19.15
Siekert & Baum, 1000 mailing tubes	15.00
29 prize bags and postage	208.40
Oswald Schneider, Appleton, prize	3.00
Brooklyn Thermometer Co., prizes	108.33
Butter, Cheese, Egg Journal, ads.	20.00
Jos. F. Drab, Kewaunee, error	3.18
Prize hand bag	7.45
Oswald Schneider, Appleton, prize	5.00
Edw. F. Winter, prize	5.00
Telephone to Appleton	2.23
Dairy Market Reporter, ads.	10.00
Clyde Harwood, Clifford, error	13.05
Alex Kaempfer, reporter, balance	50.00
W. F. Hubert, judge	15.00
J. D. Cannon, judge	15.00
Fred Marty, judge	15.00
Alex Schaller, judge	15.00
Fred Chapman, Sheboygan Falls, prize	3.00
Express on cheese	2.18
Postage on diplomas	16.00
Chas. Hill, Ladoga monument	10.00
Otto Weyer, treasurer	15.00
H. A. Kalk, president	15.00
Wm. J. Hemb, prizes	15.00
Checks to exhibitors, books 1-2	4,911.05
H. A. Kalk, president, expense	34.65
J. Henseler, Greenwood, prize	4.00

110 WISCONSIN CHEESE MAKERS' ASSOCIATION

Geo. C. Mansfield, express	\$2.43
E. Landgraf, typing and listing	5.00
Freight on diploma tubes90
Express on prizes	3.30
J. L. Kraft & Co., refunds	7.00
Schaller Bros., Barneveld, refund	3.00
State Bank of Kiel, refund	15.00
Geo. M. Danke Creamery Co., refund	10.00
Valders State Bank, refund	8.00
Collins State Bank, refund	5.00
Dairy Belt C. & B. Co., refund	19.00
Express on prize chairs	7.98
Retailers commission on chairs	11.40
Postage	5.00
Schwaab Stamp & Seal Co.	5.00
U. S. Government Standards report	1.00
Hoards Dairyman, Ann. Repts, 1898-1899	2.00
Two rubber stamps	1.44
Flowers and travel, Ladoga	7.00
Postage	10.00
Secretary	400.00
Disbursements	8,088.74
Bal. forward	924.83
Total	\$9,013.57

J. H. PETERS,
M. M. SCHAETZL,
Auditing Committee

DEC.—1926—HONORARY MEMBERS

- W. F. HUBERT, Sheboygan
- AD VALLESKY, Manitowoc
- EDW. F. WINTER, Gillett
- OTTO WEYER, Manitowoc
- EARL B. WHITING, Gillett
- J. BERNIE SMITH, Rockbridge
- WM. ALBERS, St. Cloud
- L. J. BREHER, Sheboygan Falls
- ALEX SCHALLER, Barneveld
- EMIL ABEGLLEN, Eldorado
- C. J. FOKETT, Reedsville
- P. H. KASPER, Bear Creek
- O. A. KIELSMIEIER, Seymour

ORGANIZED MARCH 23, 1899
 INCORPORATED FEBRUARY 22, 1899

MILWAUKEE

Cheese Makers' Association

GARAGES AND PARKING SPACE CLOSE TO THE CONVENTION HALL.

COME AND SEE

1. All your Old Friends and a lot of new ones this year.
2. The big CHEESE EXHIBIT for 600 Prizes. Send YOUR cheese.
3. The NEW, BEST EQUIPMENT and supplies, in TWO Exhibit Rooms.
4. **Employment** TABLE for a new job, maker, or helper.
5. MILWAUKEE for a **Holiday**, New Ideas, Business, Pleasure.
5. The MOST IMPORTANT Convention in years. **Don't Miss It.**

THE OFFICERS.

36TH ANNUAL CONVENTION, MILWAUKEE, DEC. 14, 15, 16, 1927, MILWAUKEE AUDITORIUM

DIRECTORS

- EARL B. WHITING, Gillett 36, 37, 38.
- J. GEMPELER, Jr. Monroe 36, 37, 38.
- ARNO SCHMIDT, Sheboygan Falls 36, 37.
- A. T. BRUHN, Spring Green 34, 35, 36.
- M. M. SCHAETZL, Edgar 35, 36.

LIFE MEMBERS

- E. L. ADERHOLD, Neenah
- F. H. KASPER, Bear Creek

Terms

- 36, 37, 38.
- 36, 37, 38.
- 36, 37.
- 34, 35, 36.
- 35, 36.

W. F. HUBERT, Sheboygan
 AD VALLESKY, Manitowoc
 EDW. F. WINTER, Gillett
 OTTO WEYER, Manitowoc
 EARL B. WHITING, Gillett
 J. BERNIE SMITH, Rockbridge
 WM. ALBERS, St. Cloud
 L. J. BREHER, Sheboygan Falls
 ALEX SCHALLER, Barneveld
 EMIL ABEGGLEN, Eldorado
 C. J. FOKETT, Reedsville
 P. H. KASPER, Bear Creek
 O. A. KIELSMEIER, Seymour
 E. J. SCHMITZ, Glenbeulah
 H. J. LOEHR, Calvary
 S. D. CANNON, Neenah
 J. H. PETERS, Plymouth
 OSWALD REITZ, Calvary
 J. GEMPELER, Jr., Monroe
 R. C. JORGENSEN, Denmark
 P. H. MICKLE, Sextonville
 ERNST MANDEL, Colby
 JOHN DURTSCHI, Barneveld
 RAY LARSEN, Shawano
 M. M. SCHAETZL, Edgar

ORGANIZED MARCH 23, 1893
 INCORPORATED FEBRUARY 22, 1909

Wisconsin Cheese Makers' Association

DIRECTORS	Term
EARL B. WHITING, Gillett	36, 37, 38.
J. GEMPELER, Jr. Monroe	36, 37, 38.
ARNO SCHMIDT, Sheboygan Falls	36, 37.
A. T. BRUHN, Spring Green	34, 35, 36.
M. M. SCHAETZL, Edgar	35, 36.

LIFE MEMBERS

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

OFFICERS, 1927

President—EDW. F. WINTER, Gillett
 Vice President—J. H. PETERS, Plymouth
 Secretary—J. L. SAMMIS, Madison
 Treasurer—OTTO WEYER, Manitowoc

IMPORTANT NEW FEATURES THIS YEAR

FRIEND CHEESE MAKER:



Greetings. We will look for **YOU** at Milwaukee in December at the State Convention. **Yes, bring the Wife. Send Cheese** for the prizes in every county. Prizes for **NEW MEMBERS.**

COME AND HEAR

1. The News from all over the cheese world. Bring yours.
2. The new National Cheese Institute plans and progress. Join in.
3. The **Cheese Makers Discussions** beginning Wednesday. Take part.
4. **Standardization** explained. Its advantages and dangers. Learn.
5. Cheese Quality Improvement by **Standardization Upward.** How.
6. 1927 Progress in **Pasteurization** at the cheese factory, etc., etc.
7. The New **RULINGS, LAWS, REGULATIONS.** Needed changes.

AT THE CONVENTION



LOUD SPEAKER SYSTEM enables you to hear everything.
HALF FARE RAILROAD return rate certificates as usual.
REDUCED HOTEL RATES for parties of two or four, **TOGETHER.**
GARAGES and **PARKING SPACE** close to the Convention Hall.

COME AND SEE

1. All your **Old Friends** and a lot of new ones this year.
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