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Proceedings of the Wisconsin Cheese Makers' Association forty-third annual convention November 14, 15, 1934 assembled in the Eagles Auditorium Sheboygan, Wisconsin. 1935

Wisconsin Cheese Makers' Association
Madison, WI: Cantwell Print. Co., 1935

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PROCEEDINGS

OF THE

WISCONSIN CHEESE MAKERS'

ASSOCIATION

FORTY-THIRD ANNUAL CONVENTION
November 14, 15, 1934

Assembled in the Eagles Auditorium
Sheboygan, Wisconsin

J. L. Sammis, Secretary



Madison, Wisconsin
1935

This annual publication is mailed each year to paid-up members of the Wisconsin Cheese Makers' Association, and sent free to libraries on request, so far as possible.

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**WISCONSIN CHEESE MAKERS' ASSOCIATION
FORTY-THIRD ANNUAL MEETING**

Eagles Auditorium, Sheboygan, Nov. 14, 15, 1934

1934 OFFICERS AND DIRECTORS

EARL B. WHITING, President	-----	Gillett
L. E. KOPITZKE, Vice President	-----	Marion
J. L. SAMMIS, Secretary	-----	Madison
WALTER R. SCHMIDT, Treasurer	-----	Sheboygan Falls
JOHN H. PETERS, Director, 43, 44, 45	-----	Plymouth
M. M. SCHAEZTL, Director, 43, 44, 45	-----	Athens
J. GEMPELER, JR., Director, 42, 43, 44	-----	Monroe
S. SUIDZINSKI, Director, 43, 44	-----	Denmark
E. F. HORN, Director, 41, 42, 43	-----	Beaver Dam

JUDGES OF CHEESE

American Cheese

A. T. BRUHN ----- Madison

Swiss, Limburger Cheese

FRED MARTY ----- Monroe

Muenster, Brick Cheese

WALTER KRAMER ----- Madison

SUPERINTENDENT OF CHEESE EXHIBIT

J. W. CROSS ----- Milwaukee

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
J. L. SAMMIS, Madison
OSCAR DAMROW,
Sheboygan Falls
A. T. BRUHN, Madison

NOVEMBER, 1934, HONORARY MEMBERS

<p>C. E. BROUGHTON, Sheboygan (by vote)</p> <p>JOHN H. PETERS, Plymouth</p> <p>A. J. REISS, Sheboygan Falls</p> <p>ART TRUTTSCHHEL, Sheboygan Falls</p> <p>RAY WIFLER, Glenbeulah</p> <p>ARTHUR OLM, Waldo</p> <p>LOUIS PERRONNE, Plymouth</p> <p>L. E. KOPITZKE, Marion</p> <p>W. H. SCHMIDT, Sheboygan Falls</p> <p>E. F. HORN, Beaver Dam</p> <p>JOHN F. LENSIRE, Marathon</p>	<p>MELVIN MULLINS, Edgar</p> <p>JAKE PREISIG, Stratford</p> <p>ARTHUR OTT, Stratford</p> <p>JOHN FISHER, Stratford</p> <p>FRANK CASPER, Edgar</p> <p>WM. DVORAK, Edgar</p> <p>H. J. KOHLMAN, Calvary</p> <p>H. J. KUSCHEL, Pound</p> <p>LOUIS FRIGO, Pound</p> <p>EDW. PECK, Coleman</p> <p>EDW. KUSH, Coleman</p> <p>IGNATZ KOSCHAK, Greenwood</p> <p>HERMAN KALKOFEN, Greenwood</p> <p>R. F. GOTTER, Loyal</p> <p>WM. SEEMAN, Loyal</p> <p>E. B. WHITING, Gillett</p>	<p>HAROLD WINTER, Gillett</p> <p>HENRY SYLVESTER, Gillett</p> <p>WM. KRUMREY, Gillett</p> <p>LAWRENCE HUSS, Suring</p> <p>ERICH SCHUETTELZ, Suring</p> <p>HENRY SCHEMLZER, Sawyer</p> <p>ARTHUR KLESSIG, Brussels</p> <p>ALBERT HOSTAK, Sawyer</p> <p>JOHN SCHMIDTKE, Sawyer</p> <p>WM. WOLSKE, Sawyer</p> <p>EARL ALBRECHT</p> <p>O. R. SCHWANTES, Clintonville</p>
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Official Reporter, ALEX KAEMPFER, 310 S. Bassett St., Madison, Wis.

Official Organs, The National Cheese Journal, Milwaukee, Wis.

The Cheese Reporter, Sheboygan Falls, Wis.

Official Cold Storage, Sheboygan Dairy Products Co., Sheboygan, Wis.

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LETTER OF TRANSMITTAL

Office of the Secretary,
Wisconsin Cheese Makers' Association,
Madison, Wis., 1935.

TO HIS EXCELLENCY PHILIP F. LA FOLLETTE,
Governor of the State of Wisconsin.

I have the honor to submit report of the forty-third annual meeting of the Wisconsin Cheese Makers' Association, showing the receipts and disbursements reported, also containing papers, addresses and discussions had at the annual convention held at Sheboygan, in November, 1934.

Respectfully submitted,

J. L. SAMMIS, *Secretary.*



P. H. KASPER
BEAR CREEK
(American)



GOTTLIEB WERREN
BLUE MOUNDS
(Block)



OSWALD SCHNEIDER
APPLETON
(Brick)

HIGHEST HONOR, CLASS A CHEESE MAKERS

In 1928, this association, in order to do GREATER HONOR to our best prize-winning cheese makers, voted that:

1. A special class of honor cheese makers shall be created from our membership during the past 12 years.
2. Every cheese maker who, by the records in the secretary's office, is shown to have received either three first sweepstake prizes on American cheese, or three first prizes on Swiss cheese, or three first prizes on Brick cheese, or three first prizes on Limburger cheese, shall be placed in this honor class.
3. Members of this class shall hereafter compete only for such prizes as may be offered for this honor class.



ROBT. HERRMANN
DALLAS
(Drum Swiss)



EMANUEL HESS
BELLEVILLE
(Limburger)



E. J. SCHNEIDER
APPLETON
(Brick)

ARTICLES OF INCORPORATION OF THE WISCONSIN CHEESE MAKERS' ASSOCIATION

Incorporated February 2, 1899

Article I

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

A further aim is to unite the 2000 or more cheese makers, and all associations of cheese makers in Wisconsin under a state wide plan for united action, on all state wide problems affecting cheese makers. (Adopted 1931.)

Article II

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

Article III

The association shall be a corporation without capital stock.

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

Associate Membership

Any other person, not eligible to become an active member may become an associate member of this association, with the right to receive legislative bills, annual reports, etc., and to attend all meet-

ings of the association, but not to vote or speak, by paying in advance the annual membership fee of \$2.00 to the association secretary for the current calendar year. (Adopted 1931.)

Subscribing Memberships

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

Article IV

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

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

Article V

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

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

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

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

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

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

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

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

Article VI

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

Article VII

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

Article VIII

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

Article IX

(Adopted 1931)

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

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

Amendments Adopted

(See Annual Reports)

(1) The secretary shall qualify for office by filing with the president a satisfactory bond in the sum of \$4000, at the expense of the Association. (See 1929 Annual Report, page 90.)

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

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

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

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

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

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

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

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

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

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

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

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

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

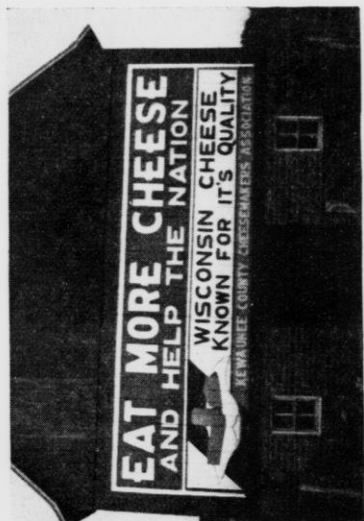
2. Every cheese maker who, by the records in the secretary's office, is shown to have received either three first sweepstake prizes on American cheese, or three first prizes on Swiss cheese, or three first prizes on Brick cheese, or three first prizes on Limburger cheese shall be placed in this honor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

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

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

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

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



Roadside Cheese Signs Erected by Branches.

Forty-Third Annual Convention
OF THE
Wisconsin Cheese Makers' Association

Held at Sheboygan, Wisconsin

November 14 and 15, 1934

At the Eagles Auditorium

President Earl B. Whiting called the convention to order at 11 a. m. November 14th, 1934.

ADDRESS OF WELCOME

By MAYOR W. M. SONNENBURG

Mr. President, Members of the Wisconsin Cheese Makers' Association: In behalf of the city of Sheboygan I welcome you. I feel that having selected this city two years in succession you are not only honoring us but you are recognizing the position of Sheboygan county and the organizations in the cheese industry.

I was interested in looking over some statistics about a week and a half ago to see how Clark County fitted into this cheese picture, and I was very much surprised to see it was rated second. Dodge is first and Marathon third and Sheboygan fourth. Looking further over the statistics I noted that Wisconsin produced 6½ times as much cheese as its nearest competitor, New York state, and twenty times as much cheese as the next nearest, the state of Oregon. And altogether produced more cheese than the rest of the United States combined.

That is something I didn't know before, and the reason I didn't know it is because it hadn't been given publicity. I think the cheese maker, who operates the little corner cheese factory probably gets down in the mouth once in a while feeling that he is being handled rather roughly by the big monopolies. I would say that with due publicity for your industry, that you fellows are very safe from the big monopolies, but I do think that you men should carry on a campaign such as the California Fruit Growers carry on.

For instance, I could vision a great big billboard in New York State saying, "Wisconsin Produces More Cheese than the Rest of the United States. Why? Because of its superior quality. Insist on Wisconsin."

sin Cheese." Something of that sort I think would aid your business very materially and as far as the threat of the big cheese monopolies is concerned, I think if you will just recall the picture of the Utility Industry, you will have nothing to fear.

It isn't but a few years ago that there was a great fear that all the electrical utilities were going to be controlled by one man and the little fellows were beginning to squirm around and we soon found that the superstructure that was built up to close the little fellow, didn't do it at all. Eventually the cheese monopolies will fall under their own superstructure and the little fellow will be king after all.

Before closing I can't help but recall to your attention one of the staunchest friends you have in the State of Wisconsin, our own leading citizen, Charlie Broughton. He has carried on the battle for you men continuously and I know he is sincere and he has at heart your welfare; and before leaving I am quite sure you are all going to meet him. He is one of your best and staunchest friends.

When the day's work is over we want you to enjoy yourselves to the fullest extent. If in your going and coming and doing there have been some minor infractions, we are awfully blind when our guests do something like that. So feel free to enjoy yourselves to the fullest extent, and if you are troubled in any way, don't hesitate to call on me. Thank you.

RESPONSE TO ADDRESS OF WELCOME

By L. E. KOPITZKE

Mr. President, Mayor Sonnenburg and Friends: I certainly wish to thank Mayor Sonnenburg for his splendid address of welcome. The fact that we are here again indicates we highly appreciate the hospitality of the City of Sheboygan. Although this is but the second time we are assembling here, I am sure we all have a kindly feeling toward this city, and especially for that grand citizen, C. E. Broughton, who invited us to come here a year ago. He not only invited us, but also furnished this hall. We are also aware of the fact that he has always befriended and fought for the farmers and cheese makers. Mr. Broughton, as most of you know, is editor of the daily newspaper, the Sheboygan Press, and through this paper especially and other ways as well, he has greatly helped the farmers and cheese makers and I wish to take this opportunity of thanking him in behalf of the Association.

I will now endeavor to point out a few things which I think the cheese producers and makers should concentrate their efforts upon for the balance of 1934 and for 1935.

First, we must produce a quality product and second, we must get out and sell our product.

Some of you will say that you have heard so much about quality that it has become monotonous and you do not care to hear any more. I will admit we have heard and talked a great deal about

quality, but unfortunately there are still some who do not try to do anything about it. The argument most commonly used by makers is that if they make an attempt to improve the quality of the milk they are bound to step on some of their patrons' toes and will result in losing them. This may be true, but it only proves that some are asleep at the switch, for if we would all put our shoulders to the wheel and do our bit such conditions would not exist.

Then too there are different ways in going about the task of improving the quality. My opinion is that we can accomplish the best results by going about it in a friendly and cautious manner.

We must convince the patrons that it is profitable for them to produce quality milk. The fact must be stressed that if all dairy products marketed were of a good quality the consumption would be greatly increased and the surplus wiped out, which naturally would result in better prices.

Let us not overlook the fact that the producers of milk have had a mighty difficult time of it for the past three years. They have been working harder than ever, but have realized very little for their efforts.

I do not want you to misunderstand me, however; I do not claim that to be an excuse for not producing good milk, but with such conditions existing it behooves us still more to cooperate with our patrons in trying to improve the quality.

We must not forget the proverb, "Do unto others as you would have them do unto you."

If you were a producer, you would not want your milk rejected without an explanation as to why it could not be taken. Neither would you want it broadcast to the other patrons, yet this is sometimes done. I remember one cheese maker who enjoyed the patronage of forty-six farmers and if one of them would deliver a can of milk which was inferior in quality, the other forty-five would be sure to hear about it.

I believe that by making use of our sediment tester and thermometer, together with a little friendly advice we can accomplish a great deal more towards improving the quality of our cheese.

As for the advertising, I am glad to be able to state at this time that I think there has been more done in the past year to educate the consumers as to the value of cheese than ever before.

The first steps toward urging the public to eat more cheese were taken last November before and during National Cheese Week. No doubt this did a lot of good while it lasted which was one week, but it was not sufficient time.

After Cheese Week many of us started to think and wonder why it would not be a good idea to have fifty-two "Cheese Weeks" instead of one. It was not long before action was started by a few cheese makers who finally succeeded in building an organization for the purpose of advertising Wisconsin Natural Cheese, namely, the Wisconsin Cheese Makers' Publicity Association.

I also want to take this opportunity to congratulate the Department of Agriculture and Markets for the work they have done to help increase the consumption of cheese and other dairy products in the past year. Wilbur G. Carlson who has had charge of the advertising has done some very constructive work along that line, and I do not think his efforts have been in vain.

REPORT OF THE AUDITING COMMITTEE

MR. PETERS: We, the auditing committee, have examined the secretary and treasurer's books and found them to be correct.

JOHN PETERS AND WALTER SCHMIDT.

President Whiting: We will now have the financial report of our Secretary, Mr. Sammis.

FINANCIAL REPORT OF THE SECRETARY

MR. SAMMIS: Mr. President, I am glad to see members here from a distance. Wherever we meet, everybody in the county will be there, but the fruitful thing is to have many members present from all over the state.

I would like to remind you who are here from various counties that tonight at six o'clock we have dinner at the Foeste Hotel.

The purpose of that dinner is to discuss new methods and plans for the growth of the branches and I hope that officers and representatives of all branches will be at that supper tonight at six o'clock and take part. Bring your ideas, and learn from the other branches what ideas they have.

Two years ago you voted that this Association recommend that cheese makers in every county should organize local branches, to meet monthly, to discuss the local and state-wide matters of importance.

Your officers carried out your wishes and you now have 29 branches. Nearly all of them are quite prosperous. One or two very seldom report and we can't tell whether they are dead or alive. But the great majority of the branches send in reports promptly and you get them in your news letters and know all about them. The news letters were started as a means of keeping branches in contact with each other. During past years up to this last year, you have had all this work done at no cost to you. The State paid for part of it. The Legislature presented you with six hundred dollars cash. The Dairy Department of the University told the members of its staff to help the Association, to help the cheese makers, and to do anything they could for them and do it at State expense. You doubtless recall that our friends downstairs who occupy the booths pay in money. The facts are summed up, that for every dollar the cheese maker pays in, other people, in the past, have contributed five dollars, for the work of this Association.

At the last convention I reported that I would be glad to visit any branches that requested me to do so. I received eighty requests to

attend branch meetings during the last six months, and I attended sixty-five of them.

Last year you voted to allow \$750 to pay the traveling expenses to attend these branch meetings. The directors appropriated five hundred dollars. They are a little more economical than you are. I spent only about \$450 of it, so I was a little more economical than the directors were; they have audited the books and have seen the expense accounts and they are still on file in the office.

It has grown up as a sort of tradition in the minds of the cheese makers of the State, that the Association somehow takes care of itself, and that if they don't come to the convention they have no particular reason to pay dues to the Association. To find out if this is true, I put in the book on the first page an invitation to cheese makers all over the state, two thousand of them, to send in their \$1.00 membership fee and I want to tell you I haven't received a solitary dollar from any of them. They feel that they have no responsibility to the Association, and if they don't come that is the end of it, as far as they are concerned. That isn't the way other people do things.

The buttermaker who joins the Buttermakers Association pays twelve dollars a year, whether he attends their convention or not. This is an Eagles building. If you join the Eagles you don't get in for a dollar a year. To join any lodge or go to any church, you don't get by for a dollar a year.

You might instruct the secretary to send to each cheese maker in the state, at his home, a bill for his membership for support of the State Association. I don't know how much money you would raise that way. The subject will come up for discussion no doubt tomorrow.

MR. MULLOY: Mr. Chairman, I would say the present auditing committee made a check of the books yesterday; they know more about the condition of finance than any other committee that could be selected from the audience and I think it would be no more than right if a recommendation for the purpose of raising additional funds for another year should be made, that the auditing committee should be in a position to make any necessary recommendations, and if we are to have a committee, I make a motion that that committee act as such committee.

Motion seconded and carried.

PROPOSED AMENDMENTS TO THE CONSTITUTION

MR. MULLOY: Mr. Chairman, I would like to have a little bit of further information. Are we going to vote on it again to make it constitutional, or do we have to vote against it to get it out of the records. Wasn't the constitution legally amended last year regarding the dues? If that amendment that was passed last year was enforced, that would give us about double the revenue we are getting now.

SECRETARY SAMMIS: Mr. President, the motion for \$2.00 fees was passed last year and is now on the books, and is up to the officers to enforce as soon as they will. It was that the membership fee charged at the door should be two dollars and that the exhibit fee should be two dollars.

Now last year this proposition was brought before you to say what your idea was, what you would do, what you thought about it, whether you would pass such a motion. And it was passed quite successfully and it is now the rule that such shall be done. As I said before, the directors hesitated as a practical thing to put it into effect until you should have a chance to vote on it again and confirm your judgment, also, this matter of charging two dollars for an exhibit fee is a rather impractical sort of thing. There is no use of putting up a charge for more money than a daisy cheese is worth. A man sends in a daisy cheese of twenty pounds and if it is worth ten cents a pound, that would pay two dollars. The member writes us to take his four dollar fees out of the sale of the cheese, but cheese isn't worth that much. We would have to send him a bill for a dollar or two. In the record for this year there are possibly 50 cheese makers whose statements show they owe the Association anything from five cents to a dollar in addition to the value of their cheese, in order to pay the one dollar membership fee and one dollar exhibit fee. Most of them don't pay in advance when they ship a cheese. There isn't much use of charging more against the cheese than its sale value. I doubt whether you can ever make the exhibit fee more than a dollar, and collect it. It does not seem worth while to continue a two dollar exhibit fee in force. That might as well be voted out today and dropped, because there is no way to collect it.

MR. MULLOY: The point I want to raise is, won't it be necessary to amend the constitution and knock it out.

SECRETARY SAMMIS: If you will introduce a resolution by title as you did last year, a resolution to amend section five of the constitution, that is sufficient on the first day of the convention. Then, under that, tomorrow, all the details that are desirable can be brought in legally.

MR. KOPITZKE: I can't see if we amended it last year why we should amend it again. I should think that would be in the constitution until we vote to repeal it, and furthermore, of course I realize Mr. Mulloy feels kind of cheated, we voted for that last year and then we did not collect it. I was probably as much to blame for that as any of them and we all feel that in these hard times it wasn't a good idea to raise this membership or entry fee more than the value of the exhibit. I think if we want to raise money for this Association, and put this membership fee up to five dollars, there will probably be less coming here. We have these branches; why not make use of them, and let every branch all over the State put on a dance and donate to the convention to help finance this thing. I don't think we have to vote on that amendment. Don't you think it is all right,

Mr. Mulloy, if we try to get some money from all over the State to run this Association?

MR. MULLOY: Seeing you ask what I think about it—if I were to offer an amendment to the constitution at this time, I would offer an amendment that every cheese maker to be a member of any branch association must, in addition to paying the regular dues of that branch, contribute one dollar a year membership fee towards the support of the State Association or else not be recognized as a member of the branch, and then if a branch organization is really a part of the State Organization—they would bring in the one dollar membership dues that we wouldn't get elsewhere. I offer it as a motion that can be written up and read tomorrow and be legal as an amendment to the constitution pertaining to branch membership fees. We can write it up tonight and present it tomorrow.

Motion seconded and carried.

PRESIDENT WHITING: We will stand adjourned until 2:15 this afternoon.

CO-OPERATIVE BUYING TO REDUCE COST OF MAKING

By L. A. DEDERICH, *Secretary*, Spring Green Association

Our secretary has asked me to discuss briefly with you the lower cost of making by co-operative buying by cheese makers. It is a subject well worth the consideration of the buyer and seller. We must buy our supplies cheaper if we are going to stay in business. We could pass the whole increase in cost to the farmer, but he can't pay it and he won't pay it. Nor can the cheese maker stand the whole increase of cost.

I am going to tell you a few things about our experience in Spring Green. The Spring Green, Wisconsin, pioneer local was organized in early May, 1931, with a membership of thirty. Our slogan is **Better Cheese**, and we aim to buy better cheese factory supplies on a cash basis. In the first three years of our work at Spring Green we did pretty well in a way. We held two four-day schools there and we took an active interest in the affairs of the cheese makers in general. We built up new friendships and eliminated to quite an extent the feeling of antagonism between the cheese makers and still there was something lacking. From year to year our membership was falling off until in 1933 we had only fifteen members, and attendance was poor. I felt ashamed to call a meeting, but in 1934 things commenced to look better. Why? Because we commenced to buy supplies cheaper. We used the same method on everything we bought. In fact, we bought everything from a pair of overalls to a steel barrel and every time we did buy we saved money. The membership is built up to 33 at the present time and our attendance is much better at our meetings. We have done these things at practically no cost to any member. Our annual fee is only 25 cents and we have no money in our treasury and I don't know but what I am just a little bit proud of it. Every

dime we have been able to save has gone right back into the cheese maker's pockets. There are two or three things absolutely necessary in buying this way. We must be absolutely honest and square with ourselves and with the man we buy from. We must accept the things we buy and pay for them when we agree to. We are able to get jobbers' prices on most of the things we buy.

I don't know as there is much else. Our system of buying is very simple—it is the simplest way there is. If you had 500 cheese makers in this house today and four hundred of them would each agree to buy four thousand bandages or five gallons of rennet, the order would be pooled and placed in the hands of a committee and one man would do the buying for them all.

COST OF MAKING CHEESE IN 1934 AND 1935

E. C. DAMROW

In again preparing a "Cost of Cheese Making," as requested by your Secretary, to encourage every cheese maker to figure his own cost, I want to impress on every cheese maker the vital importance of knowing just on which side of the Profit and Loss Account he stands.

In these cost sheets that I prepared, the average cost is taken on two different size factories; namely, a factory running about 6,000 pounds in the flush and one running about 18,000 pounds in the flush.

When tabulating these figures, we take the costs for the average cooperative factory that was built of late years, where also a residence must be provided for the cheese maker who is operating the factory. Where it is not necessary to provide a residence, the investment in the factory may be considerably less; and in factories that are pretty well run down and kept very poorly in repair, the investment may also be low.

The cheese maker either works on a monthly salary or on a poundage basis. We are figuring the salary in the smaller factory at \$100 a month, just for a matter of straight figuring, but this may be more or less in various factories. We have tried to tabulate these figures in such a way that it will be easy for any cheese maker or the officers of a cooperative factory to sit down in one afternoon or evening, compile all their figures, and check up just exactly what it cost them to make cheese during the year.

They should also consider the depreciation on building and equipment, interest on money invested or borrowed, insurance on building and equipment, and taxes. It doesn't make any difference if the cheese factory is run cooperatively or is individually owned, these same items of overhead or burden must be covered.

In some factories these fixed expenses have not been figured for the past few years, and this handicaps them a lot when they have to replace equipment or make necessary repairs to their buildings, unless

they charge or deduct a small amount from the monthly milk checks to take care of these emergencies, which is done in many cases.

The cost might be computed in various ways, depending on how the individual cheese factory is operated. In some localities the cheese maker owns the factory, furnishes all equipment, all supplies and labor, and the costs are figured on the basis as tabulated in this bulletin, the same as a cooperative factory where everything is furnished, supplies, equipment, labor and building.

In other localities where the factory, also the equipment, is owned cooperatively by the farmers, they hire a cheese maker to do the work only. There is another group where the farmers own the building cooperatively, but the cheese maker has to furnish all the equipment, supplies and labor. If all items are figured, they should always figure the depreciation on their equipment and building or the interest on the money invested.

The difference in cost is very little between 1933 and 1934 for general supplies, such as rennet, color, salt, acid, cleaning compounds, oil, glassware, breakage, repairing, and retinning, and fuel. Rennet and color are a little higher than last year, but some of the other items might be a little less. The same is true of cotton goods. The prices on the cost sheet are list prices, whereas most cheese makers are probably buying at a 10% cash discount, which will bring these figures to approximately the same price as listed on the bulletin.

In the art of manufacturing cheese, there are new devices, new methods, and new ideas developed every year, which usually makes extra equipment necessary for the performance of the work in order to make the highest quality of cheese. A few years ago only a limited number of cheese factories used a moisture oven or made moisture tests; but as the laws are getting more stringent, as well as the check-up by the State and the cheese buyers, it is absolutely necessary for factories to watch their moisture.

The sole object of these reports to your organization is to encourage each cheese maker to check his cost. Figure your own items of cost that you had during the year or expect to have the coming year. Tabulate all your expense items and supplies, as well as the fixed expenses; follow this system or any system of your own.

In the printed list of equipment there may be several items that are not used in some factories, but an up-to-date cheese factory should have all these items of modern equipment and tools. There also may be some equipment and tools used which are not listed. For instance, in the small factory we list only one style of cheese hoop, whereas the ordinary factory has two, three, and sometimes four different styles of cheese hoops, which also adds to the amount of investment for equipment.

The amount allowed for depreciation or replacements depends considerably on what tools are used. The depreciation on equipment is about ten per cent of the cost of equipment, which in a small factory amounts to approximately \$350 and in a large factory about \$600.

Another feature that will be quite a big expense item to cheese factories—and quite a number have gone into it already—will be refrigeration and can washing at the factory, which not only adds to the cost of equipment but also the cost of operation. But I have never talked with an operator who now has refrigeration equipment or a can washer who would want to be without it again.

We have two speakers on the program this afternoon who have refrigeration for their factories and have arranged special curing rooms for the same. These certainly are very timely subjects for discussion at this time and will be very instructive, especially for those who have been intending to put in new coolers and curing rooms, as well as refrigeration.

DISCUSSION

MR. WINTERS: I would like to ask Mr. Damrow, what is your rough estimate of cost of making cheese in 1934?

MR. DAMROW: In a factory running three hundred thousand pounds it is around \$2.27 I think. My object in figuring three per cent depreciation on a building to ten per cent depreciation on equipment is more for laying out a program which you can follow, and tabulate your own figures. I wonder if Mr. Alberts is ready to tell us what his figures amounted to last year.

MR. ALBERTS: No, sir, I can't. I didn't look it over since last January. I forget the exact figures but mine were a little lower than yours were.

MR. DAMROW: I am figuring on \$100 a month salary. It is easier for you to follow, if you work on a pound basis. I figure on 80 cents, on the pound basis. It is an easy matter and you should follow it so you know where you are at. At least, figure up your costs for this last year, tabulate your figures and you will have some idea of where you really are.

A MEMBER: Mr. Damrow has figured the six thousand pound factory built cheaper than five thousand dollars.

MR. DAMROW: Yes, I am figuring a factory built recently. I am taking a co-operative factory where it has to have a residence for the cheese maker. I don't think you can get much below that. Do you know of any co-operative factory in your neighborhood that has a residence provided for the cheese maker that is less than that? Yes, if you have an individual factory only and the man rents elsewhere, that factory doesn't cost that much. On most of the co-operative factories that are built, I am taking that as a basis, not that I am working for the co-operatives. My object in making this report is to help makers when they make up their income report. All the co-operatives have to make an income report, and they should have something to follow by which to figure their depreciation. Someone told me he has a factory that cost him actually less than \$1200, but it wasn't a factory, it was a barn.

A MEMBER: Mr. Damrow, how much depreciation are we allowed?

MR. DAMROW: You have an allowance of three per cent on your building. On your equipment it is accepted by the state at ten per cent. That is taken care of that way all through on this type of industry, and when you make up your report and you don't figure your depreciation on it, you are just that much out if you have to pay taxes.

MR. WINTER: Mr. Chairman, do I understand this gentleman right, a factory running six thousand pounds of milk daily in the flush cost \$6000?

MR. DAMROW: We have several we made the layout for, and I have the cost, and these are factories that are built maybe four or five years ago, and I think it costs just as much today to build a factory as it did five or six years ago.

MR. WINTER: I am speaking with living rooms included, of course.

MR. DAMROW: That is what my basis is. If you have less investment, figure your depreciation on your actual investment, so you can figure on your own depreciation at your own cost.

SECRETARY SAMMIS: Mr. Chairman, I would like to ask Mr. Alberts one little question. After you figured the expense at your factory, were you surprised?

MR. ALBERTS: Yes, I was surprised, and I can't understand how some cheese makers are making cheese for 1½ cents. I was surprised how they can exist.

SECRETARY SAMMIS: Mr. President, the whole purpose of having this address on the program here is to try to get it so that next year more than one man will be looking up his costs. The cost is not the same in any two factories. Some of them cost \$6000, some of them may have cost only half of that or might cost more. No one can assume what the costs are in his factory from what he hears about some other place, any more than you can assume how much money you have in the bank because you hear some other fellow has so much money in the bank. We hope very sincerely that next year there will be some more people beside Mr. Alberts that figure their own cost.

MR. ALBERTS: Mr. Chairman, it might be a good idea to find out how they are doing that at 1½ cents and then we can do the same.

PRESIDENT WHITING: Perhaps there is someone here that wants to tell how they do it.

MR. FELTON: Mr. Chairman, I was going to ask Mr. Damrow this question, what the real object would be in a cheese maker trying to figure out cost of operation, that is, what there would be gained by figuring it up? Mr. Sammis answered part of that question but I can't see what there would be gained by a cheese maker figuring out the cost of operation. I would like to have him explain what is gained in dollars and cents by doing that.

SECRETARY SAMMIS: Mr. Chairman, in the absence of those members who can make cheese for a cent and a half or less, if you should ask them what it cost them to make cheese, they couldn't tell you. That is the point, they are the people that never figure anything. In answer to Mr. Felton's question, you won't have a cent more money in your pocket after you have done the work of figuring—not at all. No one will pay you anything because you figure the expense on your own factory, but you will know how much of the money in the bank is profit, you will know how much you gained or you will know how near you came to just breaking even or you will know if you have really taken in less money than it cost you to make cheese, and we think that is worth knowing.

MR. FELTON: Here is what I was trying to arrive at, how are you going to get more for making, probably because you can show the farmers how much it cost you to operate. How are you going to get more?

SECRETARY SAMMIS: That is the problem of every cheese maker, but you certainly won't get anywhere if you don't know how much it cost.

MR. FELTON: I was trying to find out if somebody has some plan or some way that we could put that plan into operation that Mr. Damrow advocates.

MR. DAMROW: Mr. Chairman, several years ago a cheese maker asked me to come out and have a meeting with his farmers. This was rather a federation proposition. I said I am not going to talk for or against the federation. I have nothing to do with their end of it. When they had this question all settled they took a vote whether they wanted to join the federation or not. And then one of them said, now, let's talk about the price of making cheese. I think the cheese maker is getting too much. They kept the conversation up and I requested that they appoint three men among the farmers to go over to the banker and have the figures all tabulated and then let these three men make a report. Do you know what this cheese maker said the first crack out of the box? He said, well, if you think I am making too much money I will drop half a cent. He didn't know how much he was making. The farmers are sorry this cheese maker isn't there today; he was the best cheese maker they had in that community. If you know what the cost is you can run your books wide open. The farmers have suffered a lot and the cheese makers have suffered a lot too, but if you don't know what it costs, just like your Secretary has requested, try to sit down and tabulate your figures. It is only half a day's work.

SECRETARY SAMMIS: Mr. Damrow said it is not such a big job to do this figuring. Don't you know how to go at it? Mr. Damrow the other day suggested to take that printed list of expense he has in his bulletin, and say to yourself now, I think Mr. Damrow has some of these figures wrong, and you go through and correct them. Take the first figure and say, does that fit my factory? No, it doesn't. Well then, put down the figure that does fit your factory. Well, then take the second figure and see if that fits your factory and when you get through why you have got the cost of making cheese in your factory.

SELLING CHEESE FROM FACTORY TO CONSUMER

Led by F. A. WENDTLAND, *President of Fremont Branch*

Is Mr. Wendlandt here?

SECRETARY SAMMIS: Well, I suppose somebody ought to apologize for Mr. Wendtland. He was notified sometime ago but I suppose something has detained him. The purpose was to bring up the question and find out how many cheese makers find it profitable to sell cheese at retail and get a general idea. Perhaps some of them would give us some good suggestions and the best way to go about it, suppose we just ask the question, how many people here find it profitable to sell cheese right out of the factory to tourists and so on. There is about a dozen or fifteen hands up. Now would one of those dozen tell us a little bit? How much of a profit is there in it, or give us a few ideas. What is your experience in the matter? Do you recommend it to other people? Do you want to discuss this?

MR. MUETZENBERG: A person can charge three to five cents more at the factory and you don't have to put it in a box unless the fellow wants to take a whole box at one time. Some charge more than that. I think there is more profit in that by selling it to the tourist than shipping it out. Those who are living on the main highways I think should sell cheese if they have a chance.

SECRETARY SAMMIS: Do you have a sign out in front of your place?

MR. MUETZENBERG: No.

SECRETARY SAMMIS: They come in any how?

MR. MUETZENBERG: Yes,

PRESIDENT WHITING: Is there anyone else?

MR. FELTON: Mr. Chairman, I live about twelve miles from Appleton and I have really established a retail trade. People from Appleton come out to get cheese for the reason, I suppose, because they can get it four, five or six cents cheaper than Appleton and I charge them about two cents above the market. People from Appleton come out and buy in pretty large quantities, five or six families group together and buy their cheese and in a sort of way it stimulates the cheese business. I claim that is one of the troubles in the cheese trade because there is so much difference between the wholesale and retail price. At the present time it varies all the way from ten to twelve cents which is absolutely too much. So I say by selling it two or three cents higher a fellow comes out pretty well and he can establish quite a retail trade at home.

MR. WUETHRICH: Mr. Chairman, we sell a lot of cheese to the stores. Of course, we have butter but we sell cheese also and we charge one or two cents over like this man does and I think it stimulates the cheese sales. One thing I do find, they like a high moisture cheese that is about ten days or two weeks old. That is the kind of cheese 90 per cent of our trade likes to buy, and we sell a lot of it, and I think it is a good way to get rid of cheese with not too big a margin above the market and that stimulates the selling of cheese and I think it is a good way of getting away from it.

MR. FELTON: My cheese is all newer cheese. They seem to prefer the new cheese.

APPOINTMENT OF COMMITTEES

PRESIDENT WHITING: At this time I will appoint the nominating committee and the resolutions committee, and I will appoint the nominating committee first. Harold Winters, chairman, Ed. Euler, C. C. Brick, E. W. Martin and Victor Malueg. Resolutions committee: Horace Mulloy, Otto Yardi, Charles Ebert, Ed. Scray, and D. G. De Buhr.

After our meeting this afternoon I wish that the chairman of the committee would make plans for your meeting. We will go on with our program.

U. S. BUTTER MAKERS ADVERTISING FUND

By MR. CLYDE BECHTLHEIMER, Secretary National Dairy Council

MR. CHAIRMAN, LADIES AND GENTLEMEN: You will notice on your program that Mr. Van Buskirk, secretary of the Butter Industries Committee was to have appeared, but he notified me yesterday that it was impossible for him to come. I happen to be chairman of the committee and perhaps more familiar with the work that they have been doing but I am not capable of presenting it as well as he. However, there are some things which I am sure we have in common.

I hope that you folks will not divorce your business from ours because we are the two branches of the dairy industry which must look at this industry from a national marketing standpoint.

It is true that condensed milk and evaporated milk have a national marketing problem the same as we but they don't represent as large a

percentage of the volume of milk produced in the country as we do. In butter in 1933 we made about 44% of all milk produced into butter. In fluid milk and cream they used about 43%. About 6% or a little more went into cheese, but as I say we folks in the butter and cheese business market our product nationally.

I happen to come from Iowa. In 1921 we manufactured in Iowa about 95 million pounds of butter, of which about 75% was exported from the state. In 1933 we manufactured in Iowa 216 million pounds of butter, of which about 85% moved into interstate traffic. The whole butter industry in 1920 made about 1,220,000,000 pounds of butter. In 1933 we manufactured in the United States 1,662,000,000 pounds of butter, an increase in ten years or eleven years of nearly 500 million pounds of butter. Unfortunately, I didn't have time to get cheese statistics as to how much your business has increased during these last ten years, but I venture to say that the cheese production has come along about in proportion to our increase in butter products.

Now, with a normal purchasing power and with our people eating approximately 17½ or 18 pounds of butter per year and about 4 pounds or 4½ pounds of cheese, it indicates that an increase of about 25 per cent is necessary to take care of our increase in population. But we increased our butter production by 41% which necessitated either developing new markets, or increasing per capita consumption or finding an outlet in some foreign country, something which we have never done with butter or cheese to any extent. Our problem, gentlemen, is to find a market in our own country for the increased production of our product.

Now during the past year I happened to be a farmer down in Iowa, also I signed a corn hog contract which called for a curtailment of production of corn by twenty per cent. That meant that I had to take out of production twenty-five acres that I had been growing corn.

In our locality in Iowa we value land comparatively high. Consequently, every farmer is primarily interested in getting maximum production from every acre that he has, and I suspect that the same is true in Wisconsin.

Now the question for us is, what are we going to do with the acres we have taken out of production for corn and wheat and how can we profitably farm those acres during the next year. This past year, of course, we got paid a rental by the federal government by leaving those acres lie idle. That idleness was paid for from processing taxes on corn and hogs. We are not sure whether we want to continue that sort of a program. If the farmers of the United States can work out some method by which they can operate their farms by farming less land, putting more into grasses and into legumes, certainly they are interested enough in soil conservation to do that.

In our soil conservation program, as we are attempting to do it in our state, we are going to increase production of grass and of hay of various kinds, mostly legume hay. Now you men know as well as I do that change in method of farming is going to fit very well into increased production of dairy production, milk particularly, because

these pastures and hay land can be better taken care of through the dairy cow than in any other way. What I am trying to do is to bring before you the picture of the possible increase in production of dairy products in the next few years, greater even than has been the case in the past. We hear on many sides the advisability of curtailing production of milk. It may be that we will have to come to that. In the United States we have about 130 million people who are using the equivalent of about some 18.2 pounds of butter per capita, and I think last year something like $4\frac{1}{2}$ pounds of cheese, and milk about half a pint or a pint per person per day and other dairy products in smaller quantities.

We have 130 million people who are not using sufficient quantities of our product to maintain even proper nutrition. It has been the contention that they can't afford to get it. In many localities the dairy council nutrition people have worked with relief agencies and have been able to lower the cost of food distributed to dependent families by increasing the amount of dairy products, and not only lowering the cost but they have improved very materially the nutritive value of that diet. Now, if we can do it with relief agencies, what kind of a story have we to tell to those who can and who do buy our products?

At the beginning of 1934 we had approximately 90 million more pounds of butter in storage than we had in the beginning of 1933. We started out to build up a little advertising fund based on a contribution of four cents per thousand pounds of butter made by various creameries. We raised altogether about \$35,000 through that method so far and have spent about 31 thousand, but what I want to point out is that beginning with January, with production holding about the same the first six months of the year as compared with 1933, and with government purchases of little less than 50 million pounds, we got our surplus down to a five year average. In fact, at the beginning of June 1934 there was a little less in storage than there was in the beginning of June of 1933, so that we actually increased per capita consumption of butter, not altogether but very largely through the publicity we got through the National Dairy Council.

We are going to have a much bigger problem in the next four or five years. The tendency on every farm is to increase the dairy herds because they are cutting down on hog production and corn.

You folks know the tendency and the necessity almost of every farmer raising to the maximum at least or something on a farm to pay his bills, and he is going to resist very strenuously any program that is going to make part of his acres lie idle every year.

It may be in Secretary Wallace's long-time program of eliminating a lot of this marginal land that we won't have too many acres, that we can consume all of these products but during this transitional period we will have production of milk which I believe is going to be greater than we have ever had before. Just as quick as we build up a little more than we consume at the present time, the price must necessarily drop so that it will move more rapidly. That has been the destruction of agriculture in this country, and I think it is true among

retailers and jobbers of cheese as well as butter that the first thing they think about when their shelves get full is to lower the price so that consumption will pick up to take care of it.

Now there is a wonderful story we have to tell about our production, and really you fellows have more to tell about cheese than we have about butter. We believe that the consumers can be induced to absorb more cheese and more butter than they are taking at the present time. We have, of course, in the butter end of the dairy business substitutes that are at all times selling at about half the price of our product and are making a bid more strenuously every year to take the place of our product. Your cheese industries don't have that substitute to contend with so largely. Consequently it would seem to me you have a better chance of increasing consumption of cheese than we have even of butter, but with the example in Canada of using 28 or 29 pounds of butter against 18 in our country, we believe we can increase consumption of butter about five pounds. We can fill our American stomach with more butter.

Our program is to have some means of putting on a national campaign of large proportions even if it costs a lot of money. Our big problem is how to raise those funds through some means of making a levy on the entire product so that everybody will contribute to it. We are all interested. You folks manufacturing cheese in Wisconsin are just as much interested in the prosperity of our butter manufacturers in Iowa as we are interested in the manufacture of cheese in Wisconsin, because you are equipping your plants to make either cheese or butter, whichever happens to be the most profitable at the time. Consequently, there is a movement of interrelationship between the various branches of the industry more than there used to be. The prosperity of one unquestionably is more dependent upon the prosperity of all than was considered ten or fifteen years ago. Our problem is your problem, and yours is ours.

Now, if we can work out a means of making a small levy that will hit everybody that is manufacturing butter, it isn't going to mean very much per pound. On the basis of our total production of creamery butter last year one-tenth of one cent per pound would have raised \$1,762,000.

The milk people are talking about putting a little tax on milk cans and milk bottles. In our business, parchment paper is universally used. There is probably something universally used in the cheese business, packages of some kind, that could be taxed.

How to get everybody interested is the big question before our whole industry at the present time. In our Dairy Council work, all of our units are supported on the basis of a levy of one cent per hundred pounds both on the producer and on the distributor.

Last year the council, organized in some twenty-five various units, raised and spent just a little less than one million dollars in publicity and educational work. The levy hasn't been very much on each individual. It is imperative that the industry take hold of this immediately because of the situation that is developing rapidly in various

states. Milk commissions, realizing the necessity of increasing consumption, are putting a tax on our product. In New York they are raising \$500,000 this year for advertising purposes. The dairy industry is paying that bill from a tax on those products, but I believe if we pay the bill we ought to have something to say about the distribution of those funds and how they are to be spent. It is imperative that our industry look ahead at the possibility or necessity of restricting production, of building up a greater demand for our product among the 120 million people in the United States.

Up to August first according to Government figures the actual increase in the consumption of dairy products was nearly four per cent. Now we feel we are in hard times. The average price of butter this year has been about four or five cents a pound more than in 1933, yet actually in August the apparent consumption of butter was three or four per cent greater than it was in August 1933, and there was a price differential of nearly 12 cents a pound in retail prices for that month.

That convinces us that price alone isn't going to move our goods. We can build up a greater consumer appreciation for our product at a better price. That is what other folks advertise for. While we talk about spending, perhaps one-half or one-quarter of one per cent for an advertising program for our dairy industry, there are plenty of other products that are talking advertising programs that will cost from five to ten and even up to 45 per cent of their gross income. There are plenty of products sold today in which twenty per cent of the price of those goods has gone into advertising, telling us why we should buy them. Of course, we could never afford to put anything like that in. We couldn't use it if we did because, folks, remember that the dairy industry in the United States represents nearly 25 per cent of the total farm income, this year estimated at about six billion dollars. Twenty-five per cent of six billion is a billion and a half. We would be well paid for putting one-half or one-quarter of one per cent of our gross income into an advertising program, talking about the most nearly perfect food we have, and that there is no substitute for our dairy products. An increase in the consumption of milk perhaps reacts less on the consumption of other food products than any other one. We don't figure that by drinking an extra glass of milk every meal or every day that we are taxing our stomach capacity very much, but if we increased consumption of meat, bread and potatoes it is going to be pretty largely at the expense of some other food product that may be we should be using.

I am sure that I am speaking the opinion of our whole creamery butter industry when I again congratulate you folks on the movement you are taking in publicizing the value of cheese. We hope that we can work together because we are just a part of a great big industry.

1934 QUALITY IMPROVEMENT PLAN OF BUTTER MAKERS' ASSOCIATIONS

By E. K. SLATER, Milwaukee, *Editor* National
Butter and Cheese Journal

I don't meet you cheese makers as often as I would like to.

In dealing with this quality question I shall take the liberty of talking around my allotted subject perhaps quite as much as on it.

What is taking place in the quality campaign of the creamery butter industry is of interest to you men in the cheese industry only as it may point the way for you. In that respect it is of great interest.

Men in the creamery business know that the time has come when they can no longer ignore the quality problem. Some have lost great sums of money this year because of seizures of cream and butter containing "extraneous" matter. Over 70 federal inspectors are on the job seizing and condemning cream and butter. No fooling about it, they mean business.

The creamery butter manufacturers are thoroughly aroused to the seriousness of the situation. They have been busy, for months, putting their houses in order.

The creamery men are making real progress along quality lines, not because they wanted to, but because they were forced to.

Here is an interesting sidelight about their interest in quality. I have been in contact with many of them in recent months. They like it. They are wondering how they could have been so careless in the past. They have found a new interest in their work. They are carrying their campaign for better quality clear back to the farms where the milk and cream is produced. They are finding out that the farmers know how to produce good milk and cream. They are not so dumb as some folks think they are.

The food and drug division of the United States Department of Agriculture is made up of men who are interested in just one objective—i. e., the marketing of only clean, wholesome food. The inspectors are hard boiled. They don't care anything about the troubles of the manufacturer. They will add to his troubles if he is making a food product that is not clean and wholesome.

How long do you suppose the cheese industry is to be let alone by these food inspectors? How about the foreign matter that is going into some cheese? How do you enjoy the prospect of a couple of federal inspectors at your factory ready to pounce upon milk and cheese that may not measure up to their standards?

That is exactly what is happening in the creamery business right now and I see no reason why the authorities should pass up the cheese industry.

I think that we can all agree that there is much to be done along quality lines. I am a firm believer in quality improvement all the time. No matter what we may be doing it should be our constant aim to do the job better.

Nothing is to be gained by passing the buck. The favorite indoor sport of some men is to blame somebody else. The cheese maker who attempts to excuse his poor cheese by blaming the farmer is not different from other folks. He is just passing the buck, and the woods are full of folks just like him. I am not going to brand him as a bad citizen, at least until it becomes a crime to make poor cheese.

This whole question of quality improvement could be easily settled if the men in the dairy industry really wanted to settle it. If they really wanted to make good cheese and good butter and good ice cream and all the other good dairy products, they could do it.

The trouble is they don't want to. They have been trained to believe that almost any old way is good enough. So long as the buyers of milk and cream accept it, regardless of quality, and ask for more, why should the producer worry? The same rule holds good with the makers and buyers of cheese, butter and other products. Why should the makers worry if the buyers are satisfied?

It should, by this time, be plain to all of us that if there were no market for poor milk and poor cheese, and for poor cream and poor butter, there would be none produced.

Don't make the mistake of thinking that the farmer cannot produce good milk. He can produce good milk all right if he can't sell the other kind.

As some of you know, I have been hammering away at this quality problem for a good many years. Even when others paid little or no attention I kept pounding away. I continually prophesied that the day would come when the prosperity of this great industry would depend largely on our attitude toward quality.

I know what the cheese maker has been up against when he tried to get better milk. I've heard it over and over again; in fact, I used to hear it when I was state food official thirty years ago. If one maker refuses to accept a farmer's poor milk the next maker is ready to take it; he is that tickled to get a new patron.

I am not discounting the importance of this stumbling block in our efforts to get better milk, but, gentlemen, it is not the big stumbling block that some have painted it. Some makers have had no trouble with it. They have been able to get good milk and hold their patrons. They have not used it as an excuse for passing the buck.

Most of us can somehow arrange to do the things that we really want to do. If we miss going to church it is usually due to the fact that we didn't want to go in the first place.

If we want a new car badly enough and long enough we finally arrange somehow to get it.

Really, friends, if we want to make better dairy products badly enough we will find a way of doing it. Most of us follow lines of least resistance. Life is largely made up of doing that. When we men and women in this dairy business really want to market dairy products of high quality we will find a way of doing it.

We will learn how to work together better than we have in the past. We will make each man's problems the problems of our group and solve them by mass action instead of doing it alone.

I sometimes wonder whether you men engaged in the production end of the cheese business really appreciate your strength—really realize what you might do for yourselves and for your industry if you would just pull together as you might.

I have been delighted to note the founding of your county groups. Co-operation—working together—enjoys its fullest measure of success in small groups. It thrives best when neighbor meets neighbor.

I have enjoyed watching the members of these group associations grow in understanding of what it is all about. I have not been privileged to be present at their meetings, but I have carefully watched the reports of those meetings.

Members are learning to do things together. They are becoming more friendly with one another and are learning each other's problems. As they eat and drink together they learn to think and act together. Don't worry about the few who will not join with you. They will eventually come in if you keep inviting them. I suspect that right here is a weak point. You forget to invite that neighboring cheese maker to go with you to your meetings. You depend on your secretary to invite him. Don't do that. Call him on the telephone a couple of days ahead of the meeting, or go over and call on him and urge him to be there.

Oh, sure, he may have taken a patron away from you, or he may monkey with the test occasionally, or he may have said something about you that you didn't like, but ask him anyway. It's all the more necessary to get him in with you in your group activities.

The chances are that when you get him in you will find that he is a pretty decent sort of a chap. You can probably have him as a friend afterwards instead of a stranger that you can't trust. Wouldn't you rather operate your cheese factory with friends in your neighboring factories? Of course, you would.

I wish that I might say something that would cause you men to feel your strength and to use it. You are merely tasting the results of group action, you are not enjoying them as you might. You don't accomplish what other groups in the dairy industry accomplish.

I am in position to observe what other groups are doing and I want to tell you frankly, yet kindly, that you have a long way to go in order to catch up with the others.

You men in the cheese industry have travelled alone so long that you don't know how to do team work. You seem to have been afraid all these years to step out all together and demand things in the name of your great industry. You haven't trusted your next door cheese maker enough to ask him to join you in demanding your rights.

I have observed these things by meeting you in your factories, in your conventions, at public hearings and before legislative committees. I have seen a legislative committee room filled with cheese makers each with his personal opinion and with no program whatever.

No wonder the committee members become confused. No wonder the cheese maker becomes a political football. No wonder he doesn't get what he deserves. He has only himself to blame.

That isn't the way other groups get what they want. They don't flock to hearings and committee meetings with no program. In fact, most of them stay at home and send a committee to speak for them. They have a program all worked out and they know what they want.

Do they get it? Look up the records. Do cheese makers get what they want? Again, look up the records. They do not, as a rule.

I have had considerable experience around state legislatures and even around Congress. I know how the machinery operates. I am drawing on that experience when I suggest to you that you stop chasing to Madison with your individual remedies. Save your gasoline and spend your savings to support and promote your trade associations. Talk over your problems with your brother members and agree on a definite program. Then adopt it in the form of a resolution and put it in the hands of a committee who will present it to the proper officials.

I understand that you have already made some progress along this line. As I see it you need to go a step further. You have, I believe, 29 county groups. There is the danger of lack of agreement by groups—the same as by individuals. My suggestion is that you devise a plan to get committees representing these groups together and let them agree on a state-wide program. Send a committee to Madison, representing all the cheese makers of the state, with a definite program for law enactment and you will get what you want.

I don't care whether the committee consists of one man or a dozen men, so long as the committee actually represents the expressed opinion of the men in the industry.

In addition to getting concrete results you can, by cooperative effort, gain the satisfaction that comes only through working with others for the common good. We get in life what we put into life, and life, in all its fullness is not made up of lone efforts. In order to gain it you must work with others. You draw from this bigger life in proportion to what you contribute.

This is the law of compensation and is as unchangeable as the laws which govern the movements of planets. We get out of an organization what we put into it, not alone in money, but in other ways. Inertness or neglect of duty never pays a dividend. The amount we contribute in money to society or to an organization will do little or nothing for us unless we identify ourselves personally and become active, useful members.

History is replete with great achievements through organization. We all know by experience that organized effort is necessary if we are to make real progress in building this industry.

One of the greatest shortcomings of the human race is selfishness. That is the reason so many members of the average association—even members who pay their dues regularly and promptly—hold back and do little or nothing else beyond paying dues.

They are selfish. They have other interests from which they derive greater pleasure. They don't want to make the extra effort necessary to make their memberships worth more to them and to their industry.

It has been demonstrated over and over again that the man who wholeheartedly works to give his associates the best cooperation gets the same brand in return. Co-operation is a recognition of the rights of others, and they have a right to expect your support in every laudable effort to promote the industry.

The member who fails to measure up hurts his industry, but he hurts himself most of all. He fails to get the true viewpoint of what it is all about. I have digressed somewhat from the quality question, so far as it applies to dairy products, but I hold that personal quality improvement must come before we can have product quality improvement. We must want to promote our industry before we can really go very far in improving cheese quality. Making better cheese is just incidental to building a better industry.

When we get the right perspective of our industry and its needs the quality question will take care of itself. We will produce only good milk and make only good cheese because the other kind holds back industry development.

I know what some of you are thinking about. What are we going to do about the men in the business who will not cooperate? They don't come to gatherings like this one. They refuse to make a move to improve quality or to recognize the need for quality improvement. They go along in their careless ways totally unmindful of any obligations to others or to their industry.

They are not all farmers or cheese makers either. They care nothing about quality so long as they can make a profit and it doesn't bother them a bit if the profit they make is gained at the expense of the best interests of the cheese industry.

I will tell you what to do with such fellows. Make it so uncomfortable for them that they will either join with others to work for the common good or get out of the business.

It can be done, too, if you men in the cheese industry will just realize your strength and use it. You can, by working together, revolutionize the practices of men engaged in it. It can't be done over night, but it can be done along the lines I have suggested.

Men in this industry must realize that they are producing and marketing human food. The consumer is entitled to clean food. There is no middle ground. It is possible, of course, to produce human food that is clean, yet not of good quality, but it is contrary to the general rule. High quality food is usually clean food.

You men can, through your organizations, get the necessary legislation to deny a market to the producer of unclean milk. That will stop its production. You can likewise get legislation which will require all manufacturers of human food to keep it clean. That will force the dirty manufacturer to clean up or get out.

This must, in my opinion, all come as preliminary to any successful campaign to increase the per capita consumption of cheese and to get

more money for it. It is the big job ahead, and it is up to you men in the industry to tackle that job with all the power and wisdom that you possess.

A good trade convention like this furnishes the inspiration that men in industry need in order to do their best.

I take it that every man here is anxious to better himself—to widen his acquaintance and to take his place among the leaders in his business.

What does the regular attendant of dairy conventions get more than the fellow who stays at home? I shall try to give you the result of my observations.

I attended my first dairy convention in Le Sueur, Minnesota, in October, 1899. I have attended many conventions in that state since that time. At each I met many of the men who attended the Le Sueur convention 35 years ago. Very few of them are operating factories. The majority have better positions.

They have been attending dairy conventions all the time. Do we need to ask those men to set a value on trade conventions?

I have attended trade conventions in many states—in fact about everywhere where dairying has gained a foothold. I know many of the leaders in those states. I always meet them at the conventions. Doesn't the fact that they are leaders and that they are inveterate convention fans teach us a lesson?

Now, I'm not going to claim that attending dairy conventions will, in itself, make a man a leader of men. I am not going to claim that it will make a good cheese maker out of a poor one, or a good editor out of a poor one. I do claim, however, that the same ambition that urges a man to do his best on his everyday job will prompt him to attend conventions.

It is impossible to measure the value of conventions to the dairy industry. Great as that value is they are, I believe, of still greater value to the men who attend them. You can stay at home and read what happens at the trade conventions, but you can't get the inspiration that you get when you attend and participate.

I have emphasized the selfishness that prompts men to attend conventions. They hope to profit and they do profit, as I have pointed out. Such selfishness is what I term enlightened selfishness. They help others as they help themselves.

Scoring contests have long been incidental to dairy conventions. Their value to the individual cheese maker is too well known for me to enlarge upon it. Scoring contests are both educational and inspirational. They furnish the element of contest which is enjoyed and appreciated by every red blooded man—whether it be a horse race, a world series baseball game, or a matching of cheese scores.

You men who attend conventions are the best cheese makers in your communities. You spend time and money to attend conventions and the fact that you do is proof that you are progressive.

I wish it were possible to interest the fellows who are not here. I would like to tell them what they are missing. I would like to tell

them that cheese making is a poor business for a man to be in when he doesn't have spunk enough to attend conventions.

Such a man may even be a good cheese maker in the sense that he makes good cheese, but in the broader sense he is a failure and a positive detriment to the industry. I dare say that if all our cheese makers would take the same interest in improving conditions in the industry that you men take, the dairy business would not be in the shape that it is in. At least I am sure that improvement will come about only as you and others like you bring it about.

There is more to making a success of your profession than making good cheese. There is more to it than keeping a clean factory. I once knew a cheese maker who failed and had to quit his profession, because he was a crank. Now, being a crank is not always a handicap but in his case it was. He was a crank on cleanliness. He was so clean that it was his besetting sin. He would almost throw a patron out of his factory if he stained his factory floor.

He couldn't make friends because he couldn't think of anything else except cleanliness. He overworked it.

Above everything else a cheese maker should build a reputation for integrity. That is more essential than a reputation for making high score cheese. Live so that people believe in you. Be above doing mean things. Hold your standard of living high and don't let a temporary advantage make you deviate from it. Be the soul of honor and you will profit in the long run. People will believe in you and they will help you advance.

Now, that may sound like preaching but you know it is true. The best in life comes to the man who follows the teachings of Him who set the high standards that are recognized in every civilized land as the bulwarks of good citizenship.

You can't win through trickery and meanness. Smarter men than you have tried it and failed.

Build for good citizenship. Endorse and help promote the best community life. You can be leaders among men because you occupy commanding positions. Live and act so that people in your community will swell up with pride when they speak of "our cheese maker."

I wonder how many of you men believe in luck. How many of you have been guilty of pointing to the successful man and explaining his success by terming him lucky? How many of you have at some time or another attempted to excuse yourselves because you have been unlucky? Not many, I am sure, because the most of such fellows do not attend conventions.

Don't be guilty of comparisons that seek to excuse your lack of progress, and which seek to explain the reasons for the other fellow's success, by crediting "Lady Luck" with results.

What constitutes success, anyway? If we were to all write down our definition of success we would have a variety of answers, I am sure. But they would agree in the main. We would agree that the man who has bettered his station in life, who enjoys the confidence of his friends and who knows how to enjoy life, is a success.

I would agree with that sort of a definition, and I think those are the very things we should strive for.

You don't have to leave the cheese making business to succeed, but if you can, while making a success of that, use it as a stepping stone to something better, you are surely justified in doing so.

Things come easier as a man succeeds. The man who starts out to build a fortune finds that the first thousand is hardest to get. Likewise, the man who strives for the respect and confidence of his friends finds that the job becomes easier as he goes along. Confidence begets confidence and you build as you go along. You can build a reputation for honesty and integrity or you can build the other kind.

Do these things and you will not have to worry about eventually getting your reward. Opportunities will be laid at your feet. They will come in various forms, but they will come.

The biggest one of all is right before each one of you now. That is the opportunity to do whatever you are doing in a way that leads to progress. Let each day bring improvement—improvement in efficiency and improvement in character. The others will follow. Thank you.

CURING CHEESE AT THE FACTORY. CURING ROOM CONSTRUCTION

Discussion Led by STEVE SUIDZINSKI, H. H. SOLIE and Others

PRESIDENT: Is Steve Suidzinski or H. H. Solie here? Is there anyone else here that has experience with curing room construction or cooling systems?

MR. WRENSCH: Ladies and Gentlemen: A couple of years ago I had a little trouble with wet cheese. My curing room was in the basement, and I had a hard time to get a good rind on cheese, so I put in a Kelvinator system, about 10 by 16, not a very big outfit, but it works very well in getting the cheese dry. Inside of two days there is a good rind on it. I have four inch walls consisting of rock cork which do not cost so much to install. Possibly you can do it yourself, if you investigate how it is done. The cost of the whole outfit is \$1400. The curing room alone cost me about \$300 and a one horse Kelvinator unit cost me about \$1100. Of course, this was all put in by contract. I could have made a little saving if I had done some of this work myself. It dries the cheese off very rapidly and keeps the temperature about fifty and it holds your cheese as well as any other storage. If I had to put this unit in again I would install a little larger one and make the curing room about 16 by 25, but one always builds a little too small when he builds the first time. So the experience I have had with this worked out pretty well so far. If any of you want to ask any question on this maybe I can answer.

MR. MULLOY: Do you paraffin your own cheese?

MR. WRENSCH: Yes, I have a tank, I can paraffin if I want to.

SECRETARY SAMMIS: Mr. Wrensch, what time of the year do you find this outfit the most useful?

MR. WRENSCH: In hot weather is when it gives the best results, and it comes in pretty handy. This is quite an advantage when you have a slight gas on your cheese. You can keep down the gas from the start. By putting it in the cooler and drying it off you can save a good deal and you get quite an advantage that way. Of course, to get good milk in the intake will be the next step.

A VOICE: Does your cheese cure as fast?

MR. WRENSCH: Well, it didn't cure as fast unless you had it on the warm shelves. I ship it out after I have it on the shelf three or four days, it dries off very rapidly. I have to keep press cloths on to keep it from cracking. Of course, towards fall when your machine doesn't run quite as much, it doesn't dry off quite as well. Mr. Suidzinski's outfit has a circulating fan. Towards fall when you shut off your machine and put on your fan, that would give you a little circulation in the room. I have troubles and when the machine runs, it circulates the air, while the General Electric Company unit drives the cold air around with a fan. In the fall of the year when I shut off the machine I open the door and get circulation that way. These ice boxes are built real tight. You have to keep the air moving as otherwise the air is kind of warm and damp and causes the room to get moldy and damp, but if you have a fan in there it will circulate the air and in certain times of the year it will keep the room dry.

A VOICE: Did I understand you the outfit cost you \$1100?

MR. WRENSCH: Yes. I could use a bigger room.

MR. FELTON: Is there any more advantage with that?

MR. WRENSCH: Naturally, the temperature would be a little cooler and you wouldn't run quite as much. I have four inch rock cork walls. If I would install another one I would put in two more inches and a larger unit; then the unit wouldn't run quite as much in hot weather. This unit I have runs almost continuously, and that way it would be easier on the cooling system and it would stay cool that much longer and the machine would be run less. You can control it to any temperature. I have a one-horse power and it costs me about sixty dollars a year to run it. In the summer months when it is real hot, it costs seven to eight dollars a month; in the winter and spring the cost is less.

MR. MULLOY: Then it is your opinion, even in the winter time when you don't need to lower the temperature in your room, you have to have some artificial means of ventilating the room.

MR. WRENSCH: Yes I do, I open the door and mine is right in the basement and it seems to be all right.

MR. FELTON: In an upstairs curing room, I don't see why you would need any more circulation.

MR. WRENSCH: I haven't a fan and I get along pretty well that way.

SECRETARY SAMMIS: Mr. Wrensch, could you give any idea of the cost of electricity?

MR. WRENSCH: It costs me about sixty dollars a year with that unit. It is a one-horse unit motor.

SECRETARY: Do you think it is profitable?

MR. WRENSCH: I wouldn't be without it any more. I sure like it, but I would say I would build it a little bigger if I had to do it again.

A VOICE: What is the size of your room?

MR. WRENSCH: 10 by 16.

A VOICE: What is the ceiling height?

MR. WRENSCH: It is about eight feet. Another thing, if you install these units be sure to take out your floor even if you have cement floor and put in rock cork.

SECRETARY SAMMIS: You must insulate the floor as well as the top?

MR. WRENSCH: Yes.

SECRETARY SAMMIS: I wonder how many other people in the house have cold units. Let's see how much company Mr. Wrensch has. About five or six. Well, that is some progress.

MR. EULER: Mr. President, Ladies and Gentlemen: I have been asked to come up here and say a few words on cooling the curing room. There is only one curing room I can discuss, and that is my own. In my opinion there are three things that are necessary in cool-

ing a curing room. First is to maintain a temperature. Now, I carry my cooler at a temperature of 40 degrees. I have only one room; my room is 20 by 24 and of course, in that room I put my cheese from the hoop, and also carry a stock from eight to ten tons of cheese on hand at all times. So, therefore, I keep the room a little cooler at the present time than probably would be necessary. The next thing is the humidity in the room and the humidity control.

Now, the humidity in my curing room runs about 80 to 85 per cent. I can cut a cheese and leave it in that room from seven to ten days and the side I cut on is just as fresh and maintains the same color that it did the day I cut it, and the shrinkage on my cheese is very, very light.

Then the third is a free circulation of air, the air in the room is drawn in by a fan of some sort and forced over the cold coils to recondition that air. The circulation of air would readily dry the outside of the cheese, so it will adhere to the paraffin, but it does not have a tendency to draw the moisture out of the product. I believe it is a good point because you make your product with a certain amount of moisture, and you want to maintain that moisture, and therefore, you must have humidity control in your cooler in order that it isn't a loss to you and your patron. I think that is all I have to say. Thank you.

MR. DAMROW: Do you draw the air from the outside?

MR. EULER: No, the air is circulating in that room. Of course, I have two ventilators built into my curing room so that if I want I can shut off my machine. These cool nights I shut off my refrigerator at night but let my fans run; they run on the evaporators. I open the ventilators and circulate the air from the outside and still maintain my temperature at 40 degrees in the morning, but I found this in the morning by taking the press cloth off, that the cheese was dry and parched on the outside, and started to turn that deep yellow color that it gets from the outside air by the air not having the right amount of humidity. It is drying out your product.

MR. DAMROW: You circulate your air by a fan in the room?

MR. EULER: Yes, sir.

MR. DAMROW: What size unit have you in horsepower?

MR. EULER: I have two air cooling units, two horsepower each, and I don't just exactly know the size of the evaporator.

SECRETARY SAMMIS: About what does it cost you for electricity?

MR. EULER: It cost me approximately 80 cents a day. We take in about a ton and a half a day of cheese and still maintain a stock of eight to twelve tons.

SECRETARY SAMMIS: Could you tell something about the construction of the room?

MR. EULER: The construction of my room is insulated with three inch cork, that is the sides and the ceiling. The floor we laid two inch cork on the old cement floor and put three inches of concrete on top of that.

SECRETARY SAMMIS: Do you think it pays?

MR. EULER: I absolutely do because of our experience in the past, when we took our cheese from the hoop regardless of how good the milk was or how well our cheese was made. I know my curing room during the hot weather was at a temperature of 80 and 85 degrees. When we put the cheese in there, the heat would get the best of it and we would open it up and it would get soft before we could paraffin it and it would also get lopsided on the shelf and get a hard dry rind on it, and the result is, it causes a big shrinkage. When a lot of that cheese got down at Chicago, I would have told the dealer who bought it that I never made it. I dare say now when our cheese gets into Chicago or at other destinations we can be proud of it.

SECRETARY SAMMIS: Mr. Chairman, it seems to me this opportunity is a splendid one. I wonder if some of these other people whose

names don't happen to be on the program but held up their hands, would get up and say a word or two and tell us whether they like the outfit, or if they think it isn't so good.

MR. WEUTRICH: Mr. Chairman, I believe it is a very good thing. We have a curing room and we put some pipe in. We run an ice machine and the cold air circulates through there and that makes the air just about right. In two days we have a nice rind on the cheese and it holds its shape pretty well, and I believe there isn't anything better the cheese maker can do than install an outfit to cool the curing room.

SECRETARY: Is there anyone here that has the curing room cooled with natural ice?

MR. ZILL: This last summer I had about 50 tons of ice to begin with and I found out the curing room wasn't insulated as well as it might be, and the ice was gone before the summer was over. I didn't have room there in the first place to build a big enough ice house to hold enough ice to carry me through, so I thought the best thing would be to put in an ice machine. I think the ice machine worked all right only I have to insulate a little better. We put in over a ton of cheese a day and therefore it took a lot of ice to keep that curing room cool and not being insulated the way it should be the ice melted too fast.

PRESIDENT WHITING: I would like to ask a question. I am particularly interested in this cooling of the curing room because I plan on building one myself, but I happen to be unfortunate not to have the high line passing my factory. I plan on using natural ice. How is your curing room insulated?

MR. ZILL: Well, in our curing room, we have three thicknesses of boards with air space and paper between and we also put shavings in the wall and find that isn't enough. We are going to insulate with cork. We have no high line either.

PRESIDENT WHITING: How much shavings did you use for insulation?

MR. ZILL: In one part there is about four inches, but in that part we built on we have 12 inches of shavings, that is, we have 12 inch studdings.

PRESIDENT WHITING: You find 12 inches of shavings is not sufficient insulation?

MR. ZILL: It doesn't work very well.

PRESIDENT WHITING: I am glad to have that information. Is there anyone else?

MR. PETERS: I have had an ice cooler for the last 24 years. It is all right; it works fine. The only trouble we have with ice cooling is that we have to have good ventilation, otherwise it will be too wet.

PRESIDENT WHITING: Is there anyone else that has something to offer? I think perhaps there has been an improvement made in building these curing rooms and using natural ice the same as everything else. Since I have been wanting to build I visited two different curing rooms which are cooled with natural ice. One happens to be a Frank Buss, over at Caroline. He claims he held it at a temperature of 43°, I asked him about the dampness of this curing room and he said you could strike a match any place in this curing room. He painted in this curing room in the summer time, so it must have been dry.

MR. EULER: Do you think that with ice you have relative humidity control, and can control the proper humidity in your room for this product as it comes out of the hoop?

PRESIDENT WHITING: I don't know.

MR. EULER: Don't you think that is a very important thing?

PRESIDENT WHITING: Yes, I think it is.

MR. EULER: Because in our curing room, I know in my years of experience we can lose a lot in four days, which is a loss to our patrons as well as to us.

SECRETARY SAMMIS: Mr. Chairman, where the cheese is continually giving off moisture in any curing room, very soon if that moisture isn't removed the air is practically saturated and the cheese won't dry any more. Then it must either be ventilated from the outside, or the moisture must be picked up by the machine. I have seen the moisture trickling right out of the machine while it is running, taking the moisture out of the air and condensing it and shooting it outside. If you try to do that by ventilation from the outside it is a very rough job; I mean to say there is no control. It is only guess work. You have to guess at everything. The humidifier, the machine, does the thing just right, automatically. I am not selling ice machines, but the statement was made here that the machine does a machine job, and the ice house with ventilation does a rough job and there is a lot of difference.

PRESIDENT WHITING: We will stand adjourned and we will open our meeting tomorrow morning at 10:15.

THURSDAY SESSION, NOVEMBER 15, 1934

PRESIDENT WHITING: Gentlemen, we will call the meeting to order. On our program we have, "What Changes Should be Made by the 1935 Legislature? Repeal of the Seizure Law. Change in the Moisture Law. Change in the Cheese Fat Law. Increase in Requirements to Get a Maker's License. Codes to Benefit Makers. Harmful Codes." First we will take up what changes should be made; the repeal of the seizure law. What changes in the moisture law. Anyone want to have the moisture law changed, raise the moisture or lower it? Is there any discussion on it?

MR. HORACE DAVIS: Mr. Chairman, I believe that the cheese makers of Wisconsin have heard me several times object to the unlimited moisture content of today. The last legislature made a moisture content of 40 per cent, but it also gave makers permission to put 42, 44 or as much moisture as they desire. Now, with too much moisture, as you all know, the cheese will develop in some cases additional acidity. I happen to have in cold storage some young Americas manufactured in July, 1931. I also have a few cheese that were made in August of 1931. The difference between the two is this, the 1931 young Americas were made with 39 per cent moisture but a 3.2 butter fat, while the other cheese was made with a 38 per cent moisture with a 4.2 butter fat. That low butter fat and the high moisture is now a brittle cheese, and is harder and drier. With the high butter fat cheese you take the plug and you can still bend it and the high butter fat has made that smooth. The point I am making is this, there is an increased call for cured cheese all over the United States, and you gentlemen, desiring as you say to make a better cheese, cannot make a cheese for curing purposes with high moisture. Years ago Hugo Alberts and Chris. Reineck made tests over a year for moisture, and they finally came to me, agreeing that 39 per cent was the limit of moisture with a 3.2 butter fat milk for curing purposes. I have been objecting to higher moisture ever since, especially as we are confronted with large quantities of cheese that cannot be sold in its present state. It has got to go into cold storage and be held there. Men that invest their money in your product are entitled to have a merchantable article, so that when they want to use it, it shall be merchantable and in good shape. Therefore, I oppose the present high moisture law and would like to see it back to 39 per cent.

MR. SCHWANTES: Mr. Chairman, in regard to the seizure law or the high moisture law, I don't think the seizure law has been enforced

in the last couple of years, but as far as Mr. Davis' talk on high moisture cheese, there is no reason why a cheese buyer of today should storage any high moisture cheese if he didn't want to. They have plenty of tests and can control it better than the cheese maker at the vat. A law was passed in the last session permitting no limit, there are so many hooks in it because they said you got to get your stamps and stamp your cheese, and there is enough hooks in there that whether the law would be there or not is not a protection to the cheese maker that wants to make a high moisture cheese. They can catch them at any time, it holds good one way or the other because you can't tell whether cheese is from 40 to 42 today and another man will inspect that same cheese and if it is pretty close to 42 he will give it a 42 stamp and tomorrow another man makes an inspection and it is only 41, and you are violating the grading law, and they can catch you on that, so that the danger of that law making no limit on moisture is no danger to the cheese industry.

MR. DAVIS: Mr. Chairman, I want to speak to you now as a cheese dealer who had 51 years of experience in the cheese business. What Mr. Schwantes says about our ability to detect moisture is correct. A cheese dealer has a number of contracts or engagements with various factories, and is anxious to keep along with them and please them, but a lot of cheese comes in that is high with moisture within the law. We know just which is lawful and which is that moisture cheese. It comes in and I can't hold it and it destroys the market on good cheese. I make a market by forcing off what I cannot hold, where if I were able from the quality of that cheese to hold it I could put it into cold storage and hold it until I got a market that was more satisfactory to me.

MR. SCHWANTES: In reply to that, you have the grading low and still your standards and grade stands in the old moisture law. If that half cent on the grade doesn't hold, then raise it to a cent difference and you find a better quality cheese.

MR. DAVIS: Mr. Schwantes, we have been talking about quality of cheese in this state for over one hundred years, ever since its conception. I may stretch that a little to make it self-apparent to some of you, but what good is the present moisture law as it is on the statutes, that has no limits. I think that 38 with a tolerance of one up to 39 is all right from my experience, and I want to say to you Mr. Schwantes and most of the cheese makers, you have a different character of cheese in June, July and August than you have from September, October and November. You have the natural heat in your factories that helps cure those goods. You will not buy coal or wood to keep your factories warm enough to cure your cheese in the fall and in the winter. Even though it is 39 per cent moisture, your cheese hasn't had the natural heat or curing. Put it in cold storage where it does not cure properly and you have a cheese next spring that is pasty.

Now, you have an increased butter fat of course in your milk. If you would, when you increase your butter fat, just make your curd a little higher in moisture then it will come out better in spring, and when you have a 40 per cent moisture you will have a cheese in spring that is nice and tasty.

PRESIDENT WHITING: Ladies and gentlemen, we have discussed that enough. We have next on our program the University of Wisconsin Dairy Department by Professor H. C. Jackson, Madison, Wisconsin. I take great pleasure in introducing Professor Jackson.

THE UNIVERSITY OF WISCONSIN DAIRY DEPARTMENT

BY PROF. H. C. JACKSON

Ladies and Gentlemen: Mr. Whiting stated we ought to be getting on with our program. We are having some fine talks following this one I am going to give, and so I will make my talk short. I have jotted down some things that I wanted to say and I know you will bear with me if I follow my notes rather closely.

Your Secretary has asked me to tell you about the work of the Dairy Department of the University of Wisconsin. It is a pleasure for me to do this, first, because I know that you are interested in what the department is doing, and that many of you have taken courses of study conducted by the department, either at Madison or at other places in the state, and, second because I am so interested in our work and feel that I have something to talk about.

In the first place I want to stress the idea that the members of our department look upon our Dairy School as a service organization. Dr. Glenn Frank, the president of our University, in stressing this idea of service to the state, has preferred to refer to our University as the University of Wisconsin, not a University in Wisconsin. In like manner, we hope that you will think of our department as the Dairy School of Wisconsin, not a Dairy School in Wisconsin. This ideal of service, which our President has envisaged in his statements concerning the function of the University, namely, that it should render the utmost service to the citizens of the state by maintaining a close contact with them and by appreciating fully their problems, has ever been the ideal of the Dairy School staff. Always we have maintained a close contact with the cheese makers of the state, both individually and collectively, through the State Cheese Makers Association. We have welcomed this opportunity of working with you and the producers in advancing the welfare of this important branch of the dairy industry.

During the past seven years this service has been extended by increasing the personnel engaged in the cheese making branch of the industry. The entire time of three members of our staff is devoted to cheese making.

In the main the activities of the school may be classified into three divisions: research, teaching and extension. At this time I will mention briefly what we are doing along these three lines of activities as applied to the cheese industry.

Research

Progress is made in an industry when the findings of the experimentalists are translated into practical plant practice. Constantly new information is being uncovered, both by the research worker in the laboratory and the maker in the factory. Not all of the results obtained in a research laboratory may be of immediate benefit or use

to an industry. However, the discovery which may seem to have no practical application today may tomorrow be utilized to cope with some new problem.

We feel that research work is the foundation on which we should build our teaching and extension programs. Research work is not confined alone to the seeking out of new information concerning a particular process, but may include the searching out of better ways of presenting it in the classroom and in extension service information already available. To be of greatest value scientific knowledge must be presented to the layman in the industry in a usable form. At this time I would like to pay tribute to the late Professor E. H. Farrington, my predecessor, who had unusual ability in systematizing scientific information and making it available to members of the industry and in utilizing such knowledge in developing practical tests that could be employed in plant operations.

During the past few years a number of research problems have engaged the attention of the department. The results that have been obtained are printed in the Annual Report of the Experiment Station, in bulletins, or in scientific journals. Time will not permit a detailed account of each experimental project and the results that are being found. Following are some of the problems that have been studied: The Effect of Standardization upon the Yield and Quality of American Cheddar Cheese; The Development of Acidity in the Manufacture of American Cheddar Cheese; A Study of Methods of Packaging or Otherwise Preparing Natural Cheese for the Retail Market; Factors Affecting the Freezing Point of Cheese; The Composition of Cheese Spreads; Investigation of New Cultures for Use in Cheesemaking with Special Reference to Brick and Swiss Cheese; a Study of Methods of Manufacturing Brick Cheese; A Study of Improved Methods of Making Cream Cheese; Gassy Fermentation in Cream Cheese; A Study of Soft Unripened Cheese; Some Investigations Covering the Effect of Mastitis on the Quality of American Cheese; and A Study of the Composition of Swiss Cheese in Southern Wisconsin.

Teaching

In order to be of utmost service the department has made provision for the needs of all classes of students so that it may be said truly that anyone in the state of Wisconsin wishing to get instruction in any branch of dairying may do so through the different courses offered.

For those who can spend a relatively long period of time in studying at the University, a four year and two year course are offered. In these two courses a student has the opportunity of getting, in addition to the training in dairy manufacturing, instruction in the fundamental sciences of Physics, Mathematics, Bacteriology, and Chemistry. The schedule is quite flexible and if a student desires training in business or engineering, suitable arrangements can be made to accomplish this purpose.

A twelve weeks course is provided for those who for some reason cannot spend a longer time at the University, or for those who cannot meet the long course entrance requirements. The only entrance requirements for this course are that the student must be of good character and must have had at least six months dairy plant experience. This course has been revised considerably during the past few years. Instruction in dairy mechanics, bacteriology (including laboratory work), dairy arithmetic, and milk composition and tests is given in the first six weeks. In the second six weeks period a student may take cheese making for a solid three weeks. This gives as much time in the cheese laboratory as in former years and, in addition, the student has no other work to distract his attention from the study of cheese making. It likewise makes it possible for any cheese maker who has previously had the 12 weeks course to come back any year and take the three weeks course in cheese making, butter making, ice cream making, or market milk. Quite a few former Winter Dairy Course graduates have taken the opportunity of doing this. At the present time forty students are enrolled in this course. Since the beginning more than 5000 students have taken the course.

In addition, two five week courses are given in farm dairying to young men in the Agricultural Short Course who come from farms and who expect to return to them and engage in dairy farming. Last year 59 took the course. It begins this year on November 19th and we are expecting about 180 students.

Many men who cannot leave the factory for a longer period of time find that it aids them in their work to attend the four day course at Madison which is given this year on March 5, 6, 7 and 8, 1935. Last year 126 attended this course.

In addition to the four day course given at Madison a series of short courses for cheese makers are given in the various cheese making districts of the state. These range in length from four days to ten days. All of the dates have not been set for these courses this year, but those of you belonging to the various district associations will learn from your local secretaries as soon as arrangements are complete. Last year 635 men attended these courses.

Extension Service

The extension work of the department consists in cooperating with the industry in solving technical problems that arise in manufacturing and in improving the quality of the cheese that is manufactured. This work is carried on by correspondence, consultation at the department, and visits to plants. Three members of our staff engage in this work, two of whom devote all of their efforts in this phase of work.

At the present time there are two main extension projects dealing with cheese making—the Improvement of the Quality of American Cheddar Cheese, and the Improvement of the Quality of Swiss Cheese.

The Federal Bureau of Dairy Industry cooperates with our department on the Swiss cheese project and furnishes a full time man for this purpose.

In closing, let me state again that it is the desire of the department to continue to be of real service to the industry. With this ideal before us, continual reorganization to meet changing conditions and needs has taken place. New methods of presenting new information in teaching and extension have been worked out. Some of the old courses have been dropped and new ones added; new research projects have been initiated and the personnel dealing with the cheese extension service has been augmented.

CHEESE MAKERS MUTUAL INSURANCE PLAN AND PROGRESS

By JOHN HICKS

Mr. Chairman, Members of the Wisconsin Cheese Makers Association, Ladies and Gentlemen: Last January as I was driving from Appleton to Milwaukee along Highway number 10, I came to a cheese factory. I stopped in to buy some cheese to take home. It was the first factory I was ever in. We got to talking and when he learned I was in the fire insurance business he began telling me about the high rates and the insurance problem in the industry. I was interested. It was new to me, and when I was in Madison a short time later I went into the insurance department to learn what I could about the cheese industry. I was referred to Professor Sammis. I was told he was secretary of the State Association and that he knew more about cheese and the cheese industry than any other man.

Professor Sammis told me that several attempts had been made to get relief from the insurance burden but none of them had been successful. We began to investigate. We accumulated insurance facts and figures from the fire marshal's office and elsewhere and the farther we went the more apparent it became that the only relief to this problem was a cheese makers mutual. A cheese makers mutual was needed. Needing a mutual is one thing and getting a mutual is something else. Getting it depended on how well the industry was organized so that concerted action could be taken. It also depended on how much interest the officers would take in it, and how much they were interested in their work.

I was surprised when I learned that the cheese industry is one of the most highly organized industries in the country. With the thirty branch associations which Professor Sammis has organized throughout the state, with the system of news letters sent out every two weeks whereby the activity of any branch is told about and sent to the other branches, it was very clear that any undertaking properly planned could be successful very easily if the industry wanted it.

Finally, these insurance facts and figures which had been accumulated were taken up with the officers and directors of your state asso-

ciation at a meeting here in Sheboygan last April 28th. They were discussed and a resolution was passed favoring the organization of a Cheese Makers Mutual. I was requested to work out the insurance plan and present it to the individual cheese makers. Mr. Whiting, your president, asked me to come to Oconto County where he lives and start there. If it had not been for the interest and the activity of Mr. Whiting, the Mutual would have died out at that time, as it has died out after the other attempts made during the last ten years.

Mr. Whiting signed the first application. He took the matter up with his branch association and through his leadership a start was made. Mr. Steve Suidzinski in Brown County did the same thing there. He showed the same interest and activity. Mr. L. E. Kopitzke, your vice-president, did the same thing in Shawano County and through the cooperation of those three leaders in your industry a start was made.

After that there was an incorporation meeting in Green Bay on June 28th and it was only fitting that those same three leaders in your industry were elected as directors of the Mutual. After that incorporation meeting the directors elected the officers who are Mr. Whiting, President; Mr. Otto Yordi, Hortonville, Vice-president; Prof. Sammis, Treasurer; and John Hicks, Secretary.

The purpose of the mutual is to increase the number of vice-presidents as the membership of the Mutual increases so that every section of the state will have official representation.

Last night at a meeting of the directors two more vice-presidents were elected. They are Mr. John Weutrich of Greenwood and Mr. C. C. Manning of Boscobel, both of whom are outstanding members in the cheese industry in their locality.

Getting back to my story of your organization, we were off to a fine start in the Northeastern part of the state but somebody had to take the lead in the far-off counties. Professor Sammis took up that burden through his constant contacts with the branch associations. He obtained the names of the cheese makers and sent them to me and so I would know where to call. It has been through the constant efforts of Professor Sammis during the last four or five months that the Mutual has now progressed to the point where issuing policies is certain.

Before policies can be issued the State Insurance Department requires that two hundred applications be signed. We have 193 and I have fifty or more names of cheese makers to call on just as soon as I can get to it. The date of issuing policies has been set on January first which should give us plenty of time to have more than two hundred—well over that number—and to be sure that everything is right.

Now that the end of this organization period is so clearly in view, it is well to consider the proposition and results of the Mutual. In the first place, we recognize you cannot make something good from something bad. You cannot make good cheese from bad milk and we cannot have a good insurance company from bad risks. Therefore, we are calling only on those cheese makers who are well established in

their business and who are well rated by their neighbors. In that way bad risks will be avoided. In the second place, we cannot expect a good experience from factories that are almost on fire. If the clearance between the smoke stack and the roof boards is too small, if the wiring is in bad condition and the fuses are over-loaded, if the place is dirty and run down, we cannot expect a profit on that business. So we will install a most rigid inspection service and insist that our recommendations be carried out. In that way careless losses will be avoided.

In the third place we are going to try to install some kind of fire protection. In every factory there should be at least one fire extinguisher with the underwriter's label attached, on each floor of the factory. Negotiations are now under way for buying those in quantity lots direct from the manufacturers at the lowest prices.

So with that program of selection and inspection of factories combined with fire prevention and fire protection, the final cost to our members will be at as low a figure as sound insurance can be bought. By sound insurance I mean insurance that pays cash on the barrel head when you have a loss and at the full amount.

You would be surprised at the number of policies I see where long delay in payment and probably a law suit seem inevitable in case of loss. You would be surprised by stories told me of cheese makers who had losses. One man had a four thousand dollar loss and he was paid two thousand dollars. Another man lost \$2200 when his fire loss was settled and he was advised by his attorney that he could not collect. Still another man received most of his money but it came to him in dribs over a year's time.

Now you don't want that kind of insurance, but I wonder how certain you are whether you have it or not. Furthermore, I wonder how certain you are that your present insurance connection will last. Many of the stock companies are not writing cheese factories. Many of those who do are threatening to discontinue.

Only three weeks ago I received a long distance telephone call from one of the leading cheese makers in Clark County; he asked me to write his fire insurance. The stock companies had cancelled his policies without warning. That could have happened to any of you. In another county the cheese makers were all insured in one of the old farm mutuals. They said we are satisfied here; our cost is lower than yours. Conditions in that farm mutual changed, and the cheese makers were virtually forced out and asked to buy their insurance elsewhere. That could have happened to anybody. Those things have actually happened recently in the industry within my own personal knowledge. Undoubtedly they have been happening for a great many years. But why do they happen, why are rates high, why are there any losses, why didn't anybody want your business? Those are important questions. They lead up to my last question—why in the face of those conditions can the Cheese Makers Mutual become successful?

Now, there is no mystery involved. The Mutual is not going to do the impossible. In answer to those questions I point to history. Study

the history and origin of other class mutuals, such as The Lumbermen's Mutual, The Cannery Exchange. Study the origin of those great insurance organizations and you will find they were created years ago by the very same conditions that now prevail in the cheese industry. Losses were high, rates were high and nobody wanted the business. Then the trouble was in those industries the same as the trouble is today in this industry, that no individual had enough of that business so that he would take an interest in it.

Who is writing the business today in the cheese industry? There is nobody except the local agents of the old line companies who have a few factories each. There is nobody except the farm mutuals who have a few factories in their localities. There is nobody except the general writing companies who have a few factories each. Nobody in particular is writing your insurance. Nobody has enough volume so that they can spend money in servicing it and preventing fires to bring down your cost. No one cares about it, and when your business burns you get a bad reputation.

Now gentlemen, the only thing that the cheese makers mutual is, is a method. It is a method of accumulating a safe volume of this business into one place so that the management can take an interest in it and can spend money in eliminating hazards and avoiding fires. It is a sound business and a highly specialized business and it will accomplish its purpose just as surely in the cheese industry as it has in the other industries. This mutual has been made possible by the highly organized condition of the industry. It has been given to you by the activity of this year's officers of your association. Give them credit for it. Thank you.

PRESIDENT WHITING: We will have to have ten minutes each for our last three speakers because we must be ready for this parade. The next we have on our program is "The California Cheese Industry. How Makers are Paid" by Prof. C. A. Phillips of the University of California. I take great pleasure in introducing to you Prof. C. A. Phillips.

THE CALIFORNIA CHEESE INDUSTRY. HOW MAKERS ARE PAID

By PROFESSOR C. A. PHILLIPS

Mr. Chairman, Ladies and Gentlemen: My family and I were fortunate enough to obtain a year's leave from our work in California and travel during the summer to the eastern coast, before coming back to Wisconsin to spend several months. We arrived in the northwestern county of the State of Connecticut the day they were having a Farm Bureau picnic. The principal address of the day was given by Governor Ross of that state, formerly a professor of Yale University. He had visited California during the previous summer and in the address compared the parched condition of California lands and the dry streams to the beautiful green hillsides of Litchfield County of Con-

necticut. Not being a native of the State of California I am willing to admit what he said was somewhat true. I got quite a kick out of his speech. Afterwards, I got to meet the Governor and he asked, what are you doing here?

Some of you may wonder the same thing about me now, but, inasmuch as I am in this state and as Professor Sammis asked me to say a few words to you, I shall do so.

In 1933 California ranked fourth among states in the manufacture of cheese, exclusive of cottage cheese, being exceeded by Wisconsin, New York and Indiana in the order named. The state statistical report for that year, a copy of which I have here, gives a figure of about 17 million pounds, which is an increase of about 5½ million pounds over the previous year.

Such an increase would probably not be noticed in a great cheese making state like Wisconsin, but it is interesting, since California has always paid more attention to the manufacture of other products than to cheese.

This 17 million pounds includes quite a number of varieties, roughly as follows:

Cheddar, 6 millions
Granular, 1.25 million
Monterey, 5 millions
Cream, etc., 1.5 million
Special varieties, 1.25 million
Part skim and skim, 2 millions
Total, 17 millions

The wide variety of types made is the interesting thing about the industry. In addition to those named already, the following are made:

Romano, Neufchatel
Romanello, Ricotta
Canestratta, Mexican white cheese
Caciocavallo, Feta
Teleme, Camembert
Brie, and others

In addition, the students at the Agricultural College also make Brick, Limburger, and the Edam, Roquefort, and Gorgonzola types.

Swiss cheese is not made in the state at present, although a large concern made it formerly.

There are 78 factories in all parts of the state, along the immediate coast, where in some places the temperature is about 65 degrees F. the year around, in the higher altitudes where there is freezing temperature during the winter, in the valleys where in some places they have a maximum temperature of about 120 degrees F. in the summer, and in the cities. You can readily see that the cheese is made under a wide variety of conditions, and the quality varies likewise. It has been necessary in most places in the valleys to pasteurize the milk.

Two of these factories, one of which is probably the largest in the state, closed up about three months ago, and are not expected to re-open. They claimed that they could not make a profit with the present prices of milk and cheese in that locality.

The state imports twenty-two million pounds per year in addition to that made, the San Francisco and Los Angeles markets each bringing in eleven million pounds from other states. That makes a total of 39 million, when divided by the population of six million plus, gives a per capita consumption of 6.3 pounds. This is about two pounds more than the average per capita consumption of the United States as a whole.

You might be interested to know where this additional cheese comes from. Oregon and Idaho send down about $\frac{2}{3}$ of their entire make, nine and five million pounds respectively, practically all cheddar, with the exception of some processed.

Wisconsin sends four million, a considerable portion of which I understand is Swiss, Brick and Limburger.

Utah, two million, New York one-half million, and the remainder from various other states.

I should like to read a short paragraph from a letter that I have just received from Mr. McCampbell, Associate Marketing Specialist, U. S. D. A., San Francisco. He says: "Due to the fact that the Pacific Coast cheese prices have been considerably higher than Wisconsin prices this year, I anticipate an increase in receipts at San Francisco and Los Angeles from Wisconsin in 1934. Most of the Swiss, Brick and Limburger used here is from Wisconsin and has a very good reputation."

I should now like to mention two or three of the interesting points of the industry of the state. First is the Monterey cheese industry. It originated back in the 90's on a farm in Monterey county. The cheese formerly made on the farms but now made almost entirely in factories. This cheese is uncolored, made of stirred curd, pressed in cloths, leaving a star-shaped effect on the upper side of the cheese in the press. It is usually fresh or mild when marketed, and there is quit a demand for it, as you can see by the five million pounds made.

A very important division of the cheese industry is the cottage cheese manufacture. It is highly developed, both from the standpoint of manufacturing and marketing, and 108 plants are listed as making this product. A total of twelve million pounds is made yearly, equivalent to two pounds per capita. Most of this cheese is of the sweet curd or rennet type, which type has been manufactured quite extensively on the Pacific Coast for the past 15 years.

There is also a new development in the marketing of Swiss Cheese, a report of which you may have noticed in the October 10 issue of the National Butter and Cheese Journal. The cheese is made in the Star Valley country of Western Wyoming, shipped to Los Angeles, cut into blocks, and packaged by searing a thin layer of processed cheese on the surface just underneath the foil. I have not seen this done so cannot give you first-hand information.

The state control authorities are endeavoring to guard the quality of cheese manufactured, and also of that shipped in, especially from the standpoint of proper labeling. The agricultural code of the state requires that the cheese be labeled to indicate the variety, also the

grade, whether whole milk, part skim, or skim, and the factory number if made in California, or the name of the manufacturer or distributor if made outside the state.

The factories in California are practically all privately owned, that is, there are very few cooperatives or very few farmer factories. The owners usually operate the factories, and consequently very few operators are employed.

The cheese makers and assistants, as a rule, are hired by the month, day or hour. As far as I am able to find out, the wages vary from \$40 per month, including board and room, to \$200 per month, depending upon the experience of the man and the work that he does.

The higher priced men earn their wages, too. I can cite an example. I walked into a good sized factory last June at about four P. M., expecting to see three or four of the boys that the Agricultural College had placed in that particular plant. I found only the head cheese maker. The boys had worked their eight hours according to the N. R. A. and the cheese maker was doing the final clean-up work. He was classed as an executive on a monthly salary. The trouble may have been due however, to poor organization of labor on his part.

In summarizing the cheese industry of California, I would say that a wide variety of cheese is made, in good plants and in poor, in country and city factories, and under a wide variety of weather conditions. The state imports more than they make, the per capita consumption being 8.3 pounds, which includes 2 pounds of cottage. The cottage cheese industry is highly developed.

Working conditions in many factories are poor, salaries not very high, and possibilities for cheese makers are not very good at present.

Due to the high price of milk for other products, I believe that the cheese industry of that state will have to turn, more and more, to the special varieties of cheese, for which they can command a higher price.

I have enjoyed attending your convention and I should like to give you a cordial invitation to visit California in 1938 at the time of the World's Fair at San Francisco, or before, and especially to visit the Agricultural College at Davis, which is only a short distance from Sacramento, the state capital. I thank you.

CHEESE ADVERTISING BY THE WISCONSIN DEPARTMENT OF AGRICULTURE AND MARKETS

By W. G. CARLSON

I am very glad to be here. I want to express the appreciation of our department for the splendid co-operation we have received from the makers of the state in the distribution of the printed matter we have been able to prepare for increasing the interest in cheese. I want you to know that you have done us a big favor and we certainly appreciate it.

Now I am just going to skim over a few of the things we have done. Whether they have been accomplishments or not you can judge. You

know about the posters; you have already received them. I might tell you that those posters have been very definite vehicles for cheese promotional plans in many localities, in the buying centers of this country.

I can point out a few. In New Orleans a tremendous Wisconsin cheese campaign was waged by a large packing company. They asked for the posters and they wanted the posters, if you please, that said, "Wisconsin makes the Best". They didn't want the poster which said, "Dairy food is good food", because they are running a Wisconsin campaign, and I hoped by this time I would have a report from them as to some of the results but it has not been forthcoming as yet.

In New York, Pennsylvania and in Oklahoma there have been very definite moves, the nucleus of which have been some of the material we have prepared in the department and which have promoted the use of cheese. Possibly some of you folks have listened to Joe Penner on the radio Sunday nights now and then. You recall one night in October when the commercial announcements were devoted to bread, but use cheese with it, and they suggested different ways of doing it. It cost three cents to get that one letter.

Then we have had the circulars on how to buy cheese. There has been some 75 thousand of those prepared and they have had a wide distribution. You have seen the cheese stickers that reached every corner of the world.

The Wisconsin Restaurant Association at their annual convention in Madison a short time ago thought very kindly of a resolution setting up one day a week in their member restaurants as a dairy day and plans are now going forward to furnish them with a series of menus and recipes in order that they all can properly co-operate with this movement.

You have seen the articles in McCall's or read of them by Mrs. Mortenson at the Extension College at Madison. If you haven't seen them, try to get hold of them, in the September and October issues of McCall's. There is a cheese story and one that is making cheese a vogue.

Now you remember we had our Milk-Land festival at State Fair. This was a vehicle to aid in this promotional work. We distributed some 36 million ballots throughout the state in the queen contests that were conducted in some 30 odd cities in the selection of a queen. Our queen was selected and she appeared at the State Fair and appeared subsequently at many places. I had luncheon with her and her party in Milwaukee the day before yesterday upon their return from Washington and here is what happened in Washington. For the first time in the history of the White House, food came in the front door and that food was Wisconsin dairy food, cheese and butter. And on the front pages of the major Washington newspapers appeared not only the photographs but the stories of the Wisconsin dairy queen who had been chosen at the Wisconsin State Fair, and how she brought these splendid dairy products to the White House. It is very strange to note that the stories and the headings all implied that the best cheese

of Wisconsin was given to the White House, implying that when you think of cheese, naturally it is Wisconsin cheese.

Then the group went to New York for a few hours, and while there the New York Times and New York American picked up the story and gave it splendid praise. Now briefly, those are some of the things that have been done. You may wonder how has all this been accomplished. Some people have a mistaken idea. They have been criticized for not spending more money in Wisconsin newspapers. It is a just criticism because the Wisconsin newspapers without any exception have been more than kind, they have been more than fair, they have been splendid, they have done a beautiful job for us, they have helped the industry a tremendous amount. But somehow or other the things that have been going on in our work seemed to create the impression that somewhere, somehow there is a tremendous fund of money being used. This work has been receiving so much mention, so much notice that it leaves the implication that there is a large fund being spent somewhere. So when we get these criticisms we just say, well, we are doing it without money, and that is just what we are doing. The appropriation for this work does not exist in our department. Whatever has been done, what little money has been spent has come from the department and the State Fair fund, and those funds I think most of you know have been pared considerably in the last three or four years. But there have been some accomplishments and I think what little money has been spent is coming back to us many fold.

Now there are other things to be done, more definite, more tangible efforts and they are very important parts of any merchandising program. We cannot go into that. That rests with the makers themselves and how they can affiliate themselves to do those particular things. I am just going to point out one thing—you know they say comparisons are very odious.

I received some figures which give you a comparison of some things that can be done in a merchandising way by a control of uniformity and a control of quality in product, and I think we can strike very close to home when I bring some figures to you on an off-shoot of your industry, namely the manufacture of processed and spread cheese. In 1929, you might be interested to know, that there were 51,300,000 some odd thousand pounds of that type of cheese manufactured. That was 1929, and two years later there were 151 million, seven hundred and some odd thousand pounds of that same product manufactured.

Now get this, that increase came about not through advertising, because up through that period there had been very little of the kind of advertising that we usually think of when we speak of advertising, I mean paid space. There was an increase, if you please, of 200 per cent.

Now I am just going to go back a little bit to some of the work we have done, the posters that actually brought about an increase. Some of you makers here have told about how they brought about an increase in your home locality. The stickers and our dairy day in the restaurants and all of those things we all agree have a very good in-

fluence, in spite of the fact that we have seen them criticized as meaningless stunts, but I think you will agree very well that it is worth while, and I am going to leave the answer with you.

PRESIDENT WHITING: We have a few announcements to make. The Resolutions Committee will meet at room 349 Foeste Hotel right after dinner at 1:15 sharp. Anyone that has any suggestions or resolutions, bring them in to that committee.

Convention Procession

SECRETARY SAMMIS: Out of courtesy to the Chamber of Commerce who made this convention possible here, I am asked to read this notice, that lunch will be served in the Chamber of Commerce rooms, Heidelberg Club, 7th Floor of the Security National Bank Building. You pay for what you get and there is a bar in connection.

By arrangement with the Sheboygan Association of Commerce and other people, we have an agreement to co-operate with them at 12 o'clock downstairs at the front door to march in procession. They will be down there and you are asked to take the next ten minutes to get yourselves all downstairs and out of the front door. As you go out of the front door you will receive the regalia of the cheese makers parade, hats, caps, horns, canes and everything else. Everybody is welcome to march. We want to show the city of Sheboygan there are a few cheese makers in town.

It is up to you to decide right now whether you want the afternoon meeting in this room or in the theatre. Is this room big enough? All those in favor of meeting up here will say aye. Those in favor of meeting over at the theatre will say aye. You have voted to remain here this afternoon. We are very much obliged to Mr. Broughton for making the theatre available in case we need it. By some unfortunate mistake which can't be explained, his name was left off the program but Mr. Broughton will be one of the chief speakers this afternoon and we will all be glad to hear him.

Thursday Afternoon Session

METHODS AND RESULTS OF NATIONAL ADVERTISING OF DAIRY PRODUCTS

By **ROBERT W. BALDERSTON**, *Manager*, National Dairy Council

Mr. President, Gentlemen and friends: I certainly feel quite humble in being forced on this afternoon's program. I will try my very best to make it worth your while.

It is indeed a pleasure to come to Wisconsin and talk any type of dairy product, as we all realize Wisconsin is the real heart of the dairy industry in the United States. I wonder how many of you know that last year Wisconsin surpassed New York in the total of all dairy products. Last year Wisconsin had 109 million returns from her fair dairy products and New York only 106 million.

Now, coming here to talk to you, I would like to show you some charts, what has been done and is being done in this country to advertise dairy products and what are some of the problems you have as cheese makers and producers as we see it in the National Dairy Council office.

May I say first of all, the National Dairy Council is an organization of 25 units in the United States, centers where propaganda work can be done for the dairy industry, running from Boston on the East to San Francisco on the West, with units that cover about seven or eight million people, as for instance New York City, four million people, or Chicago, two million people, and Philadelphia. Now, some people might say, haven't we gotten about as far as we can go? We think not. If we had the consumption of dairy products in 1932 that we should, we would have used 55 million pounds more than what we actually consumed.

Now as to the work we have done for the milk industry. At the present time the biggest problem we have with respect to the dairy industry is to get a greater consumption of dairy products by adults. The recent survey made in 1934 of Philadelphia showed that over 92 per cent of the families in Philadelphia buy butter and buy milk regularly. But when you come to cheese and ice cream you have a different story, and if you take away with you this afternoon nothing else that I have said, I would like you to take home this.

In the city of Philadelphia, which is one of our biggest cities, only 37 per cent of the families buy cheese. The average consumption in that city as the survey showed, was less than four pounds per capita, but those people who used cheese were using 8.3 pounds per capita. I don't know about the rest of the country in 1934, but Philadelphia certainly is an average American city. So I submit to you a question whether one of our biggest jobs isn't to get the rest of our population to eat cheese. Haven't we been overlooking the fact that we have lots of perfectly good friends among the consumers that love cheese, that use cheese regularly, and if all of us used it to the extent they did, it would take twice as many men as there are here this afternoon to make the cheese necessary to take care of that great consumption. In other words, the people in Philadelphia who are cheese eaters are using it on a per capita consumption almost twice that of the United States. The rest of the people just say, we don't eat cheese and we don't like cheese.

What are we going to do with these people that are not cheese eaters in the United States? You just had these cheese queens throughout your state. You sent them down to the White House to be entertained. We have had a cheese parade up and down this city; we had a cheese week last year and have it again this year. To my mind, those stunts have a distinct value at this time because of the fact that there are so many people in the United States that just aren't cheese conscious, and we have to do something to shake them loose. I don't mean to say that is all there is to increasing cheese production. Far be it from me to say so, and other men agree with me, but that after

all is a real problem we have to face, and I certainly take my hat off to the cheese industry and all the groups in it for doing these things to bring the cheese to the attention of the people in the big cities who just aren't in the habit of buying cheese.

Now we have in this country at the present time a whole army of people that want to help us sell more dairy products for the good of the people, and they have said that everyone could use a quart of milk a day or its equivalent. Now it is relatively easy to get a child to drink a glass of milk for breakfast, dinner and supper, and perhaps another glass at bed time or in between, that is four glasses. It would just double the cheese consumption in the United States if everybody used as much cheese as is equivalent to one glass of milk per day. It doesn't make any difference what arrangements you make, if we were to take cheese say two days a week, ice cream two days a week, cottage cheese two days a week, as a substitute for milk, you would again get an increase over 50 per cent in your cheese consumption in the United States.

There are two distinct appeals which we can make to the public today, and to which I want to refer in this talk. One is this question of how to get two-thirds of the American city people to eat cheese. I think the first thing we must do, and you will agree with me I know, is to make them like it. Is it to suggest that there is a flavor for every taste? I went upstairs this morning and bought one of those year old cheeses that was on the cheese counter. I know that most of my neighbors at home would like a cheese that is cured in half the time. After all, with the many varieties of cheese you have today, there is no reason why everybody shouldn't find some cheese that he likes, and then we should see that he gets plenty of it.

Last night on the train, they had the cheese week menu and I took their cheese omelet. There wasn't a great deal of cheese in the omelet but it gave a very fine delicate flavor to it. Eggs themselves in an omelet are rather flat, and it takes parsley, jelly, cheese or something of that kind to make it good.

This cheese week contest with some five thousand weekly menus coming in from high school girls in home economics classes in every state of the Union, Mr. Mooney told me, is one of the finest things that could be done because, if that school teacher and those girls take those menus home as they will, then you have definite concrete suggestions to that housekeeper and she passes it on to the neighbors.

I put these posters up here not because they have anything to do with cheese but you will find two things on these posters. We say about butter, "Butter makes good food taste better". No matter what you are cooking it is assured a good flavor if it is cooked with butter.

The other particular appeal we have today is the appeal of economy. You can buy cheese as I see by your papers for 18 cents anywhere. I checked up in Chicago before I came up here and I found the prices ran in the stores from 15 to 20 cents a pound retail for American cheese.

I don't think people appreciate what they are getting when they get a pound of cheese. I want to refer to this poster, because that particular sheet was put out to the newspapers a year ago. We have newspapers up in Minnesota and Wisconsin that put out a Dairy Edition weekly for several weeks. One of the cheese leaflets we had for several years is entitled "Cheese is always on my grocery list."

Try and get the idea across to the housekeeper, that whatever she buys, a pound or two of cheese must be included every week. Here is the booklet put out by the University of Wisconsin with cheese recipes. We put out a booklet about how to make butter cookies, and we had two thousand requests after it was announced over WLS. Getting these messages of flavor and economy over are multiplied because of the number of people that are anxious to help us out.

To go to this economy appeal just a little further. I want to show you this chart at the risk of you thinking me rather technical. This bar represents the daily food needs of one adult person for one day in terms of five important points, calcium, protein, energy, phosphorus and iron. There is the proportion of a day's food needs furnished by one pound of cheese, one pound of beans, oat meal, beef, eggs and one pound of whole wheat bread. Underneath there you can see the line of prices. It took cheese, 20 cents, which is the highest price I found in Chicago the first of this week, and look what a long bar you get for 20 cents. I took the poorest beef we could get at 15 cents, and the bar is only one-third as long as the cheese bar.

I am telling you that you have a product which in these days the American public ought to appreciate because it is the most economical way in which they can get the calcium and the protein they need in their daily diet.

Now I have just one thing more to talk about and that is methods in which we can do this work. I take my hat off to the various things which are being done for the cheese industry. For instance, the work which is being done by your colleges, your experiment stations, your extension service, and by your industries. You have this new movement of your cheese group, you have this movement of your State Department of Agriculture and of the Cheese Institute and we of the Dairy Council are glad to help out as far as we possibly can with the limited funds at our disposal in boosting this thing from coast to coast.

I put up a chart here which will show you what the possibilities are for increased consumption in this country. About four and a half pounds is the consumption of cheese in the United States according to the 1933 census. The next country which I found anywhere near this country was Austria, six pounds. Then come a whole series of countries in Europe, Great Britain, Germany, Sweden, Norway and France with ten pounds. Denmark and the Netherlands run twelve pounds, and according to the latest records I have in Switzerland the consumption is nearly 19 pounds.

I have here a bunch of charts from Switzerland, Sweden, Holland, and Hungary. These big ones came in last week from Holland, and I

am glad to show you what people in Holland are doing to advertise although their consumption is 12 pounds per capita per year. What are the possibilities of getting this done here at the present time? We have certain indications as to what can be done.

We did some work finding out what was the cheese consumption in certain parts of Wisconsin about four or five years ago. We had some youngsters in high school find out what amount of cheese they bought per week at home. We took five different centers all over Wisconsin and the average consumption in those families was from 10 to 20 pounds per capita per year, and furthermore, instead of two-thirds of the people using cheese as in Philadelphia, in every case 20 out of 22 families bought cheese regularly.

We overlook the fact that we have one-third of all our people back in the east, east of Pittsburg; and two-thirds of them don't know and use cheese like Wisconsin folks; so that it is perfectly possible to get a big increased consumption, east of Pittsburgh.

We took a little town out in Iowa and went after the milk consumption and we tripled it in two years. All it took was the time of one woman going out there to the high schools, and we secured this great increase. One woman wrote in from Louisiana and wanted to know how she could increase the use of dairy products in Baton Rouge.

Now then for some other things we can do. This big poster hung up there is an oil cloth sketch for a barn poster. I was interested in the pictures in your program showing how you are using cheese signs on your barns. Going up through Wisconsin on a fishing trip this summer and back again, my eyes were opened to your barns. "Wisconsin, the Cheese Center of the World", ought to have a cheese sign on every barn.

Downstairs you will find a butter sign which the butter industry has already produced. Each one is in four sections and all you need to do is to drive some ten penny nails. They can be sold for from ten to twenty-five dollars a piece. We can take those same cheese signs and put them every ten miles from Chicago to New York on the Lincoln Highway with very much less money than lots of people are spending in one radio broadcast or one magazine advertisement at the present time.

I am not talking against radio, newspaper or magazine advertising. I am only saying that the cheese industry wants to make its money go as far as possible. I am saying your dairy farmers from here to New York want to help, because everything you do to increase cheese consumption helps them to bring up their price. Their barns ought to have cheese signs the same as yours, and they would be glad to put them up and take care of them for four or five years. These metal signs are guaranteed not to rust and they will stay there for four or five years. I am only referring to the fact that we ought to make our money spread out over this country and utilize our opportunity for this kind of work.

I could tell you that we have women demonstrators that can get an audience of this size any time you want in a city the size of Philadel-

phia or Washington, and take a table like that and make a cheese dish and pass it around, and pass out the recipe, and send home a lot of enthusiastic experimenters with cheese. Probably most of them never tasted it before, and didn't know how to use it properly.

And so it goes. You did a splendid job in getting yourselves excited about this thing. We have many of these movements, which have been described to you, all started and now let's tie them all together in one great national movement and put cheese over. Thank you.

PRESIDENT WHITING: Ladies and Gentlemen: Our next speaker I am sure you all know. He gave us the invitation to hold our convention at Sheboygan last year and this year. He has also done a lot for the cross-road cheese factory and I now take great pleasure in introducing Mr. C. E. Broughton.

ADDRESS

By MR. C. E. BROUGHTON, Sheboygan

I want to compliment the members of the Wisconsin Cheese Makers' Association who have honored us by their presence on two successive occasions, and to say that your return here any time will always be a source of gratification.

You couldn't make me any happier than by coming back to our fine city. I am not here to say anything about the minor part that I play in extending a second invitation, but I know from reports I received this morning that you had an enjoyable time last night. I wasn't present at your meetings and so I can't say so much for that, but whenever a convention of this character and its members get together there is bound to come out of the deliberations something that is of material benefit to those engaged in the industry.

We are living in stressing times. I listened to the former speaker just a minute ago and he reiterated what I said up at Shawano in addressing the Eastern Wisconsin Association two or three weeks ago, and that was that the breweries didn't need any advertising on the farms; that their product was pretty well known to everybody in Wisconsin, and that a cheese sign there in place of it or some sign dealing with the dairy industry would do more good than the beer sign.

I say we are living in stressing times and I can come to you now after a campaign is over and I can talk to you as citizens with my remarks not being misconstrued. I have never been a candidate for office; I have never sought an office and so it pleases me more than I can tell to come here to you today and talk to you as one citizen to another, one citizen interested in the state of Wisconsin. That has been my state, my home for 61 years, and I wouldn't give up one section of land or one block in the city or in a town or village for all the property they have in the 47 other states in the union. That is what I think of Wisconsin. And this afternoon we are here to sell to the other 47 states the product that we make, a product that cannot be duplicated anywhere.

Quality cheese will stimulate a market that will give Wisconsin even greater prestige than it has at the present time. By quality cheese I mean the product that comes from the corner cheese factory and not from any other source. The butter market for a long time suffered because of a substitute, and if today that substitute were universally used it would react to the disadvantage of creameries in this and other states.

Oleomargarine was a detriment to the butter industry, and any substitute, even though it uses a portion of the product turned out by the individual factory, is a detriment in the long run. It may furnish a temporary market, but it undermines the quality product which you cheese makers are striving to uphold.

The cheese industry is different than the butter industry in that there are just two kinds of butter. There is good butter and bad butter, and the bad eliminates itself from competition, for on one wants it.

When it comes to the question of cheese, these are not the only factors. Besides high and low quality cheese there is the matter of taste. What may please one consumer does not please another. Some want aged cheese, some want a strong cheese, so you can see that one of the big factors is taste. The only reason that the substitute for cheese gets anywhere is because a certain texture is maintained and you can buy the processors' product twelve months in the year without any noticeable variation.

However, the fact remains that you never get a palatable and a nourishing sample of cheese unless it is the natural product. You cannot expect that the National Cheese Institute dominated by the processors who constitute the majority of the board, is going to defend the corner cheese factory. They are concerned with putting upon the shelves process cheese. The individual factory owner and the patrons might as well make up their minds now that the National Dairy and Borden are out to undermine natural cheese, and they are supplanting it with the process article whenever opportunity affords. If you are going to play favorites with the National Dairy and Borden you will have about as much chance as an individual competing with a gambler using loaded dice.

We have had many a valuable lesson taught us during this depression, and the main one is that the product which satisfies the customer is the one that is going to endure. I would suggest that in every county the patrons of the cheese factory and the cheese makers organize and contact the hotel people to the end that the product of that community is served in the hotels. I have been in many hotels the last year, and in a great number of them the substitute for natural cheese is served as part of the menu. Here we are overlooking a bet in the local community.

If we had to face the same situation that the creameries faced in making their fight on oleomargarine things would be different, but the fact that patrons of a factory have an outlet for some of their surplus cheese allows them, many times, to close their eyes to the fact that the substitute is replacing natural cheese.

We are in this fight to preserve the corner cheese factory. We have witnessed the process of elimination over a long period of years. We saw the old contract system where they guaranteed to pay the board prices and the factoryman would keep his cheese off the board, thereby curtailing its influence. In this way the price of cheese was driven down, because of a lack of competition on the board.

We have witnessed factories closed because patrons would sell their milk to some condensary, part of the monopoly. This was a plan to curtail the milk supply to a point where it would be unprofitable to manufacture cheese.

I am glad that I can come to you this afternoon after the heat of a campaign and discuss these things with you as one Wisconsin citizen interested in the welfare of his state, to another.

Some years ago we started out to sell our cattle to other states in order that they might get into the dairying industry. Remember the columns that newspapers and magazines carried, stories about carloads of choice Wisconsin cattle going to Mississippi, Indiana, Texas and other states? You also noted articles sent out by our University telling of the hundreds of students who were coming here to learn agriculture, to familiarize themselves with the manufacture of cheese.

Now we have competitors set up against us. Our College of Agriculture, supported by the taxpayers of the State of Wisconsin, made it a policy to appeal to foreign students, students from other states, to come here and acquire knowledge, so that they could go back home and be your competitors.

Now some are wondering why those states are gaining ground. They are gaining ground in this depression because they are nearer the market source and we are further removed. That doesn't mean that we are going to lose out as a great cheese state. If we will manufacture a quality product under the Wisconsin label we can increase consumption through demand.

Let us start out with a determination to create a demand for natural cheese. Wisconsin cheese should be sold in every store in the state, and the merchant brought to realize that the buying power of his community depends upon the flow of money back to the cheese factory and to its patrons.

You cheese makers have a wonderful association here. Divorce it from all influences which tend to undermine natural cheese. Stand on your own feet, advertise your product, see that it is advertised in your local weekly papers to start with, as the expense will be small, and then branch out as you can. For every dollar that you spend in your home newspaper you will receive dividends through publicity telling of the increased prestige of your association.

Speaking at Shawano before the Northeastern Wisconsin Cheese Makers' Association I suggested that we adopt some uniform slogan and paint our barns and buildings with these signs. I noticed one silo featuring Miller High Life. This farmer was evidently willing to sacrifice a good advertising space in the interest of a brewery and overlooked the fact that his own product needed as much advertising, or

more, than the brewery product. If we had attractive signs advertising natural cheese the thousands and thousands of tourists that come here would be cheese-minded when they left the state.

Friends, you have in this state upwards of 2500 cheese factories. Everyone of those factories is fighting for an existence. Some of them have closed in the last few years. Some of them have closed perhaps because of the depression but I venture the statement that in many of them they have closed because of a lack of enough milk to make it profitable to manufacture cheese in that factory, that is, more than 2500 cheese factories have patrons running way up into the thousands. You take that army and unite it, put it together, the cheese factory man and the patron and let them stand for the commodity which they are manufacturing and in which they are interested, and you can sweep the nation.

I know you have got to advertise, you have got to let them know but here we have thousands of tourists coming in every year and not a sign on the highway calling attention to the fact that this state produces more cheese than any other state in the Union. Are you going to stand idly by and see those prospective customers come in and go out to some other state, or are you going to give them an opportunity through signs and judicious advertising to know that here they can get the finest product of natural cheese that there is in the country?

Friends, in closing let me say, the campaign is over; we have got two years ahead with one of the finest examples of statesmanship that ever went to the White House, the President of the United States. I want you cheese makers and patrons to forget politics in the next two years. I will forget it, and if there is anybody on the face of the map of Wisconsin who ought not to forget the last election, it is I. I will forget it and I will stand four-square back of those who have been inaugurated or will be inaugurated either as governor or senator or assemblyman or United States senator or congressman, they are all a part of this machine for recovery. And let me say to you this afternoon that if we don't recover in the next two years, we will be going the way of least resistance. The one stabilizer we have today is the man that stands four-square half way between the conservatives on the one hand, and the radicals on the other hand.

We will never turn back the hands of the clock to conservatism in this country. Those days are gone. We are going to seek a common level—a level that runs with a highway and its patrons, through and along the farms and the firesides and the humble homes of our people of the United States of America.

So I ask you and appeal to you for the next two years, get back of that recovery program that the president of the United States has inaugurated, a program, my friends, that may have flaws. Here and there may be some cog in the machine that will not work. There have always been those cogs. You have had to replace them from time to time in the machines you have and you use on the farm or in the factory or in the shop. It won't work 100 per cent but if the American people will get back of the President and work to that one ultimate

end we will come out of this depression. Our unemployed will be employed again, the slack as a result of the machine age will be taken up through shorter hours, and when it is all said and done we will be looking forward to a happier day in the United States, and a happier day in Wisconsin.

PRESIDENT'S ANNUAL ADDRESS

By E. B. WHITING

Mr. Chairman, Ladies and Gentlemen, Members of the Wisconsin Cheese Makers' Association: It is my desire to bring before you, as briefly as possible, a few of the things which have been accomplished the past year, and also to give you a very few suggestions which I believe should be done for the good of the dairy business of this state, and especially our part of that, which is cheese.

As we all know, in union there is strength, and I believe the twenty-eight different sectional associations which have been formed up to this time, and all affiliated with this, the mother association, can and will do more to keep the interest of the cheese maker at high pitch, all of the time, than any other one thing, and I hope that in the future there may be more of these branches formed.

The problems are not the same in all sections of the state. These associations meet and discuss the things that arise in their immediate vicinity, and they are then better able to bring the matter in a more concentrated way to this body for action.

Another thing of great importance which has pleased me greatly, is the quality program put forth in all of these branches. It has been said many times before, but nevertheless, it is still true, that if we intend to keep the supremacy in both quality and quantity in this great state of ours, we must continue to put forth every effort to better the quality of our cheese. Other states are now in the cheese business to stay, and we must keep one step ahead of them all of the time.

It would please me to have a wider spread in price between state and standard grades than at present, which would, in time eliminate the poor or careless cheese maker that we still have with us.

Some foreign countries require that an apprentice even in a retail meat shop, must have at least three years experience before they may run a meat shop for themselves or any one else, and I believe it would be a good thing for the industry to extend the eighteen months that an apprentice must now serve to at least two years, before he could get a cheese makers license.

National Cheese Week has been a great factor in helping to increase the per capita consumption of cheese as well as to keep the name of the product before the public. It is to be hoped this will continue from year to year and that every person interested in the dairy business will continue to do their part and boost.

The Department of Agriculture and Markets at Madison has done a great work the past year in advertising, and have also given cheese a great amount of publicity. They are to be commended for their great work and it is my wish that this Association give them a vote of thanks for their efforts.

The Wisconsin Cheese Makers' publicity plan has been functioning in good form. May it live on with increased energy from year to year.

The Branches of this Association have been putting up signs calling the attention of the public to eat more cheese. All of these things working together are bound to increase the consumption of cheese. If we could increase the consumption one pound per person there would be a shortage instead of a surplus.

Another project which has been launched and perfected of late is the Cheese Makers Mutual Fire Insurance Company. This Company was organized July 9th, 1934. Believing this to be of great benefit to the cheese maker in protection at a very nominal cost, it is hoped that every cheese factory in the state will in time be protected by this company.

In closing we must not forget the many thousands of tourists who come to our state each year. In their travels they pass many of our cheese factories. We should see that the grounds surrounding our factories are beautified, such as flower beds, nice lawns, and so forth, for these things are bound to give the tourist a very favorable and lasting impression. I thank you.

DISCUSSION

MR. DAVIS: Mr. President, has this organization ever gone on record in expressing an opinion on price differential between state and standard grades?

PRESIDENT WHITING: Well, I speak from my own personal mind. I have thought that I would rather see the price one cent instead of $\frac{1}{2}$ cent.

MR. DAVIS: If someone on this floor would make the motion of that kind, would you entertain it?

PRESIDENT WHITING: We certainly would.

MR. DAVIS: At present there is a vote of members on the Board of Trade that they don't make any price on standards, they simply suggest one. I wonder whether any of you would prefer making a motion for a vote on that subject?

MR. STECKER: Mr. Chairman, I will make a motion that the difference between state brands and standard brands be a cent.

(Motion seconded).

PRESIDENT WHITING: Moved and seconded the difference between standard and state be one cent. Let's hear some discussion.

SECRETARY SAMMIS: Mr. President, I don't want to vote on this yet because I have heard only one side of the question. I have heard many cheese makers say the difference ought to be one cent. I have never yet heard a public statement from those people who suggest one-half cent, as to the reason why they think one-half cent is correct. I suppose they have a reason and it would interest me, if this is the proper time for the discussion, to find out what the reason is. Maybe they haven't any reason; maybe they have a very good reason.

MR. DAVIS: Mr. Chairman, as president of the Cheese Board, I will say that the majority vote of the members is called for, for a suggestion of correct differentials of price between state and standard. That vote varies. We have had a majority of one vote at times suggesting the half cent. There has been a number of times that $\frac{3}{4}$ of a cent has been suggested but in talking with the cheese dealers they have felt that the cheese maker was trying to do the best work he could, and they felt they should not throw upon those makers a personal loss of greater than that half cent and they didn't want to throw unnecessary hardship on those makers. So for that reason the cheese dealers have voted that the suggestion of the difference should be a half cent.

MR. MALCZEWSKI: If we are going to make a cent differential there, hadn't we better discard our present 40 per cent moisture law? Isn't it a fact that if we are going to make all cheese to be state brand, we have got to decrease our moisture so we don't get any soft cheese? Are we going to give the public then what they want? Are we going to make a softer cheese if the public demands it, and then take a licking for it?

PRESIDENT WHITING: Are you ready for the question?

MR. KOPITZKE: I feel about the same as Mr. Malczewski about that. I believe that the fellow who makes a soft cheese will be out of luck. Some fellows just simply think that if the cheese is soft it is absolutely no good, so it is just too bad if we make that kind of cheese. I explained at Marshfield and Shawano about the patron I had who ate 41 pounds per capita and who demands a cheese of 40 per cent moisture. Should we give him that cheese so that he eats 41 pounds per year, or not. Should we discourage that?

MR. DEBUHR: Mr. Chairman, in the audience yesterday afternoon certain cheese makers that sold cheese locally out of the factory said that the majority of the cheese sold from the factory was a soft or high moisture cheese. Now then, if you want to go to work and make a differential of one cent a pound between state and standards it is just too bad for anybody that is trying to make a soft cheese and as long as the consuming public wants a soft cheese, give it to them. If it sells, give it to them. A dry cheese sure is fine for advertising cheese, but if they want to buy fresh cheese you cannot sell them dry cheese.

DAIRY QUEEN

PRESIDENT WHITING: Ladies and gentlemen, I don't want to interrupt this discussion or motion we have before the house, but we have with us at this time a dairy queen, and she has to get a train out of here. I would like to have Mr. Sommers, the Secretary of the Association of Commerce, introduce our dairy queen.

MR. SOMMERS: Mr. President and members of the Wisconsin Cheese Makers Association: I know you are busy and in a hurry, so without the formality of a long introduction, I have the great pleasure and honor, to introduce Miss Fay Kelly, the Dairy Queen of the State of Wisconsin. We feel happy about her selection to represent the industry in our field, because of the publicity she has brought to Wisconsin and the good will she has won in the home of the President. He is going to live twenty years longer because he is going to eat Wisconsin cheese. The whole country from north to south, and east to west is going to consume more cheese, and every cheese factory will work to capacity and increase in numbers. Wisconsin will be known not only as the greatest cheese center in the whole world but the center where they have the finest girls.

MISS FAY KELLY (Dairy Queen): I would like to take the opportunity to thank you for the fine reception that you gave me here to-

day, ladies and gentlemen. It is certainly a pleasure to come to Sheboygan and I hope you will increase the sales of your cheese a great percentage over the other years, through the publicity we have gotten in regard to this Dairy Queen tour to Washington and the World's Fair. I thank you.

PRESIDENT WHITING: We will go on with our discussion.

MR. JOHNS: We should encourage home consumption with the 40 per cent moisture cheese. The 36, 37 or 38 per cent moisture cheese, which does score state brand and is put into storage and comes out later on after five or six, or ten months as state brand cheese, is by far the greater percentage, at least 80 per cent or more. I still believe that the one cent differential between state and standard brand ought to be encouraged. I certainly believe that Mr. Davis will agree with me, that the one cent differential ought to be encouraged, in order to keep on encouraging more quality cheese, because when we get to putting out more 40 per cent moisture cheese you are going to have something that is not going to stand up so well in storage and I think every one of the cheese dealers will bear me out on that point.

MR. KOPITZKE: I want to say this, Mr. Johns, if the dealer wants to buy a low moisture cheese to keep for a year and a half, let them buy it on the moisture basis.

MR. SCHAEZTL: Mr. President, after this discussion I think everybody is ready to express his opinion by vote. I now move you we take a vote by ballot on the question and see how we come out.

(Motion seconded and carried).

PRESIDENT WHITING: For one cent vote yes, and for anything less than that vote no. The result of the vote is 63 yes and 175 no.

The next we have on our program is the Secretary's progress report, by J. L. Sammis, our secretary.

SECRETARY'S PROGRESS REPORT

BY PROF. J. L. SAMMIS

Mr. President, it seems desirable that for a few minutes during the annual convention we turn away from the whole outside world and discuss our own association business for a few minutes in order to plan future progress, and in order to correct our mistakes, if any.

It seems necessary to say very little about the past progress because you are all familiar with it. How many people here belong to one of the branches of the organization? A good many. During the past two years the progress has consisted in part of organizing 29 of these branches in different counties all over the state. There are all kinds, like a family of children. There are a few of them that are very strong and prosperous and they have one hundred or more members. The biggest branch is the Southeastern Branch which covers Dodge County and the edge of all the surrounding counties. They voted themselves in as a branch. At their monthly meetings, they always have two or three kegs of beer and a lot of cheese and the social side is emphasized, and when the business is over they spend an hour or more singing songs and they have a lot of fun.

Then we have quite a number of American cheese branches that are strong. Down at the other end, we have several branches that are very weak, almost dead, probably because the local officers were not

able to steer them right. They never amount to much and the officers may have to be replaced, or we may have to reorganize them. In between that there are a lot of what I would like to call about half-grown branches that are doing well but they still need quite a lot of boosting before they will get to be first class prosperous branches. You have made a good start, but there is room in the state for more branches to be organized, to bring in 1000 more makers.

Yesterday a cheese maker from a county west of here came to me and said, how can we get a branch in our county?

This work is making progress. It is not complete, any more than the work of this state association is complete. You expect to do better things as the years go by. It takes continual study and work to make progress.

During the past year many of the branches have been asking for help. I have received 80 requests from different branches, where they voted to ask me to come to their meeting and give them some help. I have attended 65 of those branch meetings during the last summer. I named a date and they set the meeting on the date I named, so that I could be there without waste of money for travel.

In general, the association finances have run along just about the same this last year as they did in previous years and don't call for any particular comment. There are one or two new things for you to consider this year. When this branch organization began, you had the time of the secretary spent in organizing and you had the travel expenses of the secretary to go from one county to another, all paid for by the state, paid for through the dairy school, or paid for as some part of the appropriation of six hundred dollars the legislature has given us.

At the present time there is a new feature for you to consider. Because of reduced appropriations to the University, the dairy school is unable to pay for the six summer months spent in visiting branches and organizing new ones. They didn't pay for it last summer. Last summer during the six months spent among the branches my time has not been paid for. I didn't intend to mention that particularly, but I want to show you that from now on so far as we can tell, if you want the work of the secretary continuous all through the summer to look after branches and organize new ones, and keep news letters going, watch the legislature and keep you supplied with legislative bills according to the plan that has been used, you will have to raise about six hundred dollars for the secretary's time for six months.

For your information, I will say I still have the half year or five months contract with the dairy school, covering the months when we offer four-day schools.

There is another need for more money. The legislature during the coming session will probably cut off the six hundred dollar appropriation they have given us for twenty years. There is a whole group of small and large associations including this one and the Central and Southern, and the Potato Growers, a whole bunch of agricultural associations that have been getting appropriations, but the last session

of the legislature wiped them out. They asked me twenty times why under the sun a 43 year old association like ours couldn't pay its own bills and why we still had to ask for a six hundred dollars a year appropriation from the state.

It happened that the Governor vetoed the cut last year and so we did get the six hundred dollars. With all the depression and necessary relief I think the legislature will cut it off this year. So you have to raise eighteen hundred dollars over and above what you have raised before if you want to continue this work as in the past. That is entirely up to you. I don't want to influence you in any way.

There has been considerable discussion as to how to raise more money. I had hoped it could be planned last night, but it was not done. There have been two main ways proposed. We hoped we would have a big attendance here this year. The treasurer downstairs tells me there are only 430 tickets sold. That is a little less than last year.

It seems that the novelty of coming here has worn off, or for some reason there are no more people here now than last year, when we had a strike and a blizzard. We cannot depend upon a big attendance to raise more money, at \$1.00 apiece. If you want to raise twelve hundred dollars more than you ever did before by membership fees that means you have got to add about three dollars to your membership fees. That would mean that your membership fee for next year would be four dollars.

I was in hopes you would have six hundred people here but you haven't them even with the best of weather and everything else. If we could figure on six hundred people that would be only two dollars a piece. One way to raise the money is to vote here to raise your membership dues for next year to something higher than it is now. You paid one dollar this year. To raise twelve hundred dollars more you have to add three dollars to it.

The butter makers pay twelve dollars a year in their association and you have been paying one dollar. It is a kind of a shock to you to tell you such a thing, but we get shocks all through life and usually we are better off after the shock than before.

There is another proposal, and that is to ask the branches to raise the money. There are, we will say, twenty-five good, strong, active branches that are able to raise money. They have equal earning power whether their membership is large or small. Any branch can appoint a committee of three members on a dance committee and pull off two or three or four dances and raise two or three or four hundred dollars. One association has made over eight hundred dollars by their activities. There are very few associations who haven't raised money this way. It is an easy way and you can get a committee of three out of any branch. Whether they are large or small, they all have equal earning power.

Suppose then that to raise twelve hundred dollars out of twenty-four branches we ask them to contribute their share, which would be \$50 a year from a branch, out of their earnings. There are two ways proposed to raise money. I suppose that you are ready perhaps to dis-

cuss or to vote on this question, shall the secretary's work be continued next year as it has in the past years in organizing and promoting their work in the branches, and the news letters, the legislative bills, and so on; it all goes together. We either do it or don't do it. If you vote to drop it, why that is all right. Whoever you elect for secretary, I presume, will do it if you vote for it. I am not discussing that. I am discussing your policy as to whether this association is big enough to keep one man at work at the thing all through the summer months.

I think the first question you ought to discuss and answer is this one here printed in the program. Does this convention recommend that the system of organizing branches and attending monthly meetings when requested by makers, be continued, or shall it be dropped. Anybody want to make a motion on that subject?

MR. DEBUHR: Mr. Chairman, is there any field for organizing new branches?

SECRETARY SAMMIS: Well, yesterday Winnebago County asked whether they could get a branch, and other places need branches. But the work of the secretary is partly in organizing new branches where needed, and also to a great extent in promoting the work of branches which are in need of further help. The best ones don't need any help at all. They take care of themselves. But a lot of the rest of them are in fairly poor condition.

Now, think about your branch and decide for yourselves whether you would like to have visits from the secretary during the coming year as you had them in the past year, and if you don't want them and don't need them, then vote no; if you want them continued, then vote yes. I would like to get your opinion because this work will not be carried on unless you positively say you want it done. The officers will not do things unless you say you want them done. We are not trying to put anything over on you.

MR. DEBUHR: I am not going to make a motion; I am going to make a suggestion. When the resolutions come in, there is a resolution relative to what Mr. Sammis spoke of. Now, I think we better wait with this question until these resolutions come up and probably this resolution will carry, and kill all this talk here.

ADDRESS

BY JOHN LEONARD

Mr. Chairman, Ladies and Gentlemen: I am just an ordinary fellow away from home, and I think you all know how that is. I appreciate very much the honor that has been done me that you asked me to address this meeting, and I want to assure you that out in California we have had a lot of similar meetings to yours today. We found in many of our industries out there that we had to get together to do

collectively what we could not do by ourselves. We made up our minds we had to act together, or act separately—just a matter of taking our choice.

I am going to talk to you about what was done in our prune industry. It possibly has a comparison with what you need to do here. After the panic of 1929 things got bad in the prune industry and we found we had to do something whether we wanted to or not. Our prunes got down to the lowest point in price that the industry had ever seen. We simply had to do something.

When we were organizing, in the summer of 1932, prunes got down to a place where a farmer was getting from $1\frac{1}{2}\text{¢}$ to $1\frac{3}{4}\text{¢}$ per average pound. That is what the factories were paying us. I am one of the growers and know. At the present time we have been able to build that up to a place where the growers are now getting from $3\frac{1}{4}$ to $4\frac{1}{4}$ for average orchard run prunes. The price varies little from time to time. It took us from February of 1932 until September first of 1932 to get organized and get going and institute our advertising campaign. I understand that you are contemplating with cheese to have an advertising campaign.

Now, in advertising we found out there from years of experience that we have to have merchandising work to go along with it. We can put our advertisements in the papers or on the billboards or in some other medium but we have to have men to go around to the wholesale executives and to the larger retailers and to brokers and other elements of the trade and wake those fellows up to the importance of our program. You know there isn't any substitute for personal contact, and we found no matter how much we advertised we had to send our personal representatives around to wake up the trade. We also did a lot of research work.

This is something you can apply to your own cheese industry. Here is one thing we did in the prune industry. We assembled the research work that had already been done, the scientific facts that are known about our product. There was a movement with some of the larger universities to dig out additional facts, and after we got these facts together, we took them to the food committee of the American Medical Association and got those facts approved and accepted. Then we had those facts printed in a little pamphlet with the seal of the food committee of the American Medical Association on it and those are being sent out to almost 120 thousand doctors in the United States and we are playing those facts up in our advertising this year, in addition to playing up the delicious qualities of prunes where you eat a food just because you like it, just as you eat your Wisconsin cheese because you like it. Those are points that must be stressed, of course.

You have a wonderful university over at Madison. You have some scientists there with nation-wide reputations, some of the finest scientists in the United States, are second to none. You can do in your cheese industry similar things to those that I am pointing out that has been done in the prune industry.

One of the facts brought out was this—you recall a good many years ago it was discovered that liver would build up the blood in anemic cases. Doctors for years have been telling people that were affected with anemia they should eat liver and we can all remember when liver was a cheap product. Liver now is a high priced product. We believe we will get similar results when this fact is accepted and now recognized, is made sufficiently public, when people generally find out that by eating prunes they have a food that is about half as effective in this respect as liver, and you can eat more of it and they are reasonable in price.

That is one of the many points. I don't want to bother you with going over the whole list. You can see the advertisements in the magazines; your family physician can tell you about the facts and you can see displays in the stores all the time.

There is one thing more. Sometimes the farmer thinks the wholesaler or retailer makes too much. The people who are selling your products over the counter are just as human as you are. They want to make a profit and the retail and the wholesale business is an expensive business, and statistics show that 95 per cent of the men that engage in the retail trade go broke.

Now, it is an expensive thing and they do have to make a margin up to a certain point. If you want to boost your cheese, be fair with the trade and let them make their profit; don't worry about the other fellow making a dime but be sure you get yours.

There is one thing I want to say on quality. We fellows are doing a lot of work on quality about prunes. Since I was here in Sheboygan, one cheese maker was pointed out as an example of what could be done in quality. I don't know whether this is true or not, but I was told that that man made a practice of going out to the farmers and paying a premium if they gave him what he wanted. He is a good cheese maker and he knows the kind of milk he wants. He knows what the test should be and he knows the conditions he wants the farmer to meet and he gets the farmer to meet those conditions by paying him a little more and then he takes extra pains in the making of cheese and they tell me that man is getting consistently a premium for his cheese, and he can't supply his orders.

Now, if I were a cheese maker in Wisconsin and I didn't have results, I would get that baby's number and I would take some lessons.

Just a word about your own advertising. I think the plan is sensible and smart. You are not attempting too much. You are recognizing that the law of supply and demand is in existence, and if you investigate the advertising campaign you are talking about here, you would spend one per cent of your gross income. We in California have been putting up three per cent and more on our prunes for advertising, so I think you are taking a very moderate expenditure, one per cent. I understand that you have about 17 million pounds surplus. Now, to a man that has been up against a 50 million pound surplus of prunes which we have had in California more than once, that doesn't seem so big.

It is my understanding that the consumption of cheese in the United States is about 540 million pounds, and if you add 17 million to that it is only 557. The difference between 540 and 557 million pounds isn't so much. I think you have a job that you can do and I believe you are going at it right.

Advertising and selling are highly trained professions. Incidentally, I think you have done a smart thing in picking out an agency that has been in the game fifty years and has a dandy reputation and is a Wisconsin agency, by the way. Don't forget that those fellows have been working and studying the advertising game and they know where they can get the most for your money, and believe me we have found in California that it paid us to listen with the utmost respect to what our advertising counsel has to tell us. We wouldn't think of doing anything without consulting him.

In order to do anything of this kind you have to get united and that takes a lot of hard work and it takes a lot of understanding and it takes a lot of respect, one for the other, and it takes a lot of hunting for points of agreement and staying away from many points of disagreement.

You fellows have a dandy job here to do, you have got one of the finest food products. It is a product that is centuries old, and there is no question of its health value, and there is no question if you make some sort of a program to promote the sale of your product, you will have to stay with it. But don't forget, you have a lot of work to do. You will get probably a little opposition and you are liable to get a lot of indifference, and that is the hardest thing in the world to get, but if you can only arouse the ability and the understanding and the opportunity of getting things done that I know the people of Wisconsin have, and that the cheese makers of Wisconsin have, I am sure you will put that thing over.

You will get criticism, and a lot of people will stand back and say, oh, you can't do this or this is impractical and should not be done.

I want to call your attention to the conditions when Oregon came up for admission to the Union as a state. Men stood up in the United States Congress and objected to Oregon coming in, because they said at that time there were no railroads and it will take a year for a representative to come from Oregon to Washington, and then if he starts right back he will be able to get back in another year and his term will be ended, so you shouldn't admit Oregon. Now, it was wise people that put up that argument. No less a man than Daniel Webster stood up in the United States Senate when they were discussing the advisability of constructing the transcontinental railroad. And with all his eloquence he said, words that I can almost quote verbatim, "Why, it is ridiculous to talk about building a transcontinental railroad; it is impossible, and even if it were possible it would take all the wealth of the Andes to build a road, that wouldn't pay." Daniel Webster.

If you get criticism from wise people and able people, don't be discouraged. Here is another one. When Westinghouse invented the air-brake, he went to his banker and started to tell his story about what he had and what it would do, how he needed money. The old banker

heard him just about half way through, and he just exploded and said, "Stop a train of cars with wind? Man, you are crazy."

Now, you have something that is good. You have confidence in your produce, you have loyalty for your state, but your cheese isn't bringing the price that it should bring, and you are not selling quite as much as you should sell.

The intelligent course that has been followed by all successful business institutions in the United States when confronted with a situation of this kind has been this, they have started a good intelligent selling campaign and they started advertising, and they started merchandising, and if they had the right kind of men that were serious, they put it over, and I feel sure that you people have a product that you deserve to win with, and if you are serious and if you will get together you will win, and I wish you all the luck in the world. I thank you.

MR. MALCZEWSKI: Mr. President, I would like to ask the gentleman, how do they collect the funds from the producers in order to be able to do the advertising?

MR. LEONARD: It was just a matter of detail. We pay \$2.50 on the ton or 1½ cents on the pound. We had to get the growers to sign up and that took 90 days, and it was a hard job. I would be glad to go into detail with you but I don't want to bother this meeting with a lot of those details, but we collect it this way: we have commercial packers that buy up from us growers. In California the growers dry the product. The drying would perhaps correspond to your cheese making. You see, now on my own place I have my own drying equipment and I dry my own prunes and put them in the bin. There are about fourteen concerns I can sell to. There are some other small ones. When I sell I have an agreement that \$2.50 would be deducted from my check, and he sends that to the United Prune Growers in California. You can work that out with your cheese dealer or your own men here would know how to figure that out. For instance, if a farmer understood exactly how this was to be handled, the cheese maker is paying the same amount and that can be sent right in to you.

MR. MALCZEWSKI: What do you do with your non-contract growers?

MR. LEONARD: We got them up to 95 per cent.

SECRETARY SAMMIS: How many farmers are there who signed up this contract?

MR. LEONARD: There are over ten thousand growers. But we have had a very complicated situation. There was some five thousand growers in a cooperative that came in in a body and then we had to get some more signed up and the packers agreed to collect the fee from any outsider that didn't pool his crop.

SECRETARY SAMMIS: In addition to the farmers, that is the growers, did anybody else in the industry besides those farmers pay anything?

MR. LEONARD: No sir. I think in your dealings here, that you cheese makers are very fair and I think you have a good fair proposition from what I can see of it.

PLAN, PROGRESS AND PROSPECTS OF THE PUBLICITY ASS'N

MR. MULLOY: Mr. Chairman, I see on your program here you have got me scheduled for the Plan, Progress and Prospects of the Wisconsin Cheese Makers Publicity Association. Naturally I feel that that probably calls for a little explanation from me as the head of that organization, and since Mr. Leonard has kind of brought this subject to the front, I prefer to handle that topic now than to wait until after the election of the officers, if it is agreeable to you and the assemblage.

PRESIDENT WHITING: It is surely agreeable, we had that in mind and it is satisfactory.

MR. MULLOY: You know this subject here, Plans, Progress and Prospects of Cheese Makers Publicity Association would keep me going from now until breakfast time and I don't want to talk to you that long, and I know you don't want to listen to me that long, so I am going to just say this about the plan. I believe most everybody in this audience knows considerable today about the plans of the publicity association. We plan in short to do just exactly as those pruned people did in California, make them eat more cheese. And thereby let the good old law of supply and demand function which will be reflected in better price for our product.

Now then, as far as the progress is concerned, I want to say this: we have made plenty of progress and as one little evidence of that fact and as evidence also of the support that this movement has been receiving, yesterday morning a car was driven out to my place and presented to me by the publicity association. That car was donated by our friends, the Marschall Dairy Laboratory, for the purpose of expediting the work of building this movement. That is just one little sample of the progress we are making.

Now as to the prospects, why your guess is as good as mine on that. You know we are only consuming about 4½ pounds of cheese per capita and if we can increase that per capita consumption just one pound, we clean out our surplus and create a demand for an additional one hundred million pounds of cheese.

I am not going to talk any more on this because I have been fortunate enough to make arrangements with one other to talk just a few minutes to you on the plans of the movement. I am here as a member of the cheese makers association today and I feel that it would be far better to bring in someone that would give you a far better picture in a brief time of the plans and the prospects than I could hope to give and that someone is no one other than G. E. Steadman of Milwaukee, Wisconsin. He is doing all our research and market planning for the Krammer Krasselt Agency in Milwaukee, who is the authorized agency for the publicity association. Mr. Steadman is intimately identified in fabricating marketing organizations of many of our outstanding industrial successes and without any more ado I am going to take pleasure in introducing to you Mr. G. E. Steadman.

ADDRESS

BY MR. G. E. STEADMAN

Mr. President, Fellows and Women: I made a special trip up here from an assignment in Detroit because I wanted to have the pleasure of meeting the gang that has forced my wife to buy 90 pounds of cheese a year.

This noon I had lunch with Leonard and two or three of the boys and had one of the most delicious deserts I ever had, prune whip and some natural cheese. So I got started off well in the old state that is my own.

You have some great opportunities and you have some unpleasant conditions under which you are laboring, but you can correct them.

I happen to be identified with modern conveniences such as Maytag and a number of others who are set up in a big national way to serve the American housewife, and we have to know what is going on in the home. And we know that today there is a greater story back of the home life. How many of us in 1929 were getting all our pleasure outside of the home? How many people are now starting new home life themselves, and in doing that and creating new eating habits.

Take calcium—I haven't time to talk about this, but you do this. Read what the effect of organic calcium is on health and if you know, and if every woman in America had some knowledge of that, she would go for cheese in a big way.

Now I want to tell you one more story. Two or three weeks ago I read of a shipwreck in South American waters. This ship had been drifting for days with its sails down and its rudder gone, and the crew was famished and dying for want of water. They skimmed the horizon for a rescue ship, at last they found it and their first yell was, for God's sake, give us some water, and the rescue ship came back to reply, well, throw your bucket over the side of your boat, you are in the mouth of the Amazon, and there is fresh water for a hundred miles around you.

You are talking about over-production. You are worrying about 17 million pounds of over-production. I dare say to you as a marketing expert that all around you today, all around you there is fresh water, the thing that you have been waiting for, and the only trouble is that you are too wise to create a co-ordinated progressive interest in the community to grab hold of it and save you and this great industry that means so much to Wisconsin and its buying power.

Now I came up here to do you a service, to be of help, that is the only thing I am trying to do. I made a special trip up here away from a busy assignment, and I have to go back tonight. I don't believe you want me to throw you any bouquets. I will lay the cards on the table and say that in my young life I have attempted in eight different instances to help create a community of interest in a large associational group like this towards a movement that ought to be more aware of

the benefit than I. There are too many reactionary minds, too many old fogies, too many dangerous, disastrous types of mental view point that hold a project and its progress back.

The thing that makes you get ahead, that makes you successful as a business consists of three constant factors and one variable. The three constants are plan, progress and prospects. Those things can be engineered good or bad in relation to one variable. If the management's mind is bad they will be bad; if it is good they will be good. I will stop right here and say that it has been my pleasure and privilege in the last three or four weeks to come in close touch with Mr. Mulloy and how we are doing in terms of this Wisconsin Cheese Makers Publicity Association. I know the effect they have had in going around and visiting your factories, and such men as Kohler and McCarthy, and they have the right management in seeing you boys through, and it is for that reason and that alone I have come here and made this special trip, put myself out to be of help to you.

Now I will say this, for you know much better than I do, it is the subject of your conversation at the fireside, you think of it on your pillows at night, and you wake up with it in the morning,—and that is your lack of control of your business. You lack control of every vital part of your business, you lack control of consumption, you lack control of distribution, you lack quality, you lack control of price. You are in business to make a profit and you can't make a profit and stay in existence without the control you need, because you are unprotected men; because you are unprotected you are paying the cost on the Board today which is greater than any cost you have to pay for anything.

If you will take the time to see it and study it you will know that the one thing you are doing today is cheating yourselves from having something that you really want to have. It isn't the cost of what it is going to be, it is the cost of what you are paying now that counts.

Now none of us can do this job alone. 2176 cheese factories, more factories than there are towns in the state; 90 per cent of the production sold outside of the state and none of us could afford, if you wanted to, if you were that altruistic, to do the marketing job alone. On the other hand, if you were to get together and do it you would do it at a lower individual cost than you could if you were able to do it alone. So for a moment instead of thinking of 2176 that are separate, let's think of these 2176 being put into one factory, into one bowl, into one outlook, into one drive ahead, to solve the problem which can only be solved in union, and if there are some of you individualists here today, good old rugged individualists, you will realize that it is a day which is coming.

Union is the thing which gives us strength. It takes coordination of these purposes and sometimes a little tendency to give and a little tendency to forget your individual conception of communal good. The first thing is to take the business as a whole. You are a producer. Your factory and all of its few hundred assets amount to nothing, only in relation to how well you worship the American housewife. She

rules your business. Find out what she wants and aim to do it and you will grow and succeed. The consumer rules, and you fellows have a duty to the American housewife.

Emerson said that if you want to make a great profit, and we all want to, the automatic rule, the easy rule, the self-evident rule to make a great profit is to render a great service. So you have got to render a service and the profit is automatic. You have not rendered a service to the American housewife, otherwise she would be eating more cheese. You have failed the American housewife and it is showing up in your pocket books.

There has come a new day in your business, that all of these physical properties you have, have amounted to nothing only in terms of your ability to sell. If you sell they become liquid, negotiable and profitable and if you don't, they become income losers and so let's consider for just a moment that fact that here is a time when we need to give attention to the manufacturer of the customer, not the manufacturer of cheese. All of you know you can produce cheese, and quality is the thing that counts, and this plan under consideration has no other purpose than that. In an evolutionary rather than a revolutionary way it has slowly, painstakingly, translated cheese to the American housewife in a way that will give her a new understanding and appreciation of it, to a point where she will become a greater customer and more people will eat more cheese. Don't forget that the American housewife after all runs her business. If she runs your business, and she doesn't know anything about your business, she is apt to ruin it and that is just what has happened.

So in the terms of the manufacturer of the customer, let me just bring up two or three things that are essential. All the details of these things can be worked out, every one of these things and practically every one of them have a long supporting chain of evidence behind them. Every one of these things are exactly what you would want if you study this matter yourself.

Lucky Strikes have the toasted process; Chrysler has floating power; the Maytag has the gyrator. All throughout the merchandising picture you will find this vital difference, and boys, haven't we got it in Wisconsin cheese in any of its forms? Vital difference in taste, in quality, in the replacement of the blood stream, in health factors, whatever way you want to look at it. It is certain you have to arrange better sales exposure.

I can take a package from a shelf and put it down in front on the counter and increase the susceptibility of its purchase twenty-two times in just so simple a move as that in the manufacture of a customer. Why? Because a woman can see it, she can feel it and she can handle it. I say to you, women can't see cheese often enough, they can't feel cheese often enough, they can't taste cheese often enough in the store. You have got to get cheese out where it is exposed to these influences.

I want to tell you another thing, that is, that the average grocer has no proper conception of the contribution which cheese can make

to his own profits. Now, I happen to know that the margin is pretty fair but there are things you can do to influence that grocer to give better exposure to cheese that will increase the turnover and will pay him better in terms of profits than other items in his store and that is a job that has to be referred to the grocer, otherwise he won't have the interest in his cheese and he won't get the professional effect of the influence of the customer in this way.

All right, from my standpoint, what should be a good plan? Forgetting all the details—you men are not so much interested in the detailed mechanics of this thing; you are interested in getting a proper judgment of whether it is going to help you out and how it is going to work. I could call up here instances by the hour, Northwest Salmon Packers, California, all the Associations in California, the Idaho Potato Growers, all down the list and prove to you the terrific evidence to you in dollars in your pocket of such a movement. But how? It is a matter of surveying the best way to make it easier for you to do this.

First of all, this Wisconsin Cheese Makers Publicity Association has to move carefully and slowly to put into your hands a proper conception of what the market is from the consumer's standpoint, the dealer's standpoint and from a competitive standpoint. I am supposed to be acquainted with it. I am supposed to be a research expert. Somebody sometime is going to find me out. I know a lot of sources for statistics, and I went to those sources for statistics on cheese and I found less data, fresh market data on cheese than anything else. I say the first step in this thing is to get some more research based on the influence of the customer that will tell you something about the consumer, what she wants and what the variety of things is that most appeal to her, and what will interest her, mostly like this economy appeal and so forth. From the dealer's standpoint, what does he know or what does he think about cheese and what is he doing now. From the competitive standpoint, what can stop these process people from making monkeys of us.

The second thing we must consider is packaging, all of its operations and in all of its ramifications, as to whether it is feasible or not. We know this that the American housewife prefers to buy in a package and it is more sanitary and it is more convenient and easy for her to carry. She is sold on buying in a package. She will pay from ten per cent to double for a thing in a package over what it is in bulk. Package gives identification of quality. From the standpoint of packaging it is a value to the dealer in the conservation of waste, sanitation, convenience and from the standpoint of display.

My wife taught me this lesson long before I read it in the book. Women can see things 28 times faster than they can hear them. Remember, 90 per cent of the cheese is bought by women. And if you get a package out where it is properly exposed, where they can see it and if you can appeal to as many other of their senses as possible in terms of the great variety of things you are doing, make them feel, make them handle, make them taste, and make them hear the favor-

able story on the part of the retailer, you will be making customers. You wouldn't have the worries you have now.

Last of all you have to advertise. You know better than I that your life, your actions, the things you do, the car you ride in, the radio you listen to, the food you eat, everything you do is controlled by the impact of some advertising message you have read or studied. I am going to close but I want to point out to you that advertising is vital to the correction of your fundamental condition and it can be done on a basis that will return you ten-fold for its investment because of its effect in increasing consumption.

Now, in closing I would like to say this, am I right in presuming that you boys are satisfied with your business condition today? The only way to go is forward. You can't stand still, and you have been standing still for fully a year. Maybe you don't like to have me talk this way, but I paid my own way to come up here and I will pay it to go back.

It isn't meetings that is going to win this thing; it is action and force. You can hold meetings until the cows come home but if you are the intelligent boy you look like, you can put it in the hands of the committee you have here.

To conclude, remember these four things. If you build a steam engine or make cheese, these four essentials are necessary. You have to mobilize everything. We are talking about the making of customers for cheese. Second you have to organize everything. Third, you have to vitalize it, that is, make the American consumer feel he does need the proper amount of cheese, and then, you have to use it.

Up in the Northwest the Indians tie their meat up in the trees 37 feet above ground and let it cure there in the winter. That is their refrigerator. Go up there and ask them why. The Indian will tell you, well, a fly can only fly up 35 feet so we put it two feet above it. Wouldn't it be remarkable if some fly came along and was different than all the rest, more dissatisfied than all the rest, and who had more ambition than all the rest, who had the nerve to fly the other two feet and get the meat? Have you in this association got it? Thank you.

REPORT OF THE NOMINATING COMMITTEE

MR. WINTER: Due to the fact that Mr. Whiting was instrumental in bringing about these many things for the good of the association, he was nominated for president for another year.

PRESIDENT WHITING: Any other nominations?

MR. MULLOY: Mr. President, I move the nominations be closed.

Motion seconded and carried.

MR. MALCZEWSKI: Mr. President, I move we suspend the rules and elect Mr. Whiting president unanimously.

Motion seconded and carried.

PRESIDENT WHITING: Ladies and gentlemen, I thank you for this and I am sure I will try and do all I can in the coming year for this association and you want to remember, this is your association. Any suggestions you have to bring to the officers of this association for the good of the association will certainly be appreciated. Thank you.

MR. WINTER: This committee has approved for re-election for vice president Mr. Kopitzke of Marion.

Moved and seconded that nominations be closed.

MR. MULLOY: Mr. Chairman, I move that the rules be suspended and the secretary cast the unanimous ballot for Leonard Kopitzke for vice president.

Motion seconded and carried.

MR. WINTER: Nominations for secretary are Prof. Sammis and C. J. Ebert of Gresham.

Moved and seconded that nominations be closed.

PRESIDENT WHITING: Has everybody voted? I declare the ballot closed. Results of the vote, Ebert 92, Sammis 84.

SECRETARY SAMMIS: Mr. Chairman, I congratulate Mr. Ebert on getting the fine big job. As a member I will always be glad to help the association, but I congratulate Mr. Ebert.

MR. EBERT: I want to thank you, Mr. Sammis, ladies and gentlemen, and I feel honored on being elected to this office and although I am elected I feel the office carries responsibility with it, and I will do the best I can and give you the service you have a right to expect. Thank you.

MR. WINTER: The next is the election of Walter Schmidt for treasurer.

MR. MULLOY: Seeing we have only one candidate I move the rules be suspended and the secretary be instructed to cast the unanimous vote for Mr. Schmidt for treasurer.

Motion seconded and carried.

MR. WINTER: Re-election of Mr. Horn for director.

MR. WINTER: I move the nominations be closed.

Motion seconded and carried.

Motion to suspend the rules and Mr. Horn elected unanimously, carried.

MR. WINTER: We understand there is one vacancy on account of the death of Mr. Gempeler and we have nominated Mr. Johnson.

Moved and seconded that the nominations be closed, carried.

MR. HORN: Since there isn't a great representative body here of this Swiss section, I wonder if it wouldn't be a good idea for these people to get in a huddle and submit it and it will be approved by this organization any way and then submit it to the secretary.

MR. MALCZEWSKI: Mr. President, I move to have the secretary cast the unanimous vote for Mr. Johnson.

Motion seconded and carried.

REPORT OF THE RESOLUTIONS COMMITTEE

MR. MULLOY: Ladies and gentlemen, all the resolutions we have here have been checked over and approved by your committee of five. I as chairman of that committee will read them for your approval.

RESOLUTION NO. 1

"Be it Resolved, By the Wisconsin Cheese Makers Association, that we extend a vote of thanks to Mr. C. E. Broughton and the city of Sheboygan, to the Eagles Building management, the Sheboygan Chamber of Commerce, to the Bankers and Merchants of Sheboygan and other counties who have contributed prizes, to the program speak-

ers, and all other firms, organizations or individuals who have contributed to the success of the 1934 Wisconsin Cheese Makers Convention.

MR. DAVIS: Mr. Chairman, I move that be adopted.

Motion seconded and carried.

RESOLUTION NO. 2

WHEREAS, God, in His infinite wisdom has removed from our midst our highly esteemed Director, Jacob Gempeler, Jr., for several years an officer of this association, who has contributed generously of his time and experience to the benefit of the cheese industry and this association,

Therefore, be it Resolved, That we convey to the family of our departed friend and co-worker our sincere sympathy, and that this resolution be spread upon the permanent records of this Association.

MR. GRAF: Mr. Chairman, I move the adoption of that resolution.

Motion seconded and carried.

RESOLUTION NO. 3

WHEREAS, Numerous reports have been heard by members that very little cheese is served in the CCC camps.

Therefore, be it Resolved, That we urge a greater use of natural cheese in the CCC camps and instruct our officers to take this matter up with the proper Federal Authorities at once.

MR. NEWHOUSE: Mr. Chairman, I move you that we adopt this resolution.

Motion seconded and carried.

RESOLUTION NO. 4

Resolved, That at all future conventions the official score of all cheese exhibits be announced and distributed at the opening session of the second day of the convention so as to enable members to contact and converse with the high score cheese makers.

MR. KOPITZKE: Mr. Chairman, I move that we adopt that resolution.

Motion seconded and carried.

RESOLUTION NO. 5

Resolved, That we favor raising the cheese makers license from \$1 to \$2, the extra dollar to be used to finance the Wisconsin State Cheese Makers Association to replace the appropriation heretofore made by the state.

SECRETARY SAMMIS: Mr. Chairman, I thought about that a little. You will discover this will require an act of the legislature and the money to be collected by the Department of Markets, and those ex-

penditures would be directed by the Department of Markets and I suspect it will make of your association a section of the Department of Markets. Perhaps I am wrong but I offer it for your consideration.

MR. MULLOY: Mr. Chairman, I can't agree with Mr. Sammis in that respect. We are a sort of grandchild of the state and have been for 43 years. They have been appropriating funds to finance our existence and Mr. Sammis has warned us repeatedly that we are in danger of losing those funds and here we are asking the industry itself to finance this organization by increasing that license fee one dollar. Maybe I am not a lawyer, maybe it will take an act of the legislature to justify the collection of that dollar. However, I believe that the Department of Markets probably could justify that action by a ruling. I don't know, we probably have attorneys that could satisfy that question for us but as far as the resolution is concerned it is a nice way of getting the uniform support of the cheese makers for this association and if we go on record as being in favor of that movement, we then have something to work on. It will be by the legislature or through the department or through a ruling.

Moved and seconded that we adopt resolution number five. (Motion carried).

RESOLUTION NO. 6

Resolved, The Wisconsin Cheese Makers Association does endorse the Dairy Promotion work of the Department of Agriculture and Markets as a commendable effort and recommends its furtherance.

Be it Further Resolved, That we heartily endorse the plan, which has been outlined to the Wisconsin Department of Agriculture and Markets, proposing a good will and cheese publicity airplane tour of the United States.

MR. DEBUHR: Mr. President, I move this resolution be adopted.
Motion seconded and carried.

RESOLUTION NO. 7

WHEREAS, The Cheese industry has received much favorable publicity through the efforts put forth by the Wisconsin Cheese Makers Publicity Association.

Be it Resolved, That the Wisconsin Cheese Makers Association manifest its endorsement of the Wisconsin Cheese Makers Publicity Association by urging their members to support this worth while movement.

MR. MULLOY: Mr. Chairman, I certainly move for its adoption.
Motion seconded and carried.

RESOLUTION NO. 8

WHEREAS, Many of the basic agricultural commodities have and will continue in 1935 a production control program, and

WHEREAS, Dairying although also a basic commodity has no such program.

Be it Therefore Resolved, That we cheese makers of Wisconsin assembled in annual convention ask the Honorable Secretary Wallace to proceed to shape a dairy control program and put same into effect as soon as necessary.

Be it Further Resolved, That we recommend that part of the processing tax be used for the stabilization of dairy prices, this part to be administrated by a producer committee, also that this same committee be given power to use a reasonable part of the fund for the purpose of furthering the consumption of dairy products.

MR. MALCZEWSKI: I move the adoption of that resolution. In that connection I want to say this, I want you to know that the farm organization, the organized farmers are demanding that and I think it is no more than fitting for the cheese makers of the state to get out and support something like that. It has eventually got to come. If the farmers want something like that, let's put it across and then we will be friends of the farmers and not enemies. Therefore I move its adoption.

MR. EBERT: Couldn't we word that resolution a little more flexible? I move that the resolution be tabled.

Motion seconded and carried.

RESOLUTION NO. 9

WHEREAS, The members of the Wisconsin Cheese Makers Association are joined in a program to manufacture a higher quality product which program must be based upon better conditions; and,

WHEREAS, It cannot be denied that our factories and grounds on county trunk highways are exposed to unnecessary road dust; and,

WHEREAS, Such conditions are unsanitary and a hindrance to the manufacturer of high quality products.

Therefore, be it Resolved, That we, the members of the Wisconsin Cheese Makers Association, do hereby ask that the various county boards of the state of Wisconsin oil or otherwise adopt a program by which all highways can be made permanently dustless at cheese factory areas.

Be it Further Resolved, That a copy of this resolution be forwarded to the chairman of every county board throughout the state.

Motion to adopt as read, seconded and carried.

SECRETARY SAMMIS: Mr. Chairman, it has been proposed in this state to cut off the sale of cheese to all taverns and so forth, which is before the Governor for signature. I think it would be a wise thing to adopt a resolution asking the Governor not to sign this code or any other code which will cut off the distribution of cheese in taverns or in any other way. I offer that as a resolution.

MR. MULLOY: I second the motion.

MR. SCHWANTES: I would like to make a motion, whether you want to make it a resolution or not, it is up to the members. We always have a cheese exhibit here and we offer prizes to the highest score which is more or less in the hands of the judge, whoever judges the cheese and none of the makers actually know what the score will be, and forced on our conventions to get this quality program and we put

it on our minutes as how dirty some factories are and some patrons don't even eat the cheese and all this and that. For that reason I believe that sweepstakes from the convention should go to a factory where those patrons eat the most cheese. Then we could get some free advertisement through the papers which would show the city people actually who took the sweepstakes and how much cheese that factory sold to its patrons.

MR. GRAF: There is one question in my mind. Who would be the judge though as to the number of pounds of cheese that was sold in the cheese factory to the patrons.

MR. SCHWANTES: You could have a committee, anyone that was entitled to a sweepstake and anyone could examine the list and you could plainly see how it was taken out and someone could examine the record that the cheese was not taken out and sold or re-sold and it was actually consumed and the record would actually show the way the cheese was taken out.

PLACE AND TIME FOR NEXT CONVENTION

MR. GRAF: I make a motion that we vote by ballot where we hold our next convention. (Motion seconded and carried).

Motion made giving the secretary a rising vote of thanks.

MR. KOPITZKE: I want to make a motion that we specify the cheese reporter.

MR. MULLOY: I would like to have that motion read, we enter into this agreement with the Cheese Reporter asking them—he has offered us a proposition and I would like to offer an amendment, that we enter into this proposed agreement with this Cheese Reporter to handle the news letters.

Motion seconded and carried.

PRESIDENT WHITING: You will hear the results of the ballot. The recommendation of where the next convention is to be held by the members: Madison, 2; Sheboygan, 24; Milwaukee, 1; Fond du Lac, 73; Green Bay, 53.

(The convention adjourned).

A. J. KAEMPFER,
Convention Reporter.

FOUR-DAY SCHOOLS FOR EXPERIENCED CHEESE MAKERS

A series of four-day Extension Schools for experienced cheese makers was given this winter by the University of Wisconsin Dairy Department, at the request of local Branches of this Association, as listed below. Six hundred eighteen cheese makers attended the schools last year.

These schools (excepting at Marshfield and Monroe) are held on Tuesday, Wednesday, Thursday and Friday afternoons and evenings, from 1:30 to 8:30 p. m. No fees are charged. Bring a pencil and note book, or get them at the school.

During the four-day course, every detail of the daily work and factory business, will be discussed by the class, varying the time spent on each subject to meet the needs of the makers present. Testing methods can be practiced at the school.

Kewaunee—November 27-28-29-30, 1934 at the Court House.

Sturgeon Bay—December 4-5-6-7, 1934 at the High School.
 Fremont—December 11-12-13-14, 1934 at the Town Hall.
 Mineral Point—December 18-19-20-21, 1934 at the City Hall.
 Marshfield—January 2-3-4-5, 1935 at the City Bldg., Wed. to Sat.
 Phillips—January 8-9-10-11, 1935 at the Court House.
 Fond du Lac—January 15-16-17-18, 1935 at the Community Hall.
 Highland—January 22-23-24-25, 1935 at the Village Hall.
 Pound—January 29-30-31-Feb. 1, 1935, at the school building.
 Gillette—February 5-6-7-8, 1935 at the Village Hall
 Monroe—February 11 to 22, 1935 at the Teachers' Training School.
 Platteville—February 25-26-27-March 1, 1935 at the City Bldg.
 Boscobel—March 5-6-7-8, 1935 at hall over the bank.
 Beaver Dam—March 12-13-14-15, 1935.
 Pardeeville—March 19, 20, 21, 22 at the new library.
 Rice Lake—March 26, 27, 28, 29 at the High School building.
 A new Branch Association was formed at Pardeeville.
 Farmers are invited to attend on Friday afternoon. Address in-
 quiries to Prof. J. L. Sammis, U. W. Dairy Department, Madison, who
 has charge of this work.

1934 WISCONSIN CHEESE MAKERS CONVENTION LEADING PRIZE WINNERS

SWEEPSTAKES—Prize Winners in Class 1, 2, 3, 4

161	Emil K. Sonnenburg, Cato	97.50
142	Steve Suidzinski, Denmark	97.00
213	Edward Peck, Pound	96.75
133	Aug. Brandt, Kewaunee	96.50

CLASS 1—American Cheese Made Before July 30, 1934

161	Emil K. Sonnenburg, Cato	97.50
142	Steve Suidzinski, Denmark	97.00
133	Aug. Brandt, Kewaunee, R. 4	96.50
169	Ed. Grimm, Two Rivers, R. 1	96.00

CLASS 2—American Cheese Made During August and September

213	Edward Peck, Pound	96.75
254	H. J. Kuschel, Pound, R. 1	96.25
222	Art M. Clarkson, Lena	95.75
232	Ed. Finkelmier, Cleveland, R. 1	95.25

CLASS 3—American Cheese Made On or After October 1st

318	H. J. Kuschel, Pound, R. 1	96.00
348	Edw. Kust, Coleman	95.75
329	Earl Schneider, Denmark	95.50
340	Frank Krezenesky, Manitowoc	95.00

CLASS 4—Colby Cheese

427	Ernest H. Schauer, Merrill, R. 6	94.00
407	Fred W. Nussbaumer, Waldo	93.50
426	Joseph Brickheimer, Athens, R. 2	93.25
425	M. H. Parsons, Dorchester	93.00

CLASS 5—Drum Swiss

508	John Stettler, Haugen	92.75
511	Fred Wuethrich, Rice Lake	92.50
512	Jacob E. Mueller, Haugen	92.25
506	Fred Reber, Rice Lake, R. 5	90.00

CLASS 6—Block Swiss

607	John Ashliman, Monroe, R. 2	92.50
610	Alfred Locher, Darlington	92.00
606	Andrew Dahler, Hollandale	91.50
603	Ben Zimmerman, Blue Mounds	91.00

CLASS 7—Limburger

706	Emil Frehner, Monticello, R. 2	96.00
703	John Minnig, Monticello	95.50
709	Paul Milz, Monticello, R. 2	94.50
707	John Wahlen, Fox Lake	93.50

CLASS 8—Brick

810	Fred Bleuer, Cambria	96.25
809	Walter Lichty, Ixonia	96.00
812	Albert H. Graf, Zachow	95.50
816	Arnold Wiedmer, Juneau, R. 2	95.00

CLASS 9—Muenster

904	Arnold Wiedmer, Juneau, R. 2	95.00
902	Werner Salzmann, Woodland, R. 1	94.00
910	Alfred Huggler, Burnett	93.50
901	Carl Eicher, Columbus, R. 2	93.00

1934 WISCONSIN CHEESE MAKERS CONVENTION

1934 CHEESE EXHIBITS BY COUNTIES

Barron -----	6	Langlade -----	5
Brown -----	10	Lincoln -----	1
Calumet -----	2	Marathon -----	26
Clark -----	17	Marinette -----	11
Columbia -----	6	Manitowoc -----	49
Crawford -----	1	Oconto -----	17
Dane -----	13	Outagamie -----	6
Dodge -----	15	Ozaukee -----	1
Door -----	3	Polk -----	1
Dunn -----	1	Price -----	1
Fond du Lac -----	17	Richland -----	3
Grant -----	8	Shawano -----	13
Green -----	11	Sheboygan -----	55
Iowa -----	8	Taylor -----	2
Jefferson -----	2	Washington -----	1
Kewaunee -----	7	Waupaca -----	7
Lafayette -----	6	Winnebago -----	1

1933 EXHIBITORS, SCORES AND PAYMENTS WISCONSIN
CHEESE MAKERS' CONVENTION

S—Paid in stamps. S.T.—Paid by State Treasurer.

D—Due. Rest paid by check.

Class 1 Any Style American Cheese Made Before July 30

No.		Score	Check
101	Herbert L. Pieper, Cascade	91.50	\$6.96
102	Geo. F. Specht, Sheboygan, R. 2	91.50	6.63
103	Harry Morgan, Eden, R. 1	94.00	1.64
104	John H. Peters, Plymouth, Comp.	95.50	1.53
105	Ed. Grimm, Two Rivers, R. 1	92.00	1.75
106	Mrs. Herman Beil, Kiel	93.00	1.53
107	Fred J. Chapman, Sheboygan Falls, R. 2	95.00	15.67
108	Wm. M. Lauer, Marshfield	91.00	.09S
109	A. G. Olm, Waldo, R. 2	92.00	8.15
110	A. J. Reiss, Sheboygan	89.50	1.53
111	Martin H. Stecker, Manitowoc, R. 4	91.00	1.31
112	Milferd Peters, Plymouth, R. 1	92.00	7.15
113	Walter Reinsner, Bonduel	97.50	.09S
114	John Reynolds, Kewaunee, R. 2	94.00	1.09
115	Henry Sylvester, Gillett	92.50	.09S
116	H. G. Wiskow, Red Granite	97.00	.20S
118	Earl B. Whiting, Gillett	95.00	1.31
119	Erwin Koepsel, Sheboygan Falls, R. 1	90.00	4.81
120	Francis M. Mulvey, Fennimore	91.50	1.53
121	Erich Schuettpolz, Suring	91.00	.20S
122	M. M. Schaeztl, Edgar	89.50	.20S
123	H. J. Reutten, Dodgeville	93.00	.31
124	Mrs. Gertrude Schaeztl, Athens	89.50	.53
125	H. J. Howe, Nye	95.00	.09S
126	H. J. Kuschel, Pound, R. 1	96.25	.02D
127	Paul E. Ott, Wausau, R. 2	90.00	.79D
129	Val Kohlman, Malone	94.00	1.09
130	Al. E. Dedow, Elkhart Lake	90.00	3.37
131	Henry Rux, Wausau	92.00	.09S
132	Ed. Decker, Thorpe	91.00	.20S
133	Jasper Cummins, Platteville	84.00	1.09
134	F. J. Mathews, Stanley	90.00	.20S
135	Walter R. Schmidt, Sheboygan Falls	95.00	14.78
136	John G. Fischer, Stratford	90.00	.64
137	L. B. Kohlman, St. Cloud	91.00	1.64
138	Henry Nolte, Cleveland	94.00	1.64
139	Oscar Stock, Manitowoc	90.00	1.64
140	E. J. Conger, Plymouth	92.00	8.26
141	A. H. Fiedler, Glenbeulah	90.50	3.45
142	F. E. Gotter, Thorp	92.00	.20S
143	Martin H. Stecker, Manitowoc, R. 4, Comp.	90.00	4.28
144	M. Mullins, Edgar	92.50	.53
145	Otto A. Klotzbuecher, Clintonville, R. 1	91.50	.09S
146	W. H. Krumrey, Gillett	90.50	.31
147	John Lensmire, Marathon, R. 3	94.00	.42
148	John Kowalscyzk, De Pere	92.00	1.09
149	George A. Wussow, Sheboygan	91.00	2.39
150	G. J. Blanke, Newton	92.00	1.64
151	Emil Sonnenburg, Cato	92.00	1.09
152	Carl H. Luebke, Pulaski, R. 3	93.50	.09S
153	Frank L. Valenta, Denmark	93.00	1.31
154	Stephen Suidzinski, Denmark	95.00	1.20
155	R. H. Sampe, Osceola	94.00	.55
156	Edward Finkelmeier, Mishicot	92.50	1.20
157	August Brandt, Kewaunee, R. 6	95.00	1.42
158	Glen C. Weiss, Campbellsport, R. 5	91.50	1.53
159	Ed. H. Schroeder, Glenbeulah	91.50	6.63
160	Aug. G. Schwanke, Newton, R. 1	89.50	.75
161	Otto A. Landwehr, Sheboygan, R. 1	91.50	2.36
162	H. P. Mulloy, New Holstein	88.00	1.53
163	John F. Hinz, Cleveland	90.00	1.64
164	Steve Koenigs, Fond du Lac, R. 8	91.00	1.53
165	Erwin O. Wunsch, Cleveland	91.00	5.87
166	Gordon E. Berquist, Deronda	91.00	.42
167	Frank J. Francel, Abbotsford	92.00	1.19
168	John H. Peters, Plymouth	92.00	8.04
169	Edwin A. Meinert, Plymouth, R. 3	96.50	17.81

No.		Score	Check
170	G. H. Scannell, Campbellsport, R. 5	92.00	\$1.53
171	Ed. J. Scray, De Pere	94.00	1.75
172	E. A. Tracy, Plymouth	90.00	3.81
173	Louis F. Perronne, Plymouth	92.00	9.15
174	William J. Kraus, Fond du Lac, R. 8	91.50	1.20
175	Henry J. Loehr, Calvary, R. 1	94.00	1.64
176	R. O. Freund, Hilbert	92.00	2.75
177	Erick Schuettpelz, Suring, Comp.	90.00	1.20
178	John Fischer, Boaz	92.00	.20S
179	E. H. Peters, Sugar Bush	94.00	.26S
180	F. M. Knopo, Willard	90.50	.09S
181	A. H. Graf, Zachow	91.00	.10S
182	Geo. W. Nitschke, Van Dyne, R. 1	93.50	.09S
183	H. G. Wiskow, Red Granite	93.00	2.52
184	Ernest Herrman, Cascade	92.00	14.65

Class 2 Any Style Cheese Made During August and September

No.		Score	Check
201	Martin Rohde, Newton	92.50	\$4.39
202	John F. Hinz, Cleveland	89.00	1.64
203	Alfred Otto, Green Bay, R. 3	94.00	.31
204	Paul E. Ott, Wausau, R. 2	94.00	1.31
205	M. M. Schaetzl, Edgar	90.00	1.09
206	Otto Schwartz, Porterfield	90.50	.20S
207	Robert Strang, Boscobel	92.00	1.63
208	Allen Stemper, Clintonville	94.50	.20S
209	Wm. E. Dvorak, Edgar	90.00	.20S
210	W. H. Krumrey, Gillett	91.50	1.09
211	Edwin H. Schroeder, Glenbeulah	92.50	8.79
212	Emil Sonnenburg, Cato	96.00	1.09
213	Ben Henningsen, Mishicot	92.00	1.20
214	John Babler, Campbellsport	90.00	1.20
215	Otto H. Yordi, Hortonville	92.00	.20S
216	Edward Kust, Coleman	93.00	1.20
217	Ben Wiedenhaft, Lena	96.75	.20S
218	Henry J. Loehr, Calvary, R. 1	96.50	1.53
219	Aug. J. Hintz, Stratford	91.50	1.41
220	F. E. Gotter, Thorp	90.00	1.31
221	Wolfgang Wittman, Dodgeville	91.00	.42
222	Leon A. Laack, Brillion, R. 2	90.00	3.50
225	Henry Nolte, Cleveland	91.50	1.53
226	Ira Conger, Greenbush	90.50	4.89
227	G. J. Blanke, Newton	92.50	1.64
228	M. Mullins, Edgar	94.00	1.53
229	John Lensmire, Marathon, R. 3	93.50	1.42
230	Mike Dahler, Dodgeville	91.50	2.20
231	David J. Ausloos, Coleman	90.50	.42
232	L. E. Kopitzke, Marion	94.00	1.20
233	Roland Liezeit, Hilbert	88.50	.09S
234	Al. E. Dedow, Elkhart Lake	93.00	9.77
235	L. B. Kohlman, St. Cloud	91.00	1.09
236	Val Kohlman, Malone	92.50	1.09
237	Walter Ebert, Oconto Falls	92.50	.20S
238	Ernest Nicklaus, Weyauwega	94.00	.20S
239	F. L. Ebert, Oconto, R. 2	92.00	.31
240	Louis C. Nacheire, Platteville	89.50	.20S
241	Arthur Wolfgang, Denmark	92.50	.20S
242	Louis W. Tesmer, Platteville	91.00	1.41
243	Louis Coisman, Lena, R. 3	91.50	.09S
244	Merle Emond, Lena	95.75	.09S
245	Paul Viktora, Belmont	94.00	1.09
246	Hubert K. Davis, Mineral Point	90.00	4.71
247	J. H. Preisig, Stratford	90.50	5.70
248	Milferd Peters, Plymouth	93.00	10.32
249	Joe. Herold, Jr., Maribel, R. 1	92.50	.64
250	Ed. Grimm, Two Rivers, R. 1	92.50	1.64
251	A. J. Reiss, Sheboygan	89.00	1.64
252	Herman Behrens, Plymouth	90.00	3.70
253	Oscar P. Strang, Boscobel	90.50	.31
254	Art Kobriger, St. Nazianz	91.00	.42
255	Herman Kalkofen, Greenwood	90.00	.42
256	John D. Lemkuil, Plymouth, R. 2	92.50	9.23
257	John H. Peters, Plymouth	94.50	13.58
258	Oscar Stock, Manitowoc	92.50	.98
259	Wm. M. Lauer, Marshfield	92.00	1.09
260	C. F. Heckman, Cleveland	91.50	1.64

WISCONSIN CHEESE MAKERS' ASSOCIATION

No.		Score	Check
261	Walter Reisner, Bonduel	94.00	\$1.09
262	Lawrence Huss, Suring	94.00	.31
263	Henry J. Kohlman, Calvary	90.50	2.63
264	Joseph Bergs, Edgar	91.00	.31
265	J. W. Olm, Reedsville	91.00	2.85
266	Earl Schneider, Denmark	94.50	.64
267	Bernard Herold, Denmark	91.50	.64
268	W. J. Justa, Bonduel	92.00	.20S
269	Nick Huss, Amberg	91.00	.09S
270	Otto W. Sixel, Cleveland	92.00	1.64
271	Harry I. Pankow, Hortonville	92.00	.20S
272	Roland Mattes, Chilton, R. 6	92.00	1.75
273	Edwin A. Meinnert, Plymouth	94.00	12.61
274	Fred Pulver, Stockton, Ill., Comp.	90.00	1.19
275	H. J. Kuschel, Pound, R. 1	94.50	1.20
276	J. H. Scallon, Boscobel	91.50	1.52
277	C. C. Manning, Boscobel	91.50	1.63
278	Chas. A. Kennedy, Spring Green	91.00	.31
279	George L. Goss, Fennimore	91.00	1.30
280	Roy Nelson, Oconto Falls	91.50	.20S
281	Wm. Scallon, Boscobel	90.00	1.41
282	Arthur H. Berth, Sheboygan, R. 1	94.00	3.52
283	R. H. Sampe, Osceola	90.00	.65
284	Carroll Clarson, Fennimore	90.50	1.30
285	Walter J. Frank, Saukville	90.50	Paid
286	Walter J. Frank, Saukville, Comp.	91.50	Paid
287	Ernest Herrmann, Cascade	91.50	12.90
288	Martin Kubitz, Athens	92.00	.31

Class 3 Any Style American Cheese Made On or After October 1

No.		Score	Check
301	Harlan Watt, Richland Center	92.00	\$1.74
302	E. Reinertson, Valders	94.00	4.50
303	Aug. J. Hintz, Stratford	91.00	4.39
304	Geo. F. Specht, Sheboygan, R. 2	92.00	8.15
305	Henry Nolte, Cleveland	93.50	1.64
306	John G. Fischer, Stratford	94.00	1.64
307	Owen Jennings, Plain	93.00	.20S
308	Ira Conger, Greenbush	92.50	9.34
309	Art Kobriger, St. Nazianz	92.00	1.42
310	F. L. Ebert, Oconto, R. 2	92.00	1.20
311	M. M. Schaeztl, Edgar	93.00	1.09
312	Elmer H. Braun, Stanley	92.00	.09S
313	Ernest Niklaus, Weyauwega	92.00	1.20
314	Edward Kust, Coleman	95.50	1.09
315	John Fischer, Boaz	92.00	1.09
316	Richard Lensmire, Whitelaw, R. 1	91.00	4.50
317	O. W. Bartelt, Campbellsport	91.00	4.39
318	Wm. J. Champeau, Beaver	91.00	1.31
320	G. H. Scannell, Campbellsport, R. 5	91.50	1.31
321	Ben Wiedenhafft, Lena	94.00	1.20
322	Gordon B. Robson, Spring Green	90.00	.20S
323	Walter Reisner, Bonduel	93.50	1.20
324	L. E. Kopitzke, Marion	94.00	1.20
325	D. J. Fitzgerald, Fond du Lac, R. 7	92.00	2.20
326	Walter Ebert, Oconto Falls	94.50	1.20
327	Earl B. Whiting, Gillett	92.50	1.31
328	Virgil Ammerman, Readstown	91.50	1.41
329	Carroll Clarson, Fennimore	92.00	2.52
330	Jasper Cummins, Platteville	92.00	1.20
331	C. A. Bennin, St. Cloud	90.00	1.75
332	August Brandt, Kewaunee, R. 6	94.00	1.53
333	H. J. Olm, Brillion	90.50	.64
334	Paul Viktora, Belmont	94.75	1.31
335	John Lensmire, Marathon, R. 3	94.00	1.09
336	Arno J. Schmidt, Sheboygan Falls	88.00	1.64
337	C. F. Heckman, Cleveland	90.00	1.64
338	Otto A. Landwehr, Sheboygan, R. 1	93.00	2.70
339	Emil Sonnenburg, Cato	91.00	1.09
340	John F. Hinz, Cleveland	89.00	1.75
341	Louis F. Perronne, Plymouth, R. 5	90.00	4.81
342	L. Ropp, West De Pere	91.50	.09S
344	Arthur Wolfgang, Denmark	90.00	1.31
345	Herman Behrens, Plymouth	90.00	3.26
346	Harry Stoltzmann, Cleveland	92.00	2.64

No.		Score	Check
347	Roy J. Hrabik, Luxemburg, R. 1	93.00	\$1.09
348	Erwin O. Wunsch, Cleveland	90.00	3.70
349	Otto W. Sixel, Cleveland	91.00	1.75
350	C. A. Kraak, Richland Center	88.00	1.19
351	Henry J. Loehr, Calvary, R. 1	93.50	1.64
352	L. B. Kohlman, St. Cloud	91.00	1.53
353	Louis H. Reisner, Suring	90.00	.31
354	Chas. Wey, Mazomanie	90.50	.31
355	Walter R. Schmidt, Sheboygan Falls, R. 1	90.50	5.00
356	Wm. Tess, Tisch Mills	92.00	.75
357	Edwin H. Schroeder, Glenbeulah	92.00	7.71
358	Val Kohlman, Malone	93.00	1.20
359	L. H. Larson, Fond du Lac, R. 3	93.50	1.31
360	Arthur Johns, Luxemburg	90.50	2.09
361	H. G. Wiskow, Red Granite	92.00	1.31
362	M. Mullins, Edgar	90.00	1.20
363	George Vivoda, Greenwood	91.00	.42
364	John L. Mauthe, Cuba City	91.00	2.85
365	H. J. Kuschel, Pound, R. 1	95.00	1.20
366	R. H. Sampe, Osceola	91.00	.54
367	Carl Ruetten, Blue River	89.00	.31
368	Edwin Meisner, Two Rivers, R. 2	92.00	1.20
369	Jos. A. Lensmire, Manitowoc, R. 4	92.00	1.20
370	O. W. Bartelt, Campbellsport, Comp.	90.00	1.20
371	Al. E. Dedow, Elkhart Lake	94.00	12.17
372	Mike Dahler, Dodgeville	91.00	1.31
373	L. A. Dederich, Plain	91.50	.31
374	Erwin Deicher, Adell	91.50	7.96
375	A. J. Reiss, Sheboygan	91.00	5.98
376	John H. Peters, Plymouth	94.00	12.50
377	Harry Morgan, Eden, R. 1	91.00	1.64
378	J. L. Reif, Peshtigo, R. 2	92.50	.02D
379	Oscar Stock, Manitowoc	94.00	1.20
380	Rudolph Jaehnig, Two Rivers	92.00	1.64
381	Wm. Albers, St. Cloud	91.50	1.53
382	E. Reinertson, Valders, Comp.	92.00	1.31
383	A. G. Olm, Waldo, R. 2	91.50	7.07
384	J. H. Preisig, Stratford	90.50	.98
385	Henry J. Kohlman, Calvary	94.00	1.31
386	J. W. Mellon, Richland Center	91.00	6.25
387	Otto Viktora, Lancaster, R. 8	94.12	1.63
388	Frank Elder, Viola	92.00	1.74
389	Louis J. Horn, Conrath	93.50	.31
390	Otto Hamilton, Viola	94.00	1.63
391	T. Eisenhut, Eldorado	90.00	.20S
392	Theo. G. Woldt, Thorp	92.50	5.59
393	John Kowalscyzk, De Pere	93.00	1.31
394	Alfred Pagel, Denmark	93.00	6.25

Class 4 Colby Cheese

No.		Score	Check
401	George A. Wussow, Sheboygan, R. 3	93.50	\$3.32
402	H. P. Mulloy, New Holstein, R. 1	89.00	1.53
403	Geo. Mintzloff, Watertown	90.00	.20S
404	N. L. Ropp, West De Pere, R. 1	93.75	1.09
405	Louis Coisman, Lena, R. 3	92.00	1.09
406	John Lensmire, Marathon, R. 3	91.00	1.31
407	Mrs. Gertrude Schaeztl, Athens	91.00	1.09
408	Arthur Truttschel, Sheboygan Falls, R. 2	91.50	7.07
409	Edward Greenway, Menomonie	91.00	1.98
411	L. E. Kopitzke, Marion	91.00	.87
412	A. T. Stewart, Withee	89.50	.13S
413	Alfred Laabs, Stanley	91.00	.02S
414	T. W. Mech, Greenwood	92.00	1.52
415	John Greiner, Appleton	91.00	.09S
416	M. M. Schaeztl, Edgar	91.00	.98
417	Waite Huegeli, Juneau, R. 2	89.00	.09S
420	John Feutz, Lake Mills	93.00	.64
421	R. H. Sampe, Osceola	92.00	.64
422	I. J. Koschak, Willard	89.50	.20S
423	Wm. E. Dvorak, Edgar	93.00	.98
425	O. A. Mellenthin, Marshfield	94.50	.98
426	Henry Nolte, Cleveland	91.00	1.53
427	Carl Vogel, Beaver Dam	89.00	.09S
428	Sam Kunz, Beaver Dam	89.00	.09S

WISCONSIN CHEESE MAKERS' ASSOCIATION

No.		Score	Check
429	Oscar Stock, Manitowoc	94.00	\$.98
430	Geo. J. Spaeth, Stratford	93.00	.31
431	Wm. M. Lauer, Marshfield	89.00	.87
432	Walter J. Frank, Saukville	89.00	
433	Emil Abegglen, Rosendale	92.00	1.53
434	H. J. Howe, Nye	92.50	1.09
435	M. H. Parsons, Dorchester	91.50	.02S
436	Thomas Kobes, Greenleaf	91.00	.02S
437	R. F. Gotter, Loyd	91.00	.09S
438	Walter J. Frank, Saukville	89.00	Paid

Class 5 Drum Swiss

No.		Score	Check
501	Ernest Herrmann, Neillsville	93.75	\$27.41S.T.
502	Jacob Aeschlimann, Argyle	93.50	23.67S.T.
503	Reinhard Mueller, Monroe	94.00	29.79S.T.
504	Robt. Herrmann, Dallas	94.25	31.30S.T.
505	Fred Geissbuhler, Darlington	91.50	27.24S.T.
506	Eugene Wirz, Rice Lake	89.75	28.60S.T.

Class 6 Block Swiss

No.		Score	Check
601	Albert Ryser, Blanchardville	89.50	\$2.65S.T.
602	Walter Zwahlen, Blue Mounds, R. 2	89.00	2.35S.T.
603	Fred Mani, Mt. Horeb	89.00	1.90S.T.
604	Eugene Wirz, Rice Lake	89.00	3.50S.T.
605	Ernest Aschliman, Blue Mounds	90.50	1.45S.T.
606	John Blickenstorfer, Argyle	91.00	2.20S.T.
607	John Burkhalter, Blue Mounds	90.00	2.80S.T.

Class 7 Limburger

No.		Score	Check
701	Julian Kiechle, Monticello, R. 3	94.00	\$.30
702	John Minnig, Monticello	93.50	.97D
703	Mathew Hirscher, Monroe, R. 1	94.50	.41
704	Ernest Kellenberger, Verona	89.00	.49
705	Rudy B. Lengacher, Monticello	89.00	.30
706	Emil Frehner, Monticello	90.50	1.30
707	Rudolph Speich, Monticello	93.00	.30
708	Joe Bleisch, Janesville, R. 5	89.00	.53
709	Paul Wyssbrod, Basco	90.00	.95
710	Louis Mechelke, Birnamwood, R. 1	88.00	2.18
711	John Wahlen, Fox Lake, Comp.	93.50	.18S
712	Walter Minnig, Monticello, Comp.	91.50	.30

Class 8 Brick

No.		Score	Check
801	Otto Voegeli, Pardeeville	94.50	\$.01D
802	John Wenger, Merrimac	93.50	.01D
803	Emil Durni, Mayville, R. 3	93.00	.52
804	Fred Jung, Juneau	93.50	.10S
805	Henry Egli, Pardeeville	92.00	2.41
806	W. Gempeler, Greenwood, R. 1	91.00	.10S
807	John Burkhalter, Blue Mounds	90.50	2.25
808	Walter Reber, Medford	92.50	1.31
809	Gottlieb Wyss, Hartford, R. 4	95.25	.20S
810	Wm. Lichtenberg, Beaver Dam	95.50	.11D
811	Alfred Keller, Mt. Horeb, R. 3	92.50	.10S
812	Gust Drachenberg, Watertown, R. 5	91.50	1.04
813	William Wenger, Burnett	94.00	.01D
814	Edwin Moldenhauer, Neosho, R. 1	92.00	1.10
815	Louis Mechelke, Birnamwood, R. 1	95.00	2.10
816	Ferdy Dietrich, Blue Mounds	91.50	.20S
817	Ernest H. Eicher, Dalton	93.00	.52
818	Elmer J. Schneider, Appleton, R. 1	97.25	2.20
819	Louis Kneubuhler, Randolph, R. 1	91.50	.52
820	Adolph Gurtner, Rubicon	91.00	1.15

No.		Score	Check
821	Urban Kaegi, Cottage Grove	90.50	\$.108
822	Arnold Wiedmer, Juneau, R. 2	94.00	.108
823	Geo. Mintzloff, Watertown	92.50	.99
824	Jacob E. Mueller, Haugen	91.00	.41
825	Fred Bleuer, Cambria	92.00	1.10
Total paid by secretary's checks			<u>\$647.70</u>

1933 WISCONSIN CHEESE MAKERS' CONVENTION

\$207.45 Pro-Rated to Sheboygan County Branch Association Members and Included in Checks Listed Above

No.	Name and Address	Score	Points Pro-rata	Check
252	Herman Behrens, Plymouth	90.00	1.00	\$ 1.80
345	Herman Behrens, Plymouth	90.00	1.00	1.80
107	Fred J. Chapman, Sheboygan Falls, R. 2	95.00	6.00	10.78
140	E. J. Conger, Plymouth	92.00	3.00	5.39
308	Ira Conger, Greenbush	92.50	3.50	6.28
226	Ira Conger, Greenbush	90.50	1.50	2.69
234	Al E. Dedow, Elkart Lake	93.00	4.00	7.18
371	Al E. Dedow, Elkart Lake	94.00	5.00	8.98
130	Al E. Dedow, Elkart Lake	90.00	1.00	1.80
374	Erwin Deicher, Adell	91.50	2.50	4.49
141	A. H. Fiedler, Glenbeulah	90.50	1.50	2.69
184	Ernest Herrmann, Cascade	92.00	3.00	5.39
287	Ernest Herrmann, Cascade	91.50	2.50	4.49
119	Erwin Koepsel, Sheboygan Falls	90.00	1.00	1.80
256	John Lemkuil, Plymouth, R. 2	92.50	3.50	6.28
169	Edwin A. Meinnert, Plymouth	96.50	7.50	13.47
273	Edwin A. Meinnert, Plymouth	94.00	5.00	8.98
109	Arthur G. Olm, Waldo	92.00	3.00	5.39
383	Arthur G. Olm, Waldo	91.50	2.50	4.49
173	Louis F. Perronne, Plymouth	92.00	3.00	5.39
341	Louis F. Perronne, Plymouth	90.00	1.00	1.80
257	John H. Peters, Plymouth	94.50	5.50	9.88
376	John H. Peters, Plymouth	94.00	5.00	8.98
168	John H. Peters, Plymouth	92.00	3.00	5.39
104	John H. Peters, Plymouth, Comp.	95.50		
248	Milford Peters, Plymouth, R. 1	93.00	4.00	7.18
112	Milford Peters, Plymouth, R. 1	92.00	3.00	5.39
101	H. L. Pieper, Cascade	91.50	2.50	4.49
375	A. J. Reiss, Sheboygan Falls	91.00	2.00	3.59
110	A. J. Reiss, Sheboygan Falls	89.50		
251	A. J. Reiss, Sheboygan Falls	89.00		
336	Arno Schmidt, Sheboygan Falls, R. 2	88.00		
135	Walter R. Schmidt, Sheboygan Falls	95.00	6.00	10.78
355	Walter R. Schmidt, Sheboygan Falls	90.50	1.50	2.69
211	Edwin H. Schroeder, Glenbeulah	92.50	3.50	6.28
357	Edwin H. Schroeder, Glenbeulah	92.00	3.00	5.39
159	Edwin H. Schroeder, Glenbeulah	91.50	2.50	4.49
304	Geo. F. Specht, Sheboygan	92.00	3.00	5.39
102	Geo. F. Specht, Sheboygan	91.50	2.50	4.49
172	E. A. Tracy, Plymouth	90.00	1.00	1.80
408	Arthur Trutttschel, Sheboygan Falls	91.50	2.50	4.49
165	Erwin O. Wunsch, Cleveland	91.00	2.00	3.59
348	Erwin O. Wunsch, Cleveland	90.00	1.00	1.80
			115.50	\$207.45
	\$207.45 =			
	115.5	\$1.796 per point pro-rata.		

Secretary's Report for 1933 Read at 1934 Convention

PART 1. STATE TREASURY ACCOUNT

Receipts

1933			
July 1	Balance forward from last report	\$1,378.35	
	State appropriation	600.00	
	Deposited collections	410.00	
	Total	\$2,388.35	

Disbursements

1933			
Oct. 25	State printer for printing annual reports	\$162.78	
	Postage on annual reports	17.91	
	Pay roll of exhibitors, classes 5 and 6	184.86	
Dec. 2	Abel & Bach Co., premium bags	55.66	
	J. E. Rilling Co., premium chairs	63.69	
1934			
Jan. 27	State printer, 1,000 letter heads	3.44	
May 3	Annual report envelopes, 1,000	6.88	
7	3 half-tone cuts, Gempeler, Hess, Schneider	12.37	
July 27	500 Plan Now circulars	3.33	
14	Half-tone cut, Herrmann	3.79	
Sept. 10	Secretary's salary, to close balance	46.26	
15	Schwaab Stamp & Seal Co., badges, 48	7.08	
17	Adcraft Co., Chicago, badges, 1,000	16.86	
22	American Sales Book Co., paper and carbon	4.56	
25	610 1933 Annual Reports	137.46	
	Postage on Annual Reports	16.65	
	Balance forward to 1934 report	1,644.77	
	Total	\$2,388.35	

PART 2. 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

1933			
Nov. 14	Balance forward from last report	\$ 32.77	
	Memberships sold by mail	28.00	
	Memberships sold by W. R. Schmidt	382.00	
	Sheboygan County Branch pro-rata fund	207.45	
	Cheese sales, J. W. Cross	48.90	
	Cheese sale to J. S. Hoffman Co., Chicago	895.64	
	Cheese sale to Iowa Agriculture College	50.38	
	Cheese sale to Wisconsin Agriculture College	14.19	
	John Minnie, Monticello, balance due97	
	Albert Verley, Inc., exhibit fees	4.00	
	August H. Raether, Watertown, prizes	5.00	
	R. C. Jorgensen, Denmark, prizes	15.00	
	Sheboygan Clearing House Assn., county pro-rata prizes	50.00	
	Total	\$1,734.30	

News Letters Subscriptions

1933
Sept. 13

Balance forward from last report	\$12.51
Subscriptions paid by Branches and members, page 144..	14.00
Subscriptions paid by Branches and members, page 145..	17.00
Subscriptions paid by Branches and members, pages 146, 148	23.00
Subscriptions paid by Branches and members, pages 149-150	42.00
Subscriptions paid by Branches and members, pages 151-2-3	76.00
Subscriptions paid by Branches and members, pages 161-170-171	85.00
Subscriptions paid by Branches and members, pages 182-183-184	45.00
(page 184) Total receipts	<u>\$314.51</u>

Booth Sales

Schwab Boiler & Machine Co., 1615 W. Canal St., Mil...	\$30.00
Damrow Bros. Co., Fond du Lac, 2 booths	60.00
Morton Salt Co., 1400 W. Bruce St., Milwaukee	30.00
Master Package Corp., Owen	30.00
Worcester Salt Co.	30.00
D. & F. Kusel Co., Watertown, 2 booths	60.00
R. L. Fromme Mfg. Co., Sheboygan	30.00
Chris Hansen's Laboratory, Milwaukee	30.00
Ohio Salt Co., Chicago, 308 W. Washington St.	30.00
Albert Verley, Inc., 11 E. Austin Ave., Chicago	30.00
Cheese Reporter, Sheboygan Falls	30.00
Schwartz Manufacturing Co., Two Rivers	30.00
De Laval Separator Co., 600 Jackson Blvd., Chicago (2)	60.00
Wyandotte, J. B. Ford Co., Milwaukee, Wis.	30.00
Marschall Dairy Laboratory, Madison	30.00
Walter Voechting, Sheboygan	30.00
Stoelting Bros. Co., Kiel, 2 booths	60.00
Erwin Schwenzen, Plymouth	30.00
3-Way Milk Conditioning Co., Oshkosh	30.00
Millersville Box Co., Sheboygan	30.00
C. Reiss Coal Co.	30.00
Diamond Crystal Salt Co., St. Clair, Mich.	30.00
Olsen Publishing Co., Milwaukee, 1/2 booth	15.00
Total	<u>\$795.00</u>

Advertising Pages

De Laval Separator Co., cover page	\$18.00
Pauly & Pauly Co., Manitowoc, half page	9.00
Chris Hansen Laboratory, Milwaukee	17.50
Olson Publishing Co., Milwaukee	17.50
J. B. Ford Co., Wyandotte, Mich., half page	9.00
F. Hurlbut Coal & Coke, Green Bay	9.00
C. A. Straubel Co., Green Bay	17.50
Dairy Supply Co., Minneapolis	9.00
Wisconsin Dairy Laboratory, Green Bay	9.00
Colonial Salt Co., Chicago	9.00
D. & F. Kusel Co., Watertown	17.50
Mojonnier Bros. Co., Chicago	9.00
Schwartz Mfg. Co., Two Rivers, cover	18.00
Morton Salt Co., Milwaukee	9.00
Damrow Bros. Co., Fond du Lac	17.50
Sheboygan Dairy Products Co.	9.00
Winnabago Cheese Co., Fond du Lac	9.00
Stoelting Bros. Co., Kiel	17.50
Bingham & Risdon Co., Green Bay	9.00
Wis. Dairy Supply Co., Whitewater, cover	18.00
Bestin Coating Co., Milwaukee	9.00
J. S. Hoffman Co., Chicago	9.00
Johnston Tin Foil & Metal Co., St. Louis	17.50
Sheboygan Falls Creamery Co.	10.00
C. E. Blodgett Cheese Co., Marshfield	9.00
Ohio Salt Co., Chicago	9.00
Ruggles and Rademaker, Manistee, Mich.	9.00
Walter Voechting, Sheboygan	9.00
C. Reiss Coal Co.	9.00
Midwest Creamery Co., Plymouth	9.00
Sheboygan Bandage Factory	9.00
D. Picking & Co., Bucyrus, Ohio	9.00

WISCONSIN CHEESE MAKERS' ASSOCIATION

Reynolds Metals Co., New York City	\$17.50
R. L. Frome Mfg. Co., Sheboygan	9.00
Fairbanks, Morse & Co., Chicago	17.50
Erwin Schwenzen, Plymouth	17.50
Kiel Woodenware Co., Kiel	17.50
Marshall Dairy Laboratory, Madison	17.50
Foeste Hotel, Sheboygan	17.50
C. W. Varner, 2054 Marshall St., Dubuque	9.00
Cheese Maker Book Co., Madison	9.00
Bandage Corporation, Sheboygan	17.50
Master Package Corp., Owen, page and cut	22.20
Midwest Cold Storage Co., Green Bay	17.50
National Cheese Institute, Plymouth	17.50
Total	\$ 582.20
Total receipts	\$3,426.01

Disbursements

1933		
Oct. 14	U. S. Tax on checks, Nov., '32, to Sept., 1933	\$7.94
	Postage on returned reports42
	Abel & Bach, sample prize case	1.60
	M. E. Landgraf, convention expense	10.00
	Schwaab Stamp & Seal Co., ribbons	4.88
	Express on programs53
Oct. 23	W. A. Devine, P. M., stamps	3.00
	Mimeograph news letter	1.25
	Olsen Pub. Co., programs, tags, envelopes	381.29
	Cheese Reporter, convention ad	10.00
Nov. 1	Stamps and return postage	5.64
	Mimeograph news letter	1.60
	Envelopes, stamps, transfer	50.00
	Usher at convention, paid by Schmidt	1.00
	Stamps, cash	5.64
Nov. 16	Office Supply & Printing Co., rentals	5.85
	Siekert & Baum Co., diploma mail tubes	9.25
	Fred Marty, judge, expense	21.74
	Aug. Raether, refund prizes	5.00
	R. C. Jorgensen, refund prizes	15.00
	Sheboygan Press convention ad	10.20
	N. F. Thiex, 32 cloth signs	36.30
	A. J. Kaempfer, reporter, and expense	55.50
	E. F. Horn, convention expense	11.55
	J. H. Peters, convention expense	12.81
	Walter R. Schmidt, convention expense	11.40
	L. E. Kopitzke, convention expense	15.30
	Earl B. Whiting, convention expense	27.35
	A. H. Graf, expense for 1933	97.13
	Wm. Wendland, helper	8.80
	Walter Schack, helper	22.00
	C. J. Fokett, expense	2.84
	J. W. Cross, superintendent and expense	59.54
	Herbert Radke, helper	8.00
	C. J. Fokett, expense	12.00
	Ruth Dieckman, register clerk	4.90
	Verna Huss, register clerk	4.90
	Secretary, convention expense, cash	53.34
	Cordelia Ronk, office clerk	13.20
	G. Muehlbauer, office clerk	13.20
	M. E. Landgraf, office	75.00
	American Sales Book Co., registry blanks	8.78
	Foeste Hotel	81.33
	Butter and Cheese Journal, convention ad	20.00
Dec. 16	Louis Hetzel, Spring Green, refund	2.48
26	H. I. Tuttle, Inc., mimeograph letter	1.60
4	H. I. Tuttle, mimeograph letter	1.80
4	W. A. Devine, P. M., envelopes	4.41
1934		
Jan. 15	W. A. Devine, P. M., envelopes	8.82
15	H. I. Tuttle, mimeograph letters	1.90
	Andrew Justinger, Washington Id. refund	1.31
	Rentschler Floral Co., floral emblem	5.40
Feb. 24	W. A. Devine, P. M., envelopes	17.64
	W. A. Devine, P. M., stamps	5.00
10	Secretary's \$4,000 bond, 1934	20.00
17	H. I. Tuttle, mimeograph letters	1.80
Mch. 5	H. I. Tuttle, mimeograph letters	1.80
Mch. 19	H. I. Tuttle, mimeograph letters	1.80
Apr. 9	H. I. Tuttle, mimeograph letters	1.80

FORTY-THIRD ANNUAL CONVENTION

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		U. S. tax on checks, Oct., 1933-April, 1934.....	\$6.38
	23	H. I. Tuttle, mimeograph letters	2.00
	28	L. E. Kopitzke, expense, 3 trips	28.50
	30	M. M. Schaetzl, expense to Sheboygan	9.50
Apr.	9	W. A. Devine, envelopes, 1 cent	12.80
	5	Secretary expense travel to Sheboygan meet, etc.	21.60
May	7	Phone to Plymouth, Mooney-code90
	7	H. L. Tuttle, mimeograph	2.00
	31	Secretary, travel expense, May	64.19
	19	H. L. Tuttle, mimeographs	2.00
	24	H. L. Tuttle, mimeograph	2.00
	19	Kilgore Printing Co., diplomas printed	2.50
	25	Diplomas, frames and glass, Photo-Art Co.	4.50
	31	100 postals, Marshfield Branch notices	1.00
June	6	Telegram to Hicks, Green Bay47
	6	Diemer, photo for cheese sign	1.35
	8	Wis. Telephone Co., May	2.65
	8	H. L. Tuttle, mimeograph	2.00
	11	Addressing Annual Reports, express	6.00
	16	H. L. Tuttle, mimeograph plan charts	1.80
	16	H. I. Tuttle, mimeograph	2.00
July	1	Secretary travel expense, June	81.48
	4	1,000 1c envelopes	12.80
	14	Deposit in state treasury	410.00
	14	Phone to printer (cash)75
	3	Postmaster, post cards	2.00
	14	H. I. Tuttle, mimeograph	2.00
	28	H. I. Tuttle, mimeograph, 2 page	4.50
Aug.	4	Schwaab S. & S. Co., rubber stamp73
	18	Postals, Shawano notices	1.00
	7	Secretary, travel expense, July	97.97
	18	Addressing programs and express	10.00
	31	L. E. Kopitzke, expense to Milwaukee meet	9.00
		Checks to exhibitors, Class 1, 2, 3, 4, 7, 8	647.70
Sept.	1	100 postals, meeting call	1.00
	5	Postage on returned Reports96
	24	Sign photos for cuts	1.50
Aug.	13	H. I. Tuttle, mimeograph	2.00
	18	250 3c stamps, 1,000 1c envelopes	20.96
	23	Postmaster, 150 postals	1.50
	27	H. I. Tuttle, mimeograph	2.20
Sept.	8	Postmaster, 250 3c envelopes	8.16
	14	M. M. Schaetzl, expense to Milwaukee meet	9.73
	30	Secretary, travel expense, September	94.32
Aug.	24	Shawano Public Library for hall	2.00
Sept.	4	Postage	1.00
	8	H. I. Tuttle, mimeograph	2.30
	24	H. I. Tuttle, mimeograph, 2 page	4.60
	25	1,000 1c envelopes	12.64
Oct.	17	Express on programs	1.01
	29	Postage on returned programs	1.26
	8	Phone calls to W. R. Schmidt	2.35
	8	Secretary, ¼ of 1934	100.00
	22	Postmaster, stamps	3.00
	29	M. E. Landgraf, convention expense	10.00
Nov.	3	Slack Mfg. Co., parade material, on a/c	5.00
	3	Wis. Telephone Co., calls, October	1.00
Oct.	12	H. I. Tuttle, mimeograph	2.30
	16	Cloth convention sign	4.80
	29	Secretary, second ¼, 1934	100.00
		U. S. check tax to October, 193484
		Balance forward	288.95
		Total	\$3,426.01
		O. K., Nov. 15, 1934.	

EARL B. WHITING,
JOHN H. PETERS,
WALTER R. SCHMIDT,
Auditing Committee.

**1934 WISCONSIN CHEESE MAKERS CONVENTION
SCORES AND PAYMENTS**

Class 1—American Cheese Made Before July 30, 1934

Entry No.	Name	Score	Paid By Check Stamps
101	E. H. Peters, Sugar Bush	92.50	\$1.50
102	Edward Peck, Pound	93.50	1.63
103	Elvin M. Paulson, Lena, R. 3	93.50	.50
104	L. E. Kopitzke, Marion	90.00	1.38
105	A. H. Fiedler, Glenbeulah	90.00	4.84
106	Walter Reisner, Bonduel	94.50	1.50
107	L. H. Reisner, Suring	91.00	.25
108	Lawrence Huss, Suring	92.00	.25
109	Earl Reinertson, Valders	92.00	1.50
110	Steve Koenigs, Fond du Lac, R. 4	90.50	1.63
111	A. J. Reiss, Sheboygan Falls	90.50	5.36
112	Henry Nolte, Plymouth	89.00	3.04
113	Wm. Hildebrand, Marion	93.00	.50
114	Earl B. Whiting, Gillett, R. 1	94.00	1.38
115	L. J. Blahnik, Kewaunee, R. 4	91.00	.63
116	Andrew Amble, Boscobel, R. 1	89.00	2.38
117	J. H. Presig, Stratford	90.50	.38
118	John Babler, Campbellsport, R. 1	92.00	1.63
119	John R. Reynolds, Kewaunee, R. 2	91.00	1.38
120	John Kowalczyk, De Pere, R. 3	93.00	1.50
121	Oscar Stock, Manitowoc	94.50	3.38
122	Val Kohlman, Malone	91.00	1.50
123	John F. Lensmire, Marathon, R. 3	91.00	1.50
124	G. J. Vivoda, Greenwood	90.50	1.75
126	Paul Viktora, East Dubuque, Ill.	91.00	1.63
127	Henry Rux, Wausau	91.00	.50
128	Otto J. Viktora, Lancaster	90.00	2.38
129	Edw. Kust, Coleman	94.50	1.50
130	Fremont Wonn, Withee	94.50	.63
131	Bert McKinney, Mineral Point	92.00	7.63
132	Arthur A. Bastian, Reedsville	90.00	2.00
133	Aug. Brandt, Kewaunee	96.50	1.63
134	Henry J. Loehr, Calvary, R. 1	92.00	2.00
135	Geo. Koenig, Luxemburg	91.00	7.25
136	Otto A. Landwehr, Sheboygan	92.00	5.52
137	Al. Pagel, Denmark, R. 2	91.00	6.88
138	Otto F. Olm, Valders, R. 1	89.00	3.00
139	R. F. Gotter, Loyal	92.50	2.00
140	Jesse J. Spieles, Loyal	92.50	1.13
141	E. J. Scray, De Pere	91.50	1.00
142	Steve Suidzinski, Denmark, R. 4	97.00	2.00
143	Fred J. Chapman, Sheboygan Falls, R. 2	92.50	8.95
144	E. J. Conger, Plymouth	92.50	8.93
145	Rudolph Jaehnig, Two Rivers, R. 1	93.00	1.88
146	C. F. Heckmann, Cleveland	90.00	2.13
147	A. G. Stemper, Clintonville, R. 1	94.50	1.25
148	Arthur G. Olm, Waldo, R. 1	93.00	9.85
149	John F. Hinz, Cleveland, R. 1	90.00	2.13
150	E. A. Siggelkow, Cleveland	94.00	3.78
151	Gilbert J. Blanke, Newton	93.50	1.13
152	H. W. Behrens, Plymouth	89.00	3.30
153	Geo. Zimmermann, Newton	91.00	2.13
154	Hugo F. Olm, Cleveland, R. 2	91.50	3.13
155	John H. Peters, Plymouth	94.50	12.04
156	John H. Peters, Plymouth	91.00	6.64
157	Frank L. Valenta, Denmark	93.00	1.00 due
158	Louis F. Perronne, Plymouth, R. 3	92.00	8.18
159	E. A. Meinnert, Plymouth, R. 3	92.50	8.95
160	E. A. Meinnert, Plymouth, R. 3 (Comp.)	92.00	8.18
161	Emil K. Sonnenburg, Cato	97.50	1.75
162	W. J. Ebbers, Sheboygan, R. 2	93.00	2.03
163	Geo. F. Specht, Sheboygan, R. 2	91.00	6.64
164	Alfred F. Schulz, Phlox	90.00	1.00
165	H. J. Kuschel, Pound, R. 1	95.50	1.25
166	Albert H. Graf, Zachow	94.00	1.15
167	M. Mullins, Edgar	94.00	1.75
168	Geo. W. Nitschke, Van Dyne, R. 1	89.00	
169	Ed. Grimme, Two Rivers, R. 1	96.00	2.25
170	Adolph A. Deick, Leopolds (Comp.)	88.50	2.63
171	Herman Kalkofen, Greenwood	89.50	2.13
172	Earl F. Albrecht, Egg Harbor, R. 1	90.00	1.63
173	L. B. Kohlman, St. Cloud	91.00	1.63

Class 2—American Cheese Made During August and September

Entry No.	Name	Score	Paid By Check	Stamps
201	Earl Reinertsen, Valders	91.00	\$1.63	
202	J. W. Olm, Reedsville	90.50	3.00	
203	Alfred R. Hoffmann, Edgar, R. 1	94.00	1.38	
204	Harvey Danke, Marion, R. 2	93.50		.63
205	Henry Nolte, Plymouth	91.00	6.02	
206	W. H. Krumrey, Gillett	93.00	1.50	
207	Earl B. Whiting, Gillett, R. 1	92.50	1.63	
208	Frank L. Valenta, Denmark, R. 4	92.50	1.00	due
209	Walter Reisner, Bonduel	92.00	1.50	
210	L. H. Reisner, Suring	90.00	1.50	
211	Frank A. Casper, Edgar	90.00	1.38	
212	Alfred M. Johnson, Edgar	94.00		.63
213	Edward Peck, Pound	96.75	1.38	
214	Ray Nelson, Oconto Falls	93.00		.50
215	W. A. Kempen, Mishicot	93.50	1.63	
216	E. H. Peters, Sugar Bush	90.50	1.50	
217	Victor Malueg, Shawano	94.50	1.15	
218	John Fischer, Boaz	94.00	1.50	
219	Frank Kreznesky, Manitowoc, R. 5	90.00	1.63	
220	Hubert J. Ruetten, Dodgeville	92.00	1.63	
221	Edw. Kust, Coleman	92.50	1.50	
222	Art M. Clarkson, Lena	95.75	1.50	
223	John Babler, Campbellsport	93.50	1.63	
224	Ed. J. Scray, De Pere	93.00	1.50	
225	Val. Kohlman, Malone	91.50	1.63	
226	Ed. Wick, Montfort	89.50		.63
227	F. S. Root, Knowlton	92.50		.50
228	Paul Viktora, East Dubuque, Ill.	94.00	3.38	
229	Henry Rux, Wausau	89.50	3.25	
230	Henry J. Loehr, Calvary, R. 1	93.50	2.25	
231	Hugo F. Olm, Cleveland	92.00	3.13	
232	Ed. Finkelmier, Cleveland, R. 1	95.25	1.13	
233	Gilbert Blanke, Newton, P. O. Timothy	91.50	2.00	
234	Emil K. Sonnenburg, Cato	93.00	2.25	
235	Aug. Brandt, Kewaunee	93.50	2.13	
236	Geo. F. Specht, Sheboygan, R. 2	90.00	5.09	
237	George Newman, Plymouth, R. 3	90.50	5.99	
238	C. F. Heckmann, Cleveland	91.00	2.25	
239	John Lemkuil, Plymouth	90.00	5.22	
240	Dan Natzke, Fredonia, R. 2	90.00	3.13	
241	H. W. Behrens, Plymouth	92.00	8.18	
242	Rudolph Jaehnig, Two Rivers, R. 1	91.50	2.25	
243	John H. Peters, Plymouth, R. 1	90.50	5.99	
244	Arthur G. Olm, Waldo, R. 1	90.00	5.22	
245	E. J. Conger, Plymouth	89.50	4.44	
246	Otto Sass, Plymouth	89.50	4.44	
247	Fred J. Chapman, Sheboygan Falls, R. 2	94.00	11.39	
248	D. G. De Buhr, Waldo	91.00	6.64	
249	Phillipp Siehs, Kiel, R. 1	93.00	1.13	
250	John F. Lensmire, Marathon, R. 3	92.00	2.13	
251	Otto A. Landwehr, Sheboygan	90.00	6.26	
252	Ernest Herrman, Cascade	94.50	19.29	
253	Oscar Stock, Manitowoc	91.00	1.38	
254	H. J. Kuschel, Pound, R. 1	96.25	1.50	
255	Christine Kraak, Richland Center	92.00	1.75	
256	Edw. F. Winter, Cecil	94.00	1.50	
258	John Kowalczyk, De Pere, R. 3	93.50	1.63	
259	Otto A. Klotzbuecher, Clintonville, R. 1	95.00		.50
260	Jesse J. Spieles, Loyal	93.00	1.75	
261	Harold R. Winters, Gillett	91.00	1.63	
262	Martin Kubitz, Athens, R. 1	93.00	2.25	
263	Otto J. Viktora, Lancaster	93.00	3.38	
264	Wm. Scallon, Boscobel	93.00	2.25	
265	Wm. F. Meyer, Oostburg, R. 1	92.00	8.43	
266	John G. Fischer, Stratford	93.50	2.13	
267	Herman J. Olm, Brillion	90.00	2.13	
268	M. M. Schaetzel, Edgar	89.50	1.50	
269	Wm. E. Dvorak, Edgar	92.50		.63
270	Herman Kolkofen, Greenwood	91.00	2.13	
271	Earl F. Albrecht, Egg Harbor, R. 1	90.50	2.25	

Class 3—American Cheese Made on or After October 1st

Entry No.	Name	Score	Paid By Check	Stamps
301	Henry H. Gipp, Suring, R. 1	90.00		.63
302	Paul Viktora, East Dubuque, Ill.	94.50	\$3.50	
303	C. A. Clarson, Fennimore	90.50	2.50	
304	Louis F. Perronne, Plymouth, R. 3	92.00	9.06	
305	Otis Kidd, Soldiers Grove	91.50	3.13	
306	John L. Mauthe, Cuba City	94.00	3.50	
307	Wayne E. Makinen, Brantwood	90.00		.63
308	Ernest Nicklaus, Weyauwega	92.00		.63
309	A. G. Stemper, Clintonville, R. 1	93.00	1.75	
310	T. S. Martin, Navarino	93.00		.40
311	Roy J. Hrakik, Luxemburg, R. 1	94.00		.63
312	John Kowalczyk, De Pere, R. 3	93.50	1.75	
313	Tom Kobes, Greenleaf, R. 2	93.00		.63
314	G. J. Vivoda, Greenwood	91.50	2.00	
315	Geo. H. Scannell, Campbellsport, R. 5	94.00	1.88	
316	Clarence J. Guth, Algoma	90.50	1.63	
317	Edwin R. Zelm, Withee	91.50	2.50	
318	H. J. Kuschel, Pound, R. 1	96.00	1.50	
319	Orval Polzin, Antigo	92.00		.75
320	Henry J. Loehr, Calvary, R. 1	93.50	2.13	
321	Otto A. Landwehr, Sheboygan	89.50	6.01	
322	Geo. F. Specht, Sheboygan, R. 2	90.50	5.86	
323	Alfred F. Schulz, Phlox	93.00	2.13	
324	Bernard Splitt, Stratford, R. 3	92.50	1.13	
325	Louis F. Perronne, Plymouth, R. 3 (Comp.)	92.00	8.31	
326	Fred Krummenacher, Oshkosh, R. 5	90.50	1.25	
327	M. Mullins, Edgar	93.00	1.88	
328	Wm. F. Meyer, Oostburg, R. 1	91.00	6.77	
329	Earl Schneider, Denmark	95.50	2.13	
330	Harry Morgan, Eden, R. 1	90.50	2.13	
331	John Greiner, Appleton, R. 1	91.50	1.63	
332	L. H. Reisner, Suring	92.00	1.75	
333	Arthur R. Klessig, Brussels	90.50	1.63	
334	E. A. Zermuehlen, Two Rivers, R. 2	92.00	1.63	
335	Edwin Meisner, Two Rivers, R. 2	91.00		.63
336	Joseph J. Krall, Jr., Mishicot, R. 2	93.00	1.63	
337	Martin Kubitz, Athens, R. 1	94.00	3.38	
338	Henry J. Kohlman, Calvary	90.50	1.75	
339	Walter A. Treptow, Cambria, R. 2	91.00		.38
340	Frank Krezenesky, Manitowoc	95.00	1.50	
341	Otto H. Giese, Brandon, R. 3	90.50	1.25	
342	Art Vallesky, Kiel	89.50	2.25	
343	Adolf Gutherz, Dodgeville	94.00	4.25	
344	Bert McKinney, Mineral Pt.	92.00	7.25	
346	Frank Kresenesky, Manitowoc (Comp.)	93.50	1.75	
347	Art M. Clarksen, Lena	94.00	1.50	
348	Edw. Kust, Coleman	95.75	1.38	
349	I. J. Koschak, Willard	94.00		.75
350	A. J. Reiss, Sheboygan Falls	90.50	5.74	
351	Ignace Gallkowski, Sobieski	93.00	2.63	
352	Chas. L. Webb, Glenbeulah, R. 1	93.50	10.12	
353	Joseph Bergs, Edgar, R. 5	92.00		.50
354	C. J. Krebsbach, Joel	92.00	2.75	
355	Oscar Stock, Manitowoc	92.50	2.00	
356	Everett John Lemkuil, Plymouth	90.00	5.22	
357	E. A. Meinnert, Plymouth	90.00	4.22	
358	Otto W. Sixel, Cleveland, R. 1	90.00	2.00	
359	Arthur G. Olm, Waldo, R. 1	93.50	10.62	
360	Milferd Peters, Plymouth, R. 1	94.00	11.27	
361	John G. Fischer, Stratford	93.50	1.00	
362	Ed. Grimm, Two Rivers, R. 1	94.00	2.25	
363	Martin H. Stecker, Manitowoc, R. 4	93.50	1.63	
364	C. A. Kraak, Richland Center	93.50	1.38	
365	Earl B. Whiting, Gillett, R. 1	93.50	1.50	
366	A. H. Fiedler, Glenbeulah	91.00	6.38	
367	Erich Schuettpeiz, Suring, R. 3	89.50		.50
368	Henry Nolte, Plymouth	90.00	4.59	
369	Jos. A. Lensmire, Manitowoc, R. 4	92.00	1.63	
370	Clifford Huss, Crivitz	91.00		.63
371	W. A. Kempen, Mishicot	90.50	1.75	
372	Walter H. Miller, Antigo, R. 1	90.00		.75
373	Walter Reisner, Bonduel	93.50	1.50	
374	Edward T. Peck, Pound	94.00	1.50	
375	Wm. J. Champeau, Beaver, R. 1	92.00	1.63	
376	E. H. Peters, Sugar Bush	92.00	3.38	
377	J. W. Olm, Reedsville	91.00	1.38	

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378	C. C. Brick, Brillion, R. 2	89.50	\$2.25	
379	Edward F. Lensmire, Cascade, R. 1	93.00	9.86	
380	Math Lensmire, Cascade	93.50	10.62	
381	Richard Lensmire, Whitelaw, R. 1	92.50	5.38	
382	H. W. Behrens, Plymouth	92.00	8.18	
383	Otto F. Olm, Valders, R. 1	90.00	3.13	
384	Emil K. Sonnenburg, Cato	93.50	2.13	
385	R. F. Gotter, Loyal	90.00	1.13	
386	Harry Stoltzmann, Cleveland	90.00	1.00	
387	Rudolph Jaehnig, Two Rivers, R. 1	90.00	2.13	
389	Fred J. Chapman, Sheboygan Falls	90.50	5.99	
390	Walter A. Meisnest, Pt. Washington	94.00	5.75	
391	M. M. Schaetzel, Edgar, R. 3	91.50	1.63	
392	N. L. Ropp, Kaukauna, R. 1	92.00	2.63	
393	John F. Lensmire, Marathon, R. 3	90.50		.63
394	Walter R. Schmidt, Sheboygan Falls, R. 1	91.50	6.65	
395	Herman Kalkofen, Greenwood	91.00	1.13	

Class 4—Colby Type Cheese

Entry No.	Name	Score	Paid By	
			Check	Stamps
401	John F. Lensmire, Marathon, R. 3	88.00	\$1.88	
402	Math Lensmire, Cascade	92.50	9.08	
403	Emil Abegglen, Rosendale	89.00	1.13	
404	Adolph Heiman, Sun Prairie	91.00	1.00	
405	Erwin Deicher, Adell, R. 1	91.00	7.77	
406	Henry Haesler, Eldorado	91.00	1.13	
407	Fred W. Nussbaumer, Waldo	93.50	10.49	
408	A. J. Reiss, Sheboygan Falls	90.00	5.09	
409	Otto W. Sixel, Cleveland, R. 1	90.00	2.00	
410	Arthur Truttschel, Sheboygan Falls	92.00	6.18	
411	Arthur A. Bastian, Reedsville	90.00	2.13	
412	Oscar Stock, Manitowoc	91.00	2.13	
413	Edward G. Onnink, Sheboygan Falls, R. 1	91.00	2.76	
414	Otto Sass, Plymouth	92.00	7.43	
415	Henry Nolte, Plymouth	91.00	6.77	
416	H. H. Solie, Curtiss, R. 1	91.50		.50
417	J. F. Tesmer, Colby	92.00		.50
418	L. E. Kopitzke, Marion	89.00	2.88	
419	Theo. W. Mech, Greenwood	90.50	2.13	
420	George E. Foelsch, Greenwood, R. 3	90.00	3.00	
421	Harold R. Winters, Gillett	90.50	1.50	
422	Emil Sonnenburg, Cato	87.00	1.38	
423	Elmer Hitzke, Hamburg	92.00		.63
424	A. H. Hilse, Leopoldis	90.00		.63
425	M. H. Parsons, Dorchester	93.00		.63
426	Joseph Brickhelmer, Athens, R. 2	93.25		.50
427	Ernest H. Schauer, Merrill, R. 6	94.00		.50
428	Norbert Schmitz, New Holstein	91.00	2.00	
429	Wm. F. Preuss, Kiel, R. 2	90.00	1.75	
430	Carl Vogel, Beaver Dam, R. 5	89.00		.50
431	H. P. Mulloy, New Holstein, R. 1	89.00	1.63	
432	David Gobell, Watertown, R. 1	88.00	1.63	
433	N. L. Ropp, Kaukauna, R. 1	91.00	1.50	
434	H. E. Mandel, Unity	92.00	1.50	

Class 5—Drum Swiss

Entry No.	Name	Score	Paid By	
			Check	Stamps
501	Fred Geissbuhler, Darlington	89.75	\$20.00	
502	Fritz Locher, Mt. Horeb	88.00	25.60	
503	Karl Niedermann, Blanchardville	88.50	26.15	
504	Paul Weibel, Darlington	85.00	22.25	
505	Ernest Herrmann, Neillsville			
506	Fred Reber, Rice Lake, R. 5	90.00	22.60	
507	Walter Zegerlehner, Darlington	89.00	31.75	
508	John Stettler, Haugen	92.75	25.75	
509	John Blickenstorfer, Argyle	80.00	28.01	
510	Robert Herrmann, Dallas (Comp)	93.00	23.65	
511	Fred Wuethrich, Rice Lake	92.50	31.65	
512	Jacob E. Mueller, Haugen	92.25	24.25	

Class 6—Block Swiss

Entry No.	Name	Score	Paid By	
			Check	Stamps
601	John Burkhalter, Blue Mounds	88.00	\$4.20	
602	Eugene Wirz, Rice Lake	90.00	1.75	
603	Ben Zimmerman, Blue Mounds	91.00	3.20	
604	John Blickenstorfer, Argyle	87.00	2.95	
605	Albert Ryser, Blanchardville	90.75	2.50	
606	Andrew Dahler, Hollandale	91.50	2.90	
607	John Ashliman, Monroe, R. 2	92.50	2.80	
608	Ernest Aschlimann, Blue Mounds	89.00	2.15	
609	Fred Geissbuhler, Darlington	89.00	2.65	
610	Alfred Locher, Darlington	92.00	2.43	

Class 7—Limburger Cheese

Entry No.	Name	Score	Paid By	
			Check	Stamps
701	Mathew Hirscher, Monroe, R. 1	90.00	\$2.15	
702	Walter Mueller, Riley, R. 1	92.50		.85
703	John Minnig, Monticello	95.50		.35
704	Walter Minnig, Monticello	92.50		.10
705	Ernest Kellenberger, Verona, R. 2	92.00		.70
706	E. Frehner, Monticello, R. 2	96.00	1.00	
707	John Wahlen, Fox Lake	93.50	1.00	
708	Ludwig Zoller, Blanchardville	89.00		.55
709	Paul Milz, Monticello, R. 2	94.50		.40
710	Albert H. Graf, Zachow (Comp.)	94.00	.00	

Class 8—Brick Cheese

Entry No.	Name	Score	Paid By	
			Check	Stamps
801	Karl Minnig, Mt. Horeb	93.50		.73
802	Henry Egli, Pardeeville	92.50	\$2.73	
803	Ernest Aschlimann, Blue Mounds	92.00		.47
804	Ben Zimmerman, Blue Mounds	91.00	1.00	
805	Ernest Nicklaus, Weyauwega	91.50	1.47	
806	Ferdy Dietrick, Mt. Horeb, R. 3	93.00		.73
807	Carl Bruni, Iron Ridge	91.50		.73
808	John Burkhalter, Blue Mounds	93.00	1.60	
809	Walter Lichty, Ixonia	96.00	3.55	
810	Fred Bleuer, Cambria	96.25	1.73	
811	Arthur A. Raether, Watertown, R. 2	91.50	2.03	
812	Albert H. Graf, Zachow	95.50	1.13	
813	George Dittberner, Horicon, R. 1	92.00		.60
814	H. H. Solie, Curtiss, R. 1	91.00	1.47	
815	Rudolf Haldeman, Rubicon, R. 1	90.50		.73
816	Arnold Wiedmer, Juneau, R. 2	95.00	1.00	
817	G. Gammeter, Mt. Horeb	91.00	1.12	
818	George Schack, Mt. Horeb, R. 2	91.50		.86
819	Fred Zbaren, Blanchardville	92.00	2.73	
820	Warner Gempeler, Greenwood	93.00		.47
821	Ernest W. Jung, Juneau	91.00	1.47	
822	Jacob A. Blatt, Clear Lake	91.50	2.12	
823	Adolph Gurtner, Rubicon	90.50	1.90	

Class 9—Muenster

Entry No.	Name	Score	Paid By	
			Check	Stamps
901	Carl Eicher, Columbus, R. 2	93.00		.60
902	Werner Salzmann, Woodland, R. 1	94.00	\$1.00	
903	Elmer Tesch, Friesland	91.00		.86
904	Arnold Wiedmer, Juneau, R. 2	95.00	1.99	
905	Walter Huegeli, Juneau, R. 2	92.50	1.34	
906	Bert Bachofen, Cambria, R. 2	91.00		.73
907	Jake Muetzenberg, Dane	90.50	1.86	

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908 Alfred Huggler, Burnett (Comp.)	92.00	\$1.00
909 Fred Bleuer, Cambria	89.00	1.86
910 Alfred Huggler, Burnett	93.50	2.12
Paid by State Treasurer, checks		\$1104.67
Paid by postage stamps		31.96
Total paid for cheese and prizes		\$1136.63

1934 Sheboygan County Pro-Rata Cheese Prizes

No.	Exhibitors	Score	County		Association	
			Points	Check	Points	Check
241	H. W. Behrens, Plymouth	92.00	4.0	\$ 1.02	4.0	\$ 5.16
382	H. W. Behrens, Plymouth	92.00	4.0	1.02	4.0	5.16
152	H. W. Behrens, Plymouth	89.00	1.0	.26	1.0	1.29
247	Fred J. Chapman, Sheboygan Falls..	94.00	6.0	1.53	1.0	7.73
143	Fred J. Chapman, Sheboygan Falls..	92.50	4.5	1.15	4.5	5.80
389	Fred J. Chapman, Sheboygan Falls..	90.50	2.5	.64	2.5	3.22
144	E. J. Conger, Plymouth	92.50	4.5	1.13	4.5	5.80
245	E. J. Conger, Plymouth	89.50	1.5	.38	1.5	1.93
248	D. G. De Buhr, Waldo	91.00	3.0	.77	3.0	3.87
405	Erwin Deicher, Adell	91.00	3.0	.77	3.0	3.87
162	W. J. Ebberts, Sheboygan, R. 2	93.00	5.0	1.28
366	A. H. Fiedler, Glenbeulah	91.00	3.0	.76	3.0	3.87
105	A. H. Fiedler, Glenbeulah	90.00	2.0	.51	2.0	2.58
252	Ernest Herrmann, Cascade	94.50	6.5	1.66	6.5	8.38
136	O. A. Landwehr, Sheboygan	92.00	4.0	1.02
251	O. A. Landwehr, Sheboygan	90.00	2.0	.51
321	O. A. Landwehr, Sheboygan	89.50	1.5	.38
356	E. J. Lemkuil, Plymouth, R. 2	90.00	2.0	.51	2.0	2.58
239	John Lemkuil, Plymouth, R. 2	90.00	2.0	.51	2.0	2.58
379	Ed. F. Lensmire, Cascade, R. 1	93.00	5.0	1.28	5.0	6.45
380	Math Lensmire, Cascade	93.50	5.5	1.40	5.5	7.09
402	Math Lensmire, Cascade	92.50	4.5	1.15	4.5	5.80
159	E. A. Meinnert, Plymouth, R. 3	92.50	4.5	1.15	4.5	5.80
357	E. A. Meinnert, Plymouth, R. 3	90.00	2.0	.51	2.0	2.58
160	E. A. Meinnert, Plymouth, R. 3, Comp	92.00	4.0	1.02	4.0	5.16
265	Wm. F. Meyer, Oostburg	92.00	4.0	1.02	4.0	5.16
328	Wm. F. Meyer, Oostburg	91.00	3.0	.77	3.0	3.87
237	George Neumann, Plymouth, R. 3	90.50	2.5	.64	2.5	3.22
205	Henry Nolte, Plymouth	91.00	3.0	.77	3.0	3.87
415	Henry Nolte, Plymouth	91.00	3.0	.77	3.0	3.87
368	Henry Nolte, Plymouth	90.00	2.0	.51	2.0	2.58
112	Henry Nolte, Plymouth	89.00	1.0	.25	1.0	1.29
407	F. W. Nussbaumer, Waldo	93.50	5.5	1.40	5.5	7.09
359	Arthur G. Olm, Waldo, R. 1	93.50	5.5	1.40	5.5	7.09
148	Arthur G. Olm, Waldo, R. 1	93.00	5.0	1.27	5.0	6.45
244	Arthur G. Olm, Waldo, R. 1	90.00	2.0	.51	2.0	2.58
413	Edw. G. Onnink, Sheboygan Falls..	91.00	3.0	.76
304	Louis F. Perronne, Plymouth	92.00	4.0	1.02	4.0	5.16
158	Louis F. Perronne, Plymouth	92.00	4.0	1.02	4.0	5.16
325	Louis F. Perronne, Plymouth	92.00	4.0	1.02	4.0	5.16
155	John H. Peters, Plymouth	94.50	6.5	1.66	6.5	8.38
243	John H. Peters, Plymouth	90.50	2.5	.64	2.5	3.22
156	John H. Peters, Plymouth, Comp.	91.00	3.0	.77	3.0	3.87
360	Milferd Peters, Plymouth	94.00	6.0	1.53	6.0	7.74
111	A. J. Reiss, Sheboygan Falls	90.50	2.5	.64	2.5	3.22
350	A. J. Reiss, Sheboygan Falls	90.50	2.5	.64	2.5	3.22
408	A. J. Reiss, Sheboygan Falls	90.00	2.0	.51	2.0	2.58
414	Otto Sass, Plymouth	92.00	4.0	1.02	4.0	5.16
246	Otto Sass, Plymouth	89.50	1.5	.38	1.5	1.93
394	W. R. Schmidt, Sheboygan Falls	91.50	3.5	.89	3.5	4.51
150	E. A. Siggelkow, Cleveland, R. 2	94.00	6.0	1.53
163	Geo. F. Specht, Sheboygan	91.00	3.0	.77	3.0	3.87
322	Geo. F. Specht, Sheboygan	90.50	2.5	.64	2.5	3.22
236	Geo. F. Specht, Sheboygan	90.00	2.0	.51	2.0	2.58
410	A. J. Truttschel, Sheboygan Falls..	92.00	4.0	1.02	4.0	5.16
352	Chas. L. Webb, Glenbeulah	93.50	5.5	1.40	5.5	7.09
Totals			196.	\$50.00	174.5	\$225.00
Value per point				25.51		11.2894
These prizes are included in the payments listed above.						

SECRETARY'S REPORT AT CLOSE OF 1934 BUSINESS
To Be Read at the 1935 Convention

By J. L. SAMMIS, Madison

PART 1. STATE TREASURY ACCOUNT.

Receipts

1934		
Nov. 13	Balance forward from last audit	\$1644.77
July 1	State appropriation	600.00
Nov. 22	Sale of cheese to Pauly and Pauly Co.	1092.89
	Total	<u>\$3337.66</u>

Disbursements

Nov. 17	Pay roll of exhibitors	\$1104.67
	Secy travel expense account, October	83.62
Nov. 23	J. E. Rilling Co. 9 prize chairs	73.48
Dec. 8	Abel & Bach, 9 prize bags	62.72
	Balance forward	2013.17
	Total	<u>\$3337.66</u>

PART 2. SECRETARY'S DONATION AND PROGRAM FUND.
TO BE READ IN 1935.

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 his 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

1934		
Nov. 13	Balance forward from last audit	\$ 288.95
14	Dinner tickets sold	31.00
	Sale of cheese knife to E. B. Whiting	1.00
	Memberships paid in, W. R. Schmidt	444.00
	Memberships paid by mail	45.00
	J. W. Cross, cheese sales	155.90
	J. L. Sammis, cheese sale75
	R. C. Jorgensen, prizes	15.00
	Sheboygan Clearing House Assn., prizes	50.00
	Sheboygan County Branch prizes	225.00
	Membership, L. J. Meister	1.00
	Booths	
	Schwab Boiler and Machine Co., Milwaukee	30.00
	Damrow Brothers Co., Fond du Lac, 2 booths	60.00
	Morton Salt Co.—Armstrong Cork and Ins. Co.	30.00
	J. J. Koepsell Co., Sheboygan	30.00
	Sheboygan Press, no charge	
	D. and F. Kusel Co., Watertown, 2 booths	60.00
	Ohio Salt Co., Chicago	30.00

Westerlin and Campbell Co., Milwaukee	\$30.00
E. H. Schaefer Corporation, Milwaukee	30.00
Walter Voechting, Sheboygan	30.00
Schwartz Mfg. Co., Two Rivers	30.00
De Laval Separator Co., Chicago, 2 booths	60.00
Marschall Dairy Laboratory, Madison	30.00
Cheese Reporter, Sheboygan Falls	30.00
Chris Hansens Laboratory, Milwaukee	30.00
Stoelting Bros. Co., Kiel, 2 booths	60.00
Erwin Swenzen, Plymouth, 2 booths	60.00
Diamond Crystal Salt	30.00
Olsen Publishing Co., Milwaukee, half booth	15.00
Fink Automatic Products Co., Sheboygan, half booth	15.00

Advertising Pages

Wisconsin Dairy Laboratory, Green Bay, 1/2 page	9.00
Schwartz Mfg. Co., Two Rivers, cover page	18.00
Winnebago Cheese Co., Fond du Lac	9.00
Pauly & Pauly Co., Manitowoc	9.00
Dairy Supply Co., Minneapolis	9.00
Stoelting Bros. Co., Kiel	17.50
Marschall Dairy Laboratory, Madison	17.50
De Laval Separator Co., Chicago	17.50
D. and F. Kusel Co., Watertown	17.50
Damrow Bros. Co., Fond du Lac	18.00
Johnstone Tin Foil & Metal Co., St. Louis	17.50
Bingham & Risdon Co., Green Bay	9.00
Cherry Burrell Corp., Chicago	17.50
Olsen Publishing Co., Milwaukee	17.50
Chris Hansens Laboratory, Milwaukee	17.50
Ruggles and Rademaker, Manistee, Mich	9.00
Creamery Pkg. Mfg. Co., Chicago	17.50
Sheboygan Bandage Factory	9.00
Colonial Salt Co., Chicago	9.00
F. Hurlbut Co., Green Bay	9.00
Reynolds Metals Co., Inc., Chicago	17.50
Morton Salt Co., Chicago	9.00
Wis. Dairy Supply Co., Whitewater	17.50
Superior Metal Products Co., St. Paul	9.00
Mojonnier Bros Co., Chicago	9.00
Eastern Wis. Cheese Box Mfrs., Marion	17.50
General Foods Sales Co., Chicago	9.00
Fairbanks, Morse & Co., Chicago	17.50
J. B. Ford Co., Wyandotte, Mich.	9.00
Ohio Salt Co., Chicago	9.00
National Cheese Institute, Plymouth	17.50
J. S. Hoffman Co., Chicago	9.00
Midwest Cold Storage Co., Green Bay	17.50
C. A. Straubel Co., Green Bay	17.50
Bandage Corporation, Sheboygan	17.50
Foeste Hotel, Sheboygan	17.50
D. Picking Co., Bucyrus, Ohio	9.00
Midwest Creamery Co., Plymouth	17.50
Sheboygan Dairy Products Co., Sheboygan	9.00
Sheboygan Falls Creamery Co., Sheboygan Falls	10.00
Walter Voechting, Sheboygan	9.00
Erwin Swenzen, Plymouth	17.50
Westerlin & Campbell Co., Milwaukee	17.50
Cheese Reporter, Sheboygan Falls	9.00
Cheese Maker Book Co., Madison	9.00
Albert Verley, Inc., Chicago	17.50
Armour Creameries, Marshfield	9.00
Nov. 1934 News Letter subscription	6.00

Total\$2872.60

Disbursements

1934			
Oct. 28	Olsen Publishing Co., 2500 programs, tags, envelopes, cuts, postage, etc.	\$	501.00
31	Secy. Balance of 3rd quarter		53.74
Nov. 15	R. C. Jorgensen, Denmark, refund prizes		15.00
	Postage, envelopes, expense		20.00
	E. F. Horn, expense bill		12.75
	M. M. Schaeztl, expense bill		9.25
	A. J. Kaempfer, reporter		75.00
	John H. Peters, expense		8.10
	L. E. Kopitzke, expense bill		24.85
	Steve Suidzinski, expense		28.00
	Walter R. Schmidt, expense		8.85

WISCONSIN CHEESE MAKERS' ASSOCIATION

	E. B. Whiting, expense bill for year	\$94.65
	Norman F. Thiex, 26 booth signs	26.00
	J. W. Cross, supt. and expense	55.67
	Postage stamps to pay exhibitors	34.00
	Secy. 4th quarter	100.00
	Chas. Fenlon, helper, 36 hrs. at 40c	14.40
	Herb. Radtke, helper, 44 hrs. at 40c	17.60
	Wm. Lichtenberg, helper and expense	13.80
	E. F. Horn, loan to helper	5.00
	Grand Hotel, bill	29.85
	W. Knopp, balance on parade horns	3.70
	Verna Huss, clerk at door	5.25
	Vera Huss, clerk at door	5.25
	Office Supply Co., rental of machines	6.00
	Cordelia Ronk, office help	16.20
	M. E. Landgraf, in charge office	90.00
	Cheese Reporter, convention ad	20.00
	Schwaab Stamp & Seal Co.73
	H. I. Tuttle, mimeograph	2.60
	Foeste Hotel bill	103.80
	Secy. expense at convention	54.49
	Express, diplomas to two75
	Express charges at Sheboygan	1.67
	Telephone (Dairy Queen)	1.60
	Photo-Art Co., packing diplomas	1.30
	H. I. Tuttle, mimeographs	1.40
	E. H. Peters, prizes 144-145	2.25
Dec. 10	Phone Madison to Gillett	1.55
	W. J. Hyland, P. M., postage	1.26
	W. J. Hyland, P. M., postage	8.16
	H. I. Tuttle, mimeograph	2.30
	Express, diploma to Hess (cash)36
	U. S. tax on checks Oct.-Nov., 193434
	Secy. Service to Branches April 1 to Oct. 1, 1934	600.00
	U. S. check tax, Dec. 193454
	To correct entry of Sept. 13, 1933	12.51
	Balance forward	781.08
	Total	\$2872.60

SUMMARY OF AUDIT, JANUARY 17, 1935

Balance in State Treasury	\$2013.17
Balance in donation and program and legislative bill fund	781.08
Which includes \$170.59 belonging to 1933-4 News Letter subscribers	
Total forward to next report	\$2794.25

O. K. Jan. 17, 1935

E. F. HORN,
JOHN H. PETERS,
A. M. JOHNSON,
M. M. SCHAETZL,
Auditing Committee.

TRANSACTIONS AFTER AUDIT

By J. L. SAMMIS, 1934 Secretary

PART 1. STATE TREASURY ACCOUNT.

Receipts

Balance forward, from report above	\$2013.17
Deposited membership fees, as required by law	490.00
Forward to 1935 convention, total	\$2503.17
Bill for annual report printing not rendered.	

PART 2. SECRETARY'S DONATION AND PROGRAM FUND

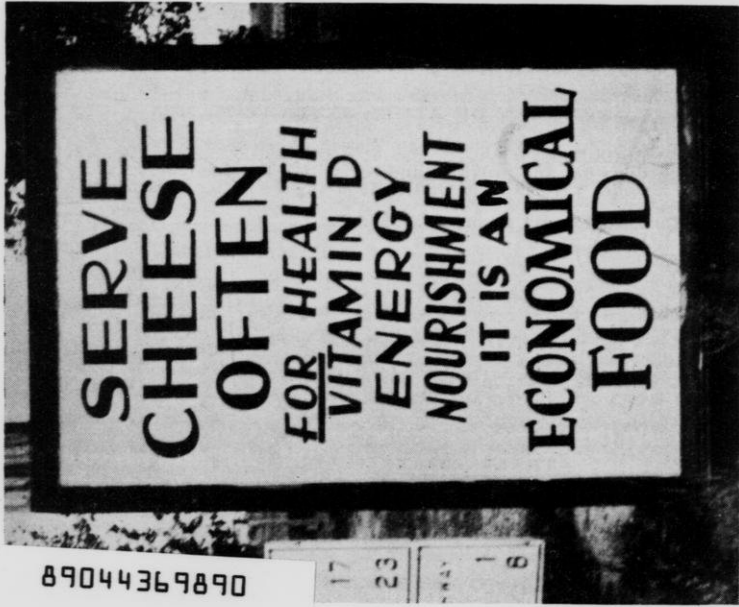
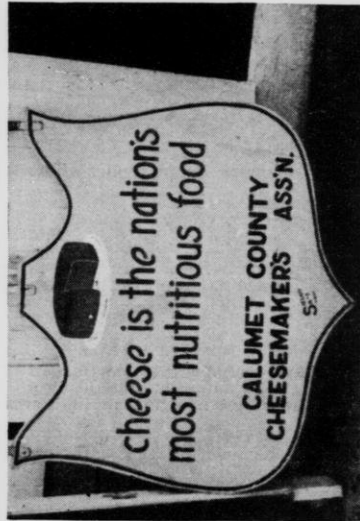
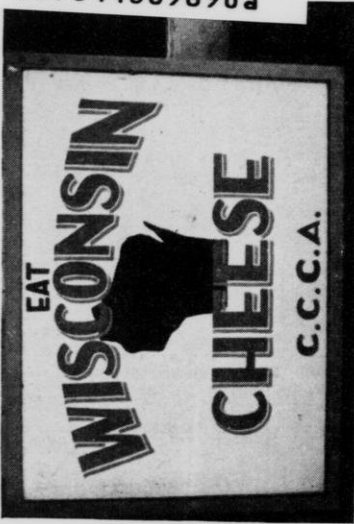
Receipts

Balance forward, from report above	\$ 781.08
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Disbursements

Deposited membership fees in state treasury	\$ 490.00
Addressing annual reports, transfer of trunks, etc.	5.00
Check for balance to C. J. Ebert, 1935 secretary	286.08
Total	\$ 781.08
Total funds forward to 1935	\$2789.25

Which includes the portion of 320 News Letter subscriptions remaining unused, amounting to \$170.59, belonging to the subscribers and now in the 1935 secretary's fund.



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Roadside Cheese Signs Erected by Branches

WISCONSIN
CHEESEMAKERS
ASSOCIATION
REPORT 1934

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COLLECTION C41
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