



# LIBRARIES

UNIVERSITY OF WISCONSIN-MADISON

## **Proceedings of the 51st annual convention of the Wisconsin Cheese Makers' Association cheers for victory assembled in the Amory E Building in the City of Fond du Lac, Wisconsin, November 10, 11 and 12...**

Wisconsin Cheese Makers' Association  
Madison, WI: Cantwell Print. Co., [s.d.]

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

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

For information on re-use, see  
<http://digital.library.wisc.edu/1711.dl/Copyright>

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

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

W  
C  
WF-  
A  
CHE.  
1:  
1942

OF

*Proceedings of the  
51st Annual Convention*

OF THE

*Wisconsin Cheese Makers'  
Association*



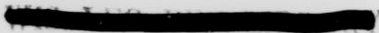
*Cheese For Victory*

Assembled in the Armory E Building in the City of  
Fond du Lac, Wisconsin, November 10, 11 and 12, 1942.

A. H. GRAF, Secretary  
Zachow, Wisconsin

H. P. MULLOY, Exec. Sec'y  
Sheboygan, Wisconsin

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



[Faint, illegible text throughout the page, likely bleed-through from the reverse side.]



# FIFTY - FIRST ANNUAL CONVENTION OF THE WISCONSIN CHEESE MAKERS' ASSOCIATION

Armory E Building, Fond du Lac, Wis.  
November 10, 11 and 12, 1942

## OFFICERS and DIRECTORS

L. E. KOPITZKE, President.....	Marion
E. E. PETERS, Vice-President.....	Plymouth
A. H. GRAF, Secretary.....	Zachow
GEORGE HERNKE, Treasurer.....	Hilbert
C. C. BRICK, Director.....	51, 52, 53 Brillion
E. F. HORN, Director.....	50, 51, 52 Beaver Dam
JOHN H. FISCHER, Director.....	51, 52, 53, Boaz
WILLIAM CHRISTMAN, Director.....	52, 53, 54 Phillips
E. W. MARTEN, Director.....	52, 53, 54 Spencer
GEORGE L. MOONEY, Executive Secretary.....	Plymouth
H. P. MULLOY, Engaged as Field Manager.....	Sheboygan

## LIFE MEMBERS

E. L. Aderhold, Neenah  
P. H. Kasper, Bear Creek  
J. D. Cannon, Neenah  
Al. Winkler, Cumberland  
Fred Marty, Monroe  
Math. Michels, Fond du Lac  
J. L. Sammis, Madison  
O. A. Damrow, Sheboygan Falls  
A. T. Bruhn, Madison  
H. P. Dillon, Oshkosh  
John H. Peters, Plymouth

## JUDGES OF THE 1942 CONVENTION CHEESE

### American Cheese

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

### Foreign Type Cheese

WALTER V. PRICE .....	Madison
JOHN FREY .....	Monroe
DAVE NUSBAUM .....	Madison

## SUPERINTENDENT OF EXHIBIT

ALEX E. KORTH ..... Menasha

**OFFICIAL ORGANS**

Cheese Reporter, Sheboygan Falls  
National Butter and Cheese Journal, Milwaukee

---

**OFFICIAL REPORTER**

ALEX J. KEMPER.....McFarland, Wis.

---

**1942 OFFICIAL COLD STORAGE**

Dow Cheese Co., Fond du Lac

**LETTER OF TRANSMITTAL**

---

Office of the Executive Secretary,  
Wisconsin Cheese Makers' Association

Sheboygan, Wis., Dec. 1, 1942

To His Excellency, Julius P. Heil,  
Governor of the State of Wisconsin.

Honorable Sir:

I have the honor to submit the report of the fifty-first annual meeting of the Wisconsin Cheese Makers' Association, showing the receipts and disbursements of the Association, also containing papers, addresses and discussions had at the last annual convention held at Fond du Lac, November 10, 11 and 12, 1942.

Respectfully submitted,

H. P. MULLOY,  
413 Washington Court,  
Sheboygan, Wis.  
Executive Secretary.



## FINANCIAL REPORT NOV. 1, 1941, TO OCT. 31, 1942

## RECEIPTS

Balance Nov. 1, 1941 .....	\$ 3,366.13
State Aid .....	600.00
Program Book Ads .....	1,022.00
Booth Rental .....	749.00
Prize Money Donated .....	35.00
Cheese Sales .....	1,320.00
Entry Fees .....	16.00
Dance and Picnic Receipts .....	1,407.64
Social Security .....	5.00
Membership Fees .....	3,288.04
Associate Membership Fees .....	236.00
Entertainment Donation .....	25.00
Refund Picnic Advance, Etc. ....	1,1180.04
<b>Total .....</b>	<b>\$13,250.22</b>

## DISBURSEMENTS

Freight and Express .....	\$ 4.00
Printing and Stationery .....	835.22
Legislative Expense .....	281.89
Postage and Post Card .....	258.28
Telephone and Telegram .....	97.70
Salary and Labor .....	2,434.00
Convention Supplies, Prizes, Etc. ....	1,050.58
Exhibit Cheese .....	1,028.09
Officers' and Directors' Travel Expense .....	2,816.81
Bonds and Social Security .....	72.48
Picnic Expense Advanced .....	1,105.04
<b>Total .....</b>	<b>\$ 9,984.09</b>
Balance on Hand Oct. 31, 1942 .....	\$ 3,265.97

Fellow Member:

Here is your copy of the proceedings of the fifty-first annual convention of your association. It is not amiss at this time for each of us to review the cheese industry in its entirety and particularly as to the conditions of the cheesemaker as we peruse the pages of these proceedings.

Business men must take and keep inventories in order to maintain a successful business, and in taking an inventory of conditions under which Wisconsin cheesemakers must operate today one easily finds that the day of individualism is past. Individualism means only that the strong can survive and the weak must perish.

This is a trend that cannot be tolerated any longer in the cheese making industry, such a procedure tends to fewer factories with resulting longer hauling of milk, which is in direct conflict with every quality movement past and conceivable in the future.

We in Wisconsin know that it is with a quality product that we must stand or fall, and in order that each of us may do our part and share the benefits that we should and can enjoy we must have a strong organization ever ready to render service to the members.

Plans are now complete for such an organization and the whole dairy industry is amazed and gratified, too, that we have secured the services of George L. Mooney to direct the efforts of the members of our association in the future. His wide experience and knowledge of the industry are recognized by dairy leaders all over the nation.

Surely, you and every cheesemaker in Wisconsin is glad of the opportunity we now have to go forward and accomplish results that we should and could have accomplished long ago if we had only tried. Your cooperation is all that is needed and it is needed now. Meetings will be held throughout the state this year giving every cheesemaker an opportunity to attend one without driving any great distance, at which time plans will be outlined for the proper cooperation for success. Plan to attend the one nearest you.

Read the following editorial by Editor Gorman of the Dairy Record dated December 9, 1942.

## STEPS INTO BIG TIME

"Probably members of the Wisconsin Cheesemakers Association would be the first to admit if asked, that their organization had been conducted upon a penny ante basis for a good many years.

"They wanted it to operate at a low cost, and they got just about the kind of service from their organization that might be expected from such an attitude.

"But for the past several years the Association has been blessed with far-sighted leaders who have recognized that a good organization cannot function without money, and who have made careful plans to create sentiment for the providing of that money. Those plans culminated in the recent reorganization of the Association, and the employment of Mr. George Mooney as Executive Secretary.

"Our high opinion of Mr. Mooney has already been expressed in these columns, but we would be negligent if we were to fail to give credit to the officers and directors and to the members who sensed the need, and who are willing to pay the cost. It means that the Wisconsin Cheesemakers Association has passed through its period of provincialism and now stands ready to assume its place in the ranks of industry leadership. It is an investment which will repay its members manifold."

It should take no further argument for every cheesemaker to decide that here is the one opportunity for him to do something for his own benefit by supporting that Association with his membership and doing it now. You will find a convenient membership application blank on the next page. Why delay? Use it now.

H. P. MULLOY,

Field Manager

## Application For Active Membership

I hereby apply for membership in the

### Wisconsin Cheese Makers' Association

for the period of three (3) years, commencing November 1, 1942, and agree to pay the membership dues applicable to my classification, which I have indicated below:

Licensed Cheesemaker . . . . . \$ 25.00

**Plant Operator:**

- Up to 1,500,000 pounds milk annually . . . . . 25.00
- 1,500,000 to 3,000,000 pounds annually . . . . . 50.00
- 3,000,000 to 7,000,000 pounds annually . . . . . 75.00
- Over 7,000,000 pounds annually . . . . . 100.00

Dues shall be payable semi-annually in advance, unless otherwise ordered by the Board of Directors.

Retirement as a cheesemaker for any reason shall void this agreement.

.....  
Name

.....  
Address

.....  
County

.....  
Name of Factory

Date.....

Application For Active Membership

Wisconsin Cheese Makers' Association

I hereby apply for membership in the Wisconsin Cheese Makers' Association for the period of three (3) years commencing November 1, 1912 and agree to pay the membership dues applicable to me as indicated below:

- Regular Membership
- Life Membership
- \$2.00
- \$3.00
- \$4.00
- \$5.00

I hereby declare that I am a resident of Wisconsin and that I am engaged in the business of cheese making. I further declare that I am not a member of any other cheese makers' association. I agree to abide by the rules and regulations of the Association and to pay the membership dues as provided herein.

\_\_\_\_\_  
 Name

\_\_\_\_\_  
 Address

\_\_\_\_\_  
 County

\_\_\_\_\_  
 Date of Entry

## ARTICLES OF THE WISCONSIN CHEESE MAKERS' ASSOCIATION

(As Amended November 12, 1942)

---

### ARTICLE I

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

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

### ARTICLE II

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

### ARTICLE III

The association shall be a corporation without capital stock.

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

**Associate Membership.** Any other person, not eligible to become an active member may become an associate member of this association and attend all meetings of the association, but not to

vote, by paying in advance the annual membership fee, as fixed by the By-Laws, to the Association Secretary for the current calendar year.

#### ARTICLE IV

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

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

#### ARTICLE V

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

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

**Section 3.** The principal duties of the Secretary of 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. He shall keep a record book and suitable blanks for his office. He shall make a full and complete report at each annual meeting of the correct state of the finances and standing of the Association. He shall also procure certificates or other evidence of membership and every person joining the Association shall receive one signed by the Secretary, Assistant Secretary or by any proper authorized field man or solicitor of members.

The Secretary shall qualify for office by filing with the President a satisfactory bond at the expense of the Association.

**Section 4.** The principal duties of the Treasurer shall be faithfully to care for all monies entrusted to his keeping, paying out the same only on proper authorization. He shall file with the Secretary of the Association all bonds required by the Articles of Incorporation or the By-Laws. He shall make at the annual meeting a detailed statement of the finances of the corporation. He shall keep a regular book account, and his books shall be open to inspection at any time by any member of the Association.

**Section 5.** The Board of Directors shall be the Executive Committee and shall audit the accounts of the Secretary and Treasurer and present a report of the same at the annual meeting; Executive Committee shall procure a place to hold the meeting, make all rules and regulations pertaining thereto and pertaining to exhibits and make arrangements for reception committees, hotel rates, 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 officer or officers, or such other person or committee as the corporation or Board of Directors may authorize.

## ARTICLE VI

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



**ARTICLE VII**

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

**ARTICLE VIII**

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

**ARTICLE IX**

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

**ARTICLE X**

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

**BY-LAWS**

of

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

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

**ARTICLE II****Duties**

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

The Field Manager shall assist the officers and Executive Secretary, assist the members wherever possible and generally promote the organization throughout the State.

The General Counsel shall assist and advise the officers and the members.

**ARTICLE III****Salaries**

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

**ARTICLE IV****Membership Dues**

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

**Active Members:**

License Cheesemakers ..... \$ 25.00

**Plant Operators:**

0 to 1,500,000 lbs. milk annually ..... 25.00  
 1,500,000 to 3,000,000 lbs. milk annually ..... 50.00  
 3,000,000 to 7,000,000 lbs. milk annually ..... 75.00  
 Over 7,000,000 lbs. milk annually ..... 100.00

**Associate Members** ..... 25.00

**ARTICLE V****Official Publication**

Membership in the Association shall include subscription to the official publication designated by the Board of Directors.

**ARTICLE VI****Fiscal Year**

The fiscal year of the Association shall commence November 1st.

**ARTICLE VII****Amendments**

These By-Laws may be amended at any regular meeting by a majority vote of the members present.

FIFTY - FIRST ANNUAL CONVENTION OF THE  
WISCONSIN CHEESE MAKERS' ASSOCIATION

Armory E Building, Fond du Lac, Wis.

November 10, 11 and 12, 1942

---

Wednesday, November 11th, 1942, 10:30 A. M.

PRESIDENT KOPITZKE: Well, folks, I am certainly glad to welcome you this morning to our fifty-first convention, and we are very fortunate in having with us the two gentlemen who are going to lead us in singing again. I am going to call on them, Soft-Coal Charlie and Salty Mack.

MR. MC'NAMARA: We are going to open all these meetings with singing of AMERICA. If you will all rise and sing it, seeing we have gotten such a late start this morning, we will just sing, AMERICA, which is very appropriate for Armistice Day.

(Community singing of "AMERICA").

THE PRESIDENT: I want to thank the gentlemen very much, Salty Mack and Soft Coal Charlie. We are very glad to have you with us.

Now friends, in some countries they haven't got the privilege any more of opening their meetings with prayer, but we still enjoy that privilege. So at this time I am going to call on the Rev. Stecker to give the invocation.

INVOCATION

By Rev. B. J. Stecker

Eternal God, we are met on an historical day of the world's history. Twenty-four years ago the first world war came to a close—fought that there might be a democratic way of living; fought to end all future wars. In that hope the world rejoiced in this historic day.

Through these twenty-four years other matters have developed through the fellowship of life, so that once more the world is locked in mortal combat.

On this historic day the people of this nation and of the United Nations are called upon for a greater measure of patriotism and service and of sacrifice. In that spirit this organization which represents one of the prosperous industries of this great state, comes to consider its relationship to a state and a nation at war, and to give to the cause that we believe to be just and right the fullest measure of their devotion and of their service and we pray for them therefore Thy blessing as they and we all consecrate all that we have to a cause that means life and liberty and happiness to all the world.

We ask these things in Thy name and in the name of Him who came to bring truth upon this world, good will toward all men and peace as they live out their lives. In Christ's name we ask it. Amen.

THE PRESIDENT: I thank Rev. Stecker very kindly. Now friends, we are always happy to be back here at Fond du Lac, I think. I know there was some talk about changing the city last year and some felt we probably ought to go back to Milwaukee or some other city, but the Board of Directors felt with the rationing of tires, and we didn't know—for all we knew, possibly gasoline—that it certainly would be hard to get a crowd of cheesemakers down at Milwaukee. So we decided Fond du Lac would be the best place, and I am very happy to call on Mr. Jones, the vice mayor of the city of Fond du Lac, who will give us the address of welcome.

#### ADDRESS OF WELCOME

By Vice Mayor Lawrence Jones

Your speaker spoke very truly when he said, you are always welcome in Fond du Lac. The city government wants to make this town the headquarters for conventions of all kinds, and we sincerely welcome you, the cheesemakers of this state, for a few days in your annual convention.

We try to be as lenient on the parking regulations as it is possible. We will have to ask you to stay away from the fire hydrants and the crosswalks; otherwise, park where you want to and as long

as you want to. And if you are in trouble, you get in touch with me and we will in some way see that it is rectified.

I might add just a few words to what has already been said. We are glad to live in a country where we can still hold our meetings and we are going to live in that country as long as it is possible.

I think I did overlook some details, as I didn't remind you that while you are in Fond du Lac, you are in the city that is the home of one of the leading cheese manufacturing concerns in the state as far as equipment is concerned I mean, and that is the Damrow Company. And we want you, while you are here, to take this opportunity to go over and visit the Damrow Company. They are one of the staple concerns that make Fond du Lac and its advantages possible.

I have a little friend who is a very dear little girl; she is about five or six years old, and one of the best stories I know at the present time came out of her quite unconcerned. She was playing with another little girl. She has an uncle who happens to be a major in the medical forces of the United States Army at the present time, and she and her little friend were talking about this particular uncle, and her little friend said to her: "What position does he have?" "Is he a private"? And this little girl says, "I think he is working up to that".

With that I am going to close my address of welcome. We just want to re-emphasize what we have already said, that you are welcome. We want to make your stay enjoyable and have a good time while you are here. Thank you.

THE PRESIDENT: I want to thank Mr. Jones. We know that he is sincere and that we are certainly welcome in Fond du Lac. The next gentleman really needs no introduction to you. He is none other than our vice president, Edgar Peters, and I am very happy to present him.

This is Armistice Day and we should all rise and face the East, for one minute.

(Whereupon the members of the convention assembly arose to face the East for one minute).

**RESPONSE**

By E. E. Peters

Mr. President, Mr. Jones, Ladies and Gentlemen: I want to express our appreciation for the kind words of welcome extended to the Cheesemakers by the city of Fond du Lac, by Mr. Jones. We have been at Fond du Lac quite a few times, and I don't think any of us can say that we didn't have a good time. Any of you who were here last night and happened to be down at the bowling alleys will know what I mean. We enjoyed ourselves to the wee small hours of the morning.

In a response to the address of welcome it is always hard to know what to say. I haven't anything in particular in mind except we did have a council meeting yesterday. We have had these council meetings for quite a few years. They are attended by cheesemakers only. They are getting bigger and better every year. Yesterday was no exception. As you all know, one of the principal topics of discussion was the reorganization plan which all of you have heard about and have read about. The enthusiasm shown yesterday about this re-organization was tremendous. It speaks well for the success of this movement. I do want to say, however, that I hope that the enthusiasm wasn't just all shown yesterday and then forgotten about later on. We often hear about football teams leaving their games on the practice field. We hope that the same thing does not apply in this case to reorganization. In other words, each and every one of us are going to have to support the gentlemen whom we have selected, Mr. Mooney along with the officers and directors whom you will again elect this year. Without your support there isn't much that an individual or a small group of individuals can do. This is not a one-man organization. I don't think that we will be lacking in that support.

This year we may have a few difficulties which we ordinarily have not encountered. Our gasoline rationing will make some difference, although according to this morning's paper we have gotten a reprieve on gasoline rationing until the first of December. That will give us a few more days anyhow, but we will not be able to make the contacts which we usually have, and many of them will have to be made by letter, and that is where your cooperation and attention is going to come in.

That is about all I have to say. I am glad to see so many of you out here this morning. Thank you.

**THE PRESIDENT:** I want to thank Mr. Peters. He has been a swell fellow to work with in the past two years. Now, we have a hard-working man in most every organization, and I am going to call on that hard-working man now and that is Mr. Mulloy. Some have been wondering what you are going to do now with him that we have Mr. Mooney. We are going to retain him as field manager and then he will be able to really get out and give some service. As it has been in the past, where the poor fellow couldn't be all over at the same time, I thought maybe you cheese makers should know what it is all about. Whenever there was a field meeting, I always had Horace to go there, and you know what it is all about. I have attended some eighty meetings since the last convention, and Mr. Mulloy has attended many more. So you see why he hasn't been able to get out and visit you. I am going to ask him to give the financial report at this time.

### **FINANCIAL REPORT**

By Mr. Horace Mulloy

Mr. Chairman and Ladies and Gentlemen: Before I give the financial report, I have received a telephone call a few minutes ago from Mr. Johnson, the manager of the Hotel Retlaw. He asked me to tell you people they have arranged a special luncheon today for 50 cents, a complete luncheon. They are putting on extra waitresses and guaranteeing quick service. We got started a little bit late this morning, and that means you are going to have to step things up for the rest of the day. I think it was pretty nice of them to make those special arrangements for us.

Now, for the financial report: If you recall, last year we had a balance on hand of \$3,366.13. We had total receipts this year from all sources of \$9,883.93, plus the balance gives us total receipts of \$13,250.06; and total disbursements for the year were \$9,984.09, leaving a balance in the treasury when the books were closed the second day of November this year, because the first was on Sunday, of \$3,265.97.

You can see from that that we are financially just as big as we ever were, and a complete detailed report will be printed in the proceedings book as usual, and a copy of that proceedings book will be mailed to each paid-up member of the association before New Year's and at that time you will have an opportunity to go over the detailed report. I want to say that the books of the association are open to any member of the association at any reasonable hour of the day. Thank you.



**PRESIDENT KOPITZKE:** The next will be the report of the auditing committee. Our good friend and director, Mr. Horn, was supposed to be chairman of that committee but for some reason or other he has a frog in his throat. That is just too bad, too, because he is the life of the convention, and I am afraid that will hamper him a bit when it comes to arguments this afternoon. So we have got another man on our program. He has been a very swell fellow to work with, and that is our good friend Albert Graf, the secretary. He will give the report.

### REPORT OF THE AUDITING COMMITTEE

By Mr. Albert Graf

Mr. Chairman, ladies and gentlemen, and the Wisconsin Cheesemakers' Association: I am very happy to report that we came to Fond du Lac yesterday about quarter to ten and started to audit the books about ten o'clock., and Mr. Horn and Mr. Raihle and Mr. Peters and myself went over the books very carefully and checked every entry there was. We checked every check-stub and voucher, and also checked all the invoices. We didn't leave a thing undone. We found the books to be in very good condition and I would like to bear out Mr. Mulloy's statements that at the beginning of the year we had a balance of \$3,366.13 and including the receipts totals now \$13,250.06. Deducting the disbursements for the year \$9,984.09, leaves a balance in the treasury of \$3,265.97.

I would like to pay just a little compliment too, to our treasurer Mr. Hernke, and also Mr. Mulloy and the other officers, that the books are in as fine a shape as they could be. In fact, we punched every button on the adding machine ourselves. We didn't ask the boys to get a tape ready. I am holding the tape in my hand now. We ran the tape ourselves and we know that everything is O.K. Thank you.

**THE PRESIDENT:** I want to again read the names of the men who are on the Resolutions Committee and Nominating Committee. I read them yesterday at our Council meeting, but there may be a few here that weren't there yesterday.

On the Resolutions Committee are the following names: M. H. Parsons of Dorchester couldn't be here, so I appointed Marvin Guth of Phillips in his place; Ernest W. Jung, Juneau; Obert Raasch, Shawano, William Christman, Phillips, and Paul Viktora, East Dubuque, Illinois. (The name of Oscar Krause of Birnamwood, was later substituted for that of Marvin Guth).

On the Nominating Committee: Fred Bleuer of Cambria, Chairman; E. J. Scray, De Pere; Emil Hanson, Cadott; Willard Kiefer, Richland Center; and Joe Lensmire, Manitowoc. (The name of Noel Harwood, Blue River, was later substituted for that of Willard Kiefer).

At this time, if any one wants to suggest any amendments, they must be offered the day before. So at this time we will have a reading of the amendments to the articles and by-laws and along that line I want to call on our good friend and counsellor, who has been our counsel for the last couple of years, Paul H. Raihle of Chippewa Falls, who will give us a few remarks. I want to say that it has been very nice to have this gentleman with us. He has been a pretty handy man at many of our meetings when it came to giving legal advice and we just wouldn't want to do without him.

#### ADDRESS BY PAUL H. RAIHLE

We are meeting today in Convention under circumstances much different than a year ago. Then we were at peace, today we are gathered under the dark shadows of war. While we are meeting on this Armistice Day, American boys are fighting and dying in the far corners of the world. A year ago our thoughts and plans were largely concerned with surplus cheese. Today we are confronted with the task of producing more cheese so that our armed forces and our civilian population may be sustained. This increased production must be accomplished with less help and under severe war time restrictions. Nothing is as vital as victory, and everything we say, and everything we do should be with this thought in mind, "how can I do my part to bring this war to a quick, victorious ending?" Today the cheese business is working under difficulties caused by the war. We have probably only seen the beginning of governmental regulations and restraints. If these restrictions will help us win the war we accept them without complaint. Our sacrifice is small compared with that being made by our boys in the Jungles of the South seas or on the deserts of Africa. Some time this war will end. God grant that by the time we meet again we meet in peace and after victory.

When this war does end our difficulties are not solved. They will be multiplied. There will be an impoverished, starving world to feed. The return of competition and free world markets will confront us with more problems than we have today. Then is the time we will need an organization big enough, strong enough, and united enough to speak and act for the industry. Ralph Ammon at

the Sheboygan Convention two years ago made a significant statement when he said, "When your organization represents a majority of the cheesemakers of Wisconsin you can have whatever you want." That statement was a challenge to the Cheesemakers of Wisconsin. Our Governments, both state and national, will be looking to someone for guidance in the cheese industry. Who is going to speak for the cheesemakers of Wisconsin? Farm blocks and associations speak for the farmers. The co-operatives are organized and prepared. The processors and dealers have their associations to which all members belong. The cheesemakers of Wisconsin are pathetically under-organized. We have a fine association ably and honestly led. Heretofore we have not been able to speak with authority for the industry because our association does not represent the majority of the industry, and we have not always united in a common purpose. To some extent, at least, we have been a social club and a debating society. Our conventions pass lofty, carefully considered resolutions but we lack the authority to enforce them. The non-member cheesemaker has profited by our efforts while undermining our influence and power. He is a slacker and a saboteur toward the industry of which he is a part.

No state can produce the quality of cheese that Wisconsin does. The day will again come when quality more than anything else will count in the sale of cheese. Now is the time to prepare for that day. We should be so organized that we can set Wisconsin cheese apart as to quality and price. Then we can meet any competition. We must become powerful enough so that we can speak with one voice to protect our industry from socialistic and state control so that we can eliminate useless, hampering, ill-advised legislation and regulations.

Our association should represent every honest, capable cheesemaker in the state. The increase in membership and growth of influence of our association during the past two years has already brought definite and far-reaching benefits to the members. Many of our difficulties at Madison have been settled to the satisfaction of everyone. We anticipate and hope for the most friendly relationship with the Department of Agriculture under the new administration. Many of the causes of friction have been eliminated. The Department and its various officers have of late shown a fine spirit of co-operation and helpful understanding. The officers of your association have tried to do their part towards working harmoniously with the Department for the good of the industry.

The cheese industry of Wisconsin has made it possible for the

dairy farmers of Wisconsin to weather depressions and hard times and survive. Anything which helps the cheese industry helps the Wisconsin dairy farmer. They should at all times work together. Cheesemaking is Wisconsin's leading industry, a one hundred million dollar industry providing a livelihood for tens of thousands. It is the one industry in which Wisconsin can always lead if it chooses to lead. Cheese making is too honorable a profession, too vital to the existence of our state and nation to be allowed to go down by default. Membership in the Wisconsin Cheesemakers Association is the best and cheapest insurance for the industry in which you have invested your savings and to which you are devoting your lives. No investment you can make will pay you more certain dividends than membership in the Wisconsin Cheesemakers Association. Any cheesemaker who fails to belong to his association has forfeited his right to complain about how his industry is managed or conducted.

We have entered a period of history where individuals are of small influence. This is a machine age, an age of organization and group action. Only organized business can survive, be it labor, banking, merchandising, or cheesemaking. As individual cheesemaker you have little voice in the control or management of your industry. As a great organized, militant, fighting organization honestly and capably managed along Democratic lines where the majority rule prevails the cheese industry of Wisconsin will like the motto of our state, go "Forward."

THE PRESIDENT: Thank you very much, Mr. Raihle. Now, I announced yesterday at the council meeting that we were going to offer a door prize some time during the early part of the session. I will give you a little break now. We will now have the drawing for the door prize, and I am going to ask Mr. Kemper to draw for the tickets.

(Drawing for the door prize proceeded and Atlee Maedke of Sawyer, Wisconsin, won \$5.00).

THE PRESIDENT: Now we have remarks by branch association officers. We have a few here, I think, and if they have any remarks we will be glad to call upon them. I think we have Mr. Raasch here from the Northeastern Wisconsin Association, or isn't he in the room?

Mr. Graf is secretary of the Shawano Local. Would you care to say anything, Albert?

MR. GRAF: I hadn't planned on this. I haven't much to report. We have a very wide-awake association up at Shawano. Sometimes I think it is even beginning to take the place of the Northeastern Association. I shouldn't say that, but nevertheless I think it is true. We meet every month and we have quite a few problems we have to discuss, especially the last few months with this tire rationing and re-routing of the milk and cream routes in the county. We have done quite a little work on the re-routing of trucks. I made a report of that yesterday at the council meeting. It is a big job to shift patrons from one place to another. I don't like to be a party to it, but somebody has got to do it. We just have to work and we all have to work together to do it. We have a big job on our hands. I think that is the big thing today we have to try to win this war. Many times people back home ask me, what do you think about the war; do you think we are going to win? I say, why definitely, there are no two ways to it. For my part, however, it can stop tomorrow.

MR. GUTH: All I have to report, we will back up the state association one hundred per cent on their new set up. We will do our share. Thank you.

THE PRESIDENT: Mr. John Fischer of Boaz. Mr. Fischer, by the way, is our new director from the southern part of the state and it has been a pleasure to work with him.

MR. FISCHER: Mr. Chairman, I don't know as there is much so say. Six weeks ago, I think it was, we had a meeting in Boscobel, and at that time I think we signed up 24 or 25 new members in the organization. I want to say we did receive splendid co-operation in Boscobel when we had our meeting. There were 24 members who signed a pledge for the new organization and strengthening of the new organization. About over fifty per cent of those had never been members of the Wisconsin Cheese Makers before, so I thought that was pretty good co-operation.

THE PRESIDENT: Is there anybody else here? If not, we will go on with the program. I don't want to skip anybody, but we will have to keep going right along. If there isn't, why, at this time I am going to call on a gentleman whom you all know, who is located right here in Fond du Lac, and I have heard many times he has been accused of being a fellow that insists on having conventions in Fond du Lac. He is the president of the organization and Board of Directors, and I want to say this is absolutely not true. This gentleman has never consulted us in any way trying to get the

convention to his city. The only time he ever came into any of meetings was when he was invited in and we wanted to ask him about something. I am going to present to you at this time Mr. Damrow, who will talk on

### PRIORITY RATINGS FOR THE DAIRY INDUSTRY

Mr. E. C. Damrow

Mr. Chairman, ladies and gentlemen of the Cheese Makers of Wisconsin: The invitation extended to you by our vice mayor and to invite you over to our place, I know that that welcome is also open by our cheese houses in the city.

Being a member of the Industry Advisory Committee of the Dairy Equipment and Machinery Manufacturers to the War Production Board takes about a week every month of my time. I want to impress upon you the difficulty you may confront in getting equipment.

As I told you at your convention last year, it would be harder to get equipment than you ever had before in your life, and you must get special priority from the War Production Board before a manufacturer could make up equipment and deliver or sell it to you.

Most of the work we have to do is to try to find metals and materials which will serve as substitutes or alternates for those materials as stainless steel, nickel, copper, and brass which are very critical and are used in the defense plants. Getting stainless steel and some of the other equipment that we have been accustomed to is absolutely out.

The men I met of the War Production Board are just as sincere as you and I ever could be, but their main object is first, last and all the time to conserve critical material.

Their first object is the winning of the war; that means **conserve critical materials** so our men at the fronts have the necessary weapons to fight this war to an early victory. That comes before everything else. They also fully realize that cheese is as important as ammunition.

Therefore, some policies that they have adopted are almost iron-clad rules, and they do not like to deviate from them unless

you can convince them where your case is an exception and needs special consideration as you will notice by a part of the W.P.B.'s letter dated October 3. "Our policy in recommending preference ratings is to only make recommendations for the release of new machinery when existing machinery or equipment has reached a stage where it is beyond repair. Priority assistance for other purposes is generally recommended for **denial** even though the equipment may be completely fabricated."

Priority applications can only be made by the actual user of the equipment and the policy of the W.P.B. is that anything that can be repaired, reconditioned, or bought second-hand and reconditioned must be done first instead of buying new equipment. Unless it is absolutely necessary new equipment will not be allowed. It is up to the user of this equipment to actually convince the War Production Board that his case is essential.

I must state that the Food Industry has quite an advantage especially the Dairy Industry. It comes next to the actual Defense Industries, or "Powder and Shot." It is entitled to repairs under an A-1-j rating and an A-3 for materials required for operation and replacement. But to come under this rating, it is necessary to fill out the form PD-413 as we sent you copies about 2 weeks ago. This must be made out by each operator each month. There is really not much work to making this report.

I was of the opinion that it might not be necessary for the cheesemaker to make out such a report every month as these repair and replacement expenses are very small. But, they tell me that the special rating allotted to the Food Industries is based on making these reports monthly, and thereby automatically entitled to this high rating.

This does not mean that the War Production Board will allow anything and everything that you may think necessary for you to keep on operating. For additional new equipment, it is necessary for you to apply to the War Production Board on form PD-1A for special priority rating before the manufacturer will be permitted to manufacture and sell, or even ship this to you. Without a rating the manufacturer cannot get his material replaced. It is up to you to convince them of the absolute necessity and you must prove to them all your points and arguments.

Just think—there is only about 5 per cent of the steel produced in this country available for civilian uses; how carefully the distri-

bution of this 5 per cent must be handled or distributed all over the United States in order to try and get by with this small allotment. For that reason and that reason alone, it is hard to get priorities through for even such equipment as we cheesemakers consider or the W.P.B. consider absolutely necessary.

They insist, wherever possible, the present equipment in use be repaired or reconditioned. Or if second-hand equipment is available, put that to use before priority for new equipment will be allowed.

### **We cannot waste anything.**

You may remember how hard it was to get cheese hoops this spring. Even after we had the hoops made up in black steel, we still were not allowed to tin them although we had the tin in our stock. Under a telegram of May 27 which read, "Dairy Section War Production Board Advises Cheese Hoops Should Be Galvanized. Tinning Not Necessary." It took me about two months before I could convince the W.P.B. that galvanizing cheese hoops was all wrong, and to get them to change their policy, thereby allowing us to use tin for tinning new cheese hoops. We have proved from shop records that in **retinning** old cheese hoops no extra tin need be used. That the spots where the tin was worn off could be covered with the tin that is actually on the hoops.

The same thing was true of the making of pasteurizers for cheese-making as per a letter of April 1. "In answer to your letters, will state that due to the extreme shortage of materials from which to make pasteurizers, we feel that it would be unfair to grant assistance to a few, knowing that it will be impossible for us to have enough materials for every applicant. So we have established a policy that will extend no preference rating for cheese producers in the north." This policy also, I am pleased to state, they changed about September 1.

The Food Supply Branch fully realizes that the pasteurization of milk for cheesemaking is a great help to improve the quality of the cheese, and at one time anticipated allocating extra material for more pasteurizers. But, on account of the shortage of copper, they could not go ahead.

The W.P.B. thought that it was more important to make these pasteurizers so they could be used to pasteurize the milk sold for bottle milk especially in defense and camp areas than for pasteur-



izing the milk for cheesemaking. After discussing and writing back and forth for about three months, they finally saw our way and allowed us to complete those units that were partly made up and sell them. We were allowed to ship only on actual rated orders, thanks to all of you who helped me in getting the W.P.B. to change their policy.

On several occasions I called your attention either through letter or press to NOT WASTE ANYTHING. We will have to try and get along with whatever we have or get it repaired or reconditioned, and as I again wrote you about a week ago, to get everything put in first class repair now when your flow of the milk is at the lowest. If you want some of your equipment rechecked when a mechanic is in your vicinity, you better have this done as our mechanics may not be available to do actual field work later on. Although the members of the War Production Board realize the importance of the cheese industry, we cannot waste manpower hours anymore than rubber and gas.

Do you know that all our men and mechanics are listed and may be called into another shop where it might be considered more essential to carry on for the victory of the war? Quite a number of our men already have been assigned to other positions through the draft or otherwise to very essential jobs.

Do not think for one minute that the Food Supply Branch of the War Production Board does not realize the importance of the Cheese Industry. They sincerely want to do all they possibly can to help this industry. You must realize there is only a small amount of material that can be used for repairs, reconditioning, and replacement of wornout equipment. And there is but very little left for expansion or replacement of equipment that may be absolutely essential.

I must say that it is very fortunate that the Dairy Industry has men on the W.P.B. that actually understand your needs, but when they have not got the material to go around, they are just up against it. As I stated before, it is up to you to prove to them that your case is absolutely necessary. You must convince them, lay all the facts before them and give all the facts and conditions why such priorities should be granted.

Several people have asked me since, how about the vat condition. I might say that the industry, the manufacturer, is just lucky to have a man like myself on that board that understands the

game fully. We received a letter about two months ago, maybe three months ago, from England, that the United States government had requested not to ship the tin that was ordered by manufacturers or jobbers in this country. I immediately got busy and took up all our records that we have ordered of tin, that is now ordered over 18 months ago and some as much as two and a half years ago. I called up Stoelting, I called up Kusel, and I asked them to give me records of what they had ordered, and when they had ordered, and how much, and I asked them to give me a list of vats that they made and the vats we made up in 1941 and 1942, and with that ammunition I went to Washington.

I had requested from our chairman a report why this tin was held back in England, and not allowed to be shipped into this country. I suspected something, that the Eastern manufacturers might want to hold that tin here and have us divide that tin up with them. And that is just what happened, or was going to happen. They wanted that tin. There was 153 tons of tin lying in an English seaport ready to be shipped into this country, and they wanted this tin to be shipped into the East and then when you wanted a tank or vat, then we would have to first ask them for a priority rating, and when we get the priority, then we would have to ask for so many sheets of tin to be shipped into Wisconsin before we could actually fabricate your job.

I had all this information, and the total between Kusel and Stoelting and our tin, we had ordered, was 150 tons, and they had the 153 tons lying in an English seaport—three tons that was not covered by your Wisconsin manufacturers in this line. I protested like a steer—if a steer ever did protest. Why not let this material go to the people that actually ordered it, not only a month or two ago but a year and a half ago. At that time it was about fifteen or sixteen months ago. Why not let that tin go to where the cheese vats in the United States are built. I want to say, Wisconsin supplies not only Wisconsin but practically all the cheese vats. About ninety per cent of the cheese vats are made in Wisconsin that are used in the United States. That record we have from the federal department. Now, why ship that tin into the East?

So finally they agreed to take this tin that is coming from England and they would be given permission to ship that tin about six weeks ago, and of course, that 150 tons of tin is not all coming on one boat. We had one shipment coming through about the time I raised the protest when I was in Washington about two months ago. Another shipment is now on the way and if Hitler don't get it, we will get it and you will have some. Thank you.

**THE PRESIDENT:** I certainly want to thank Mr. Damrow. He gave us a lot of information. If anybody has any questions, we will be glad to entertain them.

I want to announce that at the close of this session we will give away some more door prizes. I want to ask you to not forget the men that have the booths downstairs. We want you here but we would also like to have you go down and visit with them. After all, they invested their money and they would appreciate seeing you.

At this time I want to announce that we will have the drawing of the door prizes and after dinner we will have the articles and by-laws read. We thought possibly there might be a few who had to stay at their cheese vats this morning and possibly they will be present this afternoon. We will have the drawing of the door prize and then we will adjourn to about 1:45. It means a lot to get started promptly and we will get through a little quicker. We also will have a very good speaker, supposed to be on this forenoon, Mr. Wheeler. There will be two five-dollar door prizes given away, one by the Northern Wisconsin Produce Company of Manitowoc and the other by our organization.

The National Butter and Cheese Journal are giving away four subscriptions at this session.

### **AFTERNOON SESSION**

**November 11, 1942, 2:15 P. M.**

**THE PRESIDENT:** I am going to call on Soft Coal Charley and Salty Mack to start the singing.

(Community singing by the convention)

**THE PRESIDENT:** I know most of the cheesemakers feel pretty good towards the Wisconsin Cheese Exchange. It is one way of knowing somewhere near what our cheeses are supposed to be worth week after week. We are very fortunate today in having with us the President of this exchange, Mr. R. W. Leffler. I am very happy to present him to you at this time.

**GREETINGS FROM THE WISCONSIN EXCHANGE**

By R. W. Leffler

Mr. Chairman, members of the Wisconsin Cheesemakers' Association, ladies and gentlemen: I greatly appreciate the honor of appearing on your program today, and I am glad of the opportunity afforded me as president of the WISCONSIN CHEESE EXCHANGE to bring you, not only the greetings of the Exchange, but also to publicly acknowledge the debt of gratitude the Exchange owes to the officers, directors and members of your Association.

Friends prove their real worth in times of trouble, and during the past months, when the Exchange was called upon to fight against charges—which we feel are unfounded in fact and in law—your Association raised its voice in defense of the Exchange, and we are deeply grateful for your kindly and whole-hearted support of our cause.

A tree gains its stature, builds its strength and bears its fruit through years of growth, and so do the enterprises of men. When an association survives for over half a century, that association reflects character and worth that can only be the products of deep-rooted natural growth in friendly ground.

For over fifty years, your association has grown in stature and has kept faith with its members in the discharge of all its duties, and has been a guide and leader in the development and worth of the Cheese Industry, and you have the sincerest wishes of the Exchange for your continued success.

We of the Exchange are anxious to have the cheesemakers of Wisconsin avail themselves of the facilities of the Exchange for the purchase and sale of cheese, and your attention is directed to the fact that the By-Laws of the Exchange permit any licensed cheese factory in Wisconsin to sell its cheese on the Exchange in lots of three thousand pounds or more, without payment of dues or of any charges whatsoever.

The Wisconsin Cheese Exchange is the only commodity exchange in Wisconsin, and is the greatest single factor in the economic well-being of the cheesemakers of Wisconsin, because it is the only market place where the sellers of Wisconsin cheese and buyers throughout the United States are afforded the opportunity to meet on a common ground and buy or sell their cheese.

We want you and every other interested person to have a full understanding of the work of the Exchange and its worth to you and we want your help, not only in making it work, but also in pointing out suggestions to make it work better.

The officers and directors of the Exchange have spent years in developing the Exchange, and now we have come to a period where certain forces are seeking to destroy all commodity exchanges. To those who would do away with the Wisconsin Cheese Exchange, we say, "What have you to offer in its place?"

Free and open markets are the only places where the law of supply and demand can work, and we of the Exchange propose to discharge our responsibility to the cheesemakers of Wisconsin and to the public by keeping the Exchange open and in operation in these troubled times.

This is our pledge to you, and with that pledge, we offer to your organization our best wishes for your continued success and our appreciation and thanks for your friendliness to us.

THE PRESIDENT: We are very glad to have had Mr. Leffler with us this afternoon. We all feel proud of the Wisconsin Cheese Exchange.

We will now have the drawing for the door prize of five dollars.

(Tickets were drawn and Mr. Steve Suidzinski of Denmark was the winner of the \$5.00 door prize.)

THE PRESIDENT: Now we are going to have a lecture on the control of bacteria by Mr. Fox of the Babson Brothers. I am going to call on Mr. William K. Fox at this time.

### **CONTROL OF BACTERIA**

By Mr. William K. Fox

Ladies and gentlemen, I am pinch hitting for Mr. L. E. Bober who is in Washington, D. C.

In the last few weeks I have talked before about a dozen of these things (microphones) with all kinds of angles and sides to

them. One of them you talk straight at it, one of them talks this way, and the next one turns in some other direction. So it is rather a hard proposition to know which way to talk.

Today is Armistice Day. We paid tribute to the memory of the last war this morning. Today there is no Armistice Day; there is only war. There is war on the high seas, there is war in the Philippines; there is war over England, and believe it or not, there is war in your own cow barns and milk sheds, in your own fair state of Wisconsin. There is a big enemy here that is as spunky as any of the Japs and fully as treacherous, and that is a great group of bacteria and army of tiny little bugs that are fighting every minute. They are invisible. In fact, if you were to take twenty-five thousand of those bugs and place them in a row side by side you would make a hairline so tiny that you couldn't even see it. Now, that is remarkable when you stop to think about it. If you were to put an inch of them down, yet you couldn't see them because they wouldn't be big enough for the human vision to pick them out.

Now, they may be tiny but they are plenty powerful, and they are very destructive. Whole civilizations have been wiped off the face of the earth by bacteria. A great many of you remember the cholera in India and China. And how those nations have been very badly scourged with cholera. That is a bacterial disease. We know what septic sore throat is. We know what typhoid is. Those are all bacterial diseases.

In order to live bacteria must have at least four things. They must have the proper food; they must have the proper temperature; they must have the proper moisture; and they must have time. If we disrupt any one of those single factors, we can destroy the possibility of bacterial growth.

Mr. Bober didn't know until last Thursday that he couldn't be here, and it was five o'clock last Thursday afternoon I knew I was to appear here, so I haven't had a great deal of time to go into this subject, but it is an old subject, and I am not going to go into it in detail nor in a scientific way. If there are any questions you folks would like to ask concerning any particular phase of control work or any particular bacteriological problem, I will be happy to take whatever time the committee wants to give me in answering that.

Just roughly, don't get the idea that all bacteria are bad. There

are good bacteria, just like the proposition of an old story, the bull in the china closet. The bull in the pasture is very important, but when he gets into the china closet it is an entirely different story. So it is with *S-lactis*. Every one of you cheesemakers know what important part *S-lactis* plays in your cheese cultures, but if that same *S-lactis* is not properly handled out on the farm on a warm and muggy day, you also will know what will happen.

What are bacteria? Some people say they are plants. Some people say they are animals. It doesn't make much difference to me whether they are plants or animals. I prefer to call them bugs; and as bugs they get in the road. If they are plants we treat them one way, and if they are animals we treat them another way.

This talk was scheduled as the control of bacteria with slides, and I brought the slides along, but I am trying to get along without the slides. On these slides we could have shown you how these different micro-organisms work under a stain under the microscope.

This coccus form we are talking about may appear singly, in little saucer-like discs, they may appear in clumps of one or two together, or they may appear in dozens all in a group. There are other types, the rope type bacteria, which might be likened to a twig of a tree, broken piece of stick and they have a circumference and length, and they may vary in size. They are much larger than the coccus forms.

Then there are the chains. And by the way, these ropes may be singly, in pairs, or they may be in long chains or ropes. You have heard a great deal about thermadermic bacteria. The thermadermic bacteria are in this class too, and they are extended. They may have spores. And when we speak of spores, we speak of little seeds that this rope carries. The rope may be killed but that spore is not destroyed unless it is specifically treated by heat or by allowing it to grow out and then killing it as a rope.

We spoke about these chains. All of you are familiar with mastitis. Mastitis is one of the typical chain strip type of organisms. Of course, we have that appearing every once in a while in mastitis. The strip—about the best thing I can think of is the pull-chain on the kitchen light. If you were to take that off and throw it down on a table it will in all probability take most any kind of a shape, and so this long chain strip looks the same way when it is magnified high enough.

Of course, there are a great number of other types of organisms that we run up against in sanitation and in the control of diseases. We have the spirochaeta and the spirilla and that type that is found in such diseases as syphilis, and that looks like a cork screw. We also have these spirochaetas we find in cases of diseases found on eating utensils and food establishments, dishes. That is the old trench-mouth disease. Those aren't so much involved in milk and in cheese, of course.

The typical thing that we are up against is this coccus form, particularly that form that comes from dirty utensils. They look like crabs, a cluster of crabs, very much as the cluster of grapes that hang from the vine, and the way those grow, they pyramid from the bottom and stick up on one another.

Now then, where do bacteria come from? They come from the earth; they come from the water; they come from the air. They are on your hands; they are on your clothes; they are on the udder of the cow, in your milk utensils, in your milk cans. There are 101 places they can possibly come from. But, first of all, there may be a contamination from these sources, and if you don't take care of your milk supply, this proposition plays a big part in that and there is more damage done by the growth of organisms which get into the milk than by the actual number of the bacteria which are deposited from any one of a number of different sources.

Now then, most of these organisms we are speaking about, are not just exactly what one would term healthful bacteria. The ones that come from the udder of the cow may be micro-coccus, and we have long studied just exactly what effect those will have on the milk supply. They are known to be thermophilic and thermadermic in nature and will stand high heat temperatures. There is also the strep that comes from the cow's udder, and the cow's udder is a possible source. So we must have healthy cows.

Now, milk is an excellent food for both man and bacteria. If you let the bacteria get there first, there won't be a whole lot left for man. I could rave on in about the same tone that I have started out and I know you folks wouldn't appreciate it. So let's look at this thing from a little different angle.

You people are interested in the control of bacteria, not so much what bacteria are. First, let's put this proposition forward. It is a simple proposition to produce good milk. How can you lower the bacterial count in milk? There are only about six fun-



damental things we have got to adhere to. First, clean, healthy cows; second, clean hands; third, clean utensils; fourth, proper, prompt cooling; fifth, properly constructed barns and milk house; and sixth, an adequate, safe supply of water.

Now, we can't stress that too much. We wash our utensils in the water. The cows drink the water, and we cool our milk in water. So if the water supply is contaminated, we have got a big problem on our hands. There is another one I might add to that, and it may be more important that all the rest put together, and that is the will to do this thing. I sometimes like to say that milk production is a proposition from the years on up. If you want to produce good milk, there is always a way. And when we talk with the farmers, it isn't a proposition of a farmer not knowing how sometimes, or wanting to do something, or maybe he hasn't been told how to do it. It is up to us as inspectors and as cheesemakers, as dairy products producers to help educate the farmers in the best way we can get these stories across. Half way measures won't do; we have got to go all the way. But at this time when manpower is so short, we have got to do that in the very quickest and most economical way in which that can be accomplished.

Now then, what test can you as cheesemakers use to determine the types of bacteria that are present in milk. There are a great many tests that have been devised over a long period of time to check milk and detect any contamination that is there. Some of these are pretty hard, some of them are pretty simple. But first of all, let me put this proposition up to you. The good Lord gave us all three faculties. They are about as good a criteria in the judging of good milk as any,—the sight, the smell, and the taste. In other words, the platform test can deal a great blow in getting rid of bad milk. I will admit that some of us younger fellows have a long way to go in knowing exactly what type of trouble was caused by this milk, or what caused this particular smell in the milk. But I venture to say this, a great many of you cheesemakers here have had many years experience, can smell from the milk, tell what farm it came from. There isn't one in the room that can't detect a can of milk that is bad. If you want to just take the time, to smell of it, look at it. If you can't tell it, then taste it. If there is some abnormal smell, look at the thing just a little deeper. We can't, of course, tell from that exactly what is wrong. We can go from there on to something else. There is one thing we must use in connection with these three faculties, tools if you want to call them that, and that is the intestinal fortitude to send a can of milk back. It is money out of your pocket

when you spoil a batch of cheese. It is money out of your pocket when you reduce the yield in your cheese vats, or when you jeopardize the keeping quality of a batch of cheese.

Now then, of course there is always the old alcohol test. The old alcohol test is a coagulation test, and because there are so many varied physical factors involved in this test it isn't too accurate, and I think most people have discontinued the use of this long ago. Then, of course, the next thing that comes up is the Methylene Blue test. The Methylene Blue test is a good field test. I don't suppose there are any of you men here who don't know how to run that test. It isn't all that we would ask for. It isn't infallible, but it does give a good indication as to the quality of a milk supply if it is run over a period of time.

Then there is another test. Let me say here before we go on to this next test, that the Methylene Blue test depends on the activity of the organisms there, not on the number of organisms which are present in every case, as a great many people would have you believe. It is the activity of those organisms rather than the number. Of course, number will have a great part to play with it, but it is these bugs working on a certain dye that change it from blue to white that causes the reaction in the Methylene Blue test.

The other test of which I spoke, which is very much akin to the Methylene Blue test is the Resozurin test, and there are a great many advocates in this country who believe the Resozurin test is better than the Methylene Blue test because it saves a lot of time. It takes four to eight hours to get some return on your Methylene Blue test, and in one hour's time you are supposed to detect certain types of milk by the Resozurin test, but there is one bad thing and that is the fact that it shades from four to eleven different types of color; from a deep blue to pinks and purples, and the shadings mean a great deal. Personally, if it is for no other reason, I think I would prefer to use a Methylene Blue test in the fact that it does have a sharp result, where the bacterial action changes from the blue to the white. And always there is the old standby, the plate count.

Now then, that takes quite a little bit of materials and equipment. It takes time; in fact, it takes three days to get the results. And by that time the milk has been used and your cheese is spoiled. It is a good control measure, yes, and it is a good method by which you can distinguish what caused this trouble; but it is too slow to be of vital importance on the platform at least. With this plate

count you can vary the media and you can get almost any type of reading you want. When you change the type of media, you can detect whether that strep—whether it is coli or some other type of organism. It is a very good laboratory test, and if I were spending the time and money involved in a laboratory test, I would go to the microscopic examination of the milk, and there is a very good type of examination.

True enough, it takes more or less of a trained operator to run this microscopic test, but it can be run quickly. It gives not only information concerning the number of bacteria, it gives the types and kinds and some indication as to where those things come from.

When you speak about this type of examination, it quickly brings into focus this problem of mastitis, and there isn't a cheesemaker who isn't confronted hardly today with mastitis. Mastitis has decreased the production of some 27 per cent of our cows—better than 24 per cent. In other words, if you stop to figure that out, there is quite a bit of reduction in the actual amount of production which could be expected from a normal herd due to this particular bacteria. There are a lot of things, if I were showing the slides. I would point out to you, that the water content is increased; that the fat content is decreased, and there isn't one of you that hasn't had difficulty with your vat of cheese setting up and you wonder why.

After a thorough examination you may find that there is some herd in the group that is causing you trouble—highly infected with mastitis. If you have that trouble, look deep because quite likely mastitis is in the background.

Now then, I could go on making a number of these tests. I could go on discussing these tests, but my time is limited and there are a lot of other speakers that have more important things to say than I have. Remember this, that in order to have a good milk supply, you have got to have clean equipment; that you have got to cool that milk properly and that you have got to have a fairly respectable degree of health in your herds.

If there is only one thing you remember what I said this afternoon, go back and tell your producers to clean that equipment because thoroughly clean equipment can easily be sterilized by any method, but any amount of sterilization won't render dirty equipment clean.

A MEMBER: Mr. Fox, I understand you also handle milking machines, do you not?

MR. FOX: Yes.

A MEMBER: Some milking machine salesmen claim you don't have to use hot water in rinsing your buckets after milking. I am going to ask Mr. Fox what stand their company takes on that?

MR. FOX: I have an idea that every one of you fellows are familiar with this "Seconds Count" card which has been circulated throughout the country. Those cards and that particular bulletin bring to a point the advertising that has been carried out by our company on that particular point. We believe a milking machine must be washed every time it is used. It is a much simpler proposition to rinse it quickly with cold water to get rid of any excess milk, and then you use some alkali and hot water. Why use hot water? Simply because hot water will liquify fat. Fat liquifies around 110 and if you don't liquify that fat you can't get it to peel off, we will say, and if you rinse off all of the fat, you still have a film left on whatever utensil you are washing. If you use a good alkali with that hot water, you make your own soap. Now then, soap is made by combining fat with alkali. We say soaps are no good in the cleaning of milk utensils.

THE PRESIDENT: There were some milking machine salesmen came out to my territory and sold the machines, and said there wasn't much trouble washing them, rinsing them out with cold water. I had a couple of patrons who delivered milk which would stand up to four to eight hours, and these same farmers when I tested their milk 40 minutes or an hour, and I immediately went over and investigated and found out where the trouble was. I think some milking machine salesmen need prosecution more than cheesemakers do.

Some salesman came out in my territory demonstrating with milking machines and I don't believe he had washed that milking machine since January when they started, because he tried to get off the tips and they couldn't get them off and one of the cheesemakers got over and inspected and he got so sore, he said: I am going to take a knife, and they said, I wouldn't do that; that property belongs to somebody else. He actually took the knife and that tip was so full, there wasn't room for milk to go through. I think there is something wrong with this milking machine business, and that is why I asked the question.

MR. RAASCH: Mr. Chairman, I would like to ask the gentleman about mastitis. What is the cure for mastitis? I find that 90 per cent of my trouble in my factory has been undergrade cheese, for the last ten years, is because of mastitis. Three years ago I attended a convention here,—I think it was three years ago at Fond du Lac, on the 17th day of November, and I had the boy making cheese and he had the worst pinhole that we ever had, and I made cheese for thirty-two years, and never had undergrade cheese in the factory before. The next morning when I came home I examined the milk and I found a peculiar odor in the morning's milk, and I took a Methylene Blue test and I found out that the milk only stood up five minutes, and I took that milk and took it back to the farmer, and I found that he had a sick cow and that cow had mastitis. And he kept that milk to home. He kept the milk to home the next day. I took a Methylene Blue test of his milk again and it stood up five hours, and my trouble was eliminated. I made cheese for eighteen months, and in the eighteen months I didn't make cheese, I am sorry to say, my boy made cheese he had one day a junk, and it was because of mastitis. I would like to know what we can do to eliminate the mastitis and how to detect the mastitis?

MR. FOX: If I were to try to answer that question, I am afraid we would be here the rest of the afternoon. We can't do that. Let me say this, there is no cure for mastitis as yet. There is some very remarkable research being done to develop methods of treating mastitis and the best thing is, an ounce of prevention is worth a pound of cure. There are a number of ways you can control the spread of it in your herds. Three of these things that have been brought up are sulphanalimide in the oil, nova voxo and thyrotricin, another new injection material. They are having some degree of success with these but as yet they are not a cure. As I say, an ounce of prevention is worth a pound of cure.

THE PRESIDENT: Now friends, we have with us a gentleman who is not on the program but whom we would like to call on for a few remarks. I invited him the other day and told him if he possibly could, he should get up to our convention. He is a very busy man and he said, you are having one day of your convention on a holiday, and if I can be there I would like to be there. I will call on Mr. Herman Ihde, who will say a few words to you at this time.

**ADDRESS**

By Mr. Herman Ihde

Mr. President, ladies and gentlemen: It does give me a great deal of pleasure to come and make a few remarks to you today, because I feel I would like to get better acquainted with you and see if we could not co-operate in bringing this great industry of which you are a part of, as cheesemakers and assemblers, to function one hundred per cent.

Now, I have just a few remarks to make, and as Mr. Kopitzke has said, that we have with us or you are going to have with you on your program tomorrow Mr. Milton Button, who is acting chief of the Dairy Division, who will speak for the department in regard to the work that we are doing.

I would, however, want to say this much: Up to the present time or up to last week I was chairman of the State Board of Agriculture, a board that was set up to formulate the policies to be carried out for agriculture in the State of Wisconsin. This last week my co-workers on the Board decided that I should go ahead and be the administrator of the department or acting director. As such, of course, it brings under my supervision the policies that we have formulated during the last three years, and the administration of the laws as they are on the statute books.

Now, don't think for one minute that I am a man that feels he knows it all. But I want to assure you that in an administrative capacity that I expect to use common sense along with the laws that are on the statute books and with the policies that are formulated, and that I expect that those who are in charge of the various divisions will do their part, and I certainly expect that they will carry the responsibility of their several departments.

Now, I have faith in those people. Mr. Ammon did a splendid job. I think that you will all admit, and I think you are all sorry that Mr. Ammon left the state and has a job now where he feels he can still do a bigger job. To step into his shoes is not an easy task, but I do feel with the confidence I have in that personnel, in the department, that I will be in a position to carry on where Mr. Ammon left off as administrator.

Now, I might say this, that we are in the war at the present time, and it is necessary that we show a united front, and that we

work together in harmony, otherwise we cannot expect to accomplish very much. I realized that those operators, those that are operating the factories, are in the same distress that the farmers are in at the present time, because too much of our experienced help has been taken away up to the present time. We know that agriculture is the greatest industry there is in this country and that it is the foundation of all other industries, because we must produce the raw material, process it, and finally bring it to the consumer in the best form possible.

Now, in order to accomplish that, and as I have stated before, it means we must have efficient and enough experienced help. So it has been my duty—I feel it my duty when the request came in asking for a survey in regard to 1928 licenses that have been issued to cheesemakers, and they have been continued from year to year—they have continually taken out their licenses. How many were operating factories at the present time, how many were in the business, and how many had taken jobs in industry. We sent out 2,800 cards and we have received responses on those 2,800 cards, probably quite a large percentage of them came back and we are hoping that if there is a shortage and some of you are short of help in your factories, that we may be able to make connections for you with some of the people that are now at the present time out of work and have been efficient makers.

We have also gone to the Selective Service Boards and asked for deferment of experienced farm help. The reports that have come to us have been that it is just impossible to carry on without them, and I think you all realize just recently an order has been issued to the local Selective Service Boards to be easy on that score; and I also have been informed by Colonel Garner of the State Selective Board that those people engaged in processing and help in the factories are supposed to be considered in the same category.

So that you may be informed, I am giving you that at the present time, that we are doing everything we can possibly do to keep up the production, but unless we are going to have the experienced help we will not be in a position to do that. I hope we will all go together on this this year and work together and see if we cannot do a good job.

Now, I mightily appreciate this opportunity of coming before you and getting better acquainted, and I hope whenever you are down at Madison and you have a problem, don't be afraid to come

down to the office and we will see that those division heads, those divisions that are concerned with your problem will be contacted, and if necessary, I shall be more than pleased to sit in with them and confer with them in an advisory capacity. I thank you.

**THE PRESIDENT:** I certainly want to thank you, Mr. Ihde. It has been a pleasure to have you with us, and we like the way you talk about showing a cooperative spirit. I want to say this, I think in the past couple months there has been a very cooperative spirit shown all the way through.

Now, the next speaker I am going to introduce, I guess practically all of you know him. He is a friend of Wisconsin and a friend of the Wisconsin cheesemakers. He is one of the fellows that felt about the same way some of you did, when some of this good cheese was kicked down to junior, that it was worth more than  $3\frac{1}{2}$  cents less than state brand, and I was certainly well pleased when I sat in on an exchange meeting one day. It happened to be the first day when the federal government started to buy U. S. No. 2-A. At that particular meeting they paid two cents below No. 1-A.

The gentleman I am going to present to you now tried to buy five carloads of juniors at  $1\frac{3}{4}$  c under state brand, or U. S. No. 1, and after waiting a while, he bid on 25 cars and he didn't get them. That was very encouraging. I could see right then there must be something wrong with that spread of  $1\frac{3}{4}$  cents. I am happy to present to you at this time Mr. Harmon J. Wheeler of the Wheeler Corporation.

### ADDRESS

By J. H. Wheeler

Mr. President, ladies and gentlemen: Before I start talking primarily I want to talk to cheesemakers, I would like to have all the cheesemakers that are in the room and their wives, because the wives have a lot to do with the cheese factory—sometime. Thank you.

I have never talked in a mike before. Sometimes I think there has been too much mike-talking in recent years, but if you can't hear me, please tell me. I haven't a strong voice but the mike will amplify it.



I think I can talk to you fellow cheesemakers—that is what I am going to call you. I have never operated a cheese factory but I was born upstairs over a cheese factory in 1883, two miles south of Plymouth. My mother often tells me that it was the Harmon cheese factory I was named after, and father and mother got married on fifty dollars. They bought a kitchen stove and kitchen table and a few chairs. It was one big room where they kept the boxes. Most of you have those rooms in your factory today, and mother tells me how she built partitions and she built an aging room, using cheese boxes for partitions. And I was born September 24th, 1883. My dad had a helper. He got nine dollars a month. That was big money those days. And they sent him to town the night I was supposed to be there and I got there before the doctor, and the doctor heard me squawking, coming up to the cheese factory, and I guess I have been squawking ever since.

I want to tell you cheesemakers something about what has happened since March, 1941. I am going back to 1941 because that was a new era in the cheese industry. If you will all recall in the early months of 1941, cheese was down to 14 cents and headed lower. Production was heavy and consumption was light. No one knew where we were going. It looked like 10-cent cheese, and in March came a call from Washington. The cheese industry was asked to come down there. They didn't know for what, but they were invited down. I went. And Dr. Karness was then head of the dairy division of the department under Milo Perkins. He told us about the demands of England, who was cut off from food supplies from their colonies, and that England wanted 250 million pounds of American cheddar cheese—cheese they formerly got from New Zealand, Australia and Canada.

Because of the long distance from New Zealand and Australia it was impossible to transport it, so they asked the United States to make up the deficiency. Two hundred fifty million pounds of cheese out of our then production of six or seven hundred thousand plus looked like a big ticket, and I don't think there was a man in that room when Milo Perkins told us what to do, that believed that 250 thousand pounds of cheese could be spared to go to our allies.

The government raised the price of cheese, as you know, steadily from 14 until it reached 23¼ cents the following September. It was higher than butter; it was higher than any other dairy product, and we saw production mount. It took until fall for the momentum to carry us on, but last fall and last winter not only in Wiscon-

sin,—yet Wisconsin did a wonderful job, all over the United States cheese was sold to the government. Millions and millions of pounds. They not only got the 250 million but they got more than they asked for.

Then came January. We got to the end of January and the government got jittery. They looked at the 125 million pounds on their stock pile, and someone down in Washington got cold feet. I don't know who or why, because they talked about they didn't care what the stock pile was. They dropped the price in January, when the first drop came, and then the succeeding weeks it dropped three cents a pound, down to  $20\frac{1}{4}$ , after the cheese industries had been encouraged to produce cheese to the fullest limit. There was no limit to what they could use. They wanted to divert it from butter, and divert it from any other dairy product, but they dropped the three cents. That was a great mistake and they know it in Washington today. We could have absorbed the three cent decline. I don't think there was much holler about the three cent decline. Cheese was still  $20\frac{1}{4}$ —it was better than 10; but certainly, I am talking to you fellows and telling you things nobody else will tell you because I always do things that way.

If they had stopped at  $20\frac{1}{4}$  we would have carried on, but in May—possibly in April, a sudden change took place. New government graders were sent to Wisconsin. They said Wisconsin cheese wasn't curing right. They had cheese in the stock pile that was spoiling. Therefore they had to tighten up on the grading and that is where Wisconsin fell down. Instead of having a  $20\frac{1}{4}$  cent market—I don't know how many percent of the cheese was thrown into juniors and undergrades, but there was one week in June when my plant in Green Bay out of one million pounds had over 92 per cent that was either junior or undergrades.

Now, we didn't assemble that cheese. We had nothing to do with the graders except as the graders took it out or had it re-graded. No one had ever heard of anything like that. So, instead of having  $20\frac{1}{4}$ c market in the period of the heaviest production in the year, we had about an average—and I think I am paying a compliment when I say 18c—it might have been 17c. That was down six cents.

That brings us up to the present-day production, which is below last year. You can go back to the mistake that was made when you reduced the price three cents, violating our agreement with the industry, and they went further than that. They put in grading that had never been known before.

Flavors—cheese wasn't supposed to have a flavor. In all my life I always thought flavor counted for quite a bit, but not in the days of June and July. Any flavor automatically took it into No. 2. Down in Washington—and I have a few people I can talk to down there—they admitted that they were too strict in their grading. They admitted it; they got panicky, and as a result the cheese price of today of  $23\frac{1}{4}$  cents frozen below the price of any other dairy product. I will defy anybody in this room to name a dairy product that will run more per pound of butter fat than cheese.

I wrote two or three letters to the Department of Agriculture. I wrote them to the man that is the head of it back in August and told him. At that time they had frozen or announced ceilings of 38c on butter and 21c on cheese. Butter never stayed at the 38c ceiling and it just kept going up until it hit  $43\frac{3}{4}$  in Chicago. Yet cheese stayed at 21. That ratio I don't need to tell you is all wrong—21 and 46, with milk powder selling at anywhere from 30 to 60 cents a hundred which is a by-product of the skim milk. I pleaded with them to advance the price of cheese per pound. All I could get was that we can't do it, OPA objects. Those are the facts.

I have never been given to boasting. People know me and work with me that Harmon Wheeler never boasts because people boasting are riding for a fall. The first thing we did in Oshkosh last summer, and many people are in the room that attended that meeting, we straightened out the No. 2 situation, and as Mr. Koptzke told you, he was on the Board when we raised the government  $\frac{1}{4}$ c, and we never stopped until we raised it  $\frac{1}{2}$ c state brands, where it stays today, and we have consistently bid on five and ten cars a week and never bought a car. We did that much for the industry. I don't know what it means in dollars, but comes September. Prices are about to be frozen and on the last Friday, I don't remember the exact date, probably some of you do in the room, we paid  $23\frac{1}{4}$ c,  $2\frac{1}{4}$ c over the government ceiling which was 21c. And it was unpatriotic to raise it. My firm paid  $23\frac{1}{4}$ c for cheese. That was the Friday preceding the price freeze week. So instead of having cheese frozen at 21c, God knows what they would have done to you, it was frozen at  $23\frac{1}{4}$ c, which is still 3c too low.

I just estimated the other day what I made for the cheese industry, going back to that week of the price freeze, and up until the temporary order expires, which is in two weeks, it is  $2\frac{1}{2}$  million dollars that the farmers particularly have received, because we put cheese up from 21 to  $23\frac{1}{4}$ . (Applause). Thank you. That

is the first real applause I ever had for doing it. (Great applause by the audience). But I made a mistake. I should have put it up to 26¼ I don't know why anybody else didn't do it. I don't know, I often wonder why a little company like mine should have to rake the peanuts out of the fire. I don't know why; and I will again go back in a few months. After cheese went to 23¼ about a year ago last September, and the farmers responded so nobly, and the cheesemakers did their part, the vats overflowing, most of them, I wondered why there wasn't somebody else because I am just a small cog in the cheese picture.

Then, to go back to April of 1942, OPA or WPB—I don't know which one, it is an alphabetical order—again called the cheese industry to Washington. They called us down there. They wanted an advisory committee representing dairy and poultry, a committee of 21; four from the cheese industry, four from the poultry and ice cream industry, and so on. Well, I went down there. I was sincere. I thought that is a pretty good idea. They ought to have some advice from the boys back on the firing line, particularly a state like Wisconsin that has been producing from 80% of the cheese down to 60 or 55 in the last year, but going back up again. I thought that is fine; they want somebody down there to tell them what it is all about. So we had a big meeting at the OPA office or WPB, and Mr. Clyde Beardsley, a one-dollar-a-year man, presided. He gets one dollar a year from the government. So they appointed the cheese committee. I pretty nearly fell over. I was then president of the institute. I am not now. They appointed Mr. Fred Graven of New York, a man from Louisville, one from Tennessee and another man from Idaho, but no man from Wisconsin. The state was producing 60% of the cheese and was not represented. I am telling you that I want to be patriotic and I know every cheesemaker wants to do his part, but why was Wisconsin left out. I didn't want the job but somewhere in Wisconsin there must have been a smart cheese man who should have been on the board. Maybe if there had been a good Wisconsin cheeseman it wouldn't have gone to 20c and No. 2 gone to 16. But it cost Wisconsin a hell of a lot of money.

Now, here we are; what has happened? We discouraged the farmers; we discouraged the cheesemakers like they never have been discouraged before. I talked to a cheesemaker last night, a cheesemaker I have known for twenty-five years. I bought his cheese for probably fifteen years, and this is a pitiful story, and still I think it is better than the average cheesemaker's plight of last summer. This cheesemaker told me last June, and I don't

have to tell you what June is in the cheese factory—it is a 16-hour day, a period of heavy production—that he made for himself net \$25. Thirty days work, sixteen hours a day, no depreciation for his plant, no investment for his plant—he had twenty-five dollars left after he paid his farmers. Where in the world can you get laborers for that price. I guess you go down below 1c. The Bible tells us six days shalt thou work and on the seventh shalt thou rest, but that must have been written before they discovered cheese making or they never thought of the poor cheesemaker because he has to work on Sundays and holidays and all.

That brings me down to one important thing I want to talk to you cheesemakers about. If you cheesemakers had been properly organized, what happened last May, June and July would never have happened. There wouldn't have been a four cent spread or five cent spread between No. 1 and No. 2 cheese. Why should there. If you fellows had been organized and had a proper case you would have gone to Madison and Wisconsin would have squaked like nobody. They would have hollered on this rejected cheese and you would not have had a large percentage thrown into No. 2 and juniors and state undergrades. You would have corrected that before it started, but nobody did anything until I went to Oshkosh. Your president, Mr. Kopitzke, asked me if I would come over. I go over before a meeting called for by Mr. Herman Ihde. I have the utmost respect for him because his is sincere in the purposes of his department.

I got up there and told the story, what was happening on these No. 2. And I was corrected within a week or two after that. I didn't get any applause from the members of my industry. They were all there. The only man that got up and seconded me was Bill Pauly, another dealer, and he got up and said, Harmon, thank you for putting this across. I don't know how many million dollars I made for Wisconsin and the rest of the industry, but I made them a lot of money. I didn't make it for myself but everybody in the industry, and if this industry will survive, no one can profit on it temporarily and succeed. The Department of Markets I think were misleading, and the misleading came from Washington, and we should have all done something about it but we didn't.

I feel that you cheesemakers, if you will organize—I don't think you get anywhere in this world any more without an organization. If you cheesemakers get together and have your proper officers and proper committees, and when conditions arise again like that, you will be able to stop it before it happens. It will cost

a little money. It is going to cost a little money to do that, but if you are going to run a cheese factory you have to get more adequate pay. I say this because I have been close to cheesemakers all their life and I know their problems. I have lived with them.

If you will look over my corporation and want to get a statement, or if you look over Kraft or Borden or any of the others, you will find depreciation. When we buy a machine that costs us ten thousand dollars, we start depreciating it, based on the years of life it has. If it has an estimated ten years of life, we take off 10% and if it has twenty years, we take off 5%. How many cheesemakers in this room ever had a chance to take depreciation off a vat. Yet we all know a vat won't last over eight or ten years, and there is no depreciation charged for that vat or the price of hoops. When a vat wears out they hope they can borrow the money to buy a new one. And if you haven't got money, you just have the old one soldered up.

Now then, if you are going to start figuring costs in business like we do and you have accountants, if we would leave off depreciation the government itself would say, where is your depreciation. So a cheesemaker has got depreciation and he has got a lot of it. With most machinery in the cheese factory the maximum life is five years, like cheese hoops. Yet the cheesemaker has never thought of that.

I travel around Wisconsin. I get around everywhere. I see cheese factories, and very few of them are painted up. In a year like this the poor cheesemaker is lucky to be alive. Many of them have gone by the wayside—may be some dirty factory that should have been gone, but the average cheesemaker is hardworking, and not a forty hour week but he must be working a hundred hours. After he gets through with his factory work he has to do his testing and then he has to do his bookkeeping. And what is he getting for it. He isn't even getting wages, not to forget the plant investment. Somewhere along the line the cheese industry must survive in Wisconsin, and I still believe the corner cheese factory can do a better job than the big plant. (Applause). I tell you why I say that, because up at Loyal, Wisconsin, is a fine cheese factory. It was a monument. I guess it was a monument to myself and Bill Hubert, we thought. The plant was a swell plant and I guess we spent \$150,000 on that building. It is closed now. In other words, there is a curve of efficiency in a cheese plant. I don't care what anybody else says, the best cheese still comes from Wisconsin, and Wisconsin only can survive through co-operation of you fellows, if

you can work together and get an adequate return. I don't care if you raise the price of cheesemaking two cents, you aren't taking it from the farmer. If you can get an adequate wage, the price will go up to compensate the farmer. There is no question about that. It is the poor cheese that cuts down the return to the farmer.

I could talk to you all day about the Wisconsin cheese industry. The south now has gone into cheese making. Out in the West steers and hogs are up. They don't want to make cheese. You have always worked hard and we will continue to keep our farms up.

Now, there is one thing more I want to mention, and that is the Wisconsin Cheese Exchange. Mr. Leffler told you a little about it. They are under indictment. It is the only market in the world for cheese. One department of the Government says it is illegal to fix the price of cheese, so that the cheesemaker around the state knows what the market is. I often wonder when we had this bidding of  $18\frac{1}{2}$  for juniors back last July or August, how the cheesemakers around the state would have known of it if it hadn't been for the Wisconsin Cheese Exchange. That is what your exchange does for you, and when you take that market and after the price freezing is over, it has no function to perform because the price of cheese is frozen. But when you take that cheese market away from your cheesemakers, you have taken away all your life blood, and I don't care what all the government experts tell you, they are just fooling you.

There is a market on hogs, wheat, potatoes, and everything the farmer raises, but suddenly they tell us there must not be a cheese market. What is the purpose of that? What was wrong when they announced to the state of Wisconsin that  $18\frac{1}{2}c$  was bid on juniors. What was wrong when we bid  $22\frac{3}{4}$  on States. Is there anything wrong telling the cheesemaker out in the hinterland that have no other way of knowing except picking up their paper or listening to the radio? I don't think, based on common sense, Wisconsin cheese will ever go down.

I appreciate having this talk with you. I would be glad to cooperate with the association and I hope that a year from now the Wisconsin cheesemakers association will be one of the strongest cooperative bodies in the agricultural industry in Wisconsin. I thank you.

THE PRESIDENT: When this man talks, he talks just plain

facts, and I get quite a kick out of it. I know there are a number of people in the room who will bear me out. I know Mr. Button is here. Mr. Wheeler certainly has been the friend of the Wisconsin cheese industry, and a real one. I want to thank you again, Mr. Wheeler for appearing on this program. We are always glad to have you with us.

I announced this forenoon there would be a reading of the by-laws. We wanted to leave it until we got a good crowd. We surely have a good crowd now and I want to call on Mr. Raihle to read that. There are a few articles that are to be changed and Mr. Raihle will read them to you now.

MR. RAIHLE: As far as the articles themselves are concerned, I don't believe it will be necessary to read you the entire article but I will just call attention to the few changes that have been made. There are no changes in articles 1 and 2. Any cheesemaker past or present of Wisconsin, but not a helper, may become an active member; but now helper is stricken and where it says membership fee shall be five, it is now changed. The membership fee shall be fixed by the by-laws.

Association members are also changed. Instead of reading two dollars as fixed by the by-laws, there is no change in article 4. In Article 5 the only change is that part which now says, he shall appoint such committees and sign all orders drawn on the treasurer. Referring to the president it is changed to say: he shall appoint such committees, and no longer requiring him to sign all orders drawn on the treasurer.

There are no changes in section 2 or 3 of article 5. Section 4 of article 5, the only change there is incorporation instead of information.

Article 6, the next change is, the old article said "the treasurer of the corporation shall give a bond in the sum of two thousand dollars with two sureties for the faithful performance of his duties." That is now changed to read, "The treasurer of the corporation shall give a satisfactory bond for the faithful performance of his duties." There is no change in article 7. There is no change in article 8. Article 9 is re-worded slightly to now read: "To promote united action by all associations in the state". "Any or all of whose members are also members of the Wisconsin Cheesemakers' Association shall be an affiliate of the state association". The old article said "shall be a branch". "Each such affiliate shall aid in



the state-wide work of this association as required by the articles and by-laws, but each affiliate shall be independent and self-governing in all its own local affairs and business".

There is no further change in article 10.

A new set of by-laws are proposed, as the by-laws of your organization. Many by-laws have been adopted in the last 25 or 30 years. There was a little difficulty for the committee to find out exactly what the by-laws were, so a new set to take the place of all the by-laws is hereby suggested.

THE PRESIDENT: Thank you, Mr. Raihle. These will be acted on tomorrow. It has always been the custom to read them one day and then the next act on them.

As many of you know, at the various conventions there has been quite an argument about the payment of milk on a straight fat basis. Standardization and everything else came in. And we have been often wondering if there wasn't some way that was a little more fair to pay for milk on a straight fat system. Mr. Froker and Mr. Harden of the State College have worked out a plan and Mr. Harden is going to explain that plan to us this afternoon.

At this time I am going to present to you Mr. Harden of the College of Agriculture who will explain the plan to us.

### **MILK PAYMENTS BY THE FAT PLUS SOLIDS**

#### **NOT FAT BASIS**

By Clifford Harden

Mr. Kopitzke and members of the Wisconsin Cheesemakers' Association: Mr. Froker asked me to express to you his regrets at not being able to attend today, but he became the father of twin daughters yesterday and he felt he was needed at home. I am going to talk to you about a pressing problem too, but it is a little bit different angle than that which Mr. Wheeler was speaking to you about.

This paying for milk is an old problem. It also is a new one. But it is as old as the commercial handling of milk and you folks recognize it as a problem in the cheese making industry. Now, in order to get us all thinking along the same line, I think I will re-

view a few things we all know, so as to go down the line together. To begin with, milk was purchased on a weight or volume basis with no regard whatsoever to its composition. Then about 1890 Dr. Babcock of the University of Wisconsin developed the Babcock test for fat, and since that was developed, of course, it is used very widely in the dairy industry as a method for paying for milk.

Now, Dr. Babcock recognized at that time the same thing we all realize today, that the fat basis of payment alone was not a sufficient method of paying for milk, and he attempted to work out a plan which would consider the other solids in the milk as well as the fat. He did get this plan pretty well worked out but it never received wide adoption by the dairy industry. I think there are probably a number of reasons for that.

Now, I have some charts here showing the composition of milk, and I think you are all probably familiar with the thing. This first chart shows the red bars representing the amount of fat in milk. That is three per cent here, running over to six per cent, or this pier is twice as long as that one. It represents the pounds of fat and solids-not-fat per 100 pounds of milk of specified butter fat tests. These blue bars represent the quantity of solids not fat in milk of these same tests. You will note that milk of three per cent fat has about eight to seven per cent solids-not-fat, whereas milk of six per cent fat has about 10 per cent of the solids-not-fat. But there is an important relationship there. While the fat has developed from three to six per cent, the solids-not-fat have gone up only about one-seventh. The ratio of fats to solids-not-fat here is about one to 2.4 over here and one to 1.6.

Now, in the past fifty years a number of plans have been worked out for milk at cheese factories. Prof. Sammis worked on this but none of these plans were adopted state-wide, and the main reason for that is this: We didn't take all the value and the factors into consideration, and further than that, their plan applied only to the cheese industry. There is need for a plan of payment which is uniform throughout all branches of the industry.

Now, in the early days some of our phases of the industry didn't recognize the importance of the solids-not-fat. The cheesemaker did. It influenced his yield. In more recent years it has been found that it is also more important in yields of evaporated milk and in the yields of skim milk, powder, and other dairy products.

Another plan was developed in New Zealand which came closer perhaps to the one we developed than any other one, but this involved a complete test for both fat and casein. Our dairy chemists in Wisconsin tell us that there is no test for casein which is simple enough and inexpensive enough for practical use and consequently in working out any plan of payment which takes the solids-not-fat into account, we have to rely on a chart of this kind or on information of this kind for forming a basis of payment.

Now, down here at the bottom is a notation .1% of fat which is accompanied by .04% solids-not-fat. In other words, as butter fat test goes up from 35 to 36, the solids-not-fat go up only .04%. We make use of that fact in developing this plan. We get a uniform plan in the dairy industry, one that can be used by evaporators and by the creameries and cheese factories. At the present time the condenseries pay one price. Our fluid milk price of 100 weight base is usually one cent differential. And then our creameries and cheese factories pay on straight fat or some variation of it and it is very difficult to compare prices between the different branches of the industry. We need a plan which will pay in proportion to just exactly what they deliver in terms of both the fat and the non-fat-solids. We need a plan which recognizes the fact that high test milk can be handled for lower cost per unit of ingredient. Now, you men all know what has happened to the cheese factory in the high test areas. Several have moved to lower test areas or they had to go out and find low test milk or pay the prices their competitors paid. We had this same thing happen last spring when a condensery changed their method of payment and it penalized the high test patrons and the cheese factories as you all know got some of that high test milk and it influenced their yield and the amount of money they are able to pay out.

This second chart reads "How to Pay". First we recommend in this plan that milk be priced on a 100 weight basis, 100 pounds of milk of a given test, which in this state is to be 3.5%. Then we suggested that we make an adjustment in that price as the butter fat test varies, and that that adjustment should be based on the amount of cheese that can be made from this.

Now, I am going to go a little bit more in detail with you people than I commonly would, because I feel you as cheesemakers will be interested in some of the details and some of the background for this paying plan. Now, let's get this thing as clear as we can here. We are going to price 100 pounds of milk here of 3.5% butterfat and 8.47% solids-not-fat. That is the express ratio of solids-not-

fat content of 3.5 milk content. Here is 100 pounds of milk testing 3.6, .1% more fat. Now, we will pay that man 3.5 price plus the value of the extra fat and the extra solids. Now, that extra fat and the extra solids our dairy chemists tell us will increase the yield of cheese about 2.3% of a pound. But there is another factor we must recognize at this point. When we take these two cans of milk through our cheese plant, it costs the same, even though one is richer than the other and contains more cheese than the other.

### **Price Differential**

After the average price of milk has been determined there remains the important problem of determining how much to add to the average price as the test increases and how much to deduct from the price as the test decreases. What prices and what costs should be used in determining how much to change the price of milk for each 0.1% of fat and .04% of solids-not-fat?

Here is a suggestion. Take the prices the plant receives for butter and powder when these are the products that are made from milk. Next, since the plant does not handle any extra milk as the test increases, charge only the average expense of handling and marketing the butter and powder after the solids are made into these products. These expenses are the "direct costs". Note carefully that none of the costs of assembling or handling the milk are included. The direct costs include the packaging and sales expense, labor in handling the butter and powder, and that part of the general and overhead expense which is used in the handling, storing and marketing of the butter and powder as distinguished from the milk itself.

Direct costs include only the expense which arises after the butter leaves the churn and after the powder leaves the drier. These are the only costs that should be deducted in figuring the price differential for each 0.1% fat and .04% solids-not-fat.

Under this payment plan all the benefits of lower costs from higher testing milk will go to the producer delivering that kind of milk. Each producer is charged the actual cost of handling milk of the test he delivers.

### **An Example**

The application of this payment plan to a particular creamery will show how the plan works. The creamery for one payment period received 3,000,000 pounds of milk testing 3.83% fat, and had

\$67,455 to distribute after it had covered all operating costs including depreciation and reserves. It received an average of 36c per pound of butter and 12c per pound of powder, and had direct costs of 2.0c per pound of butter and 2.0c per pound of powder. These data should not be considered as necessarily representative of other creameries, since they are intended to be used only for illustration.

In working out the payment plan the total money available for distribution is divided by the hundred-weight of milk to get the price for the average test of milk:

\$67,455 divided by 30,000 cwt. equals \$2.248—the price of 3.83% milk.

How much should that price be changed for each 0.1% change in the fat test when the milk is manufactured into butter and powder? The 0.1 pound of fat will make about .121 pounds of butter with average overrun and plant losses. If the direct costs are subtracted from the price received for butter and the result multiplied by .121, the value of 0.1 pound of fat in milk is obtained. The .04 pound of solids-not-fat will make .041 pound of powder. This last figure is then multiplied by the net price of powder. These parts can be put together into one formula as follows:

.121 (Butter Price—Direct Costs)

**PLUS**

.041 (Powder Price—Direct Costs)

**EQUALS**

Butter-Powder Price Differential

Substituting the actual figures makes this result:

.121 (36c—2.0c) plus 0.41 (12c—2.0c) equals 4.5c

This gives \$2.248 as the price for 3.83% milk and a price differential of 4.5c for each 0.1% fat. Milk testing 3.5% fat is the standard for which milk prices must be quoted on a hundredweight basis in Wisconsin. The plant test of 3.83% fat is 3.3 points above the 3.5% standard. To obtain the price for 3.5% milk multiply the price differential by 3.3 and subtract the result from the price of 3.83% milk:

\$2.248—(3.3 x 4.5c) equals \$2.10.

This gives the price that the creamery can pay producers, \$2.10 per hundredweight of 3.5% milk with a differential of 4.5c per point of fat.

### Making Payments to Producers

It will be helpful in figuring payments to producers to set up a schedule of prices for the different tests of milk as shown in Table 1. This is done by changing the price of 3.5 milk by 4.5c for each 0.1% fat up or down. With such a schedule of prices only the pounds of milk and the test for each producer are needed to determine what the creamery owes each producer for his milk.

TABLE I—PRICES ONE CREAMERY WOULD PAY FOR MILK OF VARIOUS TESTS

Test of milk per cent	Price per 100 pounds of milk dollars	Test of milk per cent	Price per 100 pounds of milk dollars
3.0	1.875	4.0	2.325
3.1	1.92	4.1	2.37
3.2	1.965	4.2	2.415
3.3	2.01	4.3	2.46
3.4	2.055	4.4	2.505
3.5	2.10	4.5	2.55
3.6	2.145	4.6	2.595
3.7	2.19	4.7	2.64
3.8	2.235	4.8	2.695
3.9	2.28	4.9	2.74
		5.0	2.785

If producer A delivers 7540 pounds of 3.2% milk, all that is necessary to determine what the creamery owes him for his milk is to multiply the hundredweight of milk by the price for that test of milk— $75.40 \times \$1.965$  equals \$148.16. This is the amount the creamery owes producer A. Similarly, if producer B delivers 9,132 pounds of 3.7% milk the correct procedure is to multiply  $91.32 \times \$2.19$  (price of 3.7% milk) to get his total check of \$199.99.

Under this method of payment it is no longer necessary to determine the pounds of fat for each individual producer as is now done at most creameries. Thus, under this method of payment the calculating of the producer payroll is simpler than it is under the

pricing of milk per pound of fat. The new method saves one computation for each producer.

### Comparison of Prices

The prices that would be paid under this plan and that would be paid under the straight-fat method are given in Table II.

TABLE 11—PRICES FOR MILK OF SPECIFIED TESTS AT ONE CREAMERY UNDER THE OLD AND NEW METHODS OF PAYMENT

Test of milk per cent	Price per 100 lbs. of milk		Price per pound fat	
	old dollars	new dollars	old cents	new cents
3.0	1.761	1.875	58.7	62.5
3.5	2.054	2.10	58.7	60.0
3.83	2.248	2.248	58.7	58.7
4.0	2.348	2.325	58.7	58.1
4.5	2.642	2.55	58.7	56.7
5.0	2.935	2.785	58.7	55.7

For the average plant test, in this case 3.83%, there is no difference in the price per hundredweight or in the price per pound of fat equivalent. The new method of payment results in a higher price for low testing milk. This is offset by a relatively lower price for the high testing milk. The total amount of money distributed is the same under the two methods since general plant operations and sales are not changed in any respect.

The new method differs from the straight-fat-system of payment by giving more recognition to the solids-not-fat. Consequently, it places relatively less emphasis upon the fat content of milk. When the solids-not-fat have little commercial value, as has been the case during certain periods in the past, there will be practically no difference between the two methods of payment. The new method automatically adjusts prices paid producers to market conditions, as well as to the operations of the particular plant and can, therefore, be used at any level of butter and powder prices.

### Other Creamery Products

Butter, powder, cream and casein are the principal dairy prod-

ucts sold by creameries. In the illustration used above the payment plan described has been applied only to butter and powder, but the same general procedure can be followed in creameries for any combination of products. The figures for yields, prices and direct costs will vary from product to product. Readers interested in the application of this payment plan to creamery products, other than butter and powder, should obtain Wisconsin Research Bulletin 143 for their guidance.

If a creamery sells cream instead of manufacturing butter, it sells some of the solids-not-fat in the form of cream. The higher the test of the cream the less solids-not-fat carried off in the cream and the more solids-not-fat left in skim milk to be made into powder or casein. There is no overrun in the marketing of the fat in the form of cream. Prices for fat sold in the form of cream are also different than for butter. The whole point is that the yield factors, prices and costs should be adjusted to the particular plant and the products manufactured from milk.

THE PRESIDENT: I want to thank Mr. Harden,

The next speaker I am going to present to you is a long time friend of the cheesemakers. I am very happy at this time to call on Mr. Wilbur Carlson, who is now with the Kraft Cheese Company in Chicago.

### ADDRESS

By Mr. Wilbur Carlson

Mr. Kopitzke, ladies and gentlemen: I notice by the clock that this is about the time for the door prizes but I am not one of them. I am certainly very happy and very proud to be on the program of the Wisconsin Cheesemakers' Association after a vacation of some four years. When "Len" asked me to get on the program, he said the speakers undoubtedly would be very brief and there would be a big gap to fill in, so I should be prepared to talk an hour and a half. I will cut that down to one hour and twenty minutes.

In these days there are so many things we should give consideration to, as you have evidenced by the keen interest in the various problems presented to you by the various speakers before your convention. I would be misrepresenting if I would say that I don't like to get up before a group of dairy folks in Wisconsin, and I am proud, I repeat to have this opportunity.



Your industry is in a condition that we never know from one minute of one day to the next what our national or our international situation is going to present to us in the way of a problem. Every time you turn around, every time you try to analyze what is going to happen next, before you get through making your analysis you find you have to make some changes.

Just for a brief review, you remember last fall just about a year ago now, when the Secretary of Agriculture saw fit to make the statement that it looked as if there was going to be a necessity for the people of the nation to eat less cheese. I didn't know how the industry was going to respond to the need for more production. That is a year ago.

Last summer Mr. Wheeler outlined some of these problems and some of these conditions to you, where you went from a situation of apparent shortage to a situation of apparent oversupply. The situation this summer seemed to make necessary the carrying on of a campaign to further acquaint the people, the consumers of the United States with the value of cheese in their diet. That campaign, incidentally, I think I can say without contradiction, has gone down in history as one of the finest, one of the most successful drives ever put on by any branch of the food industry.

Now, you may wonder why that was a successful drive. I have an idea. I would like to tell it to you. I think the principal reason that was a successful drive was that because this condition of emergency or apparent emergency brought the industry together, every single branch of it, the farmers, the cheesemaker, the distributor, the federal agencies and the state agencies. Everything was forgotten except there was a job to do, and when people get together and where there is a job to do, they usually do it. And this time it certainly happened. That was one of the responsibilities that faced the industry. The war brings even more of them. And we have a war on our hands. The headlines look good; but don't forget, ten days ago they didn't look so good.

We have this problem; we have this responsibility, but all of these responsibilities bring to each one of us in the industry opportunities. Any time you have a responsibility placed before you, there is an opportunity in it, but the benefit that you are going to get from that opportunity is measured directly by how you face the responsibility. And the responsibility of the cheese industry today is one of working problems out together.

This idea in our nation of working things out together, whether it be in steel, whether it be in cannons, whether it be in airplanes, tanks or guns, has taught us a new lesson, and I think that the evidence of the past year and a half has shown that the dairy industry is aware of the fact that there is a long way to go and a lot of work to do in working out our problems together. We have this responsibility of meeting these problems.

I should just like to take a few minutes on one of these responsibilities that should be before us and I know is. That is the responsibility of quality production. It is a definite responsibility. Monday I received a very definite thrill when I saw the Kraft Cheese Company get the Army and Navy "E" award for excellence of production of dairy products for war, for our nation's necessity. We were the first in the food industry, if you please, to get this "E" award. And why do you suppose the Kraft Cheese Company got that award?

Steel companies, plane companies, large manufacturing companies of heavy materials have received awards to the tune that there is about two per cent of the industries involved in the war effort that have received them. They have received them because there was co-operation between industry and labor. It is a hard thing to get; it is a hard award to earn. It is an old award, incidentally dating back since 1906. It is an old award for excellence in naval operations, but in this particular award I mentioned, this one was first in the food industry. It was first in something else. It was first in that it involved not only industry and labor but it involved another and the most important strata of American life, namely, Agriculture.

That Army and Navy "E" award that was put on the roof of the Kraft plants at Freeport, at Decatur and at Green Bay, was also put in replica on the steps of every cross-road factory that helped in making it possible. Everyone working in these plants got their "E" to put on their lapel. It is the same thing as a distinguished service cross that the armed forces get for outstanding service, and I maintain that every farmer who contributed to that should be also entitled to wear that "E", just as the cross-road factories and their help should have them, and as the factory itself should have the flag.

Why do I mention this "E" to you? Because all the way through the ceremonies, all through the preliminary activity in setting up those ceremonies, surely they talked about proper labor re-

lations, they talked about proper plant relations and efficient research. But the thing they dwell on mostly is quality. That made such an impression on me that this morning I spent a little time on the telephone wondering what the attitude of officialdom is going to be on this quality problem; now that there is some talk that production is declining to a point where it is going to become even more of a problem.

I would like to note my analysis of the things that I learned in these telephone conversations. It is very simple and to the point. A farmer that isn't producing clean milk is not producing a food product and he must clean up or get out of business. This same statement applies to the plant and the handler of dairy products. That is the way they have reached their solution in England of their war production problem, and I hope it doesn't come to that in this country. Reports come from England indicate that the dairy production is being carried on on this basis from a dairy quality standpoint. There are only three grades of milk: 1, the top grade; 2, the acceptable grade but not top; and 3, the rejectable grade. The production of the rejectable grade is only permitted for a very limited space of time before the producer of that product is replaced by someone who can bring the grade up to an acceptable level.

This statement on quality—this condition, this little reflection on what has happened in England is definitely a challenge to every single one of us in the dairy industry. And this analysis that I quote to you of what I had gathered from some contacts of officialdom this morning over the telephone makes me quote that challenge to you in this way: The dairy industry—let's say the cheese industry, because that is what we are concerned in right now—has to beat officialdom to the punch because if we don't public health officials will take the job out of our hands.

This thing is very important. I could go on at quite some length but I don't think it is necessary. I think that today the situation in the production of dairy products in the state of Wisconsin has reached an all time high, not that there isn't plenty of room to go yet, but I think the spirit is there and this situation that I mention as to officialdom is not to be misunderstood. These various indications that come to us that changes are going to be made—and changes are going to be made—is also a challenge, but let's not plunge into them without first understanding them.

There are, as I mentioned, any number of things we could discuss but there is one I want to tell you about in conclusion. I have heard a lot about the plans for the Wisconsin Cheesemakers' Association. And I want to say hats off to the outfit; it looks as if you are going places. I want to say, congratulations to them for setting themselves up and planning to set themselves up so that that will become a more potent force in their industry. That, too, is a challenge to members of the industry and I for one want to wish them God-speed, and if there is anything I can do to help them, I will do all I can.

I hope there are no questions, because I am all done and because I am kind of hoarse from hollering at the bowling game.

**THE PRESIDENT:** Thank you, Wilbur. It was nice to have you with us. Now don't start running away folks; there will be only one more speaker or so and we will have the door prizes and we will try to get out as soon as we can. Some of you are going to miss the door prizes if you go away.

Some years ago it was felt by members of the Cheesemakers' Association that in many places in the state rates were high for insurance, and for that reason the Cheesemakers' Mutual was organized and our next speaker will be Mr. Hicks, the secretary of this mutual. I am happy to present him to you at this time.

### **GREETINGS FROM CHEESEMAKERS MUTUALS**

By John Hicks

Mr. President and association members, ladies and gentlemen: I don't hope to approach the oratory that you have been listening to, but I do want to extend to you at least one idea which might be of value, and that is, in developing the last thought that your previous speaker, Mr. Carlson left with you.

Now, your secretary has invited me to bring you the greetings of your insurance company, and I am pleased to extend to you those greetings, and also I want to compliment you on the strides you have taken in the development of your association activities. There is a lot of life that you take out of a thing in proportion to what you put into it. When you were paying dues of one or two dollars a year, you were receiving benefits in proportion. When you pay dues of \$25, \$50, \$100 a year, you will receive benefits in proportion. If you pay dues of \$500 a year, you would benefit ac-

cordingly, and you need your association and you know it, or else you would not have kept it alive for 51 years.

But why do you need your association? I was thinking along that line recently and I am going to tell you the conclusion I came to and you can take it for whatever it may be worth. To my mind you need your association in order to set up standards that you operate your business by. And there are standards everywhere—material standards and spiritual standards. Our government in Washington has set up a Bureau of Standards. That yard stick you have at home that you measure your carpet with or anything else was compared by its manufacturer with the standard of the yard stick in the government bureau of yard sticks at Washington, so that when you measure a foot or a yard or twenty feet, you know you have measured the same amount that anyone else would measure.

That thermometer floating around in your vat of milk was compared by its manufacturer with the thermometer in the government Bureau of Standards, so that when you take a reading you have confidence in it. Your milk cans or other utensils of measurement that you use were all compared by their manufacturers with those standards of measurements found in the government standard in the Bureau of Standards at Washington.

Of all food products, your cheese and butter would have to be manufactured according to certain standards of quality. Without those standards applied to our material things there would be chaos and misunderstanding.

We also have spiritual standards that we use. Those standards are not man-made. They were given to us by the Supreme Government to Moses at Mt. Sinai, and those standards in the form of the Ten Commandments are accepted by the Jew, by the Gentile, by the Protestant and by the Roman Catholic. Those standards are accepted by all religions in the far east and near east by all creeds the world over. Those are the spiritual standards that man lived by.

In order for you to continue and eliminate the evils in your industry, you need standards to work by. My point is, ladies and gentlemen, that there are standards. Whether those standards are lived up to or not is beside the point in this particular discussion. I say that there are standards. Destroy those standards and you will have misunderstanding, and even cheating, lying and chaos in their place.

So, according to the way I think, you need your association in order to set up standards that you do business by, and the closer you follow those standards the more you will drive the discord and evils and chaos from your industry. The cost is trivial. The cost makes no difference.

I will tell you a story. There was a certain munitions plant manufacturing a vital war necessity. And of all the workers in this plant, hundreds of them were paid according to the production of the plant. Suddenly one morning the machinery in that plant stopped. Nobody could find the reason why the machinery stopped. They called in an expert. He was a little, short, crippled fellow wearing glasses. He didn't look in any way that people expected an expert to look, but he came in and examined that line of machinery. He went from one end to the other. He inspected it and listened to it, and finally he asked for a four pound hammer. He took that hammer and he hit a certain spot on a certain gear housing. He said: O. K., push the button. The machinery started and all those people went back to work. That expert turned in a bill of \$500, and he was called before a committee to explain why he had charged \$500 for ten minutes work. He said, gentlemen, I am charging you \$1 for hitting that housing. I am charging you \$499 for knowing where to hit.

And so I extend to you greetings from the Cheese Makers Mutuals. You can have confidence in your officers and your new executive secretary, and in case your machinery should stop, George Mooney will know where to hit. Thank you.

THE PRESIDENT: I want to thank Mr. Hicks. And now first I have a little announcement to make. The nominating committee will meet in Room 214, and the resolutions committee will meet in room 322. I have read the names of the members of the resolutions and nominating committees before. There is just one change. We have two men from Phillips. It has been changed. Oscar Krause from Birnamwood. The banquet tickets are on sale at the hall and at the hotel.

The following is the result of the drawings for the door prizes:

Four subscriptions to National Butter and Cheese Journal:

Louis F. Perronne, Plymouth.

M. H. Stecker, Manitowoc.

Fred Liebeck, Marshfield.

John Kriewalt.

(Absent: Oscar H. Neuser, Brillion; Ed. Natzke, Cato; E. K. Sonnenberg, Cato; Jake Tischman, Reeseville).

Two Steak Dinners donated by Stassen Cafe:

Bernard H. Schmidt, Elkhart Lake.

(Absent: Wm. J. Kraus, Fond du Lac; Mrs. Ben Krueger, Hortonville; Martin A. Baerse, Underhill.)

Quart of Kessler:

Henry Beil, Reedsville.

Quart of Calvert:

Alvin Hammer, Chilton (winner).

(Absent: Harold Wagner, Rosendale.)

Box of Stationery by Cheese Reporter:

C. C. Brick, Brillion (winner).

Ten Dollar Door Prize (donated by Northern Wisconsin Produce Co., Manitowoc, Wis.):

John Arendt, Fredonia.

Five Dollar Door Prize (donated by Voechting):

Tony DeVreucht, Brillion (absent).

E. Scray, De Pere (absent).

C. C. Brick, Brillion (winner).

Percolator (by Blatchford Calf Meal Co., Waukegan, Ill.):

Ed. Winter, Cecil (absent).

Milfred Peters (absent).

Harold Burke, Richland Center (winner).

Electric Clock (donated by Topp Oil Co.):

Vern Balsiger.

**THIRD SESSION****Thursday, Nov. 12, 1942, 11:10 A. M.**

**THE PRESIDENT:** We are going to start right now and I am going to ask our good friends, Soft Coal Charley and Salty Mack to start us out with singing.

(Community singing).

**THE PRESIDENT:** I think the crowd did well, as well as our leaders. Now, I will repeat again, we are mighty glad and mighty fortunate to be living in a country where we can open our meetings with prayer and I am going to call on Rev. Fox. Possibly Rev. Fox was here at 10:15.

I am certainly well pleased to see so many seats filled at this time. It looks a lot better than it did a half hour ago.

The first speaker that I am going to present to you I know some of you know him; perhaps some of you don't, because he has not been in our midst quite as long as some of the other speakers that were on this program. As I have said before, and as many of other speakers pointed out, we have had a lot of trouble in the last year with the grading situation, and the man I am going to introduce to you I think has helped considerable in bringing about better cooperation between dealers, cheesemakers, and officials at Madison. A lot of you know about the cheese grading clinics that were held, and if you were there and saw this man in action as well as Dr. Price from the University, you will say he was absolutely fair. He is not a man that says yes to everything we say to him. We don't care about a man like that. Every man has a right to his own opinion, but he also realizes that others have rights to their opinions, and I am happy to present to you at this time Mr. Milton H. Button, the new acting chief of the Dairy Department.

**ADDRESS**

By Milton H. Button

Mr. Chairman, ladies and gentlemen: I suspect that you and I are going to have a little trouble getting started this morning. You have had two days of a fine convention. You had one night of bowling and one night of dancing. And now you are sitting out



and just daring me to try and keep you awake. I will accept the dare but probably feeling from the first that I may lose.

On my side I have some handicaps too. I have got a man here taking down everything I say, and I dare say some things I say in the course of a day I wouldn't care to see written down the next day. And then I am standing in front of this mike, and that is a kind of a handicap. I am going to try a little experiment with you folks and see how it works out. Supposing I stepped over here—don't you hear me even better out in the back? Don't you hear me? My wife always said, if everybody had a voice like mine the telephone would never have been invented; there would have been no need for it, and perhaps that is an asset right now, but sometimes when I want to whisper some things to you, it is not an asset because everybody else hears my whispers.

You folks have discussed problems ever since you have been here. I have been happy to hear you discuss those problems because to me it indicates the acceptance of responsibilities. That always reminds me of the story they tell about the man that married a very charming girl, who had a twin sister who looked exactly like she did; you couldn't tell them apart. They were identical twins. One of his friends was asking him about it. How do you tell your wife from her sister. Well, he said, I don't pay much attention to that. That is their problem. And you fellows aren't taking that attitude on these things. You are recognizing your problems and going after that.

I think perhaps I ought to offer a little apology because some of you that were at Marshfield heard me say practically the same things I am going to say today. That isn't entirely because of laziness on my part. It is partially because I discussed the problems there that I still think are the important problems today. And naturally, they are the ones I would want to discuss with you.

Now, in discussing these problems, let's get the record straight. I don't know the answers to them. The man that knows all the answers, I am told, hasn't heard all the questions, and I am merely going to bring up some of these problems to talk about them. By the way, it won't be the first time they were brought out on the program here.

The big problem I am going to talk about—quality—has been mentioned by at least three men from this platform preceding me on this program. One of them spent almost his entire speech on

that quality program. And it is very nice to come on late so somebody else has done all your chores for you and you can say amen to all the nice things they said about the quality program.

I suppose that the leaders of this industry, and the department are presumed to be what their name would indicate—leaders. And I will have to wonder how much of a leader we have been during the past few months. I have a suspicion that some of us had a hard time keeping up with the program, letting alone leading it, because of the rapidity with which things are happening.

When I first came with the Department in Madison in mid-summer, everybody was wailing and we only had room for one more day's make of cheese. They boys are making evaporated milk and they had 30 million cases on hand and didn't know what to do with it and we are having a heck of a time and we are still scratching our head about that, when we woke up one morning to realize we were facing a complete shortage of dairy products and if I ever saw anything happen over night, that is just the way that happened. And I suppose the industry will agree with me on that.

Now, that brings up two major problems. I don't want to neglect tires and gas. Some of those things are out of our field. They are not out of your field but we can't discuss all the problems today. I want to talk just a little bit about our help shortage and the shortage of dairy products. Those are two of the principal problems confronting the industry today and they represent such a complete reversal of the field.

Why, it wasn't many years ago, people, that we had CCC and WPA and you know all the alphabetical confetti in the world, trying to keep men busy and within just a few months now we are meeting with ourselves and asking, how are we going to get skilled men to carry on the bare necessities of our industry. The shortage of dairy products is to my mind a much more serious thing because the effect is more lasting. The shortage of help is serious, sure; but when this war is over they will be back. We will go on again and pray heaven we don't find too many men. But this shortage—after we get rationing, and in my opinion rationing is the better answer to the thing than the making of inferior quality products. If we get rationing we are in effect starting out to undo the thing that we have been many years in doing.

I don't know how many years the industry, the university, and your department or I have been working with the public to get

them to consume more dairy products. Now, just as an illustration of how this thing runs into money. The part played by your department of agriculture as compared with the industry has been a relatively minor one, and yet in a little over six years your department of agriculture has spent \$434,779 advertising Wisconsin dairy products, and about \$300,000 of that went into the cheese industry advertising Wisconsin natural cheese.

Now, I mention those figures not because they are so great but to show you that while we play a relatively unimportant part in that—I am not going to use the unimportant—a relatively minor part. The industry must have spent a lot more money. I say that as quality increased, consumption increased. It has been a fine thing for us, and all of a sudden we are going to reverse the field and start out educating the housewife how to get along with less dairy products, and may I guess with you, that it is going to take a long time to bring her back to using dairy products, such as cheese, after we once educate her not to use them, and then reverse the field again to educate her how to use them. So I think that problem is serious.

Now, that brings me up to my old theme of quality. It has been talked about before. The state and the industry have locked hands in starting down the quality road. And while there are a lot of people that are dragging their heels for a break, by and large we are going a long ways on the quality program. But I am having a little apprehension right now with this shortage as to what it might do to the quality program, because when you have shortages people buy anything. They don't ask too many questions. The housewife gets less fussy, shall we say.

I would like to give you just a little personal illustration of what I am trying to show. It just happens my wife and I know the makers of a certain brand of coffee, and so I presume because we know those people we started using their coffee and we think we haven't had a cup of coffee unless we have that particular brand. That is, we thought so for twenty years. About three months ago we couldn't get that brand any more and just to show you as an illustration, and I think it has been humorous, Hallowe'en evening, not having any candy for those who might put tick-tacks on my window if I didn't have candy for them, I went to the store and got candy and peanuts for the kiddies. There was a line of people trying to get coffee and I looked the bunch over and I knew they weren't residents of my neighborhood. So I said to the merchant—how about this? We leave about fifteen dollars a week in

your store and these other people don't bother you at all and they wouldn't be in here at all if it wasn't for coffee. You know what he did to me? He took me out in the back room and back of the barrel of molasses he dug up a pound of coffee and he reached it up and he put it under my arm and shoved me out of the back door. I didn't look to see if that was my brand of coffee or not. I just went home and told my wife. I believe I had more trouble getting coffee than some people had in the old prohibition days.

The point I am trying to bring out is, when you get a shortage you don't look for quality. Of course, if there isn't any call for quality people aren't so apt to make it. And if we slip back on that thing—I say, if we do, because I know we aren't going to but if we do—when this thing is over and we again have plenty, it is going to take a long time again to step this quality up to where we are and the losses of the industry will be severe.

Now, I am going to say something that may not be so popular, but I want to be on record on this and I want you folks to think about it seriously. If my information is correct, junior cheese and in some cases even undergrades, is selling for practically what state grade is selling. I am not sure my information is correct. I hope it isn't. But let's just analyze that thing, if it is true. You say, fine, sure, more money back to the farmer, more money to everybody along the line. But I want to ask you one question—is it sound. Is it half sound? Can any solid industry be built on a program of paying as much for a second grade article as for a first grade article. Where would your ordinary industry be today if the manufacturers could have sold a second grade product for as much as a first grade product?

Now, I am talking principles and policies and I am thinking ahead and I am not giving you the answers. I am giving you questions but I hope you folks as members of the cheese industry will look that situation square in the face and ask yourself whether or not we aren't riding for a fall, if we get ourselves into a spot where a second grade article sells for as much as a first grade article. And I recommend that thought for the consideration of the directors of this association.

I think I want to say just a word or two about the responsibilities of the department. There are times, perhaps, when the industry—thinking of the industry now as the cheesemakers, because this is a cheesemakers convention—can't always follow the thinking of the department and perhaps that is because the department

has to take a little wider point of view. I think the department has a responsibility to four branches in this industry. First of all, we have a responsibility to the farmer himself, and he has the biggest investment in this industry. Certainly the department of agriculture has a responsibility to the farmer himself. The department has a responsibility to the maker; the department has a responsibility to the warehouse man that assembles and sells that cheese; and finally but not least, they have a responsibility to the consuming public. So in our thinking of these problems we have to think of the effect when decisions are made, on these four people.

Now, if I may hastily go over what are our responsibilities to the farmer. I would say our biggest responsibility to the farmer is to protect the 90 or 95 per cent against the other 5 or 10; to protect those conscientious people that are producing quality milk against those that are not producing good quality milk and would pour their milk in with the good milk and make it all into something you can't make good cheese out of, be you ever so good. You just can't take that poor milk and make good cheese out of it. So that is our first responsibility.

Our second responsibility is set up over in the marketing department to see that the dairy plants purchasing the milk are financially responsible so that the farmer who delivers his milk in good faith will be paid for that. Now, I could go on with a lot more things but I don't want to take too much time.

What is our responsibility to the makers? I think our responsibility to the makers is largely the same as to the farmers, to protect the 90 to 95 per cent good conscientious makers against the 5 to 10 per cent that aren't quite so conscientious and might have a tendency to do some of the things that would bring a bad case to your industry. That is our problem with you makers, to work hand in hand with you fellows that want to go down the road in the interest of the dairy industry, in the interest of the cheese program and the dairy program, to protect you against those that aren't going that way.

I think we owe you also a responsibility in helping you find a market and we have a responsibility set up by statutes to supervise the grading, in spite of the things that have been said about the department and its grading program. It has been a headache to you folks and it has been just as many headaches to the department. I don't know any answer to the thing except that you people and the department hold grading conferences, sit around the

table and talk it over and arrive at those decisions that we have got to arrive at if we are going to protect this dairy industry and this cheese industry. Certainly it would be a tragedy not to tell the consuming public what kind of cheese they are eating, but if we are going to put a stamp on there that says what kind of cheese that is, that grading has to be honest 365 days a year, and not only honest—I shouldn't have used the term "honest". That doesn't come in there. I should have used the term put on there by people that understand grading, every last one of the four or five hundred people grading in the state that have a common understanding what constitutes each grade, and I think we can work together toward that.

Now, we have a responsibility to the warehouse man. I think we owe him a responsibility to show that cheese is produced that he can sell, and we owe him a responsibility to work with his graders that are thinking and acting the same as the graders in the other warehouses, so that we get this uniformity of grading that will take the sting out of problems that we have had.

And to the public you and I and everybody else in the industry owes a plentiful supply of tasty, wholesome available cheese.

Now, if I may break away from just what I have been saying for one minute, I would like to ask a question. I put this question up because I just can't get the answer—people. We have the records coming in as to the percentage of state brand being made. It has been lower this year than in the past. I don't need to tell you that. You have talked about that plenty times so you know. But the problem is all through the state, and I have checked up as to many places through the state. There are over four hundred places in the state—over four hundred factories where very close to one hundred per cent of the state brand cheese has been made all year long. Now, I said close to one hundred per cent. I mean 75 per cent and up. And right around them in western Wisconsin where I come from, where the cattle are drinking water out of the same creek that flows down the valley, where they get the same fruits and same grass, except it is on the next forty.

Some fellows have been having trouble. I know they are in trouble because they are friends of mine. They are good convention men and have been having trouble and I can't just understand that thing. It is something we have all got to think on. It isn't solved by taking that product and putting state brand cheese mark on it. That don't solve the problem. That just sticks your neck

in the ground like an ostrich. We have got to get out and find out what is causing that thing and work on it if the industry is going to go where it should.

Now, I think that brings the thing back I want to speak about. I have spoken about a lot of responsibilities about the department. I want to speak to you just a minute about the responsibility of the industry to maintain quality. I said to you folks, where would the automobile industry be today if the men that made the second grade automobile could sell it for the same price as the man that made the good automobile, the first grade. And I developed the point that I want to bring out with you by asking you this question—where today are the manufacturers of the second grade automobiles we had in the past. And I am trying to create a moral here. You know where those boys are. They aren't around doing business at the same old spot any more. I don't want to see, and you don't want to see a lot of empty factories around this state where the boys aren't doing business any more after this thing is over, because they didn't make a quality article.

That is all the sermon I can preach on it, but I intended it to be a sermon. By and large the problem is that of the industry. The department problem—sure, twenty-six men to cover the state and there is one of you on every crossroad around the state. If we are going to keep up this quality program, and we are going to keep it, we are going to keep it because of you and with you. And you are going to carry the ball and run for the touch-down and we are going to be along with you as we can—we twenty-six men from the department; and we are going to appreciate the opportunity to work with you. And I trust we will conduct ourselves so that you will appreciate having us work with you. That is up to you whether you want us or not. It depends on how we conduct ourselves with you as to whether or not you want our help. But I am going to say, if you want it, you have it.

And I want to close with a little word of commendation to the industry. You are thinking along these problems that I have been discussing. You have thought about that to the point you are digging right down in your pockets to build a good strong organization, and you are bringing in George Mooney, a man whom I understand has been in the cheese industry since he was knee-high to a grasshopper. A man who has been tried; a man who knows the industry, and I am happy to see that, speaking for the department, and I hope that George and the rest of the boys—I won't bother to name them all, you know who I am talking about, they are on the

board with the other officers, and you people, the rank and file of the industry—I hope and know that we are all going to work together, for your sake—for the sake of the dairy industry.

Thank you people, it has been a pleasure to be with you.

THE PRESIDENT: I want to thank Mr. Button. I might say, Mr. Button, I don't think you will find in many cases where the cheese is actually poor that they are paying almost the same price as for state brand.

MR. BUTTON: I hope not, and you notice I qualified my statement to say I had been told so.

THE PRESIDENT: You heard yesterday a couple of speakers, at least one, that according to specifications really our junior brand cheese would be only as good as U. S. No. 1, when they started out. That is what the specifications were originally, but I think everybody will admit when they have so much cheese they didn't know what to do with it, they raised it way beyond that, and paying a large differential. I think that is where the fight came about.

I think, Mr. Mulloy, it is five minutes to twelve and it is time we should award the door prizes. We have other speakers but we will have them for this afternoon. Let's try and get started promptly at 1:45 this afternoon, and we will now have the awarding of the door prizes. Mr. Mooney will be the first speaker after lunch. Now don't go away people. We will award the door prizes.

#### FOUR SUBSCRIPTIONS, BUTTER AND CHEESE JOURNAL

Atlee Maedke, Sawyer	)	
Fred J. Chapman, Sheboygan Falls	)	Winners.
Emil Hanson, Cadot	)	
Paul H. Raihle, Chippewa Falls	)	



## METHYLENE BLUE TEST SET BY BABSON BROS, CHICAGO

C. W. Griesbach, Black Creek	)	
Armin Hernke, Hilbert	)	
Dennis Kolpack, Chilton	)	
Emil C. Hoppe, Abrams	)	
Otto A. Hemming, Kiel	)	Names drawn as winners of
H. G. Davis, Plymouth	)	the Methylene Blue Test equip-
Earl M. Otto, Dale	)	ment, but since they were ab-
Henry Beil, Reedsville	)	sent they have forfeited this
Fred Young	)	prize.
G. J. Steinhardt, Shawano	)	
Fred Gurtner, Jr., Hartford	)	
Erwin Deicher, Adell	)	
Carl Greiner, Appleton	)	
A. E. Dedow, Waupaca	)	(winner of the prize).

(Whereupon the convention adjourned to 1:45 o'clock P.M.)

#### FOURTH SESSION

**Thursday, November 12, 1942, 2 P. M.**

(The meeting was opened with Community Singing).

THE PRESIDENT: I certainly want to thank these gentlemen again. This community singing puts a lot of pep into the convention. We will have the drawing of one door prize, an electric clock donated by the Blatchford Calf Meal Company of Waukegan, Illinois.

(The following names were drawn:

Erwin Deicher, Adell (Absent)

Hilbert Wegner, Pulaski (Absent)

R. O. Freund, Hilbert (Winner).

THE PRESIDENT: Don't forget folks, at the close of the convention there will be some valuable prizes given away. One of the reasons we have these valuable prizes is to keep the crowd. We don't like to see a lot of folks walk out before the important business of passing resolutions and electing officers. That is a little stunt we have had for several years to try to keep you in here to

take part in the complete session. We will try and go along now as quickly as possible this afternoon.

I am going to call on a man who is not on the program, that is, he is not listed in the program book, but he is going to tell us something about the grading clinics that were held sometime ago. I always call him the good looking professor from down at the University. It is my good friend Dave Nussbaum. I am happy to present him to you at this time.

### ADDRESS

By David Nussbaum

Mr. President, ladies and gentlemen: This is a door prize talk. Yesterday my good friend Bill Fox, from the Babson Bros. Company, said that he was a pinch hitter for a Mr. Bober in his talk. I am not going to say I am a pinch hitter for Dr. Price because a pinch hitter is a fellow they keep around until about the closing of the ninth inning, when they are two runs behind and they figure he has a home run in his system. I am going to say that I am rather a substitute for him and I use that word knowing full well how the dairy industry looks upon substitutes.

Several months ago during the summer a meeting was called of the industry in Oshkosh where many of you attended. This meeting was called with the idea of ironing out, so to speak, the difficulties that seemed to be prevalent in the grading system of the Wisconsin cheese industry. I think that through that meeting a lot of misunderstandings were corrected and a lot of new ideas were formed about what could be done and should be done to make grading more uniform.

When we speak of mistaken ideas being ironed out, I am sometimes reminded of the story that is told occasionally of a fellow who had heard of the good work that the YWCA organization was doing in the larger cities in the country. One night he had been imbibing a bit freely and got a brainstorm of an idea. So he looked up the number of this organization in the phone book, and when the kind lady's voice at the other end answered, he said: Ish thish the YWCA? And she said: Yes, it is. He said: Ish thish the organization that shaves bad little girls? And she said: Well, that type of work is included in our program. And he said: Well, shay, shave one for me for Shaturday night, will you?

Out of this Oshkosh meeting a committee was formed, consisting of Mr. Kopitzke and Mr. Mooney and Mr. George Kuenning and they were given the job or the duty of organizing a series of cheese grading clinics to be held throughout the state where members of the industry, largely the cheese graders, warehouse graders and state graders could get together and look at lots of cheese and discuss it among themselves. After Mr. Kuenning passed away, Mr. Milton Button assumed his duties on that committee. Only those that were connected with these clinics in any way or had the opportunity or good fortune to attend one or more of them knows the tremendous amount of work, the tremendously good job that this committee did in lining up those clinics. Four of them were held at Plymouth, Green Bay, Marshfield and Richland Center. At each place 15 cheese—I was going to say cheddars in each case—some of them were twins. However, in any event 15 cheese were looked at in each place. The cheese, when the clinics were over, were ruined as far as appearance goes. They were completely plugged to pieces.

The grade of the cheese was determined simply by the majority of votes that the men present at these clinics placed on them. If thirty out of forty men called a cheese a state brand, the majority of the clinic ruled it was a state brand cheese. Occasionally where the vote would be very close, and that happened in several cases where a cheese was apparently on the border line, an arbitration committee would get together and look at the cheese and finally decide what it was.

Well, at Plymouth there were 34 men attending the clinic that graded all of the cheese. At Green Bay there were 53, Marshfield 44, and Richland Center 50. At the Marshfield meeting, I think it was, there was a federal grader there. That was the only place where a federal man attended, and he was the only one that attended any of the clinics. I have a table before me here which shows what the majority opinion was on the cheese at each one of the clinics. This cheese was not representative cheese as the industry makes it and puts it into the warehouse.

At Plymouth, for example, fifty per cent of it went into a junior grade. You know that 50 per cent of the cheese that is made is not junior. And nineteen per cent of it was undergrade, which again is not a true picture of the cross section of a cheese made by the industry. In each case about half of the cheese, close to fifty per cent, fell in the junior grade class, according to the majority opinion. About one-third was undergrade.

Now, to reiterate, and I am going to take just two or three minutes to give you this, because as your President said, I was not originally scheduled on the program. I am going to give you the agreement of cheese graders at these various clinics. Now, bear in mind that this was not a group necessarily of cheesemakers or interested on-lookers or anything like that. There were a few of them present. The group was made up by and large of licensed graders, either state graders or warehouse graders, or as I said, one federal grader.

At Plymouth 33 per cent or exactly one-third of all of the votes that were cast for a grade on a cheese, that is on the average, disagreed with the majority of votes. Now, for instance, on the first cheese where there were 45 men present, 30 would have put it in a state brand, 15 in a junior. See what I mean. And every time that they put a grade on a cheese at the Plymouth clinic, one time out of three the grade differed in opinion from what the majority called the cheese in grade. This figure was approximately the same at Green Bay—it figured out 34 per cent. At Marshfield it was very low—the lowest of any of the four, and there it went down to 10 per cent.

Now, there is an explanation for that. The group at Marshfield they say were not necessarily better graders than the other groups that got together throughout the state, but the cheese at Marshfield contained less border-line cases than at any other of the clinics. For example, the cheese was either definitely state brand or definitely junior or definitely undergrade and we had not these borderline cheese that the most able grader can go one way or the other on. You see, that would tend to make the number of disagreeing votes much higher if they almost split in their opinion on what the grade should be.

At Richland Center the percentage was back up again to about one-third.

Then we have another table worked out here that shows the number of graders that graded the cheese approximately correct according to the majority opinion. Four of them to be exact had all fifteen correct. Thirty-four per cent or just about one-third of them had 12 cheese out of fifteen or more correct. If you drop that down to having nine right and six wrong or better, 27% of all the men that took part in these clinics could hit nine of these cheese out of fifteen the way the majority of opinion put the cheese as far as grade was concerned. That means there were 23% of the men

attending these clinics then that could not grade the cheese so that at least nine of them were correct. That is a fairly large number when you consider that these clinics were composed of men whose livelihood is derived from grading cheese.

Then we have something else figured out here, and it is called the average number of misses per grader. That has no bearing on the "blond" that was at the dance last night. It applies more closely to the hits and misses at the bowling alley, I imagine. By a miss here we simply mean missing the correct grade with your opinion, or if you are attending the clinic and grading the cheese and a cheese according to the majority opinion was a junior, and you missed it, so to speak, and put it in a state grade or under grade.

At Plymouth the average grader that went through the clinic there missed 5.4 cheese out of the 15. I want to explain one other thing. If he missed it by two grades, he got two deductions. That was only possible where the cheese was in a state grade and he put it in an undergrade. If he did that, we credited him with two misses instead of one. Of course, if it was a junior he could go only one way on it. To miss it once, he could either call it a state or undergrade and then he had one miss. If he missed it entirely by two grades, he got two misses. The average grader out of fifteen cheese at Plymouth was credited with 5.4% misses. At Green Bay 5.2. At Marshfield it dropped down to 2.8 which was, as I say, due to the fact that the cheese was more nearly in one grade or the other, and at Richland Center it went up again to five.

We also made an effort at these clinics to determine how well state brand compared to U. S. No. 1 and how well junior grade compared to U. S. No. 2, and so on. We gave the men an opportunity to fill out both sets of grades, both the federal grades and the state grades, and we found that of all the cheese that went into state brand, 97 per cent of all the graders called it U. S. No. 1. Three of them—I am saying that wrong. That 97 per cent of the cheese that was state brand, the group concluded was U. S. No. 1 or better. Three per cent of the cheese that was called state brand cheese went into the U. S. No. 2 grade, as it was filled out on these score cards.

As far as junior grade is concerned, 79% of the junior cheese that we had in the clinic the men said was a U. S. No. 2; 11 per cent of it was good enough to go into state brand and the remaining ten per cent was below a U. S. No. 2 A. I guess I didn't say 2 A before; I meant 2.

As far as the undergrade cheese were concerned, 99 per cent of that cheese the men said was below a U. S. No. 2 A grade, and one per cent of it was good enough to go into a U. S. 2 A. Now, that was simply the opinion of the men that were looking at the cheese there, and as I say, there was only one federal grader at any of the four clinics.

Now, I brought up with me here some mimeographed sheets that gives the results and some data on these cheese clinics. I am going to leave the pile there and you are perfectly welcome to come up and get them. They say practically the same thing that I have been talking about, only it is much more clearly defined on the paper. If you are at all interested, come up and pick one of these sheets up. It is printed on both sides. Only one sheet is necessary.

As far as future clinics are concerned, I think that is it the hope of the industry and the committee to hold further clinics. I hope they do. I see several things that can come out of these clinics. I think that for men who are going to undertake grading as a work, much can be clarified in their minds as to definitions of grades if these clinics are held and they are permitted to attend them. I think that should be open to cheesemakers.

As a matter of fact, it had been suggested the other day to have the cheesemakers bring in a cheese of their own to grade at these clinics, take all the identification marks off and let the cheesemakers themselves score the 15 or 20 or 25 cheese that are there. Let them talk over the defects and the causes and the remedies and so on. Let them recognize the good cheese that are there to get more clearly fixed in their mind what their goal should be in their particular business and at their own factory. I think that would do a lot of good. It might work out very similar to the cheese scores that were followed at Beaver Dam this year at the convention. A committee of cheesemakers scored that cheese. I think that is one of the finest steps that an organization can take, because after all the makers are interested in the scoring themselves. They get a lot of good out of it.

I am heartily in favor of more things of that kind. The only unfortunate thing about it at Beaver Dam I think they had a committee of five cheesemakers; that should have been a committee of twenty-five as a very minimum. Some of you men are thinking—what would happen to the cheese. That is all right; it would have served its purpose in an additional way.

There are other things that can be worked out at these clinics if more are held. Possibly we at the university can render a service there that may or may not be of interest to you as cheesemakers.

If you would be interested in this method that I have just advocated of holding clinics whereby cheesemakers bring cheese in and have them scored or score them themselves, we could run various analyses on the cheese and return the results to the cheesemaker. Several states have a plan like that worked out—Oregon, Idaho, and I understand California now too has a system worked out where the cheese is sent in to the University, it is scored there and various tests are made on it and then the returns are sent back to the maker.

I think we could go them one better, and have these clinics proposed one a month say in different sections of the state, so that the makers could attend and bring their own cheese and have them scored and we could run an acid determination of PH or fat determination, moisture determination, sediment test or anything that a cheesemaker would be interested in in the line of analytical work, if there would be a demand for service of that kind.

I am very much enthused about these graders clinics. I enjoyed attending them. I think every one of the men testing there felt they got some good out of it and hoped there would be more in the future and I certainly do, too. Thank you.

**THE PRESIDENT:** I certainly want to thank Mr. Nussbaum. It really is a fact. We received wonderful cooperation from the University and Dr. Price and Mr. Nussbaum at these grading clinics as well as Mr. Button of the Department of Agriculture. I believe we should have more of them and give the cheesemakers an opportunity to come in and grade that cheese and discuss it, and I think it would help a lot.

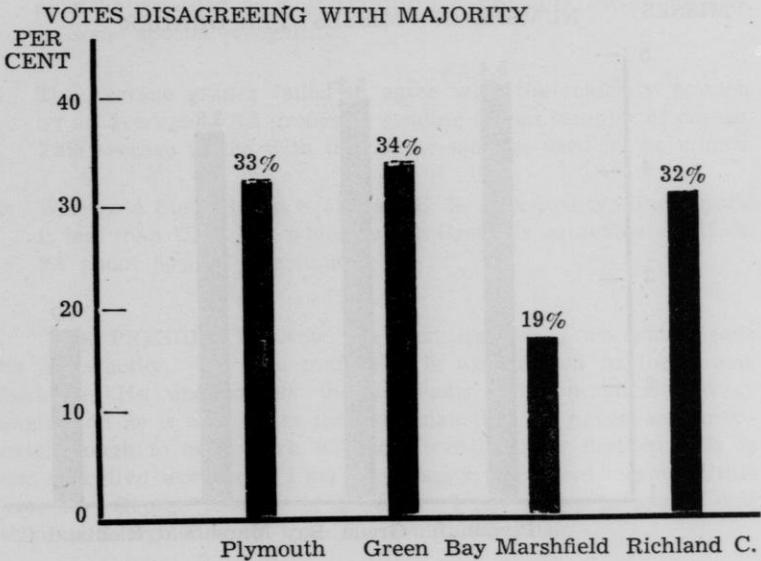
**DISCUSSION OF GRADING CLINICS OF SEPTEMBER, 1942**

**Walter V. Price**

University of Wisconsin

**TABLE 1—HOW THE CHEESE GRADED**

	Number of Total votes		Per cent of votes for:-		
	Graders	State	Junior	Undergrade	
Plymouth .....	34	506	31%	50%	19%
Green Bay .....	53	793	37	46	17
Marshfield .....	44	644	28	49	23
Richland Center .....	50	745	31	48	21
<b>Total .....</b>	<b>181</b>	<b>2,688</b>	<b>32%</b>	<b>48%</b>	<b>20%</b>



**FIGURE 1**



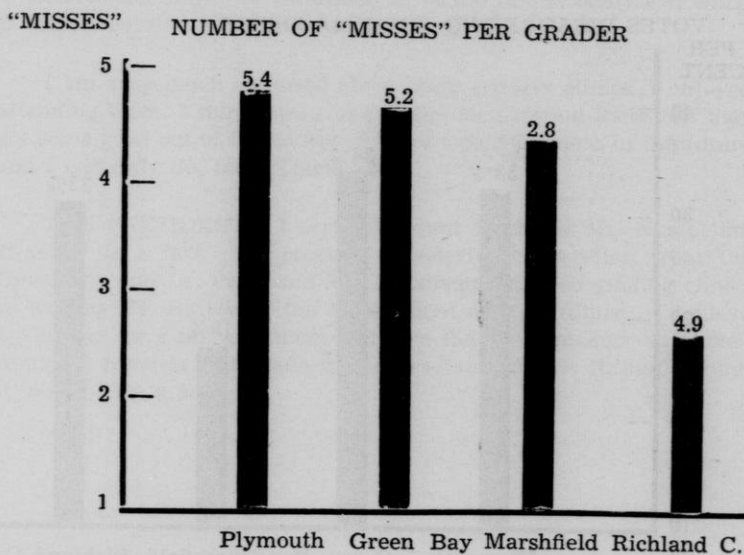
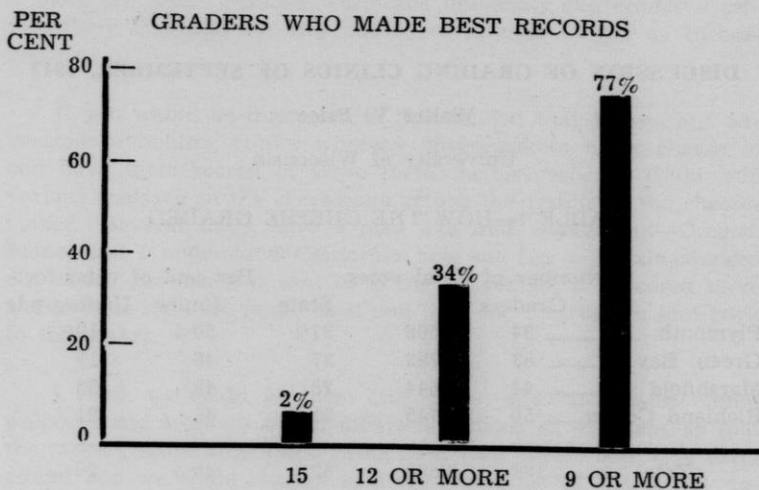


FIGURE 3

**HOW DO WISCONSIN AND FEDERAL GRADES COMPARE?**

Wisconsin grade	Distribution of votes to:-		
	U. S. 1	U. S. 2A	Below U. S. 2A
	%	%	%
State .....	97	3	0
Junior .....	11	79	10
Undergrade .....	0	1	99

**CONCLUSIONS**

1. The cheese were specially selected for these clinics and included many "borderline samples"; they do not represent the "average" quality of Wisconsin cheese.
2. About three out of every ten graders did not agree with the opinions of the majority.
3. Graders who always or usually agreed with the majority opinion must be regarded as most skillful and probably should be given some special recognition.
4. The average grader failed to agree with the majority opinion by an average of 4.5 grades in grading fifteen samples of cheese. This average varied with the cheese samples used in the clinics.
5. Wisconsin State Brand is at least U. S. 1 in quality; Undergrade is less than U. S. 2A; while Junior Grade is equivalent to U. S. 2A about 80% of the time.

**THE PRESIDENT:** Now, the next speaker, I am sure, needs no introduction. He is a man who is well versed in the cheese business. He understands the problems from practically every angle, and he is none other than the man that we have been fortunate enough to have work with us from January first on. He is our executive secretary. I am very happy to present to you at this time Mr. George Mooney of Chicago. I am happy to say it will soon be George Mooney from Plymouth, Wisconsin.

## ADDRESS

By Mr. George Mooney

Mr. President, members of the association, and guests: I thought for a while this afternoon the men leading the singing were taking care of practically all the speeches that could be made at a convention such as this, when the first song was "The More we Get Together, the Happier we will be". I think there is something in that for you to pay attention to.

Then they closed by singing "On Wisconsin". That, I thought, pretty near constituted a speech.

Len asked me how long I was going to talk. I said, how long do you want me to talk. He said, talk as long as you want to, we are going to start working on resolutions in about fifteen minutes.

It would be reflecting upon the intelligence of this audience or any American audience if I attempted to review some of the conditions and events of the past year or year and a half. I say that because you know them and I don't have to recite them. We happen to live in the land of the ballot, the land of free speech, freedom of the press, and the right to peaceably assemble, just as you are here today.

We have the constitutional right in that freedom of speech to criticize officials. That has been done in the cheese industry in the past. We have the officials criticize the industry. We have had them both on the platform of this convention. I want to say I know I voice the views not only of the cheesemakers of Wisconsin but the acceptance on the part of the citizens of Wisconsin, when I say we are glad to hear Herman Ihd as the director of the department make the statement he made yesterday of the offer of genuine cooperation with the cheesemakers of this state. (Applause). May I go just a step further and say that this statement was again backed up by the chief of the dairy division, when Mr. Button made practically the same statement again here today. Men, there is welcome on the doormat as expressed by those two men.

Professor Nussbaum who just finished, practically tells you the same thing. The facilities of the University are at your disposal. We have at that University in the personnel the envy of other dairy states in this union. We have never worn them out; we have never taxed their patience. They are always ready to render a service to you. It is up to you to go and ask for it.

There has been in the past—and this is no secret—a feeling of discontent or dissatisfaction on the part of the members in the cheese industry. Individually, small business collectively did over one hundred million dollars annual business, but there was a dissatisfaction that did not contribute to progress but rather blocked it. When I say that, I believe I am borne out by just relating a few facts that I think are admitted.

First, I never heard any one say that there is another state in the Union who can make better cheese than Wisconsin. We just happen to be blessed by nature and by God with a few of those advantages that go with life in this state, that permits us to put out a product that other states cannot duplicate.

I am reminded a few years back when there was a brand put out in the State of Texas by the 110 Texas dairies that was marketed with large letters "Plymouth", followed by smaller letters "Brand" and then "Wisconsin", and in smaller letters "flavor". So, if you were in a grocery store and looking from a distance of ten or twelve feet at that cheese, you could see the name "Wisconsin" and you couldn't see the words "brand" or "flavor". An effort was made to remove that brand which was a deception and perpetrating a fraud upon the public of Wisconsin, because they were stealing something from us. If there was something in the name of "Wisconsin flavor", I am glad that at least they admit that by asking for the right to use it, but we stopped that in a hurry. We don't want anything masquerading under anything but its proper name.

I believe this afternoon a resolution will be brought before you that involves that basic principle.

From my experience in the few years that goes back I suppose to 1919, when I made the first trip down to Madison, I had occasion to speak with public officials and invariably, friends, I find them not only ready and willing to serve, although many of their decisions do not please us, but I find them just hungry for the facts, and when they are given the facts the big percent will have the courage to face those facts and deal with them. Have we always furnished that to them?

I know the majority of administrative officials and enforcement officials would like to hear the voice of the cheese industry, and that voice is going to have to be predicated upon the very basic rule of our government—the will of the majority shall be the law of the land. They want to hear the voice of the majority, and for years past this industry has not been in that position.

Many times I have sat in within one room and only a few heard the differences of opinion expressed. If you sit in the official chair at Madison, I ask you, how you could decide those questions for the good of the industry, and to please both sides to a controversy. I do not think we are going to differ on fundamentals. I do believe there is room for a lot of work to be done.

The response coming in from around the state may even never have belonged to cheese associations. The response coming from them, ready and willing to go into a program that has for its objective first and foremost a protective significance to the man who is making the product. Second, surrounding that product with the proper safeguards that will carry it to market to advantage. That is Wisconsin's future, and any other plan will mean we will level off the things we can say about our product so that it will merely enter the counters of the nation as cheese.

In that connection I want to say just one word about national advertising of dairy products. When dairy products are advertised as just butter, ice cream, and milk from the nutritional and health standpoint, that is one question; but when it comes to advertising cheese by state or origin, I know of only a few that come within that picture.

A few weeks ago Leonard and I went through some of the larger stores in Chicago just to see the display of cheese and I am telling you men, you would be surprised—and ladies, you would be surprised and pleased to see the prominence with which they display the name "Wisconsin" above the cheese in the retail stores.

In the council meeting on Tuesday this week, one speaker referred to the cheesemaker. He said that about twenty-five years ago the cheesemaker was a man of prominence and a factor in every community in which he lived. Many times he was the banker. There weren't so many small town banks as there are now. He was the banker for the patrons and sometimes for others, and twenty-five years has affected some changes.

Cheesemaking is a profession—and how that was impressed upon is at this convention when we heard the address on bacteriology yesterday; the one on cheese grading by Prof. Nussbaum about the technical knowledge required to manufacture cheese. Yes, just recently Washington recognized the fact and cheesemakers are included high on the list of those skilled workers in an essential industry. Individually you as small business are for them. Many

small businesses are doomed to pass out of the picture before this war is over. You are one of the chosen fortunates manufacturing a product that they not only want in the war picture but they want more of it.

It is unfortunate when a situation exists that will permit the closing of cheese factories in Wisconsin and permit cheese factories to open in other states. That may be based upon economic reasons. It cannot be justified on the basis of an equality product. Again I repeat, that is not reflecting on the other states' cheese except to say this, that we have something they haven't got.

It is nothing new to see men boast of things they have. We can't boast of gold or oil, but God gave that to Texas and Oklahoma. We haven't got diamond mines in this state, but some other places have; but we have got one thing we can boast of, it is the farm product that is singled out for identification coming from Wisconsin.

Evaporated milk isn't carrying the name "Wisconsin". It is carrying the name of a manufacturer. The beer made from Wisconsin barley goes out under the name of its different trade names, although Wisconsin does produce a type of barley that is just different from other states, all because of climatic conditions and soil that go with it. The same goes for flour. We can't boast, and we admit that some of the other states can put out a better wheat or a wheat that makes a better flour than we do. We won't argue that with them.

I am trying to bring home the importance of this industry, the size of it and the comparatively few men engaged in it. We are dealing with about 2000 to 2200 cheesemakers and it is expected in this state to hit nearly a half a billion dollar business of cheese in the coming twelve months. I believe mathematically if you will figure it out, you have an average of nearly ten thousand pounds of milk per man—ten thousand pounds of milk per man, which is just about all he can handle, and that is on a 40 hour week basis, not a five day week basis.

The cheesemakers of this state are giving their time, these twenty-two or three hundred. They stand in a class, recognized now from the standpoint of war effort, but we know what the inducements are from other industries. We know some of the younger fellows are having their pride touched when all the neighborhood boys are going to service and some day will come home

and be the pride of the community, and then expect the cheesemaker's son to stay in the factory. The world should be told they need him there as much as they need him in the army. His work in the cheese factory should be recognized as a definite contribution to the war effort on the home front. We cannot send cheese and cheesemakers both to the front. We can send one or the other. If they want cheese, then they have got to permit us to retain the cheesemakers.

I would like to lay before you complete plans of the state association that we would hope to work for during the coming year. That is impossible; the blue prints have not been drawn and when they are you are going to be part and parcel of that preparation of the program. We do, however, crystallize our plans and thoughts in a few words, and that is this: That the Wisconsin cheesemakers will have to take a greater increased interest in the industry, and exercise a greater control over that industry than has been characteristic of the past. That declaration is not a challenge; that is an offer of a sincere effort on the part of the cheesemakers to work with the state, to work with the college, and to work with every element in the industry. And they are going to take a greater interest and effort and greater control over the proper regulation of that industry. I am going to predicate that statement and declaration upon two justifiable reasons. First, there is no one in the state of Wisconsin has a greater interest in the cheese industry than the cheesemaker who makes it. Second, there is no one better qualified. Thank you.

MR. PRESIDENT: I certainly want to thank you, George. I am positive it was enjoyed by everybody. Mr. Mooney said I asked him how long he was going to talk. I will tell you how that is. I wasn't afraid he was going to talk too long; I was afraid he wasn't going to talk long enough. This morning the crowd was rather slim for a while and we thought it would be better to carry over both speakers to this afternoon.

We have a gentleman here who has a short announcement to make about Christmas cheese, and I would be glad to call on him for a couple of minutes to talk to you. He is our good friend Gordon Crump.

MR. CRUMP: I think I can talk from back here so that all of you can hear me. The Norberg Corporation called me last week and asked us if there was any place where they could secure 12,000 pounds of cheese for their employees. We are sure there wasn't any

more cheese available because the demands are increasing for the Christmas cheese. We are running a campaign this year for the soldiers and you might be interested in knowing we have in our files requests from four thousand soldiers asking as their Christmas present to send them natural cheese this year. We have some stickers which are available to any one who cares to use them to send your Christmas gift packages to soldiers. So if you will write the department making request for them—you will find a lot of people in your community, and you realize that cheese makes an ideal gift for a boy in the service. If you want to send cheese to them, write to our department and we would be very happy to supply the stickers as long as they last. By the way, I want to congratulate you on the spirit of this meeting. I think, like a bowler who hasn't been bowling any too well, right now you are bowling 100% on the right track.

MR. PRESIDENT: Our next speaker you all know. He is the fellow that has been doing a lot of hard work around here. Sometimes I thought there was three or four Mulloys; you would see him down at the hotel one minute, downstairs the next, and then up here, so I thought he had a twin brother at least. At this time I am going to present to you, our Executive Secretary, Mr. H. P. Mulloy.

MR. MULLOY: Mr. Chairman, ladies and gentlemen: Very few remarks are going to be made by me. I want to say I am happy for the way the entire convention worked out, beginning with the directors meeting Tuesday morning on down through the council meeting and the grand session we had yesterday and today again. It certainly is a pleasure to see plans shape up the way they are now and to be receiving all that splendid endorsement last night and all during the party cheesemakers kept coming up to me, how about it Mulloy, have you got any of them application blanks with you. Mulloy always has them. Believe it or not, folks, three times I went back to my room and unloaded my pocket, and when I finally went to the room for the rest of the night, there were eight or ten more applications in that pocket. That is just an example of how the cheesemakers of the state feel about their business today. And I sincerely hope and pledge my everlasting support to do everything that I possibly can to keep that same spirit of enthusiasm and cooperation going from today until the end of time. I thank you.

MR. PRESIDENT: Thank you, Mr. Mulloy.



(The results of the bowling party were announced by Mr. Horn and awards were made).

### RESOLUTIONS

MR. CHRISTMAN: Mr. Chairman, ladies and gentlemen: The following resolutions have been prepared by the Resolutions Committee and will be read for your benefit.

Resolution No. 1. Whereas, P. H. Kasper, a life member, and past president of our association, and Rex Rowe, an associate member, have been unable to attend this convention due to illness,

And, whereas both P. H. Kasper and Rex Rowe are among our most beloved and respected members,

THEREFORE, be it Resolved, that we express to both of these distinguished members our hopes for their speedy recovery.

(Adoption moved, seconded and carried).

Resolution No. 2. We commend President Leonard Kopitzke, the directors, and all the officers of our Association for their energetic fearless administration during the past year. We believe that it was through their untiring efforts that our Association has grown in numbers and has had a revival of interest.

(Adoption moved, seconded and carried).

Resolution No. 3.

Whereas, the entry of many skilled cheesemakers into Military Service threatens the ability of the cheese industry to produce sufficient cheese to meet the demands of a nation and a world at war, and

Whereas, the National Selective Service Administration has recognized the seriousness of the situation by directing state and local boards to include cheesemakers in the necessary skilled workers in an essential industry, Therefore

Be IT RESOLVED, that the members of the Wisconsin Cheesemakers' Association urge our local and state boards to grant de-

ferred classification to all skilled cheesemakers while they remain so engaged.

(Adoption moved, seconded and carried).  
Resolution No. 4.

Resolved, that we urge further study and consideration of the Froker-Harden plan as means of assuring the most fair method of payment for milk to patrons.

(Adoption moved).

THE PRESIDENT: Gentlemen, quite a few of you were here yesterday and heard Mr. Harden explain the plan, and as I understand this resolution, it calls for further study of this plan. It seems that there are some not entirely acquainted with it. So this resolution, as I understand it, does not mean that we are ready to start right in on that plan or anything of the sort but to give it further study and I will be ready to entertain the motion. What is your pleasure?

(Motion to adopt seconded, and carried).

Resolution No. 5.

Resolved, that the Board of Directors give study and consideration to having cheese maker grading at state conventions.

(Motion to adopt seconded and carried).

Resolution No. 6.

We believe the powers of the Department of Agriculture should be radically curtailed. We believe that complaints under the license law or any law should be tried in courts of law in the home county of the accused. We maintain that the present system whereby the Department is prosecutor, judge and jury, is contrary to American principles and urge that legislation be passed to take all judicial power from the Department of Agriculture.

MR HORN: Mr. Chairman, inasmuch as we are going into a new set up of this organization, and inasmuch as the department heads have given their word of honor of cooperating with this group, I move that this resolution be tabled.

MR. GRAF: I second that motion.

MR. MULLOY: Mr. Chairman, has that resolution got the recommendation of the Committee?

MR. CHRISTMAN: Yes, I forgot to read it this last time but I read it the first time.

MR. RAASCH: That resolution was adopted last year, and inasmuch as the legislature was not in session, they carried it over this year and it is up to you people with the change in conditions and change in the set up in the association, whether you want to table it or adopt it. There is a resolution before the house now. If you think it is not necessary, I would recommend to table it.

(Motion seconded and carried).

#### Resolution No. 7.

Whereas, Almighty God, in His infinite wisdom has called from our midst Charles A. Guth and William A. Streblow, who on account of distinguished services rendered to our industry have been held in high esteem and will long be remembered, therefore

BE IT RESOLVED, that a copy of these resolutions be spread upon the minutes of our association and be forwarded to the families of the respective former life members.

(Motion to adopt seconded, and carried).

#### Resolution No. 8.

Whereas, the Wisconsin Department of Agriculture is refusing to approve cheese makers as Trustees, duly appointed under the Wisconsin Dairy Bonding Law,

Resolved, that we protest that interpretation as being against the letter of the law and the intent of the legislature.

(Motion to adopt seconded, and carried).

#### Resolution No. 9.

Be it Resolved, that we, the members of the Wisconsin Cheese Makers' Association, in convention assembled, are opposed to any change in any general order that would permit the naming of a so-called Twin or Flat Brick which might be referred to as "American Style Brick" or any other term or descriptive phrase by the use of the name Brick, as it indicates clearly a camouflage that would eventually eliminate Brick Cheese as we know it here in Wisconsin, and made in this state for so many years in the familiar Brick shape. For the same reasons we also ask the recinding of the order that permits the naming of so-called "Daisy-Brick."

Be it Further Resolved, that a copy of this resolution be mailed today to the Department of Markets, Madison, Wisconsin.

(Motion to adopt seconded, and carried).

Resolution No. 10.

Resolved, that whereas our President Leonard Koptizke has attended 80 cheesemakers meetings at a salary of \$2.50 a day with a great personal financial loss to himself, that our association, in appreciation of his splendid service appropriate the sum of \$300 to partly compensate our President for his splendid services.

(Adoption moved).

MR. MULLOY: Mr. Chairman, you asked me if I know anything about this resolution. I am sorry, I don't. I did work with the Resolutions Committee on a couple of different occasions last night, on one or two resolutions, but this is the first time I have had a look at this one, and haven't had any inkling of the fact that the resolutions committee were thinking that way, but I want to say at this time, hats off to that resolutions committee for thinking that way. There isn't anybody in the state of Wisconsin who knows better than I do the time and effort that Len Kopitzke has put in in behalf of the cheesemakers of Wisconsin during the past year, and he is paid the sum of \$2.50 for every day that he works in the interest of the cheesemakers of the state of Wisconsin.

There was a day when \$2.50 was considered pretty good wages. Those days are gone by. Because he has been called away so frequently from his place of business, it has been necessary for him to hire an extra man and keep that man on the job for some time, because he doesn't know whether he is going to be home today or to-

morrow or the day after tomorrow, and he is paying that man right straight through, and he isn't one of those fellows who pays his help niggardly. I know that this figure of \$300 that the resolutions committee is recommending compensating him for services for the past year will not begin to cover the expense that he incurred himself in serving the cheese makers of Wisconsin, and I am whole heartedly in favor of this association adopting that resolution and instructing the treasurer to write out the check.

(Motion seconded).

Motion made and seconded that Resolution No. 10 be adopted. All in favor of that motion manifest by saying aye. (Voices: Aye). Opposed? (None). "She is" carried unanimously.

THE PRESIDENT: Ladies and gentlemen: I certainly want to thank you. This was a surprise for me, and I don't know if Earl Whiting is in the room or not, but he often made the statement that it cost him five hundred dollars a year to be president of the association, and I know that Earl will admit the past year has been again as hard as the average. This war advertising that called me away to many meetings, one at Chicago and one at Washington, D. C., and I certainly want to thank you for what you have done. I sometimes felt like laying down on the job but I just didn't dare. Thank you. (Applause).

Resolution No. 11.

We approve the efforts of the American Dairy Association of Wisconsin, advertising all dairy products and pledge our support to its advertising campaign.

MR. CHRISTMAN: This resolution is submitted to the convention without recommendation.

MR. GRAF: I move for its adoption.

(Motion seconded).

(Motion reread).

MR. MULLOY: Mr. Chairman, can I say a word. Ladies and gentlemen, the American Dairy Association, a Wisconsin state association that was formerly known as the WDIA or Wisconsin Dairy

Industries Association. Your former secretary, Charles Ebert, sitting right down in front here now, was on the Board of Directors since its organization, representing not Charlie Ebert, but representing the Wisconsin Cheese Makers' Association. Charlie resigned as a member of that Board of Directors at their last annual meeting two weeks ago in Marshfield. I was asked to attend that meeting to represent our association, because our president was unable to be there on account of some other meeting that he had to take in. And at that meeting they made me a member of that Board of Directors. That Board of Directors is constituted of representatives representing all the different branches of the dairy industry in Wisconsin.

They elected me as a member of that Board of Directors, an obligation I am willing to accept and fulfill the duties of to the best of my ability, providing it meets with the approval of the State Cheese Makers' Association.

That resolution is offered here for your consideration. I am working for the State Cheese Makers' Association and glad to represent them any place and any time, and I will be glad to represent you as a member of that Board of Directors, if it meets with the approval of you people. If you refuse that approval, at their meeting next Monday I will be tendering my resignation as a director because my services belong to you.

**THE PRESIDENT:** I would like to say just a word on that. I don't think the resolution presented here actually opposed that. I heard just a little discussion on that, and they are merely leaving it open. They felt this way on account of the war effort: They were talking about rationing dairy products and all this and that, and we didn't want to come out in the open and do a lot of advertising and trying to work against the war effort. This merely has been left open, but I don't believe it would do any harm the way that resolution reads.

Now, there is a motion made and seconded that we adopt Resolution No. 11.

**Mr. GRAF:** Mr Chairman, I would like to have Mr. George Mooney express his views on this resolution, if you please; if you will ask Mr. Mooney to say a few words.

**THE PRESIDENT:** Yes, I will be glad to have Mr. Mooney express his opinion on that if he will.

MR. MOONEY: Mr. Chairman, I have been serving myself on that committee. I represent the National Cheese Institute. We have got to take a broad view of the program being sponsored by the American Dairy Association of Wisconsin. That is part of the national set up of which there are about fourteen or sixteen states, all contributing money by way of a check-off on butterfat. Two states, the state of Washington and Iowa had a substitute. Wisconsin had a bill a few years ago but lost it by a few votes.

Last year they ran a budget of somewhere around four hundred thousand dollars. Wisconsin contributed somewhere around seventy thousand dollars. That is a mighty big advertising fund to be used nationally, when you think of the amount Wisconsin put in. Secondly, they do not advertise brands. It is all institutional advertising,—the nutritional value and food value and health properties of dairy products.

Of all the states that belong, Wisconsin produces more milk than any other state. Ohio puts in just about as much money as we do. We export more dairy products than any other state. From the standpoint of cheese in normal times prior to large purchases by the Government, we exported out of Wisconsin about 95 per cent of our cheese. In that program of advertising dairy products to the nation, this state stands to get more than any other member state of the national set up. That is the picture.

The question of advertising comes in at this particular mement, and as I said, Mr. President, you are talking about rationing butterfat. There is a shortage of butterfat. Let me tell you, there are no automobiles for sale and no tires for sale, but the tire companies did not stop advertising tires. You will find Goodrich, Goodyear, and Firestone not trying to sell you a tire, but trying to tell you how to keep your tires longer, just to keep their names before you until the war is over.

Also the effort put forth by the Dairy industry of the country I think the American Dairy Association is the most constructively solvent, when you think of the amount of farmers contributing. On the average it is ten cents per cow per year. This means Wisconsin is putting in about seventy thousand dollars. You can appreciate how many farmers and farms are involved in the contribution of this money. It is a check-off on the farmer's milk. The farmer understands it that way. I do know some plants have taken it out of their own pocket. They are talking about this bill at Madison.

I would like to have an expression from this crowd as mem-

bers of your association, directing your officers what they should do during the coming year. That program is a responsibility on your officers and directors. What should we do for you during the coming year. Should we refuse to co-operate in that program and then turn around next day and ask for favors back for those who ask our support in that. There are some arguments against it.

I think that resolution is broad in its endorsements. Last year you adopted a very similar resolution.

THE PRESIDENT: Thank you, Mr. Mooney. Now I guess I am going to put the motion.

(Motion put and carried).

Resolution No. 12.

Resolved, that we extend our thanks to the city of Fond du Lac, the mayor, and all those taking part in our program, including our advertisers and anyone else, for their help in making our convention a success.

(Adoption moved, seconded and carried).

Resolution No. 13.

Resolved, that the Secretary be instructed to send copies of these resolutions to all parties interested.

(Adoption moved, seconded and carried).

Resolution No. 14.

Resolved, that the revised articles and by-laws as read at yesterday's session be adopted.

(Adoption moved, seconded and carried).

THE PRESIDENT: I certainly want to thank the members of the Resolutions Committee for their efficient work and time they have spent on these resolutions and their preparation.

We will next have the report of the Nominating Committee, by the chairman, Mr. Fred Bleuer of Cambria.



MR. BLEUER: Mr. Chairman, members of the association: The nominating committee nominated for president for the Wisconsin Cheese Makers' Association, Mr. Leonard Kopitzke. Nominations from the floor are open.

THE PRESIDENT: That is right. Are there any nominations from the floor? I would be glad to entertain them.

(It was moved and seconded that the nominations be closed. Motion was carried). (Applause).

MR. MULLOY: We have only one candidate. I suggest that somebody make a motion to suspend the rules.

It was moved and seconded to suspend the rules, and that the Secretary cast the unanimous ballot for Mr. Kopitzke as president for the ensuing year.

MR. PETERS: You have heard the motion that the rules be suspended and the unanimous ballot cast for Mr. Kopitzke to serve as president for the ensuing year. All those in favor of that motion manifest by saying aye.

(Motion carried).

THE PRESIDENT: Thank you. Since you decided to have me work again for another year, I want to say that at any time I welcome your criticism as well as your suggestions. Many times a lot can be accomplished through your efforts in that way.

MR. BLEUER: The next candidate for vice president, Edgar E. Peters.

THE PRESIDENT: Any other nominations. Mr. Edgar Peters, the present vice president has been recommended by the nominating committee.

MR. CHRISTMAN: I second the motion.

(It was moved and seconded that the nomination for vice president be closed. Motion was carried).

THE PRESIDENT: Now, a motion would be in order to suspend the rules.

MR. EARL WHITING: Mr. President, I make the motion that the rules be suspended and the secretary cast the unanimous ballot for Mr. Edgar Peters to act as vice president for the ensuing year.

(Motion seconded and carried).

MR. PETERS: Thank you. I will do the best I can. We had a lot of fun and it has been a lot of hard work, but we did get some fun out of it. It really is a pleasure to know you have got a gang that gets together and they are all working. Even though you work hard, we still enjoy it.

MR. BLEUER: The next candidate—for secretary, A. H. Graf.

THE PRESIDENT: Are there any other nominations?

(It was moved that nominations be closed—seconded).

THE PRESIDENT: Then we will have to have a motion to suspend the rules as in the other case.

MR. PETERS: I move the rules be suspended and the president be instructed to cast the unanimous ballot for Albert Graf as secretary for the ensuing year.

(Motion seconded and carried).

MR. GRAF: I want to thank you, gentlemen. I have enjoyed working with the present board of directors and the officers, and I think that more or less as a director sometimes I have taken the place of Mr. Milloy as secretary on the board of directors when we had meetings. I will say I have enjoyed it very much and I will do the best I can and do everything in my power for the interests of the cheese industry of Wisconsin.

MR. BLEUER: The next candidate for treasurer—Mr. George E. Hernke.

MR. PRESIDENT: Mr. George E. Hernke has been nominated to act as treasurer for another year. It certainly has been a pleasure to work with him, and it has been a lot of hard work. There will be nominations in order for any one else for treasurer.

(It was moved and seconded that the nominations be closed).

(Motion was carried).

THE PRESIDENT: Then there will be a motion in order to suspend the rules and cast the unanimous ballot as in the other case.

(It was moved and seconded that the rules be suspended and that the secretary cast the unanimous ballot for Mr. George H. Hernke to act as treasurer for the ensuing year. Motion was carried).

MR. HERNKE: I want to thank you fellows for electing me as treasurer. It has been a pleasure to work with the officers of this association. I will do my best again this year.

THE PRESIDENT: I want to thank George and I want to thank you for sitting down and saying nothing. I was afraid of that, because I heard a lot of rumors.

MR. BLEUER: We have nominated for director E. W. Marten and M. H. Parsons of Dorchester.

MR. MULLOY: Mr. Chairman, there are two directors whose terms are expiring. E. W. Marten is the director at the present time. His term is expiring today, and John H. Peters of Plymouth. In addition to that we have one director, John Fischer, from Boaz, who is serving on a vacancy, and he has been appointed to fill that vacancy by the board of directors. There are still two years to go on that term, and I just want to know in this nomination here, are you nominating to fill one vacancy?

MR. BLEUER: Yes.

THE PRESIDENT: As I understand it, that is to fill the vacancy of E. W. Marten. We received a telegram from Mr. Marten that he could not be here.

MR. BLEUER: The way we come to nominate those directors, we have four directors nominated but we put Mr. Marten on and then we put one man up against Mr. Marten.

THE PRESIDENT: It will be Mr. Marten and Mr. Parsons. Are there any other nominations?

Motion made and seconded to close the nominations; motion was carried).

(Ballots were then distributed and the result of the votes cast is as follows:

E. W. Marten 49

Parsons 34)

THE PRESIDENT: So Mr. Marten is declared elected as director to succeed himself.

MR. BLEUER: Our next candidate for director is the present director, John H. Peters, and Paul Viktora of East Dubuque, Illinois.

THE PRESIDENT: Are there any other nominations from the floor?

MR. RAASCH: Mr. Chairman, I nominate Mr. Christman, from the North. The East, South and Southeast already have men on the board and the north is not represented. Therefore I put in the nomination of Mr. Christman.

(Nomination seconded).

THE PRESIDENT: Mr. Raasch nominates Mr. Christman of Phillips, Wis. Are there any other nominations? If not, there will be a motion in order to close the nominations.

(Motion made and seconded to close the nomination; which motion was carried).

THE PRESIDENT: You have your ballots and we will proceed to vote. Mr. John Peters of Plymouth, Paul Viktora of East Dubuque, Ill. and Mr. Christman of Phillips, Wisconsin.

Has everybody voted? If so, I declare the ballot closed.

You will now hear the result of the ballot. There were 77 votes cast. Every vote cannot be counted because they voted for two men. So there were 76 votes, of which Mr. Christman received 40, Peters 30, and Viktora 6. Mr. Christman having received the majority votes, I hereby declare him elected.

(It was then moved and seconded that the appointment of John H. Fischer to the Board of Directors be declared official. This motion was duly seconded and carried).

THE PRESIDENT: I am certainly happy to announce again that we have received the services of George Mooney. Next we will have the drawing of the doorprizes. There will be a meeting of the Board of Directors immediately after this session at the office.

MR. HORN: As an honor to the outgoing director, Mr. Peters, a gentleman at all times, serving the organization for so many years—I don't know how many—I would kindly ask that the members here give Mr. Peters a rising vote of thanks for his past services.

THE PRESIDENT: That is a fine suggestion.

(Whereupon a rising vote of thanks was then extended to Mr. Peters for the wonderful services he performed in the past many years for the Wisconsin Cheese Makers' Association).

MR. MULLOY: Mr. Chairman and ladies and gentlemen: I would like to say a word of appreciation for the services that John Peters has rendered to this association—I believe it is 21 years he has served and I know that there isn't much that we can do as an association to really show what his services have meant to us, but we can do this at least: For several years we have not appointed a life member to this association. I would recommend that today we go on record as making John H. Peters a life member of the Wisconsin Cheese Makers' Association.

MR. GRAF: I would like to make that motion that we elect Mr. John Peters as a life member of this association.

(Motion was seconded).

THE PRESIDENT: I certainly say it has been a pleasure to work with Mr. Peters at all times. And John, we welcome you at any time we have a board of directors meeting and if you want to sit in and visit us, we will be glad to have you sit in with us.

It has been moved and seconded that we appoint Mr. John Peters as a life member of this association in appreciation of the wonderful services rendered by him.

(The motion was unanimously carried).

MR. JOHN PETERS: Well, I tell you, I was on the Board of Directors for a good many years. If you look up the record, I guess it was eighteen years, and I think if I wouldn't have done my service they wouldn't have let me on that long; but I thank you that you did let me out at last, but I know I will miss the boys, and if I feel like it, I will come in and visit them. I will help as much now as I ever did before.

THE PRESIDENT: The next will be the awarding of the door prize.

MR. MULLOY: The first prize will be an electric clock offered by the Topp Oil and Supply Company. I would like the winner of this prize to write a letter of thanks to the donor.

Gilbert Engelbert, Brussels, (Winner)

Adolph Ritter, Oconto Falls (Name drawn but was absent)

MR. MULLOY: The next we will have four subscriptions to the Butter and Cheese Journal. I want to thank the donors of these prizes. It sure helps a lot to keep the crowd interested.

(The following names were drawn and those present were awarded the prize)

Paul Lembke, Hamburg (Present)

A. J. Reiss, Conrath (Present)

Arnold Schmidt, Sheboygan Falls (Absent)

Emil H. Ponzer, Pine River (Absent)

Roy Wegner, Green Bay (Absent)

Art H. Woldt, Reedsville (Present)

Walter Balziger, Pardeeville (Absent)

Erwin Zimmerman, Plymouth (Absent)

Steve Koenig, Fond du Lac (Present)

MR. MULLOY: The Cheese Reporter is offering one box of Ladies' imprinted stationery. That will be mailed to the winner—offered by the Cheese Reporter.

G. J. Steinert, Shawano, Wis. (Winner)

MR. MULLOY: We have four prizes here being awarded by the Western Condensing Company. No doubt some of you people have heard of them before. They have four beautiful prizes consisting of a Sessions Electric Clock, Gas Lantern, a Toast-well Electric Toaster, and Modern Home Electric Mixer. They are all on display here. In this case the winner need not be present. The drawings will be made from tickets that you signed when you visited their booth and the first number drawn will receive prize number 1 and so on until the four prizes are awarded. So hold your thumbs and look the merchandise over. Our compliments to the Western Condensery for making these fine awards here and their co-operation for making the convention a success both at their exhibit down below and I believe they entertained one or two of us last night, too.

Thereupon the drawing of these prizes proceeded and the following were the winners:

Emil C. Hoppe, Abrams (Sessions Electric Clock)

Herbert Dirkse, Hingham, (Gas Lantern)

Ewald Grunwald, Sheboygan Falls (Toaster)

Leo Manske, New London, (Electric Mix Master)

Methylen Blue Test Equipment, donated by Babson Bros. Co., Chicago.

John Sibilsky, Algoma (Winner)

With the drawing of the tickets and the awarding of the above prizes, the convention closed.

Horace P. Mulloy,  
Executive Secretary, Sheboygan

A. J. Kemper, Official Reporter,  
McFarland, Wisconsin.

**NAMES OF CHEESE EXHIBITORS AT THE 1942  
CONVENTION AND THEIR RESPECTIVE SCORES**

**CLASS 1—AMERICAN CHEESE**

**Made Before 1942**

No.		Score
113	W. A. Zeitlow, Marion .....	98
104	Erhart Brandt, Kewaunee .....	97 <sup>3</sup> / <sub>4</sub>
110	Edward J. Kust, Oconto Falls .....	97 <sup>1</sup> / <sub>4</sub>
101	Jake Muetzenberg, Atwater .....	91
102	John R. Reynolds, Two Rivers R. 1 .....	90 <sup>1</sup> / <sub>2</sub>
103	Wilfred Retzlaff, Brussels .....	96 <sup>1</sup> / <sub>4</sub>
104	Erhart Brandt, Kewaunee .....	97 <sup>3</sup> / <sub>4</sub>
105	E. H. Fischer, Cedar Grove R. 1 .....	90 <sup>1</sup> / <sub>2</sub>
106	John Babler, Campbellsport .....	94 <sup>1</sup> / <sub>4</sub>
107	Emil K. Sonnenburg, Cato .....	97
108	Armin Hernke, Hilbert .....	92
109	E. H. Schroeder, Glenbeulah .....	96 <sup>1</sup> / <sub>4</sub>
110	Edward J. Kust, Oconto Falls .....	97 <sup>1</sup> / <sub>4</sub>
111	Albert J. Reiss, Conrath .....	93 <sup>1</sup> / <sub>4</sub>
112	William J. Kusta, Bonduel .....	96 <sup>1</sup> / <sub>2</sub>
113	William J. Zeitlow, Marion .....	98
114	Arnold W. Sass, Plymouth .....	91 <sup>1</sup> / <sub>4</sub>
115	Rudolph Mueller, Shawano .....	92
116	John F. Lensmire, Marathon R. 1 .....	94 <sup>1</sup> / <sub>2</sub>
117	H. L. Mehlberg, Bonduel .....	93 <sup>1</sup> / <sub>2</sub>
118	Henry J. Loehr, Calvary .....	93
119	Milfred Peters, Plymouth .....	95 <sup>1</sup> / <sub>2</sub>
120	L. E. Kopitzke, Marion .....	93 <sup>1</sup> / <sub>2</sub>
121	Gilbert G. Engelbert, Brussels .....	91 <sup>1</sup> / <sub>2</sub>

**CLASS 2—AMERICAN CHEESE**

**Made Before August 1, 1942**

206	Edward J. Kust, Oconto Falls .....	97
201	Henry J. Loehr, Calvary .....	96 <sup>1</sup> / <sub>2</sub>
222	L. E. Kopitzke, Marion .....	96 <sup>1</sup> / <sub>4</sub>
201	Henry J. Loehr, Calvary .....	96 <sup>1</sup> / <sub>2</sub>
202	L. B. Kohlman, St. Cloud .....	93 <sup>3</sup> / <sub>4</sub>



203	Wilfred Retzlaff, Brussels .....	94
204	E. H. Schroeder, Glenbeulah .....	95 $\frac{3}{4}$
205	C. A. Kraak, Richland Center .....	93 $\frac{1}{2}$
206	Edward J. Kust, Oconto Falls .....	97
207	Ernest W. Jung, Juneau .....	90 $\frac{1}{2}$
208	William J. Kusta, Bonduel .....	95 $\frac{1}{2}$
209	Emil K. Sonnenburg, Cato .....	95 $\frac{1}{2}$
210	John Babler, Campbellsport (Comp.) .....	95 $\frac{1}{2}$
211	John Munkberg, Osceola .....	94
212	H. J. Kuschel, Pound .....	90 $\frac{1}{2}$
213	Ronald E. Johnson, Plymouth .....	93 $\frac{1}{2}$
214	Joseph Konkle, West De Pere .....	93
215	Albert J. Reiss, Conrath .....	92 $\frac{1}{2}$
216	H. L. Mehlberg, Bonduel .....	93
217	Egan F. Lemke, Greenleaf R. 2 .....	95
218	Adolph Kolarik, Kewaunee .....	95 $\frac{1}{2}$
219	Carl Richard Martens, Ingram .....	95 $\frac{1}{2}$
220	Arno W. Sass, Plymouth .....	91
221	Fred J. Chapman, Sheboygan Falls .....	94
222	L. E. Kopitzke, Marion .....	96 $\frac{1}{4}$
223	John Fischer, Boaz .....	95 $\frac{1}{2}$
224	Paul E. Ott, Wausau R. 2 .....	93 $\frac{3}{4}$
225	Paul Viktora, East Dubuque, Ill. ....	93 $\frac{1}{4}$

### CLASS 3—AMERICAN CHEESE

Made After August 1, 1942

330	Milfred Peters, Plymouth R. 1 .....	96 $\frac{1}{2}$
329	W. A. Zeitlow, Marion .....	96 $\frac{1}{4}$
331	Emil K. Sonnenburg, Cato .....	95 $\frac{3}{4}$
301	Henry J. Pankow, Hortonville .....	91 $\frac{1}{2}$
302	Henry J. Loehr, Calvary .....	93 $\frac{1}{2}$
303	John F. Lensmire, Marathon .....	92 $\frac{1}{2}$
304	E. H. Fisher, Cedar Grove .....	90 $\frac{1}{2}$
305	Vern Balsiger, Markesan .....	91 $\frac{1}{2}$
306	Erhart Brandt, Kewaunee .....	92 $\frac{1}{2}$
307	E. A. Knudson, Osceola (Comp.) .....	90
308	Adolph Kolarik, Kewaunee .....	92 $\frac{1}{2}$
309	Glenroy P. Thielmann, Chilton .....	92 $\frac{1}{2}$
310	I. P. Koschak, Thorp .....	92
311	John Wenger, Merrimac .....	93 $\frac{1}{4}$
312	John Babler, Campbellsport .....	94 $\frac{1}{2}$
313	H. J. Kuschel, Pound .....	93 $\frac{3}{4}$

314	Earl Bentle, Appleton .....	92½
315	Adolph Herold, Greenleaf R. 2 .....	93½
316	H. G. Roegner, Poy Sippi .....	91¾
317	E. H. Schroeder, Glenbeulah .....	92¾
318	Anton Husar, Denmark .....	93½
319	L. G. Kohlman, St. Cloud .....	90½
320	C. A. Kraak, Richland Center .....	92½
321	Armin Hernke, Hilbert .....	92
322	Art M. Clarksen, De Pere .....	94½
323	Edward J. Kust, Oconto Falls .....	93½
324	Earl Schneider, Denmark .....	94
325	E. E. Schreiber, Cecil .....	94
326	Curtis M. Forbes, Bridgeport .....	92½
327	Fred J. Chapman, Sheboygan Falls .....	95½
328	Ronald E. Johnson, Plymouth .....	94
329	W. A. Zeitlow, Marion .....	96¼
330	Milfred Peters, Plymouth .....	96½
331	Emil K. Sonnenburg, Cato .....	95¾
332	Gilbert G. Engelbert, Brussels .....	95½
333	Walter R. Schmidt, Sheboygan Falls .....	93½
334	John Grenier, Appleton .....	95
335	John Fischer, Boaz .....	93
336	Reinhold Lindow, Marion .....	95
337	August Mader, Cambria .....	89½
338	Bertha Haessler, Waterloo .....	94
339	Hugo C. Keilsmeier, Kingston .....	92½
340	Norman Stecker, Reedsville .....	92
341	Paul E. Ott, Wausau R. 2 .....	92¾
342	Otto A. Mellenthin, Marshfield R. 3 .....	93¾
343	Paul Viktora, East Dubuque, Ill. ....	91¾
344	Waterloo Creamery, Waterloo .....	93¾

#### CLASS 4—COLBY CHEESE

401	Henry J. Loehr, Calvary .....	95½
403	L. E. Kopitzke, Marion .....	95
411	E. E. Schreiber, Cecil .....	94¾
401	Henry J. Loehr, Calvary .....	95½
402	Allen Behnke, Hilbert .....	92½
403	L. E. Kopitzke, Marion .....	95
404	Arthur Truttschel, Sheboygan Falls .....	93½
405	Herbert J. Dirkse, Hingham .....	93¼
406	John F. Linsmire, Marathon .....	94½

407	Gilford Mueller, Shawano .....	93¾
408	Armin Hernke, Hilbert .....	90½
409	Carl Vogel, Beaver Dam .....	93¼
410	David Gobeli, Watertown R. 1 .....	90½
411	E. E. Schreiber, Cecil .....	94¾
412	Albert J. Reiss, Conrath .....	94
413	Ronald E. Johnson, Plymouth .....	90

**CLASS 5—SWISS CHEESE**

506	Edward Rubin, Rice Lake .....	95¼
508	John Rechsteiner, Blue Mounds .....	95
505	Albin Seeholzer, Argyle .....	94½
501	John Stettler, Clayton .....	90
502	Fred Huser, Rice Lake .....	93½
503	Fred Wuethrich, Rice Lake .....	91
504	Franz Brand, Monroe R. 5 .....	92½
505	Albin Seeholzer, Argyle .....	94½
506	Edward Rubin, Rice Lake .....	95¼
507	Arnold Thuli, Darlington .....	93½
508	John Rechsteiner, Blue Mounds .....	95

**CLASS 6—LIMBURGER**

604	Fred Gurtner & Son, Hartford .....	96½
603	Christ. Gimmel, Fox Lake .....	95½
602	Harold Margelofsky, Mayville .....	93½
601	Emil Gertsch, Juneau .....	91

**CLASS 7—BRICK**

712	Walter Huegli, Woodland R. 1 .....	95¾
707	Steve Suidzinski, Denmark .....	94¼
701	Fred Bleuer, Cambria .....	92¾
701	Fred Bleuer, Cambria .....	92¾
702	Fred Bleuer, Cambria (Comp.) .....	92½
703	Gust Drachenberg, Watertown R. 5 .....	88¼
704	Rudolph Streit, Juneau R. 3 .....	89½
705	Ernest W. Jung, Juneau .....	90¾
706	Adolph Gurtner, Rubicon .....	91

707	Steve Suidzinski, Denmark .....	94¼
708	Gottfreid Zerbuchen, Fox Lake .....	90
709	John Inabnet, Randolph .....	90
710	Fred Heim, Clyman .....	91¼
711	Max H. Drachenberg, Woodland R. 1 .....	88¾
712	Walter Huegeli, Woodland R. I .....	95¾
713	Fred Wenger, Juneau .....	90

**CLASS 8—MUNSTER**

801	Fred Heim, Clyman .....	94
805	Fred Wenger, Juneau .....	93¼
804	Alois Huber, Beaver Dam R. 4 .....	92¾
801	Fred Heim, Clyman .....	94
802	Gottgreid Zerbuchen, Fox Lake .....	92¼
803	Ernest W. Jung, Juneau .....	91¼
804	Alois Huber, Beaver Dam R. 4 .....	92¾
805	Fred Wenger, Juneau .....	93¼

**CLASS A**

<b>Robert Hermann, Dallas (Swiss)</b>	<b>95½</b>
---------------------------------------	------------

OFFICERS OF REGIONAL ASSOCIATIONS OF  
CHEESE MAKERS AND BUTTER MAKERS

NORTHEASTERN CHEESEMAKERS' ASSOCIATION

President ..... Obert Raasch, Shawano  
Vice President ..... Elwood Mitchell, Clintonville  
Secretary ..... Erwin Schreiber, Cecil  
Treasurer ..... Allen Stemper, Clintonville  
Director ..... A. H. Graf, Zachow  
Director ..... Henry Gipp, Suring  
Director ..... L. E. Kopitzke, Marion

SOUTHEASTERN WISCONSIN CHEESE ASSOCIATION

President ..... Fred Bleuer, Cambria  
Secretary ..... Werner Wuethrich, Columbus  
Treasurer ..... Henry Haesler, Eldorado  
Director ..... Ernst Jung, Juneau  
Director ..... Jake Balsiger, Pardeville  
Director ..... Fred Heim, Clyman

CENTRAL WIS. CHEESEMAKERS & BUTTERMAKERS ASS'N.

President ..... E. W. Martin, Spencer  
Vice President ..... John Wuethrich, Greenwood  
Secretary-Treasurer ..... Martin Parsons, Dorchester  
Director ..... W. E. Breseman, Granton  
Director ..... R. F. Gotter, Loyal  
Director ..... Ludwig Johnson, Granton

SOUTHWESTERN WISCONSIN CHEESEMAKERS ASSOCIATION

President ..... John Fischer, Boaz  
Vice President ..... Jos. White, Arena  
Secretary ..... C. A. Clarson, Fennimore  
Treasurer ..... C. A. Kraak, Richland Center

### TABLE OF CONTENTS

Officers of the 51st Annual Convention of Wisconsin Cheese Makers' Association .....	3
Letter of Transmittal .....	5
Financial Report .....	6
Articles of Incorporation .....	11
By - Laws .....	15
Opening Session of Convention .....	17
Invocation by Rev. B. J. Stecker .....	17
Address of Welcome by Mayor Jones .....	18
Response by E. E. Peters .....	20
Financial Report by H. P. Mulloy .....	21
Report of Auditing Committee by Albert Graf .....	22
Address by Paul H. Raihle .....	23
Priority Ratings for the Dairy Industry by E. C. Damrow .....	27
Second Session of Convention .....	32
Greetings from The Wisconsin Exchange by R. W. Leffler .....	33
Control of Bacteria by W. K. Fox .....	34
Address by Herman Ihde .....	43
Address by J. H. Wheeler .....	45
Milk Payments by the Fat Plus Solids Not Fat Basis by Clifford Harden .....	54
Address by Wilbur Carlson .....	61
Greetings from Cheesemakers Mutuals by John Hicks .....	65
Third Session .....	69
Address by Milton H. Button .....	69
Fourth Session .....	78
Address by David Nussbaum .....	79
Address by George Mooney .....	88
Resolutions .....	94
List of Cheese Exhibitors .....	109
List of Association Officers .....	114

TABLE OF CONTENTS

Address of the His Honor, Lieutenant Governor of Wisconsin, Charles  
 ... .. 1

Address of the President, ... .. 2

Address of the Secretary, ... .. 3

Address of the Treasurer, ... .. 4

Address of the ... .. 5

Address of the ... .. 6

Address of the ... .. 7

Address of the ... .. 8

Address of the ... .. 9

Address of the ... .. 10

Address of the ... .. 11

Address of the ... .. 12

Address of the ... .. 13

Address of the ... .. 14

Address of the ... .. 15

Address of the ... .. 16

Address of the ... .. 17

Address of the ... .. 18

Address of the ... .. 19

Address of the ... .. 20

Address of the ... .. 21

Address of the ... .. 22

Address of the ... .. 23

Address of the ... .. 24

Address of the ... .. 25

Address of the ... .. 26

Address of the ... .. 27

Address of the ... .. 28

Address of the ... .. 29

Address of the ... .. 30

Address of the ... .. 31

Address of the ... .. 32

Address of the ... .. 33

Address of the ... .. 34

Address of the ... .. 35

Address of the ... .. 36

Address of the ... .. 37

Address of the ... .. 38

Address of the ... .. 39

Address of the ... .. 40

Address of the ... .. 41

Address of the ... .. 42

Address of the ... .. 43

Address of the ... .. 44

Address of the ... .. 45

Address of the ... .. 46

Address of the ... .. 47

Address of the ... .. 48

Address of the ... .. 49

Address of the ... .. 50

Address of the ... .. 51

Address of the ... .. 52

Address of the ... .. 53

Address of the ... .. 54

Address of the ... .. 55

Address of the ... .. 56

Address of the ... .. 57

Address of the ... .. 58

Address of the ... .. 59

Address of the ... .. 60

Address of the ... .. 61

Address of the ... .. 62

Address of the ... .. 63

Address of the ... .. 64

Address of the ... .. 65

Address of the ... .. 66

Address of the ... .. 67

Address of the ... .. 68

Address of the ... .. 69

Address of the ... .. 70

Address of the ... .. 71

Address of the ... .. 72

Address of the ... .. 73

Address of the ... .. 74

Address of the ... .. 75

Address of the ... .. 76

Address of the ... .. 77

Address of the ... .. 78

Address of the ... .. 79

Address of the ... .. 80

Address of the ... .. 81

Address of the ... .. 82

Address of the ... .. 83

Address of the ... .. 84

Address of the ... .. 85

Address of the ... .. 86

Address of the ... .. 87

Address of the ... .. 88

Address of the ... .. 89

Address of the ... .. 90

Address of the ... .. 91

Address of the ... .. 92

Address of the ... .. 93

Address of the ... .. 94

Address of the ... .. 95

Address of the ... .. 96

Address of the ... .. 97

Address of the ... .. 98

Address of the ... .. 99

Address of the ... .. 100

**DATE DUE**

**FACULTY/STAFF**

**STATE HISTORICAL SOCIETY  
OF WISCONSIN  
815 State Street  
Madison, Wisconsin 53706**