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Proceedings of the Wisconsin Cheese Makers' Association 58th annual meeting October 19 - 20, 1949 Auditorium and Schroeder Hotel, Milwaukee, Wisconsin.

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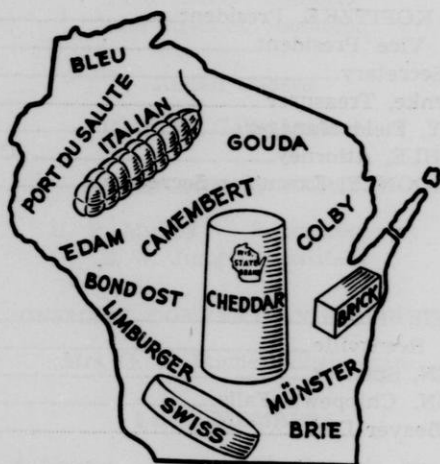
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PROCEEDINGS
OF
*Wisconsin Cheese Makers'
Association*

58th Annual Meeting



OCTOBER 19 - 20, 1949
AUDITORIUM AND SCHROEDER HOTEL
MILWAUKEE, WISCONSIN

WISCONSIN CHEESE MAKERS' ASSOCIATION

WISCONSIN CHEESE MAKERS' ASSOCIATION

Incorporated February 22, 1899

OFFICERS

Address

LEONARD E. KOPITZKE, President.....	Marion
C. C. BRICK, Vice President.....	Brillion
A. H. GRAF, Secretary.....	Zachow
George E. Hernke, Treasurer.....	Hilbert
H. P. MULLOY, Field Manager.....	Sheboygan
PAUL H. RAIHLE, Attorney.....	Chippewa Falls
GEORGE L. MOONEY, Executive Secretary.....	Plymouth

DIRECTORS

Team Expires

JOHN FISCHER, Boaz.....	1950
ART WOLDT, Reedsville.....	1950
E. W. MARTEN, Spencer.....	1951
EMIL HANSEN, Chippewa Falls.....	1951
E. W. JUNG, Beaver Dam.....	1952

JUDGES OF THE 1949 CHEESE CONTEST

American Cheese

Frank M. Broeren, Thorp
William Winder, Shawano

Swiss and Limburger Cheese

Gottfried Galli, Monroe
Glen Erbe, Mt. Horeb

Brick and Munster Cheese

Fred Bleuer, Cambria
John Inabnet, Randolph

Italian Cheese

Gottfried Galli, Monroe

IN CHARGE OF EXHIBIT

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

OFFICIAL CONVENTION REPORTER

Mrs. G. W. Buchen, Sheboygan

LIFE MEMBERS

E. L. Aderhold, Neenah
J. D. Cannon, Neenah
A. T. Bruhn, Madison
Fred Marty, Monroe

J. L. Sammis, Madison
O. A. Damrow, Sheboygan Falls
Al. Winkler, Cumberland
John H. Peters, Plymouth

OFFICIAL ORGAN

The Cheese Reporter, Sheboygan Falls

LETTER OF TRANSMITTAL

Plymouth, Wisconsin
March 1, 1950

To His Excellency,
Oscar Rennebohm,
Governor of Wisconsin.

Although we are no longer legally required to file an annual report of our finances, activities and proceedings with your office, it is still our desire to keep you currently informed of all our Association activities because of your proven interest in the dairy industry.

It has always been our feeling that too much credit could not be given that small group of men who make every pound of cheese in this state and which has strengthened our state economy.

We hope you will enjoy studying this volume which embraces the full report of our past year.

Respectfully submitted,

GEO. L. MOONEY,
Executive Secretary

GLM:yz

Marion, Wisconsin
March 1, 1950

Association Members,
Fellow Cheesemakers and Friends:

For the 11th consecutive year it again becomes my pleasure to hand you a report of the Association activities for the past year.

The coming year promises to be one of vital importance to the dairy industry of our state and as members of our Association you are a part of our program to assist the state and members of the cheese industry in advancing the best interests of the dairy industry of this state.

This is an appropriate time and place to extend our grateful appreciation to all those who have assisted us in any way during the past year. I speak for our members when I say it is appreciated.

Respectfully submitted

L. E. KOPITZKE
President

LEK:yz

APPLICATION FOR ACTIVE MEMBERSHIP

I hereby apply for membership in the

Wisconsin Cheese Makers' Association

and agree to pay the annual membership dues applicable to my classification based on milk receipts listed below and indicated by me:

Licensed Cheesemaker (employee) - - \$12.50

Plant Operator:

Up to 2 million lbs. milk annually - - 25.00

2 to 4 million lbs. milk annually - - 50.00

4 to 7 million lbs. milk annually - - 75.00

Over 7 million lbs. milk 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 of member

.....
Name of factory

.....
Address

.....
County

.....
Date of application

Return to

WISCONSIN CHEESE MAKERS' ASSOCIATION

Plymouth, Wisconsin

**APPLICATION
FOR
ASSOCIATE MEMBERSHIP**

* * *

The undersigned hereby applies for Associate Membership in

Wisconsin Cheese Makers' Association

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

Minimum annual dues are \$25.00 payable in advance.

.....
Name

.....

.....
Address

.....
Address Mail to the Attention of

Date.....

Return to
Wisconsin Cheese Makers' Association
Plymouth, Wisconsin

ARTICLES OF THE WISCONSIN CHEESE MAKERS' ASSOCIATION

(As Amended November 12, 1942)

ARTICLE I

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

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

ARTICLE II

This corporation shall be know 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 the 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 receipts therefore. He shall keep a record book and suitable blanks for his office. He shall make a full and complete report at each annual meeting of the correct state of the finances and standing of the Association. He shall also procure certificates or other evidence of membership and every person joining the Asso-

ciation shall receive one signed by the Secretary, Assistant Secretary or by any proper authorized fieldman or solicitor of members.

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

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

Section 5. The Board of Directors shall be the Executive Committee and shall audit the accounts of the Secretary and Treasurer and present a report of the same at the annual meeting; Executive Committee shall procure a place to hold the meeting, make all rules and regulations pertaining thereto and pertaining to exhibits and make arrangements for reception committees, hotel rates, hall and all necessary preliminary arrangements for each and every meeting.

Section 6. The Committee on Program shall make all arrangements for the proper working of the conventions, assigning all subjects, arranging for speakers, and make the division of time 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 any annual meeting of the members, provided the proposed alterations or amendments shall have been read before the Association at least twenty-four hours previously, and provided also that such alterations or amendments shall receive a two-thirds vote of the members present.

ARTICLE VIII

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

ARTICLE IX

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

ARTICLE X

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

BY-LAWS

of

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

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

ARTICLE II**Duties**

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

The Field Manager shall assist 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, annual membership dues shall be as follows:

Active Members

Licensed Cheesemaker (employee)	\$ 12.50
Plant Operator:	
Up to 2 million pounds milk annually.....	25.00
2 to 4 million pounds milk annually.....	50.00
4 to 7 million pounds milk annually.....	75.00
Over 7 million pounds milk annually.....	100.00
Associate Members—Minimum.....	25.00

ARTICLE V

Official Publication

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

ARTICLE VI

Fiscal Year

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

ARTICLE VII

Amendments

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

PROCEEDINGS

First Session, October 19, 1949 — 2 P. M.

Leonard E. Kopitzke, President, presiding

PRESIDENT KOPITZKE: The 1949 convention of the Wisconsin Cheese Makers' Association will come to order. I just talked to Mr. Ebling, and we agreed that the only way to get you to come in is to start the meeting.

On Monday of this week, Mr. Ebling showed some charts giving a very interesting picture of production and trends in the dairy situation in Wisconsin. I know the information that he has will be of interest to you since it gives a very fine picture of the development of the cheese industry in Wisconsin. I know that it caused a lot of us to open our ears and eyes. Just think of it — we sell 92 per cent of the cheese manufactured in this state outside of the state of Wisconsin. That makes it very important that we produce the kind and quality of cheese that the consumers want. I have asked Mr. Ebling to come to the convention and show us that picture. He has consented to do so.

I think it is hardly necessary that I introduce Mr. Ebling. He is the statistician with the state department, and takes care of the figures. You talk about a whizz of a job—he really does it. I might also add that I just heard the other day that that department is run cheaper than any other in the state, and does a very fine job. I am pleased at this time to present Mr. Walter Ebling.

I wonder if you can hear me if I speak from the floor rather than use the loud speaker. If not, I will use it.

MR. EBLING: Thank you, Mr. President.

As your president has told you on many occasions, Wisconsin is the leading dairy state. It is certainly a unique position that the State of Wisconsin holds in the dairy industry in this country. We are very proud of the place we hold in the national dairy industry. While the position which this state holds is known to many of you, it is really more important than some of us realize.

This is a group of cheese makers, and I am especially happy to come here at your invitation because of the great importance cheese making holds in Wisconsin agriculture. Wisconsin's agriculture, as you know, is mainly a livestock agriculture, with the dairy industry predominating.

Now when it comes to processing the milk which comes from the dairy herds, no group is more important than the cheese makers of this state. You have for a long time processed the largest single section of our milk production; and I am happy to be with you and talk a little about the dairy industry to this important group.

When we look at dairying in Wisconsin today, it is a big change from what it was in the days of our grandfathers. Those of us whose roots go back far in this state know that while Wisconsin's agriculture today is mainly dairying, it was not always so. Wisconsin has gone through several stages of development. We had the pioneer stage in which people came to develop homesteads, to do what they could to find a new place to live and to carve out a little farm in the wilderness. Following that period we became a state that produced surplus agricultural products — grain and wheat, wool, and gradually livestock. Eventually we got into producing dairy products mainly for the eastern markets.

In the beginning Wisconsin's dairy products did not enjoy the national reputation they have today. In the early days it was often a problem to market the products of our farms in the eastern markets. They didn't like the mid-western butter and other dairy products in the east. They said they were not produced under sanitary conditions such as those which were maintained in the older areas of production. Gradually, however, there has come a very great change in Wisconsin's agriculture. Today dairying is our primary agricultural undertaking, and today Wisconsin produces the bulk of dairy products in a number of items.

I have a few lantern slides which I would like to show you. I believe with the Chinese that "one good picture is better than a thousand words", so in order to get a lot said, I will use the slides.

The first picture shows the value of the livestock on Wisconsin farms. I show that to show the great importance of dairying in agriculture. If you realize five out of six dollars in farm income in this state is from livestock and livestock products, you will understand its importance. Now if we look at the animal income of last year, you can see that 83 per cent of our animal inventory in this state is accounted for by cattle. Cattle account for five-sixths of the farm value of livestock in this state. Now when you consider that further, you find that milk cows account for 67 per cent, or more than two-thirds of the animal inventory of this state. The young stock, beef cattle, etc., account for nearly 16 per cent, but 67 per cent of our animal inventory is accounted for by the milk

cows alone.

In the next slide (page 17) you will have an opportunity to see the milk production in the 10 leading states as we had it last year. Last year the 10 leading states were—Wisconsin, New York, Minnesota, Iowa, California, Pennsylvania, Michigan, Ohio, Illinois, Missouri. Wisconsin was the leading state, producing 15 per cent of the nation's total. The next two states accounted for between 7 and 8 per cent. Wisconsin produced almost as much as New York and Minnesota together; and that seems to be a matter of great importance. We are not only the leading state, but we lead by such a degree that we have almost as much as the next two ranking states.

Now when you look at the map of the United States (page 18) which is shown here, you will note that one state—Wisconsin—produces the same amount of milk as all the other shaded states. We have shaded 23 states. Those 23 states together produce less milk than the state of Wisconsin.

Now when it comes to using the milk that is produced on the dairy farms of Wisconsin and the dairy farms of other states, you get a different picture. Wisconsin is the greatest processing state from the standpoint of dairy output. Fourteen per cent of milk processed in this country is processed in this state. Minnesota is second, and New York third. From there on the picture changes, and the states do not have the same grouping as in the production picture. In the first three states, for example, New York is an important producer, but it has a very large market milk industry, which is of the utmost importance in all the eastern markets, and processing of dairy products in the western states.

Here you have a chart (page 20) which shows the distribution or utilization of the milk that is sold. In Wisconsin 73 per cent of the milk processed is sold to dairy plants and milk dealers. When you take the country as a whole, you have quite a different picture. The other states use only about three-fourths of their milk in the markets, and about 25 per cent of the milk is used for other purposes in those states.

When you take the utilization of milk in Wisconsin, you find great changes in recent years—the war years particularly. For the purpose of showing this we took the figure for 1938 and we made a comparison with 1948. In 1938 in Wisconsin we used 78 per cent of our milk for factory dairy products. The farms used 7 or 8 per cent. Our out-of-state shipments accounted for 7 per

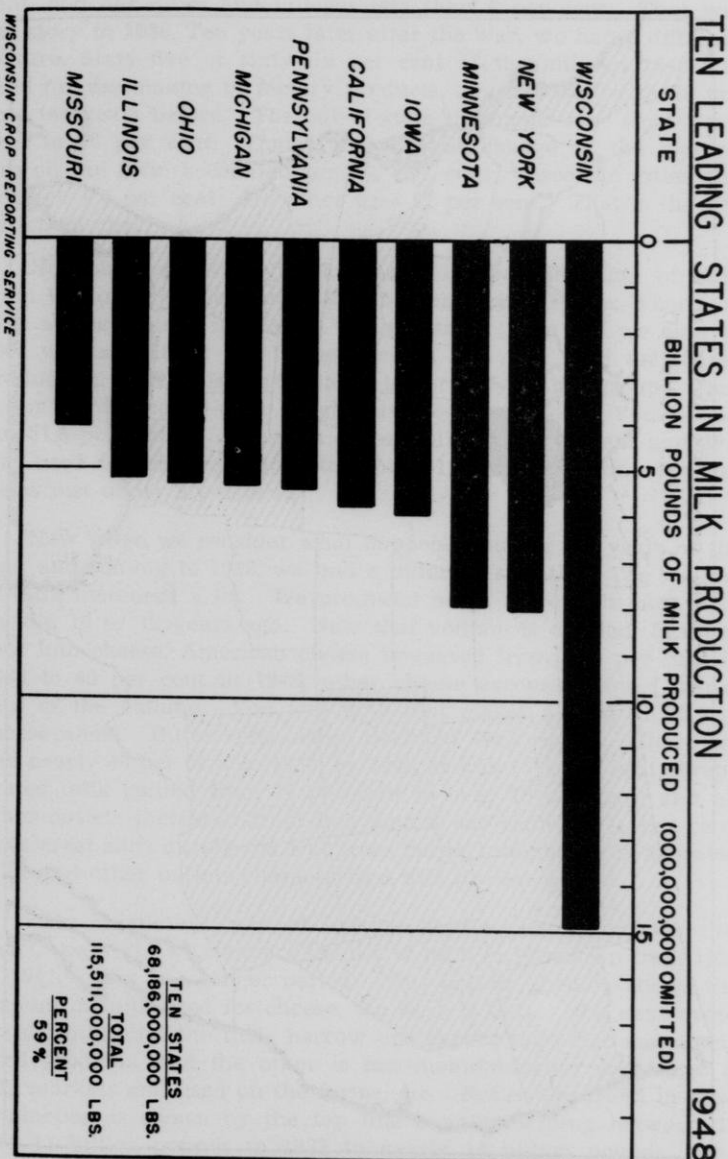


Chart No. 1—See page 16.

cent, and our cities and villages less than 6 per cent. That was the story in 1938. Ten years later after the war, we had a different picture. Sixty-five or sixty-six per cent of the milk in 1948 was used for the making of factory products, as compared with 78 per cent ten years before. The out-of-state shipments rose from 7 per cent to 16 per cent. That is the biggest change in the picture. Use on the farm accounted for 6½ per cent; Wisconsin cities and villages, 6.6 per cent; and other uses 52 per cent. That is the situation in 1948.

Now another rather large change in the utilization of milk from Wisconsin farms during the 10 year period is this: When you look at the factory utilization in this state, (page 20) we find in 1938 we had a total of 41.7 per cent of the milk used for cheese production. That is particularly important to this group. That is our manufactured milk which was used for cheese. You see we put 31.5 per cent in American cheese; others, 10 per cent and 39.5 was used for butter; evaporated milk, 16 per cent; and all other items just under 3 per cent.

Now when we consider what happened during the years of the war, and coming to 1948, we find a different situation. The volume of milk increased a lot. We produced much more milk now than we did 10 or 12 years ago. Now that volume is divided: 53.9 per cent into cheese. American cheese increased from 31.5 per cent in 1938 to 40 per cent in 1948; other cheese accounted for 13.6 per cent of the volume. You will note that makes a total of 53.9 in cheese alone. Butter production declined very much. Where we had nearly 40 per cent in 1938, by 1948, it was 15½ per cent. Evaporated milk gained from 16 per cent to over 20 per cent; and all other outlets increased from less than 3 per cent to 9½ per cent. That great shift during the war from butter into cheese, evaporated milk and other outlets characterized this 10 year period.

Here is another way of looking at the same story. In this chart, (page 21) we compare the use of milk in Wisconsin from 1933 to 1947. That is a longer period. This bottom shading shows the amount of milk used for cheese, the next is butter, the next evaporated milk, and the little narrow one represents other manufactured products, and the other is non-manufacturing uses—that is city markets and used on the farms, etc. Notice the trend in total production is shown by the top line from something between 10 and 11 billion pounds in 1933 to nearly 16 billion pounds. The amount used for cheese increased during each year. The change in butter was very great. It was much larger in the earlier years

UTILIZATION OF WISCONSIN MILK

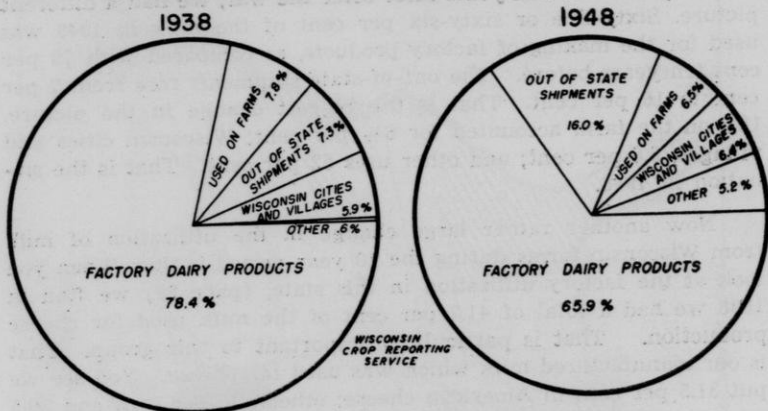


Chart No. 3—See page 16

UTILIZATION OF MILK IN FACTORY DAIRY PRODUCTS

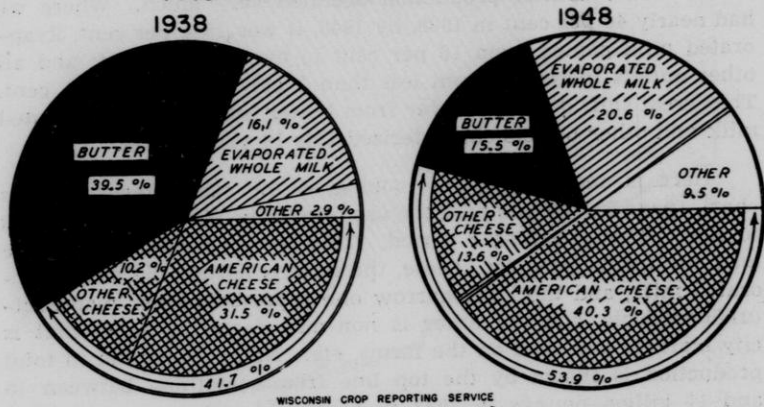


Chart No. 4—See page 19

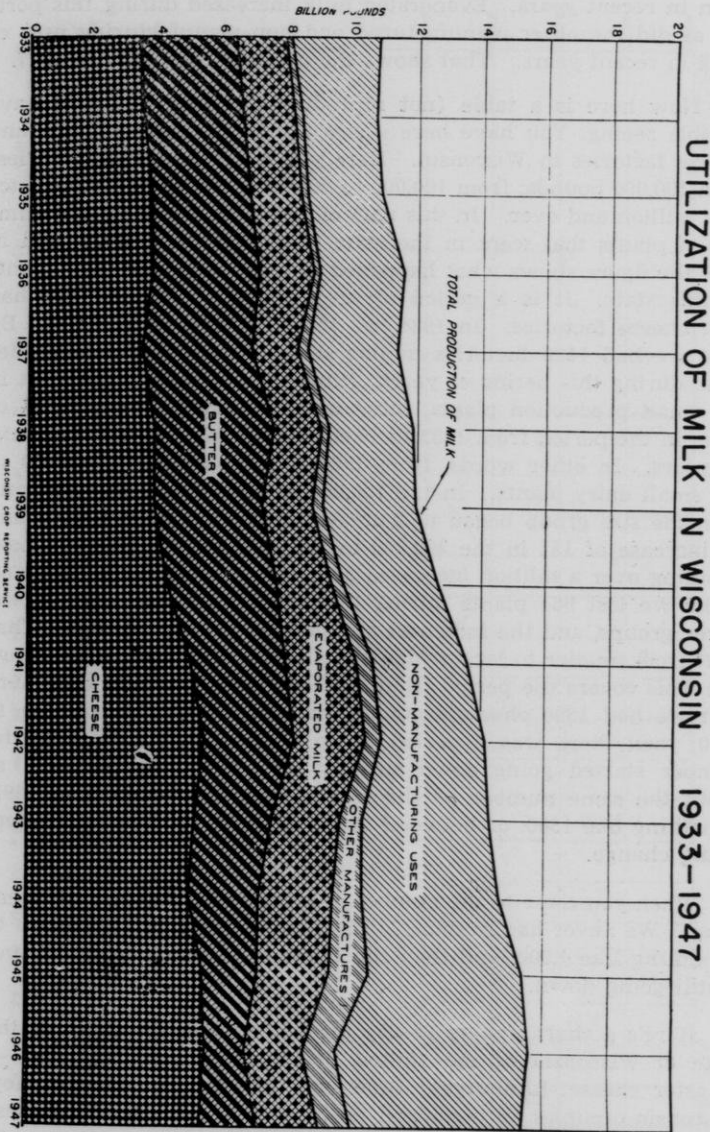


Chart No. 5—See page 19

than in recent years. Evaporated milk increased during this period, as did the other manufactured and non-manufacturing uses of milk in recent years. That shows the changes from 1933 to 1947.

Now here is a table (not reproduced) I fear you will have trouble seeing. You have here a size group of dairy plants and cheese factories in Wisconsin. Here you have the plants with less than 100,000 pounds; from 100,000 to 200,000; 200,000 to 300,000, etc., to a million and over. In this part of the table we show the number of plants that were in the state in 1933, then in 1938, and in 1944 the figure shows what happened to the number of dairy plants in this state. It is a period of great change. In 1933, we had 2187 cheese factories. In 1938, we had 1938 cheese factories. By 1944 we had 1626 factories in this state. There was a large decline during this period of years. Now the change was greatest in the small production plants, those under 100,000. We lost 334 of them in the period from 1933 to 1938, and we lost more in the next 10 years. In other words, from 1933 to 1944 we lost over 600 of the small dairy plants. In the 100,000 to 200,000, we lost 486, and then the size group began to increase during the period. We had an increase of 151 in the 200,000 to 300,000 capacity plants. Those handling over a million increased 30 plants during the period; and while we lost 661 plants during the time, the losses were in the lower groups, and the increases are shown in larger groups. That shift from smaller to larger plants is also shown in this chart. (Page 23.) This covers the period from 1895 to 1948. You will note here that we had 1300 cheese factories, and then the number rose to 2600; then there was a period of no change, and after 1920 the number started going down steadily until now we are back at about the same number of cheese factories that we had in 1895, something like 1300, or between 1300 and 1400. It is a very interesting change.

When you come to the number of creameries, that is a different story. We never had so many. In 1895 we had 300. We go up to something like 1,000, and then the number began to taper off, and is still going down.

Here's a chart, (pages 24-25) that shows you the share of the state of Wisconsin of the United States dairy manufacturers — Munster cheese, Limburger, American Cheese, powdered whey. Wisconsin occupies an important position in practically all of these products except the bottom one. In 1947, Wisconsin made over 90 per cent of the Munster Cheese. We made something like 86 per cent of the Brick cheese, and of the malted milk powder, 77 per

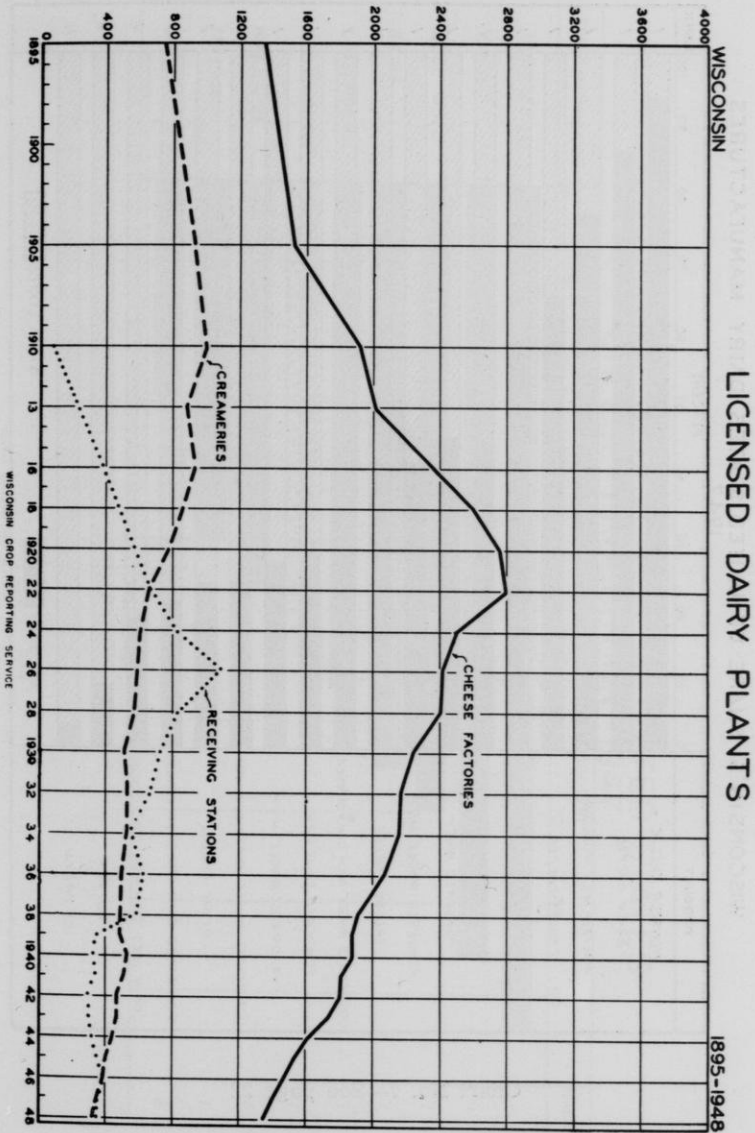
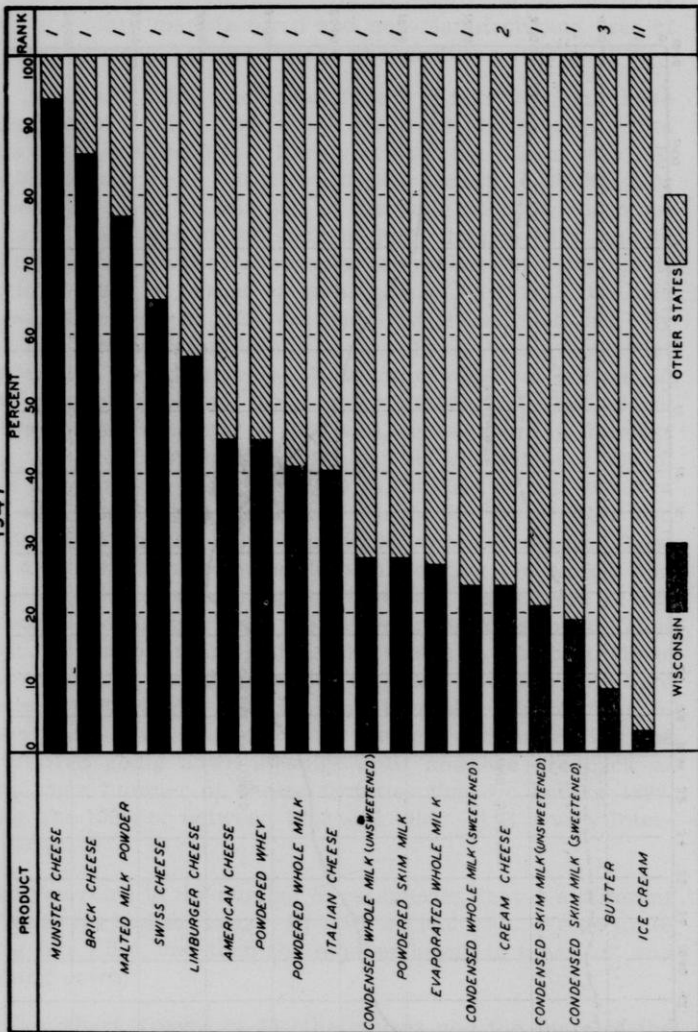


Chart No. 6—See page 22

WISCONSIN'S SHARE OF UNITED STATES DAIRY MANUFACTURES
1947



WISCONSIN DDP REPORTING SERVICE

Chart No. 7—See page 22

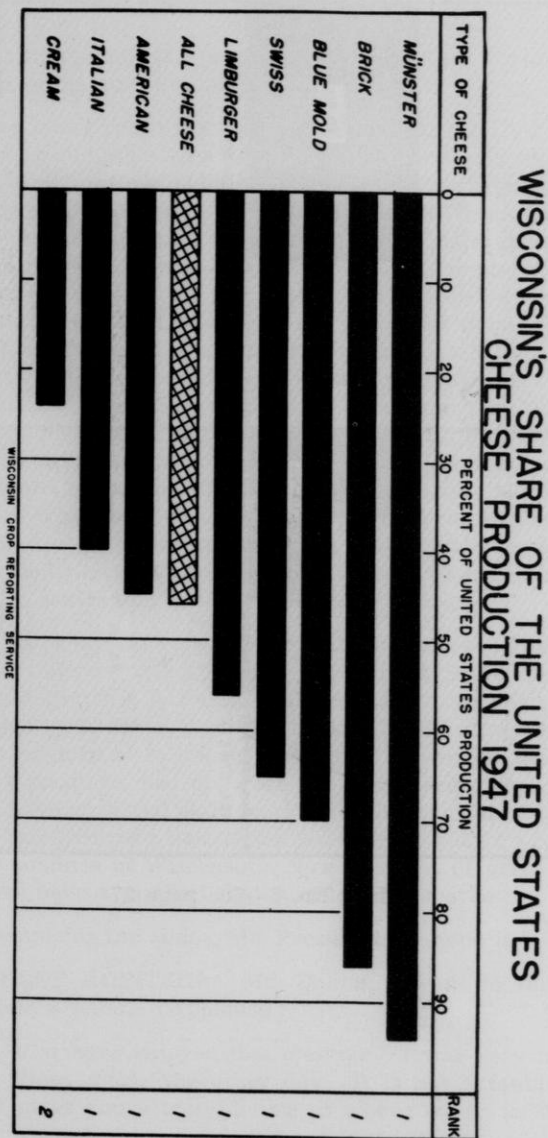
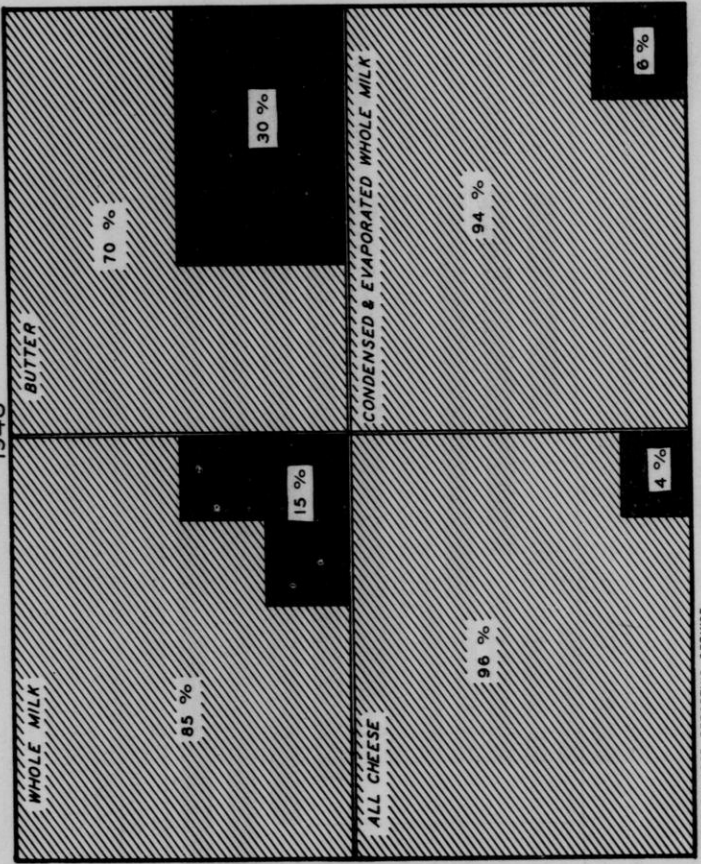


Chart No. 7A—See page 22

WISCONSIN'S CONSUMPTION AS A PERCENT OF WISCONSIN'S PRODUCTION
1948



WISCONSIN CROP REPORTING SERVICE

Chart No. 8—See page 27

cent, and so on down. We ranked first in the production of these products down to just the last one. We ranked third in the production of butter, and 11th in the production of ice cream, but in all the other products, we ranked first in 1947.

Here is a chart (page 26) that your President referred to when he spoke of consumption as a per cent of the products sold. This chart is divided into four fields. This rectangle represents 100 per cent of the whole milk that is consumed from the Wisconsin supply. Fifteen per cent of that milk is consumed in the state, assuming the per capita consumption, and 85 per cent out of the state. When it comes to butter, you get 30 per cent of the product consumed in the state and 70 per cent having to find a market outside of Wisconsin. When you come to all cheese produced in Wisconsin, and you come to put our consumption in terms of averages for the United States, we use 4 per cent of the total, and find an outside market for 96 per cent of the total. You may well argue when we put Wisconsin's consumption in terms of averages for the United States, you are not computing it quite accurately. Many people believe we in Wisconsin consume a lot more than the national average, but suppose you consume twice as much, and you could increase this to 8 per cent, you would still have 92 per cent of the cheese which has to find a market out of Wisconsin.

When you come to consider condensed and evaporated milk, you have a different story. Using the United States per-capita figures, you consume 6 per cent in this state and you have to find a market for 94 per cent out of Wisconsin. So the program that is under way recently is to improve as much as we can the quality of our dairy products, and the need for this is real, when we find we have to have an out of state market for 90 per cent of the dairy products. You will note that 70 per cent of the butter is consumed outside the confines of Wisconsin. Now it seems of great importance that we have a product that justifies that market.

That completes the slides, Mr. President. I hope it is okay.

PRESIDENT KOPITZKE: Mr. Ebling, I want to thank you. Let's give him a hand. (Applause.)

I know you have enjoyed this message. I was very much interested in those charts the other day. It is not a fantastic picture, but it gives you a true picture of where we fit in Wisconsin.

Again, I want to thank Mr. Ebling for coming here today.

It was two years ago when we met in Milwaukee, and last

year we had our convention in Fond du Lac. Although Fond du Lac is centrally located, they cannot take care of us like Milwaukee can. I think you will all agree. We had plenty of members say, "let's go back to Milwaukee and have everything in one building." We have always been welcome in Milwaukee, and although the Mayor cannot be here, we have his secretary with us. The mayor is sick with a cold, or the flu, so he cannot be here.

I am happy at this time to introduce Mr. Stanley Budny, secretary to the Mayor, Mr. Budny.

(Applause.)

MR. BUDNY: If this is the only abuse that I get from the position that I occupy, I will live to be a very old man. I won't have the rough corners rubbed off as badly as I do every day. I like the job, however.

Chairman Kopitzke, and members of the Wisconsin Cheese Makers' Association: I know you feel keenly the inability of the Mayor to welcome you to Milwaukee. He is down with a cold, and besides that, he is also enjoying a well earned respite from the work of the past few days.

I was glad that you mentioned holding your convention in other cities where you found the facilities were not such as you find in Milwaukee. Milwaukee offers you complete facilities for your meeting, and I regret that your convention cannot be as complete as it would be with the Mayor here to greet you.

Mr. Ebling's mention of the pioneers and what they did when they came here reminds me of my days on the farm at Mosinee long, long ago. We had a farm of virgin timber. We had one cow, and the kind of cheese we had was made from sour milk. We would put the sour cream on the stove and let it stay there—I don't know how long—and then pour it into a cheese vat and let the sun do the work. Some of it got as hard as rock, but, as I remember it, we enjoyed it. It may be that we enjoyed it because we didn't have much to eat.

Some years ago I listened to a radio program put on by Oswald Putnam Stern. I don't know as you know him, but he is the food magician. He is on the national network, and he considers cheese one of the most valuable of all our foods. That was three or four years ago, and I recall he lamented the fact that he couldn't get his favorite cheese—Port Du Salute cheese—that was made in Wisconsin.

I like brick cheese. The fact is there are five in our family and we buy 20 to 25 pounds of cheese a month—it's brick. I buy it at Theresa, Wisconsin. Now when I heard this over the program, I got in touch with Mr. Oswald Putnam Stern and notified him where he could get the cheese, and I understand the cheese maker sent him five pounds.

When we in Milwaukee start expanding, we usually talk about beer. Not that I think that beer is more—or the most important thing we have in Wisconsin, but I would say it is at least as important as cheese because they go well together. So, while beer isn't interesting to talk about in this state, we do realize how important the cheese industry is to Wisconsin, and we want you to know we are ardent boosters of Wisconsin's cheese. We are proud of the dairy industry in Wisconsin, and we talk about it a great deal. So, while we talk a great deal about our beer, we also talk about Wisconsin dairy products. I want you to know that the Mayor likes cheese. I think his preference in food is cheese.

I want you to know also that ordinarily in the absence of Mayor Zeidler, you would have the chairman of the Common Council to welcome you. It so happens he is absent from the city attending the League of Municipalities meeting with our other city officials, so the task falls on me, the humble assistant secretary to the Mayor.

We are happy to have you here, and the Mayor has asked me to extend to you a personal invitation to come to the city hall and visit there. If you fail to find what you want, or if you want to learn something of the city of Milwaukee that you have not had an opportunity to learn, please feel free to come to the Mayor's office and you will be given a cordial welcome and direct you in the most effortless way to find the object of your search.

Now I don't want to take up much of your time, but I want to state again that I enjoyed viewing your exhibits here, and I wish many more Milwaukeeans would view the exhibit. I repeat again the personal welcome of Mayor Zeidler to the convention city of Wisconsin.

Thank you.

(Applause.)

PRESIDENT KOPITZKE: Thank you, Mr. Budny. I am sure it is no loss to us that the other officials are in Madison because you did a swell job. I am reminded of the man who said

he was confused about cheese for Swiss has the holes, while Limburger needs the ventilation.

Our next speaker needs no introduction. I have worked with him for about 30 years, at least 20. I think you and I could have a silver anniversary. I am happy to present C. C. Brick of Brillion, who will give the response to Mr. Budny's message.

VICE-PRESIDENT BRICK: In behalf of the Cheese Makers of Wisconsin, I would like to thank Mr. Budny for his fine welcome. I believe we are all happy to come to Milwaukee for our annual convention. It is about exactly a year ago that we had our council meeting. I believe I should say our "problem meeting" for we sure have a lot of problems to take care of. We were considering the new orders last year, and we figured we had a lot of problems to consider. Now we have Regulation No. 124 to contend with, and I believe if we work together we can come to the conclusion that it is not as bad as we figured it would be.

The Mayor's representative invited us to the City Hall. Now we haven't time to go there, but I notice out in the lobby we have an invitation to come to the Brown Bottle. That might be more interesting.

In think some of our producers are scared about the new regulation, but I think if we go at it in the right way we can convince them we need their cooperation to bring a better product to the market. If you have any troubles, bring them to the association. The officers have worked very hard, and while I know we cannot solve all of your problems, if you will consult with the officers, I know we will solve a lot of them.

In closing I would say, let's all work together and resolve to do a better job next year. Thank you.

(Applause.)

PRESIDENT KOPITZKE: Thank you, Charlie.

Now folks, as you know, this is a closed session, but there are a few problems facing us—not a few, but many. Because of those problems, we thought it would be fine to invite a few gentlemen in here to start out, as I believe they can give us some information on these problems. After that we can again have a closed session.

You have noticed the reporter here. I think I should introduce her. Some may say, "this a closed session, why the repor-

ter?" I will tell you why. It is because so many of your ideas are wonderful. None of them will be published. This is a closed meeting. They won't be published unless you want them to be published. I think you want Mr. Ebling's talk published. There might be other things of importance that would be good for the members, but they will not be published unless whoever makes the statements wants them to be. We want you to feel free when we start the closed session. It is just as closed as it ever was. There will be nothing published unless you want it to be.

Now speaking of our reporter—a lot of you may be in her husband's district. Our reporter is Mrs. Buchen, wife of Senator Gustave W. Buchen of Sheboygan.

One of our problems has been that we have too many cheese makers who still do not realize that the cost of supplies has gone up, thereby raising the cost of producing cheese. Because of this, I am going to at this time call on a man you all know, and I am sure you will all be glad to hear his message, although I have said, we can't take more than 10 minutes on this now. He has done some work on the cost of production of cheese. He did a swell job some years ago in figuring out the cost of making cheese. That man to whom I refer is Mr. Damrow of Fond du Lac. I want him to tell us at this time just what he has done. Tomorrow in the general meeting, he may tell us more. I think it would be well to have to throw it out now, and we can discuss it this afternoon, and then we can go into it further in the general session. Mr. Damrow.

(Applause.)

MR. DAMROW: I had rather short notice to report on a problem of this kind. Your president asked me at Marshfield if I would begin summarizing these figures. I finished them last night. I have made 25 copies for the press and your president. The information is for publication, and all of you should have a copy of it.

About ten years ago we published a bulletin entitled, "The Cost of Making Cheddar Cheese in the 2200 Wisconsin Cheese Factories, averaging about 1,375,000 Pounds of Milk a Year." Since then quite a change has taken place.

The biggest surprise I had is in the cost of making cheese. The cost of equipment at that time was mostly in vats and wooden presses which, of course, are out of date. I am going to give you the figures for a factory starting today and buying the equipment,

which would have to be stainless steel. Some states demand all equipment be stainless steel.

The cost of equipment in a cheese factory receiving 1,000,000 lbs. of milk annually, 6,000 lbs. of milk daily in flush, and manufacturing 100,000 pounds of cheese annually was \$3,386.00 on an average. That was exclusive of pasteurization, refrigeration and can washer, where nowadays practically every factory has to have that equipment, which increases the cost of the equipment materially. I don't believe I told you that that cost of \$3,386.00 was the average cost of equipment in 1944.

The cost of equipment in a cheese factory receiving 3,000,000 pounds of milk annually, 18,000 pounds of milk daily in flush, and manufacturing 300,000 pounds of cheese annually, was \$5,737.00 in 1933. That also is exclusive of pasteurization, refrigeration and can washer.

Now the cost of equipment in the cheese factory today which handles 2,000,000 pounds of milk annually, 10,000 pounds milk daily in flush, and manufactures 200,000 pounds of cheese annually—that is equipment only, and includes can washer, pasteurization, and refrigeration—amounts to approximately \$21,000.00. Now bear in mind, that is equipment only. Now as to buildings, I have just had three buildings built. They are just about finished, and they cost a whole lot more than years ago. The buildings I figured at \$14,000. That is the average for a building of a size to handle two 10,000 pound vats. It had to be built for two vats, and the cost of the equipment is \$21,000 and \$14,000 for the building. Now if it is a cooperative factory, it has to have a residence for the cheese maker., which, if upstairs, is estimated at \$4,000. That must be included with those figures on the buiding—so there is practically \$18,000 invested in the building alone.

Now the factory that runs 6,000,000 pounds annually, or 30 thousand in the flush, that equipment costs on the average, \$37,000.00, including the can washer, refrigeration and pasteurization. I have not gone into, or figured, a 6-can washer.

I believe the prices I have quoted you are very fair. I wanted to take this up with the Market Division, but we couldn't get together before this meeting as the time was too short.

Now I want to give you a little bit on the cost of making cheese at that time. Single daisies cost one cent for labor, for the cheese maker, and the total cost for making one pound was .03782. At the present time the cost of labor is .052 and the total

cost for Single Daisies, per pound is .06755. The cost per pound for Twins, in 1933, was .03479. Today the cost is 0.05685. The cost per pound of Long Horn, in 1933, was .03604; while today it is 0.05865. The 20-pound block, as they are now wrapped, is 5.8 cents. That is on the 6,000,000 pound factory running 30,000 pounds in the flush. The cost is practically double what it was.

In 1933 the cost of supplies, such as rennet, was less than 8 tenths of a cent; at the present time it is 1.9 of a cent—more than double. On your fixed expenses in 1933, we find they were .01130, and general supplies .00649. That is per pound. Today general supplies account for .01185 per pound and fixed expenses .02160. I figured labor at the rate of 1½ cent a pound. I think the labor in a factory that runs a million pounds of milk a year averages about \$3,000 a year for the cheese maker and helper. I think that labor is too low. I asked several of them. One of them runs below that, but there is a wife, son and man working in that factory. I don't believe you can hire help for that, but not having the time to work with somebody else on that information, that is the best I could get. When we issued the publication in 1933, we worked with the Market Division. I believe at that time they had a little higher figure than I had prepared. I sent a copy of this to the Market Division, and I think our friends who are here will see that it gets to the proper people.

One thing I want to leave with you. When this is published, take your own figures and figure your cost of equipment, money invested, depreciation and tabulate your own figures. That will take a couple nights, and I don't anticipate you will run into too much difficulty. I did not take into consideration trucks which are used. I figure that is a separate business of its own. Some charge 5 cents or 10 cents and others 35 or 38 cents a hundred.

I might mention here that I heard from the Federal Department in Washington asking how much cheaper can a larger plant operate than a smaller one. This is what I wrote them. Well if the small operator pays 10 cents per hundred for trucking, and the larger plant pays 35 cents for trucking, he will have to get 2½ cents more per pound of cheese to break even with the fellow paying 10 cents for trucking. Some of them pay less, but they subsidize their trucking charge in another way.

If there are any questions, I would be glad to try to answer them.

PRESIDENT KOPITZKE: As long as we have 25 copies, I think maybe the department would work with Mr. Mooney on it.

I think we should get the report complete, and then we will send out to every one of our members with the next bulletin. Wouldn't that be a nice thing?

MR. DAMROW: I would prefer that.

PRESIDENT KOPITZKE: We will do it as soon as possible.

There is another thing we want to work on. We cannot set prices, but I think we have a perfect right to go over our costs this way and see what it costs to make a pound of cheese, and I think we can tell how many pounds of cheese can be made of a given test. It can vary a little. Now the way the price of butterfat varies, I am still looking for somebody to teach me, or tell me how in the world they can get those prices. I think we have a right to discuss those things. We have been working on it. It's a tough problem.

I met Mr. Damrow at Marshfield, and I remembered what a nice job he had done in 1933, and I asked if he would do it again. I think you did a swell job, Mr. Damrow. We are willing to help you, and we will send something out. I think that will be a nice report.

Thank you, Mr. Damrow.

MR. DAMROW: We just got out a picture on cheese making. I think quite a number of you have seen it. It is a colored sound film, and was completed just about 6 months ago. It shows cheesemaking in American, Swiss and Italian cheese factories. It was made for educational purposes. Two weeks ago we got a letter from Michigan in which they told us they had over 80 showings scheduled. Pennsylvania had the film, and they have asked that it be put on television. It was made to create cheese-eaters. Advertising cheese is the object of the film.

PRESIDENT KOPITZKE: I am glad to tell you that that film will be shown tomorrow morning. If you feel you can create some interest, and want to have it at some meeting, I think Mr. Damrow would be glad to make arrangements with you.

Now we have two gentlemen with us from the department. The first man I am going to call on has been with us quite often; the second, not quite so often, but he has been with the department for quite a long time.

Some of you have had questions on the Security Bill, and some of you want somebody to report a little on the regulations

and how the men in the department interpret them. Mr. Weavers is here and he will discuss this as well as other matters with you. Mr. Verlyn Sears will say a few words on the bonding bill, and then we will have questions and discussion of those subjects. After that, we will ask them to be excused, and we will have our closed council meeting.

We would be a lot farther along if some of you had come in sooner. I am more than pleased to see the kind of crowd we have here. It is exceptional for the first day. I know it is hard for many to get away for two days. Some will come in tonight. I think we have a very fine crowd today.

I am happy to present Mr. Harvey Weavers. If you have questions, shoot them at him when he is through.

MR. HARVEY WEAVERS: Mr. President, members of the Wisconsin Cheese Makers' Association: It is a pleasure to again meet with you at your annual meeting. This morning I ran across a couple fellows who said, "How can we get into the closed session of the Cheese Makers' Association?" I said, "I don't know. I have to be there, and maybe by the time the boys get through with me I will wish I hadn't been there."

The first matter I want to present to you is one I present at the request of Mr. Madler, Counsel for the Department of Agriculture. The Butter Makers and Creamery Employees' Associations, after several years of consideration, at the annual meeting at Marshfield last week passed a resolution requesting the Department to hold a hearing and take and hear their testimony and proposals regarding the question of increasing the qualifications for the licensing of butter makers. They have felt that, due to the changing conditions and to the fact that their butter factories are more specialized, a man may work as a trucker—intake man—and may not even work over the vats, and it is their feeling that such individuals do not have the qualifications to be a butter maker. Now they request that when a new man comes in as a butter maker that he be qualified as a butter maker.

When that resolution came to the department, Mr. Madler was wondering whether you in the cheese field would also be interested in something similar—something along that line. Butter-making is a craft. It is a craftsman's job. Now if it is an art and requires a craftsman's work, so is that of cheese making, maybe much more so.

I am going to read to you at this time Section 97.03 of the

Wisconsin Statutes which relates to the licensing of butter-makers and cheese-makers. There is also a regulation, a separate one for butter and a separate one for cheese. The statute reads as follows:

97.03 Buttermaker and cheesemaker license. (1) In this section the terms "buttermaker" and "cheesemaker" mean a person employed or who may be employed in a butter or a cheese factory who has charge of and supervision over the actual process of manufacturing butter or cheese, and shall not include a person employed in a butter or cheese factory for the purpose of assisting in the manufacture of such product. This section shall not affect a person making up a product produced on his own farm, nor shall it be unlawful for a licensed cheese maker employed in a licensed cheese factory to make butter or whey cream butter for the use or consumption only of the patrons thereof.

(2) No person shall engage as a buttermaker or cheesemaker unless he has a license from the department. Such license shall be issued by the department under such regulations as the department shall prescribe relating to the qualifications of applicants for licenses. Such qualifications shall include among other things: Previous record in operating and keeping in sanitary condition the butter or cheese factory in which he has been employed.

(3) Application for a buttermaker's or cheesemaker's license shall be made upon a blank furnished by the department. Upon receipt of such application the department shall issue a permit to such applicant to carry on the work of a buttermaker or cheesemaker until a license shall have been issued to the applicant or until such applicant shall have been notified of the denial of such application. At the time such permit is issued, the department shall furnish him the regulations incident to securing a license and also suggestions relating to the proper method of operating butter or cheese factories." . . .

Now the regulations dealing with the issuance of licenses for cheesemakers are different than those for buttermakers. I will read the regulation dealing with the issuance of licenses for cheese makers.

To obtain a license as cheesemaker the applicant must furnish proof of requisite ability and skill in the making of cheese, the equivalent of a creditable preliminary record, experience, apprenticeship or period of training of 12 months in a cheese factory, including the complete process of cheesemaking. After the first

day of February, 1923, the required preliminary experience in a cheese factory, shall be the equivalent of 18 months instead of the aforesaid 12 months, and thereupon the completing of a 3 months' course in cheesemaking in the dairy school of the college of agriculture of the University of Wisconsin may, upon certification thereof, be approved as the equivalent of 6 months of the aforesaid preliminary record, experience, apprenticeship or training of 18 months in a cheese factory; provided, however, that in unusual conditions additional preliminary experience or training may be required.

As prerequisite to granting a license as buttermaker or cheesemaker, the qualifications of the applicant may be tested and proven by an inspection by a duly appointed assistant, inspector or agent of the dairy and food commissioner of the actual work and practice of the applicant in the factory wherein he is employed.

Now the butter makers have included in their resolution the provision that the applicant for a butter maker's license be given an examination similar to what Oregon has at the present time. The examining board is to consist of one member of the industry, a member of the staff of the College of Agriculture Dairy Industry Department, and a third member to be either an operator of a factory or a member of the department. They feel that through a procedure of that kind it is going to be possible to assure the industry of better qualified buttermakers.

It will also do this. It will prevent the applicant who has not actively worked over the churn, made moisture tests, tests for fat, etc., from being eligible, or being able to pass an examination of that kind.

I don't know as there is much more than that that I can tell you about it. Regardless of whether you are interested in this kind of a provision, a hearing will be held so the butter makers can present their case.

Mr. Madler asked me to discuss this with you, and throw the idea out to you, because he was wondering whether you in the cheese business would be interested in something of that nature. If you are not, and do not express any interest, then of course no action will be taken by the department as far as the cheese end of this proposal is concerned.

PRESIDENT KOPITZKE: Any questions on this now? I will entertain any questions at this time. Are you satisfied with the

present requirements and qualifications for getting a license? What about it, is there an examination now?

MR. WEAVERS: No examination is necessary at the present time. There are cases where we are not sure that applicant is qualified and may have the supervisors of the area ask the applicant questions on the testing of milk and starters and problems relating to the craft of cheesemaking. We have quite a problem at times to determine whether the applicant is qualified or whether he is not. We have to depend so much on what the man says under whom the applicant has worked. If the licensed cheesemaker under whom he has served says he is qualified, and gives him a good recommendation and everything seems to be in line, the man gets his license. On the other hand, supposing the man he has worked under says he is not qualified, even though he may have the qualifications a license cannot be granted.

PRESIDENT KOPITZKE: Any questions?

MR. RAASCH: Did I understand you right when you said that the department considers the past qualifications? Suppose they are not so good and he has rectified the conditions and paid the penalty, would he still be denied the license?

MR. WEAVERS: We have cases like that, Mr. Raasch, where a man who has held a cheesemaker's license, and his record has been bad. We have had in the past some of those boys come back after being out a few years, and they have done a good job. You know you have to give a fellow a second chance sometimes.

But let's take the situation of the young fellow coming along. He has never held a license, and you, as a cheesemaker under whom he has worked, say he is not qualified.

MR. RAASCH: I see.

MR. WEAVERS: Then we cannot do anything for him.

MR. MULLOY: This request for tightening up, does it come from the buttermakers' association?

MR. WEAVERS: It is the group that actually make the butter for wages.

MR. MULLOY: They have no money invested.

PRESIDENT KOPITZKE: I know there were some fellows worried, for instance during the war, when we had a lot of the butter makers and cheese makers go to the defense plants. They

could get more money elsewhere. At that time there was a lot of fear, and a lot of them expressed the fear, that when the war plants closed down and the fellow that was getting a fairly decent wage would be run out of the plant by those returning to the cheesemaking field.

MR. WEAVERS: The butter makers have studied the procedures in other states and their proposal is taken from Oregon.

MR. PARSONS: You mentioned something about an application for a license and the employer wouldn't endorse him. What happens then?

MR. WEAVERS: His only recourse is to work the required length of time and then get the kind of a recommendation needed.

MR. PARSONS: I think that law should be amended. If an employer is prejudiced, it works against a man who may be worthy of a license. I think we should work and change that. I think it is un-American. Just because a man is prejudiced and won't endorse a man, why should he put in another 18 months?

PRESIDENT KOPITZKE: If he doesn't do a good job, he should not have a license.

MR. WEAVERS: Under the proposal that the butter makers submit, if the applicant is able to pass an examination by an impartial board, he would be entitled to receive his manager's permit.

I know this is new to you. The butter makers have been discussing it for several years before taking action.

PRESIDENT KOPITZKE: I thought if they had any questions this would be a good time to ask them. We will have more discussion on it later this afternoon.

Now how about the regulations?

MR. WEAVERS: We could spend all afternoon on General order 124, but you haven't the time, and most of you have been at meetings where the order has been discussed pro and con.

Now Mr. Brick in his response brought up the fact that some of the producers are worried, somewhat disturbed about it. That is true. There are always a lot of rumors going around and a lot of people reading things into the order that are not in it. If you haven't got a copy of the order, or want a number of copies for distribution among your patrons, write in and they will send them

to you.

Some of the rumors going around started following a writeup in one of the farm papers which has a large circulation in southwestern Wisconsin. The statement was made in the paper that all farmers would now have to put in running water and an indoor toilet in their homes. When the paper came out with the article, we got scads of cards in the office. There is nothing like that in the order. All it says is that they must be fly and rodent proof, and no ground contamination or water contamination. I am of the opinion that some of the farm wives in southwestern Wisconsin would have liked to use the department to get those conveniences, but the order isn't for that purpose.

There are other rumors going around. There are salesmen selling electric water coolers that have approached farmers and said, "you have to have one of these, it's in the order," There is nothing like that in the order whatsoever. As Mr. Brick said, working together and interpreting the order correctly, you are going to find that there will be better understanding amongst producers and plant operators. During the winter the county extension agents are going to hold meetings with the producers. The agricultural college is getting out a pamphlet on what producers should know about minimum standards. There is going to be a large number of those printed so all the milk producers can receive one. It will be simplified over the original order, and will help a lot in my estimation.

Now just one word about interpretation. There will be no compromise of the standards dealing with cleanliness or sanitation of the product or the handling of milk or cream, but there will be reasonable liberal interpretation dealing with improvements requiring capital expenditures, especially when the producer is delivering milk to the plant which proves to be highly acceptable.

Now, without using up a lot of time, Len, that just about sums up what I want to say. As far as cleanliness and sanitation, there can be no compromise, but as far as the interpretation of the requirements calling for capital expenditures, the department will be liberal and reasonable.

PRESIDENT KOPITZKE: That is one of the things the farmers are worried about. There was a meeting in Madison and some of the gentlemen present seemed worried. One man who claimed to be representing the farmers asked, "How are you going

the prosecute us?" He also said, "If a farmer delivers clean cold milk, are you going to let him get by, or does he have to live up to every part of the regulation?" Then there was the question of the operators who felt they would be placed in direct responsibility. You have to inspect the farm at least once a year, and there is the provision that you make notations on your report as to whether they are living up to the requirements or not. If they are not living up to the requirements, they feel they would be responsible for not reporting it, or seeing to it that they did live up to the requirements. I have always contended, and I still do, it is not what a fellow has on his farm, it is what the farmer does with what he has. I can always point back to the one patron I had that had a dirt floor in the barn, and still his milk tested 100 per cent. I don't believe the old lady had a sediment worse than No. 2. and the fact is very few No. 2's. That lady sold her farm to her son. He cemented the floor, built a milk house, and made other improvements. He wanted to go into Grade A, but what milk did I get after the improvements were made? He quit before he intended to, and I thanked God that he was gone. He prevented me from making good quality cheese. You should have everything as good as you can.

I was glad to hear Harvey say he was going to be lenient on that. Now if I go out to a farm where they have not got these improvements. . .

MR. WEAVERS: These conveniences should make the production of good milk easier. Now I think you will all agree with me that personal quarrels and personalities enter into the picture. I also have seen the very best milk produced in a log barn with very little light. I remember one case in particular where a plant in the northwestern part of the state wanted to get into an eastern cream market, and the inspectors came out and looked over the quality records of the plant. He said, I would like to go out and see some of the farms. I notice no blue test under 8 per cent for this farm. I would like to see that farm. It happened to be one run by a Dutch couple well along in years. They had a log barn with none of the conveniences that are ordinarily necessary for the production good milk. They had a herd of Guernseys. The cattle were clean. The milk utensils were clean. Still the inspector said, "it doesn't meet with our market requirements at all. How do they do it?" They did it due to a large amount of hard extra work. Now an impervious floor in the barn makes it easier to keep the barn clean, but it does not necessarily mean milk low in sediment, and milk that stands up well on the blue

test. Those, however, are usually considered essential for good dairying, and a large per cent of our dairy farmers in the state have those conveniences.

Another factor in the regulation that is causing a considerable amount of complaint is the milk house, and some of the small producers especially complain about it because of the fact that it is going to cost them some money. They think it is an excessive cost. I have made this statement and I will make it again. A fieldman, county agent, or inspector that recommends that a producer having 3 to 5 cows build a \$750 milk house ought to have his head examined. I maintain it is possible for that type of operator to equip himself with a good place—and I have seen it done—at a cost of not to exceed \$150-\$200, with a cooling tank under cover and equipment under cover. That is the reason we want to be as sane and sound as we can be.

PRESIDENT KOPITZKE: Any questions?

MR. GRAINGER: In the case of producers—this Dutch couple, they got it through hard work. Yet in the case of milk. We want milk fit for anyone to drink, or us to use. Are we, the operators compelled to shut this man off because he doesn't have the necessary requirements?

MR. WEAVERS: Under the way the order works, Mr. Grainger, that type of a case would be called to the attention of the dairy inspector in the territory, and then becomes our baby. You would indicate by your report that his equipment is not in full compliance, and you will note the order says, in case capital expenditures are necessary, a reasonable length of time shall be granted to make the improvements.

I have had a number of letters reading like this: I know my facilities will not comply with this order, but I am going to make improvements next year, or the year after. Do I have to put a cement floor in my old facility, My answer is, "No, as long as you keep your present facility clean, and your cattle clean, and deliver good milk to the plant, nobody will bother you."

MR. GRAINGER: If this fellow doesn't do that, what is our duty? Do we consider him a shut-off patron?

MR. WEAVERS: No, not a shut-off patron, but it will be on the inspection report, which will be checked. When it comes to the shut-off, there the department inspector steps into the picture and, as I said, when capital improvements are required,

we will be liberal in our interpretation.

PRESIDENT KOPITZKE: Now a lot of you have had questions on the bonding law. This law has been interpreted, not by the gentlemen in Madison I don't believe, but by some of them out in the field, and you have raised questions on their interpretation. For instance, I came to a cheese factory and the inspector said, he can no longer be his own trustee. He had been elected in January, but his brother was writing the checks until I came to him. I took the problem up and he said, "I don't interpret the law that way." He can be his own trustee. Still another made the statement that it was no longer possible to get your license on the strength of a financial statement. I happen to know that it is, and I made out a statement for him. You and I know that when you bring one in there, a good one, Mr. Sears has a big wide smile. That is an indication to me that it is okay. Still that is what has been told to some of our people out in the field. When you hear those rumors, don't blame it to the department. Most of you knew Clyde Wilson who was with the department for many years. He retired last December. Now we have a new gentleman in that department and I am going to call on him at this time.

There is one request I would like to make in regard to filing of applications that is, that you usually receive your application blanks two months before the deadline for filing. Please get them in the mail to us as early as possible so we will have time, without crowding you, to get the security requirements cared for.

Now there is one other provision in the law that does not only pertain to the surety company. I refer to Sec. 105 which requires that if you buy any dairy products from the dealer receiving milk, with certain exceptions. Now in the interpretation of the law, if you buy butter and sell only to your patrons, it is not necessary for you to get a license, but if you buy milk from another plant, say for making of cheese, you have to have a dealer's license. Previously, you were excepted if you had a license under 97.04.

I have run through this rather rapidly, but I would be glad to answer any question you have.

PRESIDENT KOPITZKE: Now I know why he has been so tough. He lost 4½ months of milk. Those are the fellows who made it compulsory to have a bonding law. These same guys that like to pay out a cent or two more for butterfat than their neighbor, and they do it. Then he comes along to November and if he wants to do it again, he will have to take four days in Novem-

ber to pay them, so he is dipping ahead. That is why if you send a statement in that shows you have more cheese on hand for the payment, that looks awfully good to Mr. Sears or anybody in the department.

This is another matter where we argue. If you pay on October 15th for September, you owe them for 45 days cheese, but on the 14th day of October when I pay for the September milk, I have not gotten my September money. All your money is gone then, but you still haven't got it yet. In that way, Mr. Sears, I think you are a little tough, you figure too close, old boy.

MR. SEARS: I think we have to go by the legislative intent.

PRESIDENT KOPITZKE: We will have to change that in 1951. If you have to go by legislative intent, we have work to do in 1951. Actually when I left home yesterday, I think I had a day or two in September. Some September and some October cheese went in together, and I paid to the 14th.

MR. SEARS: I don't think we are as far apart as you think. It is a pretty good natured argument. In setting up a financial statement, I think you realize that accounts receivable is an asset, and the amount owing the farmers is offsetting.

PRESIDENT KOPITZKE: The way some statements come in, I don't blame them for being tough. A statement came in, made by an attorney. He said, the statement is confidential, and the only thing reported was, "He don't owe nothing; he hasn't got nothing." If I have sold cheese for two or three weeks, I owe the farmers for that, but that is also an asset to me, if I didn't dip into the next month. I have a few thousand pounds that don't have to go in for the October payment. Now all they want to know is that you are running your business in a businesslike way. I had an inspector who looked over my business. He said, "You have not used any money ahead." I received very fair treatment from him. You can't expect to use October money to pay for other milk.

MR. SEARS: We are checking all the trustees in the state, and we must insist that the trustee be on a current basis. You have to properly maintain your trustees.

PRESIDENT KOPITZKE: Separate checking accounts is a good requirement for you.

MR. RAASCH: There is one thing I can't understand, and

that is the bonding, or the financial statement is confidential, but it says you must inform your producer of the amount.

MR. SEARS: No, not the amount. It is only that your statement has been accepted.

MR. MULLOY: In the case of a bond, the amount of the bond must be mentioned.

MR. SEARS: In the case of a trusteeship, the trustee must report once a year to the department and the patrons on the status of the trusteeship.

PRESIDENT KOPITZKE: Payment for the milk is guaranteed.

MR. SEARS: License has been issued to this plant on the basis of a financial statement.

MR. DAMROW: As I understand this security law, it refers to individual operators or corporations. Which?

MR. SEARS: It refers to all operators of dairy plants.

MR. DAMROW: Co-ops?

MR. SEARS: Yes. In Minnesota, they are exempt.

MR. DAMROW: I know some difficulties have occurred in co-ops as well as where individuals were in charge. I was in doubt as to whether it applied to co-ops.

MR. SEARS: Sometimes I think I have a tough job, when I get a financial statement in, in the first place I had to rely on the financial statement as correct. It has happened that even statements made by C. P. A.'s have had to be changed. Things can happen pretty fast with individuals, corporations and co-ops, as far as finance is concerned. We are trying to determine whether this is a safe place to ship your milk during a year.

I might add in connection with the financial statement, the new law requires that we may, if necessary, ask for a financial statement at any time. We have 20 plants reporting monthly, and about that many quarterly.

MR. GRUENWALD: How many factories have gone up?

MR. SEARS: I cannot give you the exact figures, but we did at the time of the legislative session summarize the number of

plants closed. One of the biggest losses we had to producers in the state involved an out-of-state plant. That was a partnership. We had a good statement and 10 months later they failed in business. I think the reason for failure was they had the inventory fixed too high. They had a big loss, a loss of about \$50,000 to Wisconsin farmers. That is why one of the legislators was especially diligent in getting this law drawn.

PRESIDENT KOPITZKE: I bet I know where that plant is. The field man went out and offered more than the others could pay.

MR. MULLOY: Yes, he got in and made it tough for us for the rest of our lives.

MR. RAASCH: Mr. Sears said he hauled milk to several factories that went broke. Were they individual factories or co-ops?

MR. SEARS: One was a co-op and two were privately owned.

MR. GRAINGER: Of the plants in the last year, which is in the majority, the private operator or the co-op?

MR. SEARS: By far the majority were privately owned plants under trusteeship where the owner was the trustee.

MR. SARTORI: You mentioned that dairy products manufacturers who had formerly had a license, and now buy milk from others purchasing milk from the farms would have to get a dealer's license.

MR. SEARS: Under the old law you were required to have a dairy products dealer's license only, but not under 97.04. Now you have to have both, unless you are exempted.

MR. SARTORI: Is it also necessary for a manufacturer to take out a dealer's license where he doesn't buy milk, but purchases the finished products. I might mention, for instance, fresh young cheese which is later going to be cured and wax dipped and later sold. He is buying the partly finished product.

MR. SEARS: I think if you knew the background and history, you would see the reason for including the dairy plant license. We have a number who buy a small amount from the producers. Previously they were licensed without recourse. If I had \$15,000 liability to producers but went outside and bought as high as \$70,000 from other dairy plants, and if my plant were to fold up, you would see what happened to your plant or any other plant.

MR. SARTORI: Then the answer is "yes, if you buy other dairy products, you have to have a license and furnish security."

MR. SEARS: Unless it is sold entirely to patrons.

PRESIDENT KOPITZKE: Thank you very much. We have had you on the stand for quite a long time this afternoon, and we must have a little fun.

Mr. Verlyn Sears is now taking care of that. He is going to give you a short talk, and then we will throw the matter open for questions. I want to say that it has been a pleasure to work with Verlyn Sears. I knew Clyde a lot better, but I figure the whole thing out this way. If you have a big bank balance and are on a farm, I always tell Verlyn he can't run away. Don't worry about the extra cash. Still we have gotten along as far as I know.

MR. SEARS: It is a privilege to come before the cheese makers today. Although this is the first time I have appeared before you, I do see a few faces of people I have met. No doubt we have corresponded with many of you. I respect your craft, as Mr. Weavers called your job of making cheese. I recognize its importance to the economy of the state and the nation. Making good cheese, as a good citizen, has contributed much to the welfare of our country.

When Mr. Kopitzke asked me to appear, I thought maybe you wanted to look at the fellow approving your licenses. Perhaps there was another reason, and that is to explain the new bonding law.

Before we got into that, like the mayor's representative, I want to tell you about my history with the cheese industry. I started hauling milk to a small cheese factory. I should say my brother and I hauled the milk. It took two of us to handle a 10-gallon can. There was no paint on the outside or inside of the factory. They had tin equipment, and I am afraid sometimes rusty, and not too clean. After hauling to that factory a few years, it closed up, and my father lost out on a month and a half of milk. Then the next best thing was to go to another factory. We did take it there. It was a little farther away. Then that factory went the same way—we were out again a month and a half of milk. Well, there was no other cheese factory nearby, so we started going to the creamery. Believe it or not, we had the same luck at the creamery. In a little over a year's time, we lost 4½ months of milk production. I suppose a good many of the farmers in Wisconsin have had the same experience to a greater

and lesser degree. I suppose that is why the legislature had the request of those making cheese or butter to regulate those not financially equipped to be in the business. There may have been other reasons than the fact they didn't have enough money. It may have been they were not good operators. Whatever the reason was, we must correct the conditions. We have an old bonding law which was in effect for some time, but there have been many changes since 1941. This last session the legislature gave serious consideration to making a number of changes. The final proposal provides first, that the persons making application for license furnish a financial statement at the time of making application. That is something new that you must not forget in order to avoid delay. Submit a financial statement with your application. That may be made up by a CPA, a registered public accountant. You may request our department to make it at cost, or you may make up your own statement with somebody else's help and have it a sworn statement. We do receive quite a number of them.

I would like to caution you to be sure that the statement is correct. Don't forget to include all of your assets and all of your liabilities. You know some fellows have 20 or 30 thousand dollars in bonds and they are afraid to put that information on the statement for fear of surprising us.

Another new provision in regard to the financial statement is the fact that these statements are now considered confidential. It is in the law that those statements are information for the department only. About two weeks ago we had three people in from the Internal Revenue Department asking if they might see certain statements. I was unable to divulge the information they wanted because of the law passed by our request making the statements confidential. They are not to be used for federal income tax purposes or for state income tax purposes. These statements are information submitted to the department on the basis of issuing a license.

If we receive a financial statement that we do not consider acceptable it is because it indicates you do not have enough assets to meet your liabilities, and a certain margin over.

There are two types of bonds—commercial security bonds and personal bonds. A surety company or an individual may sign the bond assuring that the money will be paid.

The second provision is that of the trusteeship. Quite a number of you have had experience with trusteeships. A trusteeship

requires the annual appointment of a trustee. You should have an annual meeting and elect your trustees. We have a form to certify the election of the trustee, and we like to have those sent in promptly after the appointment of the trustee. Then we have to have the contract to the person to whom the dairy products are sold, providing that the funds are received by the trustee until paid to the producers.

A third provision of it is that of a Fidelity Bond. These are not quite as expensive as the commercial surety bond. They guarantee that the trustee will faithfully perform his duties as trustee.

I would like to mention a point brought out by Mr. Kopitzke—operators acting as trustees. We have a number of cases of a trustee appointed who is an owner-operator, and through his failure in maintaining accurate records he was found out of funds, and no way to cover them. In those cases we have had to go to the bonding company and the bonding company goes to the individual and pretty much liquidates that individual from a financial standpoint. I want to emphasize that if you are trustees and operators, be sure that you maintain a separate bank account for all monies received from the sale of products, butter, cheese, whey, etc., and that they are paid into the trust account until the producers are paid. Then anything left may be turned over to the person entitled to it. In connection with the owner-operator trusteeships, two of the bonding companies have cancelled all the bonds they had because the trustees were not maintaining their accounts properly. Yesterday another bonding company came in and I urged them to give consideration to the individual rather than cancel the bonds. We do have trustee-operators who do keep accounts accurately. They take all the proceeds from a period and pay out everything that came in and retain only enough for the next payroll period. We have had men build houses and build factories out of the trust account. That cannot be tolerated. The bonding companies won't stand for it, nor can we approve of a trustee that does that.

Now as to the amount of security. That remains the same as it has been, except that I think we are going to have to be more strict in following the statutes. In the case of the bond, the law provides for the greatest amount, that is the maximum due and accrued to the producers. In other words, if you have milk for 45 days, then you have due and accrued 45 days. In some plants you pay at the end of the month for the first half, and then you have accrued all of 30 days. You have a few plants paying at the

end of the month for the previous month's milk. They have a due and accrued liability of 60 days.

The new law also provides in regard to the matter of security, where we find a plant not in sufficiently good financial condition we may shorten up on the pay periods, and we might have to have him pay twice a month.

Another new provision in the so-called security law is that the operators of the plants are required to notify the producers at least every six months of the kind and amount of security. We have quite a lot of questions as to what kind of a statement is required. In my estimation it is sufficient if you are under bond to notify the producers that you have secured a bond in the amount of \$10,000; or if you have trusteeship that you have an \$8,000 bond or \$15,000 bond. If you are operating on the basis of your financial statement, I believe it is sufficient to simply state that the department accepts your financial statement as adequate.

PRESIDENT KOPITZKE: Thank you, Mr. Sears.

Now we will proceed with our meeting for the licensed cheese makers only.

Thank you, Mr. Damrow.

Now the program says, Secretary's message. I would like to take part in the discussions as usual. Our first report will be the financial report from Mr. Hernke. Everybody knows George. He has been with us for quite a few years. You should be interested in how this thing is going. Will somebody call Mr. Hernke in, please?

Don't for goodness sakes forget to get your banquet tickets on time. Two years ago we guaranteed 600 tickets. People came in and wanted 20, 25, and some of them 50, and we didn't sell them to them. We wanted to wait and see that every licensed cheese maker got a ticket. First we refused to sell them, and then we were stuck. You know \$3.50 for each ticket counts up, but they were very considerate with us. You know you don't want us to spend your money that way. You would much rather have us spend it to fight your problems. Up until 9:00 o'clock or so, you can get your banquet tickets. If you have friends coming in, I suggest that you buy tickets for them. We have to report to the hotel how many people we are going to have, and so you can see how important it is.

Now as long as I have made a few remarks, I am going to make

a few more. We discussed these regulations quite a bit this afternoon. Most of you know I was a member on the Wisconsin Federation's committee, and possibly you want to point your finger at me, but I was the most bullheaded man on that committee. I held out against the inspection of farms continuously, but there were many others on the committee. They voted to have it, and they had hearings all over the state. Very few turned out and those that did, did not oppose it. Finally at the Green Bay hearing, Mr. Madler said, "You seem to be the only man in the state of Wisconsin that is opposed to that thing." Now since the order has been issued, and is going to take effect on November 15th, you should see the number of people that have come to me and asked, why such regulations? I have been saying just that for a long time. There are going to be more hearings, and I am going to fight their being in the afternoon. For heaven sakes come out and back me up. You know about the minimum standards. I am a member on the committee on minimum requirements for plants. We had a meeting in Green Bay and I opposed certain things. One is that everyone who had any contact, any physical contact with the product have a physical examination at least once a year. When they brought that in, I said, "Okay, let's go all the way and have every farmer and his wife and hired man have a physical examination." They said, "no, we cannot do that." Well, if pulling teats doesn't come in contact, I would like to know. I said, "then let's take the butcher and the baker and the grocer and let them have a physical examination, why pick on the cheese maker?"

Then there was another thing, and that is that every operator should send in a sample of the water once a year. I said, "We have an inspector, and if he thinks it doesn't look okay, he can say so. Why burden the cheesemaker with that?" I have been in my factory for 26 years. We have a deep well, and why should I send it in. We had our meeting and then they didn't want to have it sent in once a year, but twice a year. They said, "Len Kopitzke is a bullhead. He don't want to send it in once but we will have them send it twice." I talked it over with George, and I resigned from the committee. I thought I was not going to let you go out in the field and say those regulations were all right because your president was a member of the committee. They will have to admit that I resigned. I am now back on the committee, and I will do what I can. When the hearings are held, come out and back me up, and the regulations will never be issued in the first place.

Now we will start over. Is Mr. Hernke in the room now? He is the guy we all want to see. If he wants money from us, we want to see him.

MR. HERNKE. Here is your financial report:

WISCONSIN CHEESE MAKERS' ASSOCIATION

STATEMENT OF RECEIPTS AND DISBURSEMENTS

For the period from **OCTOBER 1, 1948 to SEPTEMBER 30, 1949**

BALANCE OCTOBER 1, 1948

In: Farmers State Bank of Potter	\$ 3,868.54		
Hilbert State Bank	5,200.74		
Dairy State Bank	10,364.02		
United States Bond - Series G...	1,000.00		
Petty Cash Fund	100.00	\$20,533.30	

RECEIPTS

From Oct. 1, 1948 to Sept. 30, 1949

Dues - Active Members	23,466.00		
Dues - Associate members	5,165.00		
Interest	164.69		
Booth Rental	850.00		
Prize Money	1,375.00		
Convention Cheese Sold	2,439.13		
Convention Miscellaneous	211.10		
Miscellaneous	2,011.27	35,682.19	\$56,215.49

DISBURSEMENTS

Salaries	16,763.80		
Travel	7,872.28		
Rent	480.00		
Printing and Stationery	215.97		
Postage, Freight and Express ...	419.81		
Telephone, Telegraph and Light	435.47		
Supplies	210.05		
Social Security	113.43		
Convention Expense	5,683.65		
Furniture and Equipment	62.48		
Miscellaneous	910.15		
Organization and membership	1,004.20	34,171.29	

CASH ON HAND SEPTEMBER 30, 1949

In: Farmers State Bank of Potter	6,773.74		
Hilbert State Bank	3,721.07		
Dairy State Bank	10,449.39		
United States Bond - Series G	1,000.00		
Petty Cash Fund	100.00	22,044.20	\$56,215.49

PRESIDENT KOPITZKE: Thanks, George, that is a swell report. I believe we have \$1500 more than we had a year ago at the convention. That is a very good sign, we are not going backward. This is not due to the officers alone. Horace has done a lot of work with you. It is due to the splendid cooperation you as individual members have given the organization.

I thank you again. Now he is going out again. He is a busy man. Next would have been the executive secretary's report, but Horace is supposed to make a report. He is going to tell you about the bowling tonight. This convention wouldn't be complete without his report. I have enjoyed working with him, but he is a stranger to me. It is a good thing we have a convention and we get together once a year. He is usually going one way and I am going the other.

I am happy to present our field manager, Mr. Mulloy.

MR. MULLOY: Mr. Chairman, I am glad to see we have a few ladies at the council today. I happen to know they are all wives of the cheesemakers and are just as interested in this industry and these discussions as their husbands are.

I want to make one remark in regard to the financial report that was just given. The strength of this financial report is wrapped up in the cooperation of the individual members in this association, and not in the officers—it is in the members of the association, and that is as it should be. There is no question but that it is in better condition this year than it has since 1943, when we re-organized along the lines we work today.

I want to make a few remarks on the cheese exhibits. I read in the paper this morning that I was going to announce the high scorers in the different classes. I read that, so I am going to announce them. I don't know how they got hold of it. I haven't talked to a newspaper man, I am going too fast.

Class 1.—that is aged cheese, made last year. We had 18 entries. Those entries are outstanding. They are all wonderful cheese as you will see by the score sheets. Most of them were tried and tested in class 2 or 3. It is a wonderful compliment to the 18 men that showed that cheese that it is possible to make here in Wisconsin a cheese that will stand up 14, 16, and 18 months and maintain that wonderful flavor that Wisconsin has the reputation for. The only thing is, we should have 100 instead of 18 exhibitors.

In Class 2, we have 42 entries. When you get your score sheet

you will find that of those 42 entries there are only a few of them that are outstanding. Too many show the effect of the extremely hard summer that we had as far as heat was concerned. Most of the complaints that you will find on the score sheet, which account for the low score, are due to flavor. Flavor not good. I asked the judges, "Why don't you write what is wrong with the flavor?" They were very reluctant to do that. They say, "We don't know exactly what is wrong, it is hard to tell." It might be a dirty milking machine, perhaps in many instances that is the cause, but they say that they believe that the plants that sent in that cheese know what is causing the flavor to be bad, and they are reluctant to put anything on the card except, "the flavor is bad."

Class 3. We had 39 entries in this class. The flavor is definitely better in this cheese. Most of it was made in the latter part of August or the first of September, and you know that we had a whole lot cooler weather in those months. In such weather it is a little easier to take proper care of milk, and it definitely shows in the exhibits in Class 3.

Class 4. In Class 4 we have seven entries—all are good. We should have more Colby cheese.

Class 5. Swiss. We have 11 entries in this class, and that is twice as many as last year. I am glad to report that each and every one of those entries is outstanding. They scored exceptionally well.

Class 6. Limburger. We have four entries in this class. People in the industry tell us it has a wonderful flavor, and it has.

Class 7. Brick Cheese. We have only 9 entries in this class. That is understandable for there is not enough brick made in Wisconsin. It is a wonderful cheese.

Class 8. Munster. We have only 6 entries. When I see Joe Schmid, I am going to jump all over him for that for I know he has more factories than that. Next year, Joe, let's have 16 or 20 entries.

Class 9. Hard type Italian, 3 entries. Soft type, 6.

Then *All Other* — 3 entries.

Now this is something I want you to give serious thought to. The association considers these exhibits as an important part of this convention. It is important when you get that report rather than state brand and undergrade. It is educational. If you had

an opportunity to read the article by Lew French in the Milwaukee Journal, it would make you mighty proud to be an exhibitor of cheese today. The article was, "Wilbur Stewart Wins in Waterloo, Iowa." He won this year and last. Two years ago a man in Oregon won, and it didn't set too good in Wisconsin. If you read that article, we would have a lot more cheese down here at the convention.

Summing the whole thing up, the cheese that is graded low is so graded because of flavor. It can be controlled by the starter to some extent. I am amazed at the information that is available to us today on starters that wasn't available a few short years ago, and I want to urge you all to be sure and hear Mike Hale's talk on starters tomorrow. I know it is going to help a whole lot on the future flavor of Wisconsin cheese if we follow through on that.

I have a few notes here, and some of them have become mixed up. I was going to announce the winners. I better do that right now.

TOP CHEESE SCORES

CLASS I.—Any style American cheese made prior to January 1, 1949. Harvey Schneider, Waldo—Score 98½.

CLASS II.—Any style American cheese made between Jan. 1, 1949 and July 31, 1949 (both dates inclusive). B. R. Moldrem, Boscobel. — Score 97½.

CLASS III.—Any style American cheese made on or after August 1, 1949. I. J. Koschak, Owen—Score 98.

CLASS IV. Colby cheese, any style or age. M. H. Parsons, Dorchester—Score 95.

CLASS V.—Drum or Block Swiss cheese. Werner Zimmerman, Warren, Illinois—Score 97¼.

CLASS VI.—Limburger cheese. Walter Minnig, Monticello. — Score 96¾.

CLASS VII.—Brick cheese. Walter Huegli, Woodland.—Score 96¾.

CLASS VIII.—Munster cheese. John Liechty, Juneau.—Score 96¾.

CLASS IX.—Italian cheese (soft type). Joe Sartori, Plymouth.—
Score 96¾.

CLASS X.—Italian cheese (hard type). Wm. Corbson, Emery.—
Score 95¾.

CLASS XI.—Rueben Laack, Brillion. All other cheese not included above.—Score 95.

You will see all of these different classes on display in the rack across the way.

VOICE: What was the score of Class 5? I mean the winner.

MR. MULLOY: The winner is Werner Zimmerman of Warren, Illinois. He is not from out of the state. His factory is in Wisconsin. He has been a good member of the association for a long time.

Now I want to remind you that tonight is the bowling party. I have the tickets to draw for alleys. Contact me before 9:00 tonight. The bowling party starts at 9:00 o'clock. We will have five men to an alley, 8 on bowling in the league competition. After that if there are any that want to get in, we can run a second shift. The bowling party will be at Marino's alleys, under the Wisconsin theatre. That is just up the hill from the Schroeder Hotel. We want to get you all over there.

There has been a lot of talk about the new regulations. Len and I attended the first meeting on that, and several others. The order has been issued, and I want to say frankly that I was in a frame of mind to go along with it in its entirety. There are a few things that make it tough, but on the whole, it should be good for us. I am sorry to say I feel differently now. Ever since the order has been issued there has been a whole series of meetings to acquaint the farmers with the provisions of the order. Now bear in mind that the plant operator is the actual policeman. Since the farmer is beginning to find out what the order is about, and some have to make major improvements and toe the line, I find that the department is now growing lax and lenient, and informing us there is going to be a reasonable length of time for this and that. In other words the procedure appears to be the same as it has been all this time, and I don't like it after so much effort has gone into the program. I think Mr. Brick said a lot when he said, we must work together and try to make it work out successfully without becoming too lenient or too tough. There is one provision that I am interested in watching, and that says, "When a patron wants to leave your plant after this order comes

into effect, he must have his quality record from you and take it to the new plant." Now if the patron wants to quit the 16th of November, you have to give him the quality record, and if it is right, the new plant can take him. If it is not right, the new plant is going to be in trouble if they take him. That is the only provision that gives the plant operators some justification for acting as a policeman of the industry.

PRESIDENT KOPITZKE: Thanks, Horace. Now, ladies and gentlemen, I want to repeat again, you have been very nice this afternoon. I want to change the program a little because I saw it happen before, and I know it will happen again. Mr. Mooney is going to make a few remarks. He is going to explain certain things. He is fast and snappy. I don't want him up here now. If he comes, then we are done. Now if we have the resolutions at this time, you are going to make a beeline for that door, and I know it. I am going to call on the chairman of the nominating committee to report at this time.

O. R. THOMPSON, Chairman of the Nominating Committee:

Your nominating committee after due consideration of candidates for the various offices of the Association recommends the following members as nominees for the respective offices:

For President — L. E. Kopitzke, Marion

For Vice-President — C. C. Brick, Brillion.
Fred Krebs, Monroe.

For Secretary — A. H. Graf, Zachow.
Werner Wuethrich, Doylestown.
Walter Schild, Juda.

For Treasurer — George Hernke, Hilbert.

For Director for the term of 3 years, to succeed E. W. Jung:
E. W. Jung, Beaver Dam.

Mr. President, I move the adoption of the report of the Nominating Committee.

Motion duly seconded and carried.

PRESIDENT KOPITZKE: First office is that of president. I welcome nominations for that office from the floor.

Further nominations?

Now if you want to add a nominee for any one of these offices,

do so now. If not, we can have one motion. Do you want to nominate any one for the office of President, Vice-President, Secretary-Treasurer or Director?

Nominations are in order for any one of those offices.

Hearing none, I will entertain a motion to close the nominations on all of them, or entertain any nominations from the floor. Make it snappy!

On motion duly made, seconded and carried, the nominations were closed.

I will appoint tellers: Mr. Hart and Frank Buss. Mr. Buss just got through the College of Agriculture. He is my nearest competitor. I also nominate Mr. Art Kriewaldt, from Kriewaldt Brothers of Shawano County. They have a very nice factory over there. We should have another one—Emil Hanson, will you help?

At this time I want to thank every one of you that worked on the Resolutions Committee. We worked until 11:00 o'clock last night, and you have put in a lot of time. We should have some fun now.

Has anyone been missed, or have you your ballots? While the ballots are being made out, collected and tallied, we will have the report of the Resolutions Committee.

JOHN INABNET, Chairman of the Resolutions Committee: Seven resolutions were considered by your committee. I will read them one by one and we can act on each individually, or we can have them all read and act on them as a whole.

VOICE: It would be best to act on them one by one.

JOHN INABNET, Chairman: Resolution No. 1.

RESOLUTION NO. 1

WHEREAS, the acknowledged success of our 1949 convention is the result of many cooperating officials, individuals, companies, newspapers,

RESOLVED, That the members of the Wisconsin Cheese Makers' Association, in annual convention assembled, gratefully acknowledge the invaluable contribution and assistance of the Mayor and officials of Milwaukee; Manager Wm. Maas of the auditorium and his assistants; the donors of prize money to be

distributed among the exhibitors of cheese for competitive score; the exhibitors for their excellent and outstanding exposition of cheese-making equipment and supplies; the Schroeder Hotel and Mr. Limecooly for the fine handling of convention reservations; and last but not least, all who appeared on our program because of their interest in our work and at a sacrifice to each of them.

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

PRESIDENT KOPTIZKE: That resolution thanks everybody for making this convention a success.

You have heard the motion. Is there a second?

Motion duly seconded and carried.

PRESIDENT KOPITZKE: Resolution No. 1 is unanimously adopted.

RESOLUTION NO. 2

WHEREAS, At each annual meeting our Creator reports the call of members to their eternal reward,

RESOLVED, That we commemorate the passing of those pioneers of the cheese industry of Wisconsin and record our thoughtful gratitude for the leadership they furnished in building our state and insuring our economic security by promoting our cheese industry, now known throughout the world, and

FURTHER RESOLVED, That we make special mention of Math Michaels, a life member of our Association, who quietly left the dairy stage of Wisconsin during the past year with credit to himself, an asset to the milk producers and cheese industry, and a source of justified pride to his family and friends.

Mr. President, I move the adoption of this resolution.

Motion duly seconded.

PRESIDENT KOPITZKE: I don't think this resolution needs any discussion. Those in favor will signify by saying "aye". Contrary, "no". The motion is carried and the resolution is adopted.

RESOLUTION NO. 3

Opposing U. S. Green Coating Requirement.

WHEREAS, The proposed Federal Definitions and Standards

of Identity for cheese will require a green paraffin or coating on several varieties made from unpasteurized milk if sold within sixty (60) days of date of manufacture, and

WHEREAS, this method of identification is only for the temporary purpose of enforcement of the sixty (60) day requirement, and will permanently injure and depreciate the value of the cheese without regard to quality, and predestine such coated cheese for reprocessing and prevent it from ever reaching the consumer in its natural state after being sixty (60) days old,—to the disappointment of the consumer, and with economic injury to the producer; and

WHEREAS, The usage and customs of the industry lend themselves to enforcement of the 60-day requirement without the injurious green coating;

THEREFORE RESOLVED, That the members of the Wisconsin Cheese Makers' Association in annual convention assembled, representing the manufacturers of nearly fifty (50%) per cent of the nation's cheese, do hereby respectfully petition the Federal Food and Drug Administration to eliminate from the proposed "Definitions and Standards of Identity for Cheese, etc.," all requirements for green coating; and that opportunity be given the industry to submit equally efficient methods of enforcement, but without irreparable economic injury to the producer, the product, and the consumer;

FURTHER RESOLVED That copies of this resolution be sent to the Federal Food and Drug Administration and to the members of the Wisconsin Congressional delegation.

Mr. President, I move the adoption of this resolution.

PRESIDENT KOPITZKE: That is the resolution that Mr. Mooney has been working on, so I will call on George to give an explanation of that resolution.

MR. MOONEY: Mr. Chairman, Friends: After two or three years of hearings and many more hearings, the federal department has finally publicized the proposed definitions of standards for cheese, among which we find included is cheese made from unpasteurized milk. Cheese made from unpasteurized milk under 60 days of age can not be shipped across the state lines unless dipped in green paraffin. In opposition to this, your association has filed a brief in Washington. I will read a few paragraphs of the brief which was filed. We want to get your okay and approval to

what your officers have done.

"The handling of cheese by the trade will lend itself to enforcing the age limitation on unpasteurized milk cheese without requiring it to be coated green.

"The varieties of cheese affected are customarily held in storage, and bear, or may bear, the date of manufacture, and the movements easily followed.

"As the affected cheeses reach the required age (60 days) they have improved in flavor and value, yet the green coating constitutes notice to all that it was 'for manufacturing' and its now increased value entirely destroyed by the green coating. In fact it is predestined for manufacture only because it was under 60 days old at the time of coating, but upon reaching 61 days of age can never regain its lost heritage.

"We believe workable mechanics of enforcement can be worked out as a substitute for the green coating."

That is the statement that went to Washington. This resolution follows the same line. Even though a bit late, a re-hearing may be had on the federal order, and we will again go down and support that by evidence.

PRESIDENT KOPITZKE: Thank you, George. Does everybody understand the resolution? If so, I would like to hear a second.

MR. THOMPSON: Does that mean we are not going to be allowed to ship any cheese across the state line?

MR. MOONEY: Made of unpasteurized milk, yes.

MR. THOMPSON: Do you mean that it can't be sold in the states where it can already be sold? I don't think we have that strong enough. There are places where they want cheese two weeks old.

MR. MOONEY: Cheese made from unpasteurized milk cannot be shipped across the state line unless dipped in green coating. There are no ifs or ands about it. The reason for the green coating was to enforce the 60-day limitation. We contend that the varieties of cheese affected are customarily held in storage, and bear the date of manufacture, vat number, etc. We believe they can enforce it without green coating. Is that clear?

MR. THOMPSON: It still doesn't make sense. I still main-

tain that any factory that is making a good grade of raw milk cheese has to hold it for 60 days, and probably where they are shipping it they don't want it 60 days old.

MR. MOONEY: It makes all the difference in the world when this order goes into effect.

MR. THOMPSON: The resolution is not strong enough. Throw out the 60 day clause entirely.

MR. MOONEY: No, that is out. The 60 day provision is now in effect in many states. Wisconsin ships 94 per cent of our cheese out of the state and we have to be ready to meet the requirement. They started off with 120 days. We are lucky we got 60 days.

MR. JUNG: Maybe George should explain the intent. Maybe some of them don't understand it.

MR. MOONEY: We have been working for four or five years opposing compulsory pasteurizing. The law now is through that it must be pasteurized, except that used in cheese more than 60 days old. It does not affect your cheese until it crosses the state lines. Then it is in inter-state commerce. We have to meet the regulations because most of our cheese moves out of the state. We contend there are present mechanics in the picture to enforce the pasteurization or the 60 days without green coating.

PRESIDENT: Did I hear a second?

Motion duly seconded.

PRESIDENT KOPITZKE: I think we are ready to vote on the resolution. It has been moved and seconded that we adopt Resolution No. 3. Those in favor will say, "aye". Contrary, "no". The motion is carried, and the resolution is adopted.

JOHN INABNET, Chairman, Resolutions Committee, Resolution No. 4.

RESOLUTION NO 4

WHEREAS, The members of the Wisconsin Cheese Makers' Association, in annual convention assembled, have heard read to them the brief filed by the Association with the Federal Security Agency, taking exception to the provisions in the proposed definitions and standards of identity for Munster cheese,

RESOLVED, That we do hereby petition the Federal Security Agency for the reasons set forth in said brief, to amend the pro-

posed definitions and standards of identity for Munster, by increasing the maximum moisture content from 44% to 46%.

Mr. President, I move the adoption of Resolution No. 4.

PRESIDENT KOPITZKE: That is another resolution George worked on.

MR. MOONEY: I am glad Walter Ebling presented some of the charts he did today. I believe you noted that we stood out in front in the manufacture of Munster Cheese. We make around 94 per cent of the nation's Munster. It originated in Green County. There is a little bit of testimony in that the moisture content should be 44 per cent. The Wisconsin statutes and the Department have permitted 44-46 and over 46. Under the new Federal order, Brick and Munster will be 44 per cent. What we want to do is this. We say that in drawing the line at 44 per cent it will destroy the markets and consumer acceptance for Munster. Our brief which was filed in Washington asks that Munster be increased to 46 per cent. Eighty per cent if it has been around 46. This request has not been opposed by anybody in the industry. The administration and research committee have put their approval on it. Our brief was filed in August. We are now asking your approval of that action.

Motion duly seconded.

PRESIDENT KOPITZKE: You have heard the motion. It has been seconded. Those in favor will signify by saying, "aye". Contrary, "no". The motion is carried, and the resolution is adopted.

JOHN INABNET, Chairman of the Resolutions Committee: Resolution No. 5.

RESOLUTION NO. 5

WHEREAS, the members of the Wisconsin Cheese Makers' Association in annual convention assembled, have heard read to them the brief filed by the Association, with the Federal Security Agency, taking exception to the provisions, and lack of provisions, in the proposed definitions and standards of identity for "cold pack cheese," "cold pack cheese food," and "cold pack cheese spread,"

RESOLVED, That we do hereby petition the Federal Security Agency for the reasons set forth in said brief, to amend the proposed definitions and standards of identity for such cheese, cheese food and cheese spread, by making proper definitions and stand-

ards of identity for such "cold pack cheese," "cold pack cheese food," and "cold pack cheese spread," and

FURTHER RESOLVED, That this request is to permit the continued manufacture of such products, which have been manufactured for generations, and to prevent their manufacture is not only unfair to producer and consumer, but would constitute a stumbling stone in the path of dairy progress.

Mr. President, I move the adoption of this resolution.

PRESIDENT KOPITZKE: You have heard the resolution in regard to "cold pack cheese," "cold pack cheese food", and "cold pack cheese spread". George, do you want to say something on that?

MR. MOONEY: Before these federal orders came out, there were proposals. Those have been issued and published about what they thought the standards would be. Then after that they held hearings in 1947 and took testimony. The hearings ran four or five months, and it was thought if there were no objections that the proposals they made would become the definitions and standards. There was no opposition to the "cold pack cheese food," and yet they did not make any provision for cold pack cheese food except that they referred to it in that it carry the fat and moisture content of the original cheese. They left cold pack cheese spread out of the picture, so you can't make it because it doesn't have a definition. It will not be permitted manufacture because no definition has been made. Cold pack cheese food can be manufactured, but it must be the same in fat and moisture content. We are talking about certain types such as Calumet Club, Kaukauna Club, and such as have grown up with the industry. Those are without a definition. Processed cheese is subjected to heat. Processed cheese food and cold pack cheese have the same standards as the original cheese. There is no objection to that. Processed cheese food is permitted a lower fat content and higher moisture content than cold pack cheese food. Cold packed cheese food is made by companies where it constitutes the major part of their business. Cold pack cheese food by process companies is a minor part of their business. They are not worried about it. In the Cold Pack Cheese food, we find our first patent was applied for about 1867. It has been made ever since. We don't believe its manufacture should be stopped today because of the lack of a definition.

So again in our brief, we have proposed as follows:

"Amend the present proposed definitions and standards of identity by adding thereto a definition of, and standards for identity for, "cold pack cheese food" . . .

"That because of the large and increasing amount of "cold pack cheese spread" being consumed, provision be made for establishing a definition and standards of identity therefor; that not less than 20% fat and not to exceed 50% of moisture are satisfactory standards."

On the Cold Pack Cheese Spread the manufacturers have asked for a lower moisture content and higher fat content than in cold pack cheese. It is not practical in manufacture.

Any questions.

Motion duly seconded.

PRESIDENT KOPITZKE: You have heard the motion. It has been seconded. Those in favor will signify by saying "aye". Contrary, "no". The motion is carried.

MR. INABNET, Chairman Committee on Resolutions: We are coming along fine. Resolution No. 6.

RESOLUTION NO. 6

WHEREAS, The rush of activities at our annual meetings too often removes the spotlight from the Association's work of the past year,

RESOLVED, That we do hereby approve and support the work of the Association during the past year, and highly commend our President, Executive Secretary, Field Manager, and Board of Directors, for the service and representation they have given our members, and urge continuance of their firm stand in the defense and promotion of Wisconsin's most important and publicized dairy product — "Cheese," and

FURTHER RESOLVED, That every cheese maker and cheese factory operator in the state be urged to join the Association without waiting for a personal solicitation of membership.

Mr. President, I move the adoption of this resolution.

Motion duly seconded.

PRESIDENT KOPITZKE: Is there any further discussion on the matter covered by this resolution? You have heard the reso-

lution. Those in favor will signify by saying "aye". Contrary, "no". The motion is carried, and the resolution adopted.

MR. INABNET, Chairman of the Resolutions Committee:

RESOLUTION NO. 7

WHEREAS, The Cheesemakers of Wisconsin have always subscribed to, and supported every state and local program for the improvement of the quality of milk as essential to a safe and growing cheese industry, and

WHEREAS, The State Department of Agriculture has recently promulgated an order, with the force of law, prescribing minimum standards and regulations to prevent the sale of unsanitary milk and cream, which order is known as "General Order 124," effective November 15, 1949, and

WHEREAS, said order imposes upon dairy plant operators certain penalties for failure to perform and discharge certain responsibilities requiring a degree of official authority,

RESOLVED, That the Wisconsin Cheesemakers hereby re-dedicate themselves to any assured program of quality milk, but also refusing to assume the liability, without the authority, of a state sanitary inspector.

Mr. President, I move the adoption of this resolution.

Motion duly seconded.

PRESIDENT KOPITZKE: Any discussion? The question has been called for. Those in favor will signify by the usual sign. Those opposed, no. The motion is carried.

Thank you Mr Inabnet. We appreciate the work that you have done. I know sometimes we do things that to the individual might look as though it is wrong, but we have always tried to do what is beneficial to the majority of the industry. We cannot always please everybody.

Now referring again to Resolution No. 7. A lot of the cheesemakers object to being policemen in the industry, but if you read that regulation and go out and make the reports it is the farmer that makes the improvements. You don't make them, do you. That resolution expresses the general opinion of all those present. I have been with the Board of Directors for 18 or 19 years now, and this is the first time that we had a full attendance—100% of

the directors were present on the night before the convention. We had 100 per cent and almost every member of the resolutions committee was present.

MR. MOONEY: I will read the results of the election. The total number of votes cast for President was 87, eighty-five of which were cast in favor of Len Kopitzke, 2 for O. R. Thompson. Eighty were cast for vice president of which C. C. Brick received 68 and Fred Krebs 12. Seventy-eight were cast for Treasurer, of which George Hernke received 77 and Werner Wuethrich one. For the office of Secretary there were 80 votes cast. A. H. Graf received 63, Walter Schild, 13 and Werner Wuethrich, 4. Seventy-three votes were cast for director. E. W. Jung received 72 and Fred Bleuer received 1.

MR. INABNET, Chairman of the Resolutions Committee: I would like to take this opportunity to thank the members of the Resolutions Committee and the Directors and officers of the organization for the fine work they did on the resolutions. I thank you sincerely.

(Applause.)

PRESIDENT KOPITZKE: We have had the results of the ballots, and now there will be two door prizes. We will have the reporter draw for the door prizes.

First name drawn — G. G. Friday, Viola—\$5.00.

Second name drawn — Max Radloff, Jr., High Bridge — \$5.00.

Don't forget the bowling party tonight. We will now adjourn until 10:00 o'clock tomorrow morning. I hope you will all be here on time.

Meeting adjourned until 10:00 A. M. Thursday.

OCTOBER 20, 1949

THURSDAY MORNING SESSION

10:30 A. M.

PRESIDENT KOPITZKE: We will come to order. It certainly is hard to get a meeting started in the forenoon. Some time ago the directors were of the opinion we should not have a morning session, but changed their minds. The exhibitors thought it was a mistake to try to call it for 10:00 o'clock. We scheduled it a half hour later, and you see what has happened. We have

not been able to start on time, but don't blame your chairman.

We are going to have a nice picture on cheesemaking shown by Mr. Damrow, and I don't think the benches would appreciate it very much. We have to have them filled. Nevertheless, we are going to start at this time, and I hope some of you will help to call the people in. Any time you are ready now, we will show the picture.

(Cheesemaking picture shown through the courtesy of Damrow Brothers, of Fond du Lac.)

PRESIDENT KOPITZKE: That was a very interesting picture. I imagine the average consumer would appreciate it very much. A lot of them don't know much about the art of cheesemaking. That was an excellent demonstration.

I want to thank Mr. Damrow for bringing the picture over and showing it. I believe if any women's clubs want to show it the film would be available.

Next on the program is the report of officers from other organizations. I think we have quite a few of them with us; there were yesterday. There was a bowling party last night, and maybe some of them were a little late in getting around. I do know we had the president of the Northeastern Association, and the secretary with us. I wonder if their president is in the room? Mr. Edwin Zillmer was here.

One of our directors is director of the Northwestern Association. I wonder if he is in the room.

(No response.)

Well, I think we will have to draw door prizes pretty quick.

The secretary of our organization is also secretary of the Shawano Local. I wonder if Mr. Graf would have something to say? Mr. Graf is from Shawano.

MR. GRAF: Mr. Zillmer said he would not be able to be here, and he would like to have me say a few words.

The Northeastern Association is always glad to cooperate with the Cheese Makers' Association, and we certainly appreciate the work the state association has done for the cheese makers of Wisconsin. We certainly appreciate the work that Mr. Kopitzke and Mr. Mooney have done. They have fought the battle for the Northeastern Association, and we appreciate it. We were talking

about it the other day, and we are not only going to show appreciation by thanking them, but also in an outward way. We want to help the association financially, and we want to tell you we will always cooperate with the association.

PRESIDENT KOPITZKE: The Northeastern Convention is to be held in Shawano. The first meeting will be in the evening and the second in the afternoon. There will be a banquet and a dance in the evening. Any of you folks who have been at the convention know what kind of a meal you get there. It is always a very good convention, and I hope as many as can will attend.

Now we have been doing quite a bit of talking about quality in the last few days. It is the most important thing in the industry. But we have another job to do after we produce the cheese. We have to find a market for it. We have an organization that is doing a splendid job along that line. They have not received the cooperation they should in the aged cheese factories. We know the only way we can be successful in the cheese business is to have a good market; we have to sell the cheese. If it piles up, the price goes down. Now if we can increase the consumption—I don't see why we can't, we ought to be able to increase it up to 8 or 9 pounds—that will mean the difference between a surplus and shortage. Our consumption is now about 6 pounds.

I am happy to present Mr. Ray I. Ricksham of Chicago, from the American Dairy Association, who is going to talk to you about advertising and selling dairy products.

Mr. RICKSHAM: Thank you, Mr. Kopitzke. Ladies and Gentlemen: Something really is happening in October! And it isn't happening just because we have cheese; nor is it happening just because we have cheese in our grocery markets. It is happening because we have an American Dairy Association. It is happening because quite a few people in the cheese industry have helped to make an American Dairy Association. What we are going to show you today is not just what A.D.A. has done. It is the result because we have an A.D.A. It is a planned program to do a job of selling and advertising our cheese. When I call on cheese factories, and I have done quite a bit of that, I haven't found but very very few who have an advertising program, very few who do much about selling their cheese. We are at the mercy of the market; at the mercy of millions and millions of dollars being spent to gain a portion of the food dollar of America. If we don't do it, somebody else is going to take the business away from us. I saw the figures a while ago—when we talk about 7 or 7½

pounds of cheese being consumed—and when you break it down to a million, what have you got? A piece of cheese about the size of a half a pennyweight. Now just think if we could increase it to a pennyweight, we would double the business we are doing today. It is being done in other foods.

A.D.A. has planned a program to bring the over-all consumption of cheese upward to pay a better profit, and make a better market. In planning the program, we do it months in advance. We are planning our ice cream and evaporated milk campaigns now for next July and August. This program we are going to show you today is to show the interest you have brought forth in the A.D.A. It is going to unfold the biggest intensive drive that is not only every bit on cheese, but the greatest on all food in America. I will unfold and show you what has been done.

The way we try to set up this program is, that we pick the month of October, and then we plan this type of an ad, and we plan it so it will run in the Saturday Evening Post, which is the advertising medium in which this ad ran. We also use Look Magazine, McCall's Magazine and many others. (Displays the various magazines showing the ad in question.) Then we have an ad on the express trucks of America. On half of the trucks in America is this ad here. We have 6,000 express trucks touring the cities of this country, through the cities and residential sections. This is advertising in a little different way. It is not pushing cheese down their throat, but I don't think there is any cheese maker in the country that wouldn't have been happy to advertise their product this way. Now what does this mean in readership? It means over 500,000 people read it every daylight hour.

Now we have a new thought on the merchandising of cheese. We should not go out and advertise milk, butter, evaporated milk, and cheese. It is not used that way. It is used as a related product. So in our whole merchandising plan, we have worked on that theme of tying related foods together and trying to merchandise our food in the way the housewife buys the food—in the way she thinks and buys her food—and we bring different ways to her to use cheese. In this way we are bidding for an increasing market for our products.

Now in order to increase our advertising, we tie up with related food manufacturers. So when we planned this campaign we went to the National Biscuit Company. What is more natural than crackers and cheese? That is an organization that is doing a tremendous job. So we tied up with them, and say, we are going

to advertise cheese in October, and we would like to tie in with you. So what do we do? We bring in the best salesman of food in the country—Arthur Godfrey. He has 44 million listeners every day in selling our food, and he advertises cheese with crackers. The other day he said, "It helps push the crackers down." So you see what he is doing for us. In that program alone, the cost is \$8,000 a day for 15 minutes, and we get it free.

Now everything I show you from here on is free and is so because of the cooperation of A.D.A. working with the food editors and manufacturers. This is a card sent to all retailers throughout the country. It shows our ad in the center. It shows the trucks, the billboards and the radio. That is just an example to show you what advertising is free to us.

Here is what they did for us in Life Magazine. (Displays ad.) Here's a blow-up of what they have done—\$28,000 for one ad, and it is of cheese and crackers. Somebody else is telling our story. In all the subways in New York and Chicago they put these posters up—Cheese and Crackers. If we were to pay, ladies and gentlemen, for what just this part of the program does, it would take all the money we collect from the dairy industry to pay for that.

This is the display card that they put in all the grocery stores throughout America. They have 2,700 salesmen who are making displays this month throughout the nation. We have 2700 salesmen working for us. We have a Godfrey Wholesale House doing that job for us in Milwaukee. All the trucks of the National Biscuit Company have cards advertising cheese and crackers.

We made our tie up with National Biscuit, and then we went to the food editors, and we got the cooperation of the food planners. That cannot be purchased with money. We went to Look Magazine, that is doing a fine job in advertising foods, and we got this three-page article on cheese. This is a blow-up of the article that appeared in Look Magazine, which has 17 million readers — and remember it is free of charge. Months in advance, we contacted the Ladies Home Journal. The ladies know it is not connected with advertising. It is a bible, a by-word, and millions of women read it. We say we are going to have a cheese festival, and have a double page in the women's magazines.

All of you know about A. & P. You know what a job they do in moving food. This is their magazine. Mr. Deal is here today, and he told me these pages they gave us cost them \$19,000. This

you will note is on sandwiches and here is an article on Italian and foreign type cheese.

I called A & P a while ago and this is the thing we are proud of—since the start of A. D. A. and the festival in October — he told us the A & P organization had more cheese ordered from the warehouses and sold in the first three weeks than ever before in the history of that organization. Just think of that. The A & P told us they did that kind of a job.

We contacted True Confessions and we got two pages in full colors. The circulation of that magazine runs into millions. I am going to show you what that ad was. (Displays ad in True Confessions.)

We also had two pages in full color in Today's Women. This in Better Homes and Gardens — cheese and apple pie. Here's another on macaroni and cheese, and here in McCall's, jello and cottage cheese.

Now here's another part that you people probably never see. We spend \$25,000 a year to buy an organization and service out of the east for the food pages and public relations. We make up these photographs on cheese and how to use cheese throughout the nation. This one service that you get covers 900 newspapers with 20 million circulation. They are impressing the housewife to buy cheese. This thing grew so fast, so big, that farm journals decided something should be done to tell the people what is being done. They thought it was a marvelous thing for agriculture and industry to get together, and that we could tie it together. They made this tribute to the A. D. A. and farmers which ran in Time and the Farm Journals as well as the Super Market Advertising magazine. I don't know how much they paid for that, but they spent their own money to tell what they thought about what the dairy farmers were doing to protect the dairy industry.

Now with all this done we come to the point of sale, so we made a contract with the Super Market merchandising department. We got them to run a special article on cheese, and this is it — Telling how to sell. Then we come to displays. Special displays were prepared on the selling of cheese, and on top of that, we put out these folders on the cheese festival in October for their stores.

Then we went to the entire cheese industry and got them to tie in. Krafts, Land-O'Lakes, Purity and all who have advertising

have tied in with our program. This is just a part of it. This is the continuous advertising that is done on the industry side that is tied in with the A. D. A.

Then at the point of sale, we took Look Magazine and they made for us the store display cards which were distributed to the markets through the nation. They were free to the retailer to advertise cheese and crackers. Dole Pineapple is advertising cheese for us; and here you see Budweiser Beer. On all their display cards they advertise our products.

I wanted to show the cheese festival banner of ours. (Displays banner). We presented these cheese festival banners and took orders from the industry for 55,000 of these banners to be set up in the markets of America.

As a result of that, all of a sudden, we get a letter from the White Tower Restaurants throughout the nation asking for our mats, and they are running newspaper advertising informing America that they can get a cheeseburger at all the restaurants throughout the nation.

So there's the advertising going to the retailers of America—all in a package. It contains the advertising, merchandising, the store posters, where to get display material. It is all tied in. We mailed it to 35,000 retailers throughout the nation to advise them what is being done throughout October.

So, here's the place where the decision is made, not in your factory or the cheese makers' association, but down dairy food lane. (Shows poster entitled "Down Dairy Food Lane".) That is where the housewife decides whether she is going to buy the cheese you make, with the million dollars behind it, and the wealth of millions behind other products to tell her, this is where it is done. If we don't take advantage of it and make something of our product, somebody else is going to take our business.

President KOPITZKE: Thank you, Mr. Ricksham. I want to say again that A. D. A. is doing a wonderful job in advertising and publicizing cheese. Some feel everybody knows about it, but for goodness sake, the Indians smoked tobacco before we came to this country, and look at the money they are spending to advertise cigarettes. I believe it behooves us to back up this program. I have since its existence.

That ends our program for this forenoon, but now we have

five prizes to give away—5 subscriptions of the National Butter and Cheese Journal.

MR. MULLOY: I have an announcement about the bowling party. We have some prize money for the people who won it.

BOWLING SCORES

Men—High Series Score - 518 — Prize \$5.00 - George Laubmeier.
 Men—Second High Series Score - 508 — Prize \$3.00 - Ray Schuler.
 Men—Low Series Score - 276 — Prize \$1.00 - Rud. Jaehnig.
 Ladies—High Series Score - 471 — Prize \$5.00 - Marion Sass.
 Ladies—Low Series Score - 281 — Prize \$1.00 - Mrs. Reinhold

Pipping.

High team score - 2135 — Prize \$10.00 - Fred Bleuer, Alfred Eernisse, George Hernke, Lamont Huemick and Harold Schultz.
 Second high team score - 2111 — Prize \$7.00 - Mrs. Aug. Suemnicht, Mrs. Ewald Jung, Edw. Tisdale, George Scannell and Ewald Jung.

Low team score - 1481 — Prize \$2.50 - Yvonne Zinkgraf, Mrs. Olive Balsiger, Mrs. Fred Oschner, Joyce Gessert and Myrtle Stage.

The following received door prizes:

George Hernke, Hilbert
 Arnold Thuli, Blue Mounds
 John Fischer, Boaz
 Fred Bleuer, Cambria
 Gus. E. Plate, Brillion

These door prizes are two year subscriptions to the National Butter and Cheese Journal. Will you come forward and get your prize?

That concludes the program for this morning. Remember, we will convene again at 1:45. Please be on time so we can finish our program on schedule and have a little time to get ready for the banquet.

October 20, 1949

THURSDAY AFTERNOON SESSION — 1:45 P. M.

PRESIDENT KOPITZKE: Will some of the directors help to get those people to come in here? We will start regardless of

whether they come in or not. I believe I said this forenoon that we would start this afternoon session on time even if there was nobody here. One of the dealers entertained part of the group this noon. I think they are still over there. In the future I wish, if the exhibitors want to do any entertaining they would be sure it doesn't interfere with the meeting.

First we will have the Invocation by the Rev. Piotter. We are mighty proud we are living in a country like we are, where we have freedom of speech, of the press, and of religion; and it makes it nice that we can open our meeting with a prayer.

I present Rev. Piotter, who will lead us in prayer.

REV. PIOTTER: Heavenly Father, how happy we are to know that we can begin, continue, and end all things under Thy guidance and blessing. We ask Thy blessing upon this meeting of the Wisconsin Cheese Makers' Association. Help them to accomplish that which is constructive and beneficial to their organization and to the people they serve, and above all, pleasing in Thy sight.

May the members be thankful for producing that nourishing food known as cheese, which adds so much to life's enjoyment, and which many of us could enjoy eating three times a day.

O Lord, as much as it is true that unless the Lord build a house, they build and labor in vain that build it; we know it is also true that the sessions of this association will not be in vain, for when Thou blesseth, it is blessed in Jesus name. Amen.

PRESIDENT KOPITZKE: Thank you, Rev. Piotter. I am sure we all appreciate your Invocation.

Now we are going to have to switch our program around a little bit because the speaker I am going to introduce next must leave for Washington at 3:30. He has asked that he be permitted to speak first so he can make his train.

You note by the program that we have Phil Nelson scheduled to speak on "Government dairy support program." Owing to the congressional action on the farm bill, Mr. Nelson was unable to be here. As you know, Congress adjourned last night. Senator Wiley is here. He is going to speak to you later. He told us all about the adjournment of Congress.

Now, in the absence of Phil Nelson, I am happy to present the Assistant Director of the Dairy Branch, Production and Marketing Administration, E. M. Norton.

(Applause.)

MR. NORTON: Thank you, Mr. Chairman. Mr. Chairman, Mr. Mooney and members of the Cheese Maker's Association:

I am very glad, gentlemen, to be with you today. First, because it is the day of the 58th Annual Meeting of the Wisconsin Cheesemakers' Association and, second, because it is the first day in the life of the new farm legislation passed yesterday by the Congress of the United States.

I know that these annual meetings mean a great deal to you. In the development of Wisconsin dairying, such meetings as these have been of historic significance in helping to bring about the understanding of dairy problems on which planning for the future and progress itself are based.

Likewise, in the development of American agriculture as a whole, farm legislation of recent years has helped to provide a basis from which farmers and processors of agricultural commodities can plan for the future with a marked degree of certainty. There is little doubt but that the new farm bill born yesterday will have a historic effect on American agriculture. But it is much too early for anyone to forecast the full nature of that effect.

To be frank with you, the new farm legislation is so new that we in the Department of Agriculture have not yet had time to interpret its full meaning. There is nothing I would like better today than to be able to tell you folks just what it means for dairying in the year or two ahead. But since it will be a matter of days or weeks before a full interpretation is available, I will do the next best thing by telling you where the dairy enterprise stands now in relation to the farm legislation for this year of 1949. This, I hope, will give you a good basis for evaluating the provisions of the new farm bill and determining how they apply to your business situation.

As you gentlemen well know, the prices received by farmers for milk and dairy products are considerably lower than they were a year ago. For instance, for the period January through August, the price of all milk at wholesale was 19 percent less than for the comparable period in 1948, while the price of butterfat dropped off 26 percent. Among manufactured items, decreases ranged from 12 percent for evaporated milk to 25 percent for nonfat dry milk solids. It is estimated that for the calendar year 1949, cash receipts from farm marketings of dairy products will be close to

3- $\frac{3}{4}$ billion dollars, compared to 4 billion, 400 million, dollars in 1948.

While this general easing off has not in any sense reached the danger point, it has been marked enough to cause those of us who are concerned with the welfare of dairy farmers to search for reasons and, if possible, to lend whatever aid has been made possible by farm legislation. A search for cause presents little evidence that might be called conclusive. For 1949 as a whole, production should run around 117 billion pounds, compared with 115.5 billion pounds last year. This is largely because the average milk production per head for 1949 will probably be greater than the previous record of 5,036 pounds established last year. At the same time, pasture conditions, that is to say, average conditions throughout the country, have been about as favorable as they were last year. Those areas which experienced drought conditions have compensated with increased feeding of concentrates.

So, we must look to other causes for the dip in dairy prices.

They are probably to be found in the noticeable slackening off in demand for dairy products. It is felt by those who have studied the matter closely that the weaker consumer demand for dairy products this year may be accounted for by a shift in consumer purchases to durable items and to the fact that prices of some competing foods have declined.

In addition, both the storage and export demand for dairy products have fallen off. And as a result, the prices of manufactured dairy products have dropped to the point, where compared to mid-September 1948 prices, current prices vary as follows: butter - 83 percent, cheese - 76 percent, evaporated milk - 88 percent, and nonfat dry milk solids - 75 percent.

However, the total consumption of fluid milk and cream combined has nearly equaled last year's figures. In fact, for many of the important areas in which Federal Marketing Orders are in operation, the consumption of fluid whole milk has somewhat topped that of last year. For the country as a whole, per capita consumption of fluid milk and cream will probably fall just slightly below the 387 pounds reached in 1948.

Now early this year, the entire dairy price situation received serious consideration by the U. S. Department of Agriculture. Secretary of Agriculture Charles F. Brannan and PMA Administrator Ralph S. Trigg were not long in recognizing that there existed

a need for a price support program if the Nation's dairymen were to receive a fair return for their efforts and investment.

You all know what has happened. On February 8, the USDA announced a program to support butterfat prices during 1949 by supporting market prices of butter. The purpose of the program is to observe the provision of the Agricultural Act of 1948 which requires the Secretary of Agriculture to support prices to producers for milk and its products at 90 percent of parity until January 1, 1950.

To carry out the necessary support operations, the Department offered to buy U. S. Grade A butter at 59 cents per pound for delivery before September 1 and at 62 cents for delivery on or after September 1. The purchase price for Grade B butter is two cents lower in each period. However, the 3 cents per pound seasonal increase, previously scheduled to become effective September 1, was moved back to July 27. This action was taken because the average price of manufacturing milk had at that time dipped slightly below the support level.

For the same reason, the Department announced on April 14 an additional program to support the prices of milk going into manufacturing uses at a national average of 90 percent of the parity equivalent price for manufacturing milk. To accomplish this, the Department offered to buy during 1949 nonfat dry milk solids of U.S. Extra Grade at 12.25 cents per pound for spray type solids and 11 cents for roller type solids for delivery before September 1 and at 12.75 cents for spray and 11.50 cents for roller for delivery on or after September 1.

Further to bolster the price of milk for manufacturing uses, the Department in July offered to purchase American Cheddar cheese of U. S. Grade A or higher in carlots at 31.75 cents per pound, subject to the usual adjustments for moisture content.

These programs were expected to maintain the U. S. average price of manufacturing milk at approximately \$3.07 per hundred-weight during the spring and summer months of heavy production and \$3.22 during the fall and early winter months of light production.

You may be interested in knowing the amounts of butter, cheese, and nonfat solids purchased for price support purposes. Through October 19, we brought 95,510,098 pounds of butter; 17,836,418 pounds of cheese; and 260,742,122 pounds of both spray

and roller nonfat solids.

Purchase programs are a satisfactory means of support when limited support operations are necessary or when the problem is to maintain prices during the period of seasonally high production.

Seasonal support was our biggest problem this year. The need for such support resulted from the unusual pattern of dairy prices in recent years when prices were highest in the spring and lowest in the fall and early winter. Many people in the trade who stored dairy products in 1948 suffered rather heavy losses. And because of the 1948 experience, there was a hesitancy on the part of the trade to store manufactured dairy products in the spring of 1949. This, in turn, resulted in a considerable sag in dairy prices.

If there had been no purchase program this year, dairy prices probably would have dropped well below support prices during the spring months.

While consumers would have enjoyed these low prices during the spring and early summer, it is quite possible that they have been faced by unusually high prices in the fall and winter because of inadequate storage.

Thus the purchase program has served to stabilize prices throughout the year and has maintained stocks at a fairly adequate level. The Department may have opportunity to sell a large share of its price support holdings of butter and cheese back into the market to satisfy genuine consumer demand. But we cannot always expect that our price support problems will be only seasonal in nature.

When the support problem is not a seasonal one, but rather a problem of generally low farm prices relative to industrial prices, the purchase method is not satisfactory. A good example is the price situation with respect to nonfat dry milk solids.

Chiefly as the result of war-time expansion, production of nonfat solids in 1949 may be 30 percent above current domestic and export needs. The Department this year has purchased over 260 million pounds of nonfat solids for price support purposes. A considerable part of this will be used for school lunch programs and for foreign relief programs. But what the Department can do with the balance is a very real problem.

What is the answer? Should the Department continue to pile

up stocks of nonfat solids in the absence of satisfactory outlets? Should the Department try to divert these supplies into new uses—even at a loss to the Government? Or should the Department take price support away from nonfat solids and allow the milk for this purpose to further aggravate the marketing problems for butter, cheese and other processed dairy products? These are questions of importance not only to the Department but to the whole dairy industry.

It seems evident that if the national dairy enterprise is to remain a stable, reasonably profitable business for producers, processors and distributors alike, the Department together with the trade must work out some practical way of disposing of surplus dairy commodities.

Some differences of opinion have developed about the exact formula and manner under which agricultural price supports should be made available. This is healthy and can only result in improvement if we all apply ourselves forthrightly to a solution of the issues. But we cannot escape the fact that whatever method is used to stabilize farm prices and bring about appropriate distribution of the Nation's wealth of dairy products, it is a matter in which the dairy trade holds a stake and shares responsibility.

I would like to say in closing that there seem to be no problems confronting the dairy industry which we ought not in time be able to solve with intelligent planning and cooperation. I hesitate at this moment to try to look ahead to what 1950 may hold in store for producers and manufacturers alike. But I think some conclusions may safely be drawn. Ordinarily our farm dairy enterprise is less subject to extreme price fluctuations than many of our other farm enterprises. So in view of the sharp price declines that have already occurred for dairy products, I think we are safe in saying that this year has taken care of much of the postwar adjustment that dairying will have to take.

But to get closer to the point, we will have to recognize, first, that the large supplies of feed now on hand promise a total milk production for 1950 of about the same as this year. And, second, that there is little in the picture to indicate a major change in the Nation's general economic situation.

For these reasons, the same conditions that brought on our price support programs this year will probably be present next year. Thus the actual levels of dairy prices next year will depend chiefly on the new farm legislation that has just been enacted.

Mr. Mooney asked me a question, and I think I talked to Mr. Nelson about it. I would like to have him state the question, and I will do what I can to answer it.

MR. MOONEY: There have been several questions brought into the office regarding the existence of a fund which was set up to maintain the Grade A price of milk on surplus Grade A milk. The question is, is there such a fund, Mr. Norton, and if so, how does it operate?

MR. NORTON: Is this fund, in your mind, presumably operating on manufactured milk?

MR. MOONEY: I would rather say, we don't know.

MR. NORTON: In the federal milk marketing areas, those controlled by federal milk orders, Class 1 milk is paid at a fixed price. Any surplus milk that is not useable for distribution in bottle form, house to house, is then put down into a surplus or manufactured pool. Now any milk that is not included in that pool is a Class I, Grade 3 source. There is no fund, no federal fund which has any bearing on what we speak of as manufacturing milk used for cheese, butter, powdered milk, etc. I think that is what you have in mind. We have no funds or kitty whatsoever to protect the price of milk in manufacture.

MR. MOONEY: Thank you, Mr. Norton.

MR. NORTON: If you wish to have questions and answers, I will be glad to continue.

PRESIDENT KOPITZKE: Any questions you would like to ask Mr. Norton? (None asked).

MR. MOONEY: Members of the Association and Guests: I know during a convention many people go around introducing themselves to others. I have done it. You have done it. But I don't believe the next number on the program should be an introduction of the speaker by himself. I don't have to go into detail, nor resort to flattery, in presenting the next speaker.

It is now time that you hear your president's annual message. I can just say the cheese industry, and other industries connected with the cheese industry are giving full credit to our president for the work he is doing. I should add, the increasing work he is doing.

I don't know how many of you were unable to attend yester-

day afternoon's session, but if you want to know the immensity of the milk industry of Wisconsin, it was ably driven home by Walter Ebling. When you have the printed proceeding you will find his message. We are going to digress from the regular rule and policy of not publishing the council meeting by publishing in full detail, Mr. Ebling's discussion and his charts. Few people realize when they think of what a large dairy state Wisconsin is, that Wisconsin produces more milk than the next two highest states, New York and Minnesota. There are but few people who realize that Wisconsin produces more milk than 23 other states combined. That is the milk industry of Wisconsin of which about 65 per cent goes into cheese of one type or another; and only 10 years ago 35 per cent went into butter, and in 1948 only 15 per cent went into butter.

Do you get the changes in the past 10 years? We do not claim credit for it, but I believe Len Kopitzke has been a factor in the cheese industry in this state. I am proud indeed to present your President, Len Kopitzke.

PRESIDENT KOPITZKE: Thank you, George. I'll sure have to have a quarter ready after this session. Again I tell you, that I think the success of the organization depends mostly upon the members, and you have certainly given your cooperation in no uncertain terms during the last year or so.

Members and friends:

Time marches on,—1949 is fast coming to a close. As in former years, there have been many changes. Some were good and others not so good. Sometimes we wonder when summing up the changes made during the past forty or fifty years which would outweigh the other, the good or the bad.

Although I am not an authority on old times I can well remember the first person who dared travel by automobile over the rough and narrow roads in the community where I lived.

Some refer to those days as the horse and buggy days. I like to call them the good old days. Those were the days when neighbors were real friends, always ready to help each other. When called upon to help, the thought never entered their mind as to how much they would be paid or how many hours they would have to work. When the work was completed and you would ask them how much you owed them the answer would invariably be, "Oh, forget about it,—I may need help some day and if I do I will call on you." How different today. There would probably

be a few questions asked as: How much per hour will you pay? How many hours per day? How many days per week and what kind of work? In those days the so called good worker was appreciated. Today some one would tap him on the shoulder and say, listen Buddy you had better take it easy, we want this job to last.

The people of those days were much happier. They had far less to worry about. As the old saying goes it did not take a Philadelphia lawyer to keep abreast with all the new laws and regulations continuously going into effect, nor did they have any Atomic Bombs to worry about.

Less hours and more pay means less production and higher prices for machinery equipment and all goods the consumer must purchase. On the other hand farm products prices have been declining to a point where the producer is unable to purchase the necessary equipment needed. If this continues it is bound to effect our whole economic structure.

The Legislation introduced during the 1949 session has kept your officers very busy. It has required many trips to Madison.

There were approximately a dozen pollution bills introduced. Had they passed and become law it would have made it very difficult for us to continue operating our plants.

Surely no one believes in polluting our streams. On the other hand, I do not think there are many who would want to pass legislation that our industries could not live with.

Men in the cheese as well as other industries are very conscious of the pollution problem. We have been and still are endeavoring to do what we can to correct condttions. In most cases the whey is being hauled back to the farms or sold to condensing companies.

Why blame industry for all the pollution? What about the other kinds of pollution? They are far worse. Specialists say that there are three kinds of pollution. The most serious kind of impurity in the water is bacteria. These germs are the only form of pollution that is dangerous to human health. Most of the germs come from the human waste in municipal sewage. Even the best sewage treatment takes out only part of the bacteria. Quite a few of the germs still are poured into the water.

Another kind of impurity in water is natural plant growth.

Summer bloom on the water, which scientists call Algae, is the worst of this natural group. When some varieties die they smell like a pig pen. At times these plants kill a great many fish, and even farm animals that drink the water. We know what happened at Lake Winnebago.

Sometimes I wonder if it is wise to take all of our rough fish out of the lakes. In my opinion they would help tremendously in keeping down the growth of Algae.

Oh yes, some claim to have the necessary equipment to solve the problem; but have they. If they have, is the cost within the means of the average cheese or dairy plant operator? I attended a demonstration where a sewage plant had been installed. It was an ideal location on a hill with sandy gravel bottom. Even under these ideal conditions the cost of installing this system was over eight thousand dollars.

One of our greatest problems is to find ways to utilize the whey. Thanks to Western Condensing and others who have done a lot along that line. This outlet was threatened by a bill introduced which had it passed would have cut down the weight limits of trucks on all but Class A Highways to a point where it would be impossible for the condenseries to continue operations in Wisconsin. This is legislation in reverse. One law makes it compulsory to haul the whey away from your plant and the other prohibits you from hauling it. This bill was amended and the industry received temporary relief until 1951. Now it is up to every one to discuss this serious problem with their Senator and Assemblyman and try to get permanent relief after that time.

There was another trucking bill introduced which would have raised the license fees on all farm and dairy trucks. The operators of dump trucks trucking sand and gravel would also have been affected by this law. They helped a lot in killing the bill.

No doubt most of you have producers who have a pick up truck which is used mostly on the farm. In some cases they use them to haul milk or go to the nearby city or village for supplies. The present fee for these trucks is five dollars. This would have been changed to \$16.50. As for our trucks a D license would have been raised from \$35.00 to \$60.00 and E from \$60.00 to \$90.00 and an F from \$90.00 to \$150.00. The hearing on this bill was held before the joint committee on finance. We pointed out the fact to the members of the committee that it would be unfair to raise the license fees on trucks that were being used mostly on country roads

and not on Class A Highways. I do not believe the bill ever was reported out by the committee.

My report would not be complete if I did not mention something about the Bonding or Security Bill. This bill came in for a lot of discussion in the last several sessions. The 1949 session was no exception. The bill as originally drafted would have qualified anyone to be trustee excepting the operator. After hearing the arguments of some of the supporters of this idea one would come to the conclusion that the operators of dairy plants really were a bad lot.

When this bill was heard before the Committee on Agriculture in the Senate we contended that the operators were no different than bankers, farmers or men in any other business or profession. After a lengthy discussion it seemed to be the opinion of most of those present that the words "other than the operator", should be stricken. An amendment was drawn which was to be introduced and we thought the matter was settled. About a month later the bill was heard before the Committee on Agriculture in the Assembly. We were then informed that the amendment had not been introduced. We were told that the Committee members felt that it would be unwise to allow the operator to act as trustee.

Who were the members of the committee and who appointed them? I do not know but to the best of my knowledge the plant operators did not have anyone to represent them.

The law in its present form is O. K. but it has been misinterpreted by many. Cheesemakers have been told that they could not act as trustee and also that it's no longer possible to qualify by filing a financial statement. These statements were made by some state employees as well as bond salesman. I am getting tired of seeing money go out East to bonding companies which rightfully belongs to our producers and operators. It has been a pleasure to assist many of you in preparing your statements. In most cases the saving amounts to more than a years dues in your organization. Mr. Sears now in charge has given me very good co-operation in practically all cases. You can not expect the Department to accept a statement if it does not contain all of the necessary information.

After numerous hearings, the State Department has issued an order effective November 15, 1949, for further improving the quality of the state's milk. The new order establishes minimum standards to be used in the production and handling of milk, — dealing also with all sanitary requirements.

The second step in this program is now under consideration and applies to the processing and hauling of milk. This program anticipates the establishment of minimum standards for dairy plants.

Both steps in the program are statewide and gigantic. You are a part of that program and should take an active interest in it. Attend the coming hearings and voice your views and recommendations.

(Applause.)

MR. MOONEY: Thank you, Mr. Kopitzke. When I was presenting Mr. Kopitzke, I withheld one statement. I presented to you not only the present president of your association, but the man you elected yesterday afternoon as president for the coming year.

(Applause.)

PRESIDENT KOPITZKE: Thank you. Thank you, George.

The next speaker on our program is the one who should have been before the Washington speaker; but as I told you, we had to change around.

Everybody is interested in having a good starter, and Mr. Mike Hales is going to show a picture and illustrate with a talk on cultures and starters. Mr. Hales has spent a lot of time preparing this, and I have heard him present it. I am sure you are going to enjoy it, and get a good deal out of it.

I am happy to present Mr. Mike Hales, Dairy Scientist, Chr. Hansen's Laboratory, Milwaukee.

MR. HALES: Good afternoon, Ladies and Gentlemen: Realizing that I am speaking to the cheese industry of Wisconsin gives me a shaky feeling, and I am reminded of what happened to Pat. Pat was telling Mike of an incident. He said, "I was in the Zoo the other day, and had the darndest experience I ever had in my whole life." He says, "I was walking by the bear cages, and here comes the bear over the fence." And, he said, "that bear is coming right after me."

"What did you do," asked Mike.

"I run". He says, " You know I run down by the monkey cages and I turned the corner and the bear was just on top of me, and he slid by. By the time the bear recovered and continued the chase, I got to another corner and the bear was right there after me."

What do you know—he slipped again. Gosh it was one corner after the other, and I was getting tired and I climbed the fence and got in where they keep the giraffe, and the bear didn't come in."

"Holy smokes, weren't you scared?" said Mike.

"Scared! Well, what do you suppose that bear was sliding on?"

CULTURES AND STARTERS FOR CHEESEMAKING

If we are going to discuss cultures and starters, we should first of all have a basic understanding of what they are. There are four general kinds of lactic cultures, which may be grouped as follows:

1. Multiple-type mixed strain culture.

This contains two or more types of bacteria as well as two, and commonly many strains of each type.

2. Multiple-type single strain culture.

This contains two or more types of bacteria, but only single strains of each type.

3. Mixed strain straight *S. lactis* culture, which contains two or more selected strains of *S. lactis*.

4. Single strain straight *S. lactis* culture, which contains just one single strain of a *S. lactis*.

We will not go into the details of all four types of cultures as they are not all readily available to the cheese industry, but as an example of the general difference that can normally be expected the two extremes, represented by the multiple-type mixed strain culture and the single strain straight *S. lactis* culture might be considered. The single strain straight *S. lactis* culture is most specific in what it can be expected to do and under very specific conditions, this particular type of culture has been used with considerable success.

The multiple type mixed strain culture is the least specific, but at the same time it also is an extremely flexible type of culture and may have quite a number of things happen to it with corresponding differences in results, short of complete failures.

In some foreign countries single strain cultures are highly recommended in preference to multiple type mixed strain cultures and there are very good reasons for this viewpoint. By virtue of these reasons, cheesemakers in the United States stand good

chances of being introduced to different kinds of cultures, although the one which is almost universally used today is the multiple-type mixed strain lactic cultures and my comments will deal most directly with this type.

In view of the different kinds of bacteria present in our most popular culture, plus the many strains of each kind, it is not surprising that cheesemakers report such a variety of results from any of the cultures available to them. It is probably not far off to say that if a dozen cultures of any particular brand were sent out at one time to a dozen different factories that the results of at least 50% of the factories would be quite different, ranging from good activity to undesirable acid development. The differences in treatment alone might well cause these differences in results.

FUNCTIONS OF BACTERIA IN LACTIC CULTURES

In our lactic cultures, *S. lactis* is the primary acid producer and this is the organism which determines the activity of the starter in the cheese vat.

In the normal activity of *S. lactis*, milk sugar is converted to lactic acid and in this process approximately 25% of the milk sugar is consumed in the normal amount of acid which the organism is capable of withstanding.

Therefore, in the daily propagation of cultures and the development of starter, lactose should never be the limiting factor in the amount of acid which is produced.

In the multiple-type culture, we have another group of bacteria known as the associated or flavor and aroma producing organisms. As the name applies, these organisms produce volatile acid and neutral flavor and aroma lending substances, but the value of such substances in cheesemaking is not clear cut and there is some doubt as to whether they mean a great deal, if anything at all. The citric acid content in milk is vital to the total amount of flavor and aroma produced and may at times limit the flavor and aroma of our cultures. However, in cheesemaking the essential thing is that we have lactic acid produced at a desired rate and we may have cultures which are relatively flat in flavor and aroma and yet they may be good lactic acid producers. Therefore, tasting a culture may not always be a good criterion of its value to cheesemakers, but it certainly is an essential characteristic to plant operators who manufacture butter, cultured buttermilk and miscell-

aneous fermented milk products in which flavor and aroma is so highly important.

The activity of lactic cultures for cheesemaking must be watched very closely and there are activity tests which have been suggested and are regularly conducted by some startermakers which give them very good indications of how their cheese cultures are going along and what they may reasonably expect from them in the cheese vat. Such activity tests are entirely independent of flavor tests and the two should not be confused. Time does not permit a detailed discussion of activity tests, but it is well to mention that it is a distinct help to cheesemakers who wish to include them in their culture and starter making programs.

SELECTION OF MILK

This is one of the first physical steps in the successful development of cultures and starters.

In selecting milk, you want it fresh, clean, sweet and cold. It should have a low count, both raw and pasteurized. The pasteurized count may be even more important than the raw count, because it is not only the total number of bacteria present in the milk, but the kind of organisms that is significant.

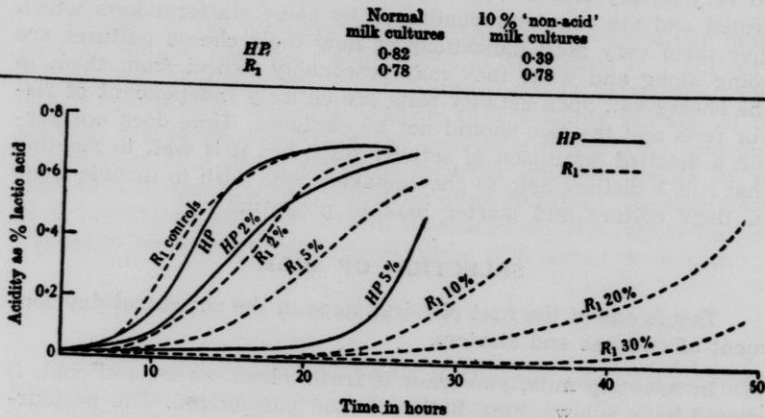
Culture and starter milk should come from healthy cows, free of diseased udders. Mastitis milk is not a good seed bed for cultures or starters, nor is it good cheese milk.

Avoid the use of milk from cows late in their lactation period, or from animals that are just freshening. Such milk has protective properties and may be poor culture and starter medium.

High solids milk is generally favored over low solids milk. This may not be quite as important from the standpoint of activity as it is from the standpoint of the type of curd and flavor and aroma developed, but it is a good protective measure to select such milk for cultures and starters, regardless of their ultimate use.

We have another factor which has gained considerable publicity in foreign countries and which we believe to be very significant in the United States. The factor to which we refer is known as "Non-acid" milk and such milk contains an antibiotic substance which may be produced by certain types of streptococci and which is very active against the development of cheese cultures and starters. English workers have reported on the isolation of a substance which they call nis'in. This has been shown to be very toxic against

lactic bacteria present in cultures. An example of the toxicity of this substance is well illustrated by the graphs covering the results of Hunter and Whitehead in New Zealand.



Referring to their graphs, it will be noted that as little as 2% "non-acid" milk caused a decided slowing down of acid production by two cultures as compared to the controls, representing development in normal milk.

Choosing an acidity of about 0.7%, the two cultures in normal milk required less than 20 hours to produce this acidity, while in milk to which only 2% of non-acid milk had been added, the two cultures required about 25 hours to produce the same acidity.

When 5% "non-acid" milk was present, culture number one had produced about 0.6% acidity in more than 25 hours and culture number two had produced only about 0.5% acid in the same length of time. This represents an extension of 10 or more hours for relatively low acid production and under average plant conditions, either culture would probably have been discarded as being no good. However, it should be remembered that this slowing down in acid production was caused solely by the non-acid property and these cultures had been found to be satisfactory for cheese-making.

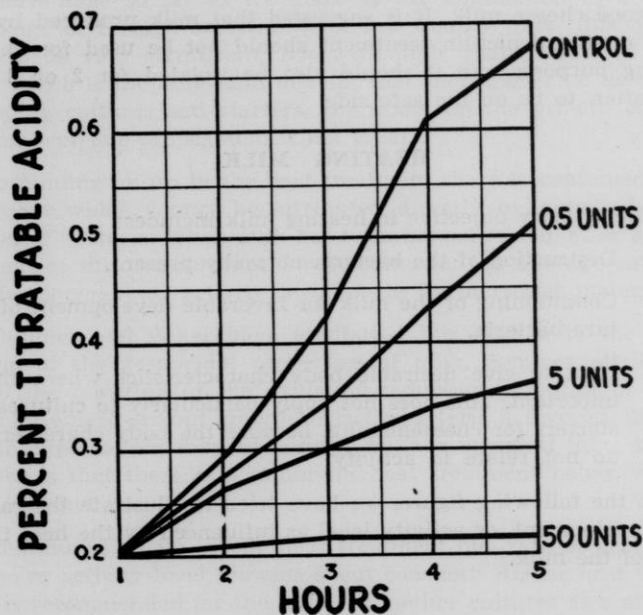
The situation with 10% "non-acid" milk was still worse and it required over 30 hours for culture No. 1 to produce less than 0.4% of acid, but may extend

to more than 40 hours.

Difficulties with "non-acid" milk do not end with the propagation of cultures and the development of starter, but may extend the cheesemaking. The seriousness of this is further reason for:

1. Effective producer quality programs to assure minimum contamination and bacterial development. Milk should be cooled promptly and kept cold until the time of delivery.
2. Careful grading of all milk and insistence of good sanitary measures of known merit on the farm. Special attention should be given to the cleaning of milking machines and proper maintenance of them.
3. Proper handling of milk after delivery to factories for minimum bacterial development. When holding tanks are used, they should be efficient in keeping milk cold and should be free of any construction defects.

In an effort to try and eliminate non-acid properties as much as possible, some factory operators have turned to the use of re-constituted skimmilk, made from high quality non-fat dry milk



solids on which tests have been made to show it to be good culture and starter media.

Another factor which is believed to sometimes have marked influences on the activity of cultures and starters is the penicillin treatment of cattle for mastitis. Again reports of work on this particular problem have come from scientists in England, New Zealand and Canada. Dr. Mattick in England has stressed the problems which may arise due to very small amounts of penicillin in milk and Hood and Katznelson in Canada have published graphs, clearly illustrating that lactic cultures are slowed down when as little as 0.5 units of penicillin are present. (See Page 91)

In referring to their graphs, it will be noted that the rate of acid production of a mixed strain culture was well behind the control when 0.5 units of penicillin were present. Only a little more than 0.35% acid was produced in 5 hours when 5 units were present as compared to almost 0.7% in the control where no penicillin was present. For all practical purposes, the culture was completely stopped when 50 units of penicillin were present.

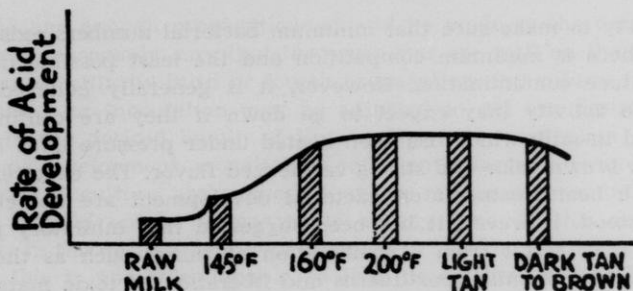
The lesson we learn from investigators in foreign lands is that milk containing penicillin is not good culture or starter milk, nor is it good cheese milk. It is suggested that milk produced by animals during penicillin treatment should not be used for cheesemaking purposes and it should also be isolated for 2 or 3 days thereafter, to be on the safe side.

HEATING MILK

The primary objective in heating milk includes:

1. Destruction of the bacteria normally present.
2. Conditioning of the milk for favorable development of culture bacteria.
3. Heat to give desirable body characteristics where this is important. This does not apply particularly to cultures and starters for cheesemaking, because the body characteristics do not relate to activity.

In the following figure, we have tried to illustrate the rate of acid development, or activity level as influenced by the heat treatment of the milk.



Starting with raw milk, it will be noticed that the rate of acid development is comparatively low. This is reasonable to expect because anything naturally present in milk which has a tendency to restrict the growth of culture bacteria will be there.

This includes foreign bacteria that grow in competition with culture organisms and natural inhibitory substances or properties which are not influenced by heat.

On an average, regular pasteurized milk (heated to and held at 145°F. for 30 minutes) has some advantage over raw milk. The chief advantage so far as we know is the elimination of a high percentage of foreign bacteria. With low quality milk, this might prove to be very significant, but with high quality milk of low count, which is the only kind of milk that should ever be used for developing cultures and starters, the effect on the growth of the bacteria over one propagation is not great.

Continuing on up in the heat treatment there is continued improvement which cannot be attributed directly to increased destruction of bacteria. When milk has been heated to 160°F. or above and held at this temperature for 30 minutes, the average rate of acid development or activity level made by increased materially.

Hammer and Baker have attributed this change to the destruction of the germicidal properties of milk. Sommer attributes this to the lowering of the oxidation-reduction potential of milk to a point where prompt growth of lactic bacteria is favored. Either, or both explanations may be correct, but the essential thing to remember is that there is a minimum heat treatment below which we should not go.

Continuing on up in our heat treatment our rate of acid production or activity level remains about constant. Higher heat treatment is recommended for the milk for mother cultures as a margin

of safety to make sure that minimum bacterial numbers exist and that there is minimum competition and the least possible danger of culture contamination. However, it is generally believed that culture activity may expect to go down if they are continually carried in milk which has been heated under pressure until it has a dark brown color and strong caramelized flavor. The exact effects of such heat treatment on bacterial development are not clearly understood. However, it has been suggested that inhibitory properties may result from a combination of things such as the decomposition of milk constituents and liberation of toxic materials. There will also be the influences of the caramelization of milk sugar. Regardless of what it is, the thing we should bear in mind is that we can overheat milk and under heat it for cultures and starters and it is important that we stay within the ranges of either extreme.

INOCULATING MILK

The results desired in this step include:

1. Minimum exposure of culture to the air.
2. Ease and convenience of carrying out.
3. Relative accuracy from day to day.

In brief, the proper use of sterilized pipettes accomplish all of these objectives and it is the method of inoculating that we recommend.

In starting off a commercial culture, it is recommended that the suggestions of the manufacturer be closely followed. The basic thing to be accomplished is to establish all of the desired bacteria present in the culture and this means that the inoculation is generally heavy. After all, if the desired bacteria are to be developed they must be present in sufficient numbers at the beginning and there should be no attempt to divide a culture up among several bottles of milk, nor thin out the quantity recommended for a good start.

It is also suggested that the second propagation of the culture be carried through with a comparatively heavy inoculation to make sure that the desired types and strains of bacteria are carried through for further development. A minimum inoculation of 1% is recommended.

It often takes some time for a culture to become as active as

desired and enough propagations should be made so the dairy operator is reasonably sure that the organisms are well on their way. Beginning with the third or fourth propagation, the volume of culture used for inoculation may be adjusted to get the desired results in the desired length of time. However, regardless of the stage of development, inoculations sufficiently large to assure good seedings of culture are suggested and a minimum inoculation of 0.25% should not be unreasonable at any time. If this quantity results in the desired degree of ripeness in less than 12 to 14 hours time, this is not objectionable so long as cultures are chilled or used promptly when a soft, uniform curd has formed.

Allowing culture to run over the lip of the culture flask exposes it to unnecessary chances of contamination and this would apply to the use of inoculating instruments such as spoons. A perfectly healthy normal culture may be spoiled by carelessness in performing this step.

It is also sometimes felt that the activity of cultures may be followed very closely by counting the number of drops that are used for inoculation from day to day. However, this is a very inaccurate means of following culture activity and may be very misleading.

The use of just a few drops of culture for inoculation from day to day may be satisfactory where control measures are unusually good, but for all around general use, there are too many chances for cultures to fail when light inoculations are employed. Small amounts of inhibitory substances present in the milk may offer just too much competition to a few drops of culture, whereas, a heavier inoculation could have easily overcome what caused the small inoculation to fail.

INCUBATION OF CULTURES AND STARTERS

The standard lactic culture used in our domestic cheese factories is commonly incubated at temperatures ranging from 68°F. to 72°F. Either extreme would not be considered too serious, but to provide a margin of safety, it is recommended that a uniform temperature of 70°F. be employed. The reasons for this uniformity in incubation include:

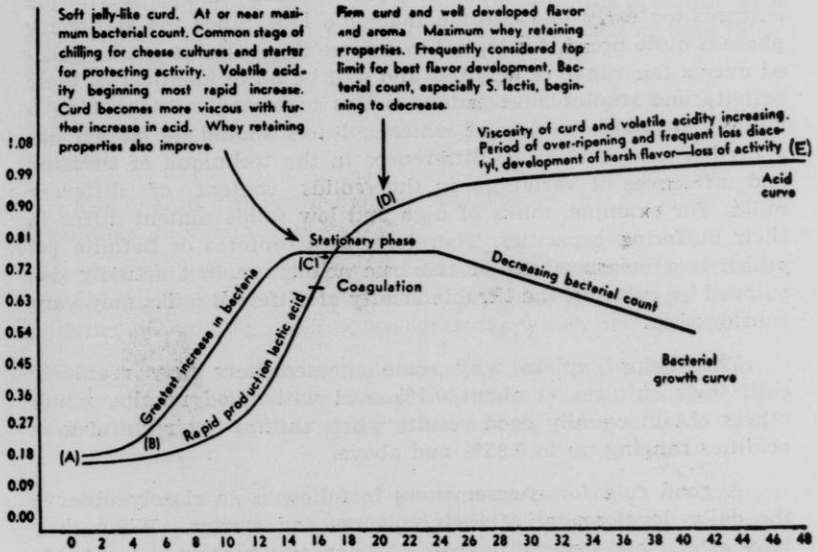
1. Smooth bodied curd that breaks up readily into a creamy liquid.
 - A. Too high a temperature — tough, lumpy, wheyed-off curd.

- B. Too low a temperature — weak curd, flat in flavor.
- 2. Pleasing well balanced flavor and aroma.
 - A. Too high a temperature — sharp, bitter flavor.
 - B. Too low a temperature — flat, insipid flavor.
- 3. Best associated growth of all bacteria in lactic cultures.
 - A. Helps maintain desired balance of all types.
- 4. Favorable for uniform activity.
 - A. Helps prevent excessive ripening, or excessively slow development.
- 5. Protection against growth of heat resistant bacteria.
 - A. Heat resistant types of bacteria usually do poorly at 70°F., especially in presence of acid.
- 6. Uniformity of the incubation temperature necessary for accurate judgment of cultures and starters.

For a further example of this, if we picked an acidity of around 0.75%, the average time required for a 1% inoculation of standard lactic culture to produce this acidity at 80°F. is approximately 6½ hours less than at 70°F. At 60°F., it requires about 13½ hours more than at 70°F. This makes an overall difference of 20 hours between the two extremes of 60°F. and 80°F. and well illustrates why the activity of cultures cannot be accurately judged from day to day if the incubation temperature varies. Furthermore, cultures may change greatly due to such variations in the temperature of incubation.

RIPENING

There are varied opinions among cheesemakers as to the proper or desired degree of ripening for cheese cultures. To get a clearer picture of what happens when we ripen cultures the following graphs have been prepared showing the growth curves superimposed upon the acid curve. Either curve may vary considerably from time to time, but they should represent a fair average of what we can expect.



Soft jelly-like curd. At or near maximum bacterial count. Common stage of chilling for cheese cultures and starter for protecting activity. Volatile acidity beginning most rapid increase. Curd becomes more viscous with further increase in acid. Whey retaining properties also improve.

Firm curd and well developed flavor and aroma. Maximum whey retaining properties. Frequently considered top limit for best flavor development. Bacterial count, especially *S. lactis*, beginning to decrease.

Viscosity of curd and volatile acidity increasing. Period of over-ripening and frequent loss diacetyl, development of harsh flavor—loss of activity (E)

It will be noted that the greatest increase in bacterial count occurs during the stage of greatest acid development. This increase in bacterial count of lactic cultures continues somewhat past the point of coagulation and then we have a rather broad stage during which the bacterial count remains quite stationary. The state of decreasing bacterial count follows this and occurs along the higher limits of acid production and the stage at which cultures are normally considered overripe.

It would seem logical that if cultures were chilled during early stages of ripening when the greatest increase in bacterial numbers was taking place, that such cultures would have maximum activity. This is frequently true, but at the same time the cultures may be quite delicate.

On the other hand, cultures allowed to ripen too long and into the stage when the cells are definitely old and the bacterial count is going down, do not make good cheese cultures.

During the stationary phase, it is safe to assume that we have a balance of young and old cells so that cultures can be expected to have moderate activity combined with hardness and this is the type of balance we like to have.

Therefore, in summary, there can be disadvantages to chilling cultures too early and chilling them too late. Since the stationary phase is quite broad it is logical to assume that cultures can be chilled over a fair range of acidities and still be quite identical in their activity and studies have indicated this to be true. Establishing a definite titratable acidity at which cultures should be chilled has a further complication of differences in the technique of titrating and influences of variations in the solids content of different milks. For example, milks of high and low solids content differ in their buffering capacities. Therefore, at a uniform or definite pH which is a measurement of the true acidity or that actually developed by cultures, the titratable acidity of different milks may vary considerably.

This helps explain why some cheesemakers may regularly chill their cultures at about 0.7% acid with good results, while others obtain equally good results when chilling their cultures at acidities ranging up to 0.85% and above.

A good rule for cheesemakers to follow is to closely observe the daily development of their cultures and starter. When they have established general degrees of ripening which works out satisfactorily for them, they should strive to make all conditions as uniform as possible and be regular and exacting in their methods of carrying their cultures and starters from day to day.

INFLUENCES OF COOKING TEMPERATURES ON ACID DEVELOPMENT IN CHEESEMAKING

The following table represents data recorded by Dr. F. J. Babel, of Purdue University on the acid production of seven different cultures when cooking temperatures of 100°F., 102°F. and 104°F. were employed.

Time Required From Setting to Milling to Reach a Whey Acidity of 0.50 Percent When Cooking Temperatures of 100 Degrees, 102 Degrees and 104 Degrees C. Were Employed.

Culture No.	Cooking Temperatures			
	100° F.	102° F.	104° F.	104° F.*
1	4' 30"	4' 57"	5' 15"	4' 25"
2	4' 10"	4' 30"	4' 35"	4' 02"
3	4' 20"	4' 10"	4' 25"	4' 20"
4	4' 35"	4' 35"	5' 00"	4' 30"
5	4' 45"	5' 05"	5' 25"	4' 50"
6	4' 20"	4' 37"	5' 10"	4' 15"
7	4' 50"	5' 18"	5' 45"	4' 45"

*Ripened an additional 30 minutes before setting.

It will be noticed that 5 out of 7 of the cultures produced acid more rapidly at 100°F. than at 102°F. The difference in time ranged from 0 to 28 minutes.

All cultures produced acid more rapidly at 102°F. than at 104°F. and the difference in time ranged from 5 minutes to 33 minutes.

The overall difference between 100°F. and 104°F. ranged from 5 minutes to 55 minutes.

This well illustrates the importance of accurate temperature control during cooking and cheddaring. It also emphasizes the importance of avoiding cooking temperatures which are too high.

Vats which definitely feel warm or hot to the hand during cheddaring are definitely being overheated and this can cause acid development to slow down if not completely stop for all practical purposes.

Now that we have covered physical factors which are important to cheesemakers in getting good acid development from cultures and starters, it is well to consider a factor which may relieve cheesemakers of the entire responsibility of carrying cultures, because if this one factor occurs there may be no cultures to carry. The thing to which we refer is known as bacteriophage.

BACTERIOPHAGE

Briefly, bacteriophage is ultramicroscopic matter, which attacks, kills and causes bacterial cells to disintegrate. For practical considerations, it acts upon bacteria much like a disease acts upon plant and animal life.

Particles of bacteriophage are many times smaller than the organisms which they attack. Yet, these very minute particles are terrific killers and their deadlines in the field of bacteriology can in some measures be compared to the action of some of the most deadly diseases of man.

Through the aid of the electron microscope, phage particles have been photographed and it has also been possible to actually view their destruction of bacterial cells.

A vast amount has been written about bacteriophage and its influences on cultures and starters, and cheesemaking. Time does not permit many details on this subject, but in view of its widespread distribution and the very fatal results which it may produce,

it must be considered in any discussion on the successful development and use of cultures and starters in the cheese field.

Whether we like it or not, it is something very real and we are going to be plagued by it.

As an example of the effects of bacteriophage on the rate of acid production in the manufacture of Cheddar Cheese, the following table covers data recorded by Dr. F. J. Babel of Purdue University on two vats of cheese. The milk for the two vats was split into two parts and all conditions were identical with the exception that in one vat a normal culture was used, while in the other vat the same culture infected with bacteriophage was used.

Effect of Bacteriophage on Acid Production in the Manufacture of Cheddar Cheese

Stage of Manufacture	Bacteriophage Absent		Bacteriophage Present	
	Time	Titrable Acidity	Time	Titrable Acidity
		(percent)		(percent)
Milk (Pasteurized)	8:00	0.16	8:00	0.16
Milk plus 1% Culture.....	8:10	0.165	8:10	0.165
Setting	9:10	0.175	9:10	0.175
Cutting Curd	9:40	0.12	9:40	0.12
Draining Whey	11:10	0.14	11:10	0.13
Milling Curd	1:45	0.52	4:00	0.17

In referring to the table it will be noted that the vat in which bacteriophage was absent reacted normally all the way through and the curd was milled in 4½ hours and the whey had a titratable acidity of 0.52%.

However, in the vat in which bacteriophage was present, acid development cut out sharply after draining of the whey and in 6 hours and 50 minutes the whey acidity was only 0.17%. The degree of failure speaks for itself and needs no further explanation.

As a further example of what happens when cultures are infected with phage, the following table which also covers data recorded by Dr. Babel is submitted.

Effect of Bacteriophage on Acid Production by a Cheese Culture During the Manufacture of Cottage Cheese

Time After Setting (Hours)	Titration Acidity (Percent)	Number of Bacteria Per Ml.	Bacteriophage Titer
Initial	0.16	2,460,000	10^{-1}
1	0.17	4,200,000	10^{-2}
2	0.18	11,800,000	10^{-3}
4	0.20	3,600,000	10^{-7}
8	0.21	7,300	10^{-9}
16	0.21	12,300	10^{-9}
24	0.25	7,200,000	10^{-9}
36	0.43	310,000,000	10^{-9}
48	0.68	660,000,000	10^{-9}

It will be noticed that from the time of inoculation the bacterial count began to increase and there was a slow increase in acidity. This continued through the second hour, but thereafter the bacterial count began to go down until after 8 hours, when we would normally expect a very high count, the bacterial number was only 7,300. At the same time, the bacteriophage titer, which means the concentration of phage, had increased. At the end of 16 hours the acidity was only 0.21% and the bacterial count amounted to a mere 12,300. This is the stage at which cultures should be ready to chill and it is logical to assume that had this happened in a cheese factory the culture would have been thrown away and the cheesemaker would have been entirely justified in taking this action.

However, for the sake of experimental purposes, the incubation was continued for 48 hours and at the end of this period of time 0.68% acid had developed and the bacterial count amounted to 660,000,000. This is what is known as secondary growth and while it is significant scientifically and there are many interesting things about it, it does not have any practical significance to a manufacturer of American Cheese. A dead vat of cheese is quite a useless article and represents serious loss which has no particular solution on the day that such a vat behaves in this manner.

Unfortunately the solution to attacks by bacteriophage is not an easy problem to solve. There are, however, certain minimum steps which can be recommended including the following:

1. Promptly discard phage infected cultures and start over again.
2. Pay particular attention to the technique in propagating cultures and do everything possible to prevent contamina-

- tion from the air. This means good sanitation in carrying out all procedures and effective sterilization of milk in sealed flasks, plus thorough sterilization of transferring pipettes, glassware and all other utensils. The bulk starter must also be protected as much as possible from exposure to the air and to any utensils or equipment which have not been effectively treated for the elimination of phage.
- All culture and startermaking facilities should be removed as far as possible away from actual manufacturing rooms and especially away from the vicinity of whey. Phage will invariably be concentrated in whey and open whey separators may act as atomizers and broadcast whey mist throughout factories.
 - So important has the problem of controlling bacteriophage become to cheesemakers in some foreign countries that separate buildings have been provided for carrying cultures and developing starter. It might seem that this is an extreme in the development of cultures and starters, but some very outstanding reports have been given on the success of such measures, plus other things that have gone along with them. As an example of the benefits reported by scientists in England, the following tables are reproduced from the data of Dr. Mattick, Agnes Nichols and J. Z. Wolf.

Factory A — Percentages of Different Grades of Cheese Manufactured

Month	No. (1) Grade Good		No. (2) Grade Indifferent		No. (3) Grade Bad	
	Before	After	Before	After	Before	After
April	0.0%	99.4%	0.0%	0.1%	100.0%	0.5%
May	23.8	84.6	21.5	14.0	54.7	1.4
June	71.4	98.7	0.8	1.0	27.8	0.3
July	2.0	100.0	20.8	0.0	77.4	0.0
Aug.	0.0	100.0	0.0	0.0	100.0	0.0
Sept.	0.0	76.0	0.0	19.0	100.0	5.0
Total	19.8	94.5	8.2	4.6	72.0	0.9

Factory B — Percentages of Different Grades of Cheese Manufactured

Month	No. (1) Grade Good		No. (2) Grade Indifferent		No. (3) Grade Bad	
	Before	After	Before	After	Before	After
April	0.0%	100.0%	30.3%	0.0%	69.3%	0.0%
May	100.0	99.4	0.0	0.6	0.0	0.0
June	100.0	100.0	0.0	0.0	0.0	0.0
July	0.0	100.0	100.0	0.0	0.0	0.0
Aug.	18.2	100.0	30.2	0.0	0.0	0.0
Sept.	100.0	100.0	0.0	0.0	51.5	0.0
Total	48.1	99.8	20.8	0.2	31.1	0.0

In referring to the tables, it will be noted that for the period April through September, before control measures were put into practice, Factory A averaged 72% poor cheese and only 19.8% number one cheese. For the same period, after control measures were put into practice, the average number of poor cheese had dropped from 72% to only 0.9% and the number one cheese had increased from 19.8% to 94.5%.

Under similar conditions, it will be noted that in Factory B all number three cheese was eliminated from a high of 31.1% and that the number one cheese increased from 48.1% to 99.8%.

Data of this kind is most highly convincing and shows what can be done under properly regulated conditions, which include no compromisers, but goes all the way in quality control.

This completes my discussion on cheese cultures and starters. I want to sincerely thank your officers for the privilege of speaking to you. I appreciate your attention and I want to say that you have been a splendid audience.

Now will those who are awake please awaken those who aren't? I am through. I have enjoyed this greatly. You have been a swell audience. Thanks a lot.

PRESIDENT KOPITZKE: Thank you, Mr. Hales. This is about the third time I have seen you go through this demonstration. We all know that a mighty important thing in the cheese industry is the starter.

We have two more good speakers. We have a lot of problems, and one of those problems has been the registration of truck licenses. We are fortunate to have with us the Commissioner of the Motor Vehicle Department. I am happy to present him at this time. I feel it is a privilege to present Mr. Ben Marcus.

(Applause.)

MR. MARCUS: Mr. Chairman, Ladies and Gentlemen: I am glad to have the opportunity of meeting some of our customers. You are all good cash customers. That's the nice part about it.

I suppose you wonder why I am on the program. I wondered myself at first, and then it came to me that after all one of the most important things pertaining to your business is good roads. In order to have good roads, you must have money. That's the job of the Motor Vehicle Department. It's our job to collect the money; and it is our job not to spend too much of it, so that as much as

possible will go into highways. That is the message I want to give you today.

You know, in Wisconsin, under the segregation law, all the money from motor vehicle registration and gas tax is assigned to the Highway Commission for road building and improvement.

Now I think that you ought to know something about the Motor Vehicle Department, for you are the stockholders. You may not have thought of it in that way. You are also the customers, and I am grateful that you give one of your hired men a chance to tell you about the Motor Vehicle department, particularly since there has been a lot of adverse publicity about it. I am glad to have a chance to explain things to you, and to give you a chance to ask questions, if you wish to do so.

Now the Motor Vehicle Department — I think I can describe it to you better by first reading to you an editorial which John Wyngaard, who writes for about 10 newspapers, asked me to write for him when he was on vacation—I think it will give you an understanding of the Motor Vehicle Department.

“The motor vehicle department of Wisconsin is a big business. Using business terms, our sales this last fiscal year were twenty-two million dollars, and we served 1,500,000 customers. We have 400 employes. We receive daily from 5,000 to 10,000 pieces of mail, and almost as much is sent out each day.

“What services do we render?”

“For the fiscal year 1947-48 we registered 136,908 motor vehicles; we issued transfers of title for 229,210 vehicles; we issued 467,157 drivers' licenses; we received and processed 183,967 accident reports under the safety responsibility law; we issued 2,892 automobile dealers' licenses and 1,024 peddlers' licenses.

We suspended the driver's license of 13,403 persons last year because of traffic violation convictions, and failure to meet the provisions of the safety responsibility law. We received, from Wisconsin traffic courts, 65,000 reports of conviction for moving traffic violations. These were entered on individual driver records maintained by this department. When a driver has three entries against him we send a warning notice; if he is convicted of four violations within a year's time we take action on suspension of his driving privilege. Suspension may be for a period from one month to one year.

"ENFORCEMENT TOO."

"Our state traffic patrol enforces all state regulations concerning the operation of motor vehicles; it also operates a state-wide police radio system.

"Our safety division carries on a continuous program of public safety education, and in co-operation with the state department of public instruction reaches into the school classrooms with courses in instruction in highway safety.

"What is the cost. Our total cost of operation for the fiscal year 1947-1948 was \$1,267,026.89 or 6.19 per cent of receipts.

"What becomes of your registration fees? Twenty per cent of the registration fees is returned to the tax unit from which the registration originates, in lieu of the personal property tax not assessed in Wisconsin on motor vehicles. In the main the balance goes to the Highway Commission to be distributed in accordance with the law for construction and maintenance of the highways.

"HISTORY"

"The motor vehicle department was created in 1939 to administer motor vehicle regulations which were then being handled by seven different state departments. It was contended that the consolidation would provide better public service more efficiently, and at reduced cost. The department has been streamlined according to the best ideas of private management.

"Has this been accomplished?

" 'The proof of the pudding is in the eating.' That the taxpayers have benefited from the change is shown by a report issued by this department and circulated to the public, in which we point out that the cost per transaction has been reduced from 89 cents in 1938-1939 fiscal year to 40 cents in 1947-48, considering the increased cost of salaries and supplies.

"The reduction of 50 cents per transaction multiplied by the number of transactions for the year shows a saving of nearly a million dollars a year.

"The staggered registration system provides for registration of automobiles in twelve monthly periods. The plates are permanent, and follow the owner. Under the law when plates are illegible or mutilated they are replaced without charge. All you need do is write us giving your name and address and license number.

This plan is saving about a quarter of a million dollars a year over the old annual registration system.

"These savings mean more and better roads for Wisconsin."

Now I contend the reduction of 50 cents per transaction is a miracle. We are proud of it, and glad to have had a part in proving to the public that public office can operate as efficiently and economically as the best private office. I might draw Senator Wiley's attention to that. You know several million dollars were spent on the Hoover report, and it advocated that the federal government could save several hundred million dollars. I feel we have done it. It can be done in government, if you want to do it.

As I said, I assume that good roads is almost the life of your business. So if we can save a million dollars a year—and we are doing it right now—I am sure that for the 10 years this department has been organized, it will average a half a million a year at least. Multiply that by 10 and you have 5 million dollars. I am also sure that, due to better enforcement more energy in collecting the money due us, we have collected half a million dollars a year. Our records are public, and no one has refuted them. We have sent them out. We are probably the only state or federal agency that sends out how much it cost to run the department. I know of no other department that does it. You see what it means in better roads. I am glad to have been able to do something toward helping that situation.

People talk about the condition of the Wisconsin roads. I am sure any of you gentlemen who have traveled in other states will admit that Wisconsin road building is the best in the country. It is true that some states have one, two or three fancy highways, but what about the country roads? How many roads in Wisconsin do not have gravel on them? I think that is the best system. Our roads are for our citizens, not just for the tourists who go through. I am glad to have been able to contribute something towards it. You are the stockholders, and you should know what is going on. Personally, I accept speaking dates at clubs, as I believe that all department heads should go out and explain to the public what they do with the money they get. I think there would be a better understanding of the departments if that were done. I was happy to accept the engagement that you offered me. You are going to hear a real speaker when I am through.

For some reason or other, two or three of the dailies in Wisconsin have taken a great deal of delight in lambasting the Motor

Vehicle Department and me. I am proud of that attack, and I will tell you why. When I took that position 9 years ago, Mr. Heil was Governor. He gave me the registration position. He said, "Bennie, I think you are foolish to take it. I will tell you what I want you to do. You know business. I want you to go in the department and run it like a private business." I said, "Governor, I won't go over there in any other manner." I knew I was going to have all these attacks. You by-pass the old fogies and put young fellows in, and you are going to have trouble. You are charged with showing favoritism. People expect you to overlook this and that; but we have had no favoritism. We are playing the game square; and I think you will find that when you investigate it.

It gives me a lot of pleasure to go into public office and operate it as a business. I put a system into effect. Do you know we can tell how many letters each girl types; how many cards she files; how many envelopes she opens. We don't pay on a piece work basis, but we do know how much each girl and man does, and it has been a good influence in hurrying up the work. Now those are the things we are doing when I say stream-lining. We cut out some things, and we have added others. Where the girls used to write the same letters over and over, we now have form letters. There are hundreds of the same kinds of question, where you can use form letters to answer, and fill in the name. We know that those have helped reduce the cost.

You have read a great deal in one of the papers in Wisconsin—they had a headline of how some police officers forged an application and got a pair of license plates. They cost us 18 cents. They had a headline, "Motor Vehicle Registration Increases Crime in Wisconsin", clear across the front page. And what was under it in small type? The Berlin blockade had been lifted. That was secondary. Does that show you anything more than that was a personal gripe? They had an axe to grind in any such publicity as that. I have sent letters to these papers to be published, and the answer was that my letters were too long, and they never printed them. That is what you have to put up with in public office. Personally, I have enjoyed it. I don't think I look haggard, or scared, or worried to death.

Now I will tell you something about plates. This staggered registration system we devised was the first in the United States. When you read in the newspapers about it, if you came to the conclusion that a certain Milwaukee businessman did, you thought I got on a binge and dreamed up this scheme, I don't blame you. The

fact of the matter is that everything, except staggering the numbers, has proven out. We in Wisconsin have given truck plates with inserts for 10 years. Connecticut has given them for automobiles. During the war, if you remember, we gave you inserts for four or five years. That convinced me that the plates should be permanent. We even told you to take off the front plate and use just the rear one, because we didn't know how much steel was going to be available. And, by Jove, nothing we could do was right. It just shows that one in public office doesn't have a chance when he doesn't own a newspaper.

You have heard and read in the newspapers the comment that the duplications interfere with the apprehension of criminals. I will show you that that is all baloney. The state of Wisconsin ranks clear at the top of all the states in the low number of crimes committed. That is from government statistics, and I will give it to you from one of the papers razzing me. Feb. 20, 1949. "We are good boys". That is the heading. Wisconsin is one of the most crime-free states in the union." . . . Then the article goes on and gives our place in various types of crime. How can anyone say that the registration of motor vehicles in Wisconsin is contributing to more crime in this state? We can't have a perfect record because we are human also.

You have heard a lot about plates being illegible, and that one can't tell what the numbers are. There is nobody to blame but yourself and the police, because the law provides for replacement of plates free of charge. We are glad to duplicate the numbers, and we don't ask any questions about it. We have cards. You can get them at every police station and garage in Wisconsin, and we are arranging for the oil companies to have them at the gas stations too. All you have to do is fill in your name and license number, and mail the card to us, for one cent. What does that do? You say, "Why go to all that trouble? Why not give them every year?" I'll tell you why. We are only replacing 5 per cent, and if the police enforce the law, that may increase to 10 per cent. That means a saving of \$240,000 a year. Is that worth saving? A man one day bawled me out because he didn't get plates every year. I said, "You have electric lights in your house. Do you go around every three months and put in all new ones?" "No, I put them in as I need them." "Then why can't plates be handled in the same manner? That is all there is to it. Let me show you." Then he hollered about the violations, and that somebody forgets the series, and then the number is lost. Well, when the plates were running

in order, many calls came in and they got mixed up on one numeral, and it was lost. Our plates have 5 digits. Suppose you do forget to see the number "10", or whatever it may be. Those represent the month. That doesn't make it impossible to trace.

You would be surprised at the psychological it has to have those numbers when it comes to getting renewals in on time. The neighbors will write us and tell us that so and so has not renewed his license. People watch those things.

So all this increase in revenue to 22 million dollars, 20 million the year before, and 14 million in 1938 isn't an accident.

Let me say this. I assume that as usual somebody got first prize for making the best cheese; somebody, second; and somebody, third. How did you know which was best? You knew by comparison with the others. Likewise with the registration systems. We haven't a perfect system, but we have the best in the United States. It is conceded to be that by administrators all over the United States. We have people from Canada, and from other states inspecting our system of registration. Missouri and Oregon have copied it. California and other states are considering it. It is all by comparison. Here, our neighboring state, Iowa, has 94 and a dash. That means they have 94 series. In other words, there are 94 duplications. In Wisconsin we have 12 duplications. Michigan has 73. The police carry a little book showing what numbers represent the various counties. I was in Indianapolis, and I find that they are going to have 202 duplications. I claim that your registration helps rather than interferes. A little town near Eau Claire had a problem. We got a call from the village marshall one day. He wanted to know if we could give him all twelve numbers. somebody was stealing clothes off the clothes lines, and some woman saw a Packard car go out of the yard with the wash. We gave him the numbers a few days later. It didn't take too much detective work to find who owned a Packard car. After all, nobody in Milwaukee was going to a little village near Eau Claire to steal the wash.

Here's New York. It has a series of letters and numbers. Here's Arizona. Maybe you have noticed that Pennsylvania combines letters and numbers galore. So does New York. By comparison, therefore, is the only way you can judge things. We have the best system. It is the easiest to detect, and it is economical.

The criticism of the registration system reminds me of Eddie Rickenbacker who said over the radio, "The trouble with those

who oppose our government is that they are always pointing out a few small defects. They never see the good things in this country."

I have told you about how much money we have saved. It has been easier for you to get your registration than if we had an agency in every cheese factory. All you have to do when you get our notice is to pin a check to it and send it in.

I will now give you real information of the money we are saving. A bill was introduced in the legislature which placed a flat fee on cars. It favored a few big Cadillacs, but also a lot more old Cadillacs which somebody bought for a few hundred dollars. Do you remember, the old law had a provision that you could get a 25 per cent discount when the car was 5 years old? Now if these fees are for the purpose of the use of the highways, there is no reason for the old fee. A car 5, 6 or 7 years old is going to wear the road out as much as the new car. But that same law has a provision that all present cars paying less than \$16.00 will continue to pay the regular fee until junked. When that cycle is passed, it will mean two million dollars more each year.

Do you remember when the plates expired the last of December? They gave you a grace period until April 1st to buy your license. You waited to buy your new car until after April 1st. So you had three months more for nothing, and you registered a new car on the pro-rated basis, probably another hundred thousand dollars shot.

You are going to have more money, but the cost of building roads is up, and keeps ahead of us; but there is more money, and I expect that there will be still more. I felt you would be interested in knowing about it.

I could talk to you here all afternoon, but I know the Senator has a good message for you. If there are any questions that you would like to ask, I will do my best to answer them.

(Applause.)

PRESIDENT KOPITZKE: Any questions? (No response.)

MR. MARCUS: Thank you for the invitation to be here. I hope we will continue to receive your business. Don't go anywhere else boys, we appreciate it.

PRESIDENT KOPITZKE: Thank you very much, Mr. Marcus.

I think you have done a fine job down there.

Now you have heard about the state problems; next we will hear about some of the national problems. It is mighty nice to have agencies to go to in Washington as well as in Madison. We have Senator Wiley with us this afternoon, whom most of you know, and he has been very cooperative. Any time you get to Washington, he will go to town for you and do what he can. It is a privilege and a pleasure to have him with us this afternoon.

You know they say they always save the best for the last. We did the same thing here. I am happy to present to you Senator Wiley.

SENATOR WILEY: My good friend, Len, ladies and gentlemen: You have been a good audience, I can see that. I think we will call this the 7th inning stretch. Let's stand up and stretch. How many of you can sing "Du, Du Liegst Mir im Herzen"?

PRESIDENT KOPITZKE: While the Senator takes a stretch, we have Mr. Bane, the chief of the department of Agriculture, from London, Ontario, Canada, and Mr. Stoddard, with us.

(Applause.)

Now Mr. Bane, do you have just a word? I didn't want to wait until the Senator was through because there would be a lot of confusion. Have you a word to say to the group?

MR. BANE: Just go ahead with your address. If there is no time left, it will make no difference.

(Senator Wiley leads audience in singing Du, Du Liegst Mir Im Herzen.)

AMERICA'S TAXES — CREATIVE OR DESTRUCTIVE

It is a real pleasure to be home again in Wisconsin, and home with your fine organization, your able officers and membership. Being with the Wisconsin Cheese Makers' Association brings to my mind, as perhaps it does to yours, many memories of yesteryear—some very pleasant regarding PROGRESS which we have made and some bitter-sweet, recalling the hardships and the tribulations of your great industry.

RECOLLECTION OF DEPRESSION DAYS

Ten years ago in 1939, when I first came to Washington, I need not recall to you the terrific economic problems which faced Wis-

consin cheesemakers. America was still slowly climbing out of a depression. Cheese production and cheese consumption were down. Cheese prices were low, so low as to deny you a reasonable profit for your heavy investment in plant and labor. Our farmers were getting only around \$1.25 per hundredweight of milk.

Then, the war years came and with them came the price regulations of OPA. You and I know that there have been few more critical periods than those days of regimentation of the cheese industry from Washington, D. C., when cheese was priced below its cost of production, when numerous types of cheese were placed in such poor price relationship that they were literally priced off the market. I recall how your officers worked so diligently with the Wisconsin Congressional delegation in those trying times.

And, now at last we are enjoying some of the fruits of peace and prosperity. It is not my purpose, therefore, to take more than this brief backward look at the past. I did, however, want to recall these few facts at the outset because it is our job—yours and mine—to learn certain lessons about our experience in the past and to profit from them.

OUR MAIN SUBJECT TODAY

My main theme on which I would like to submit a few thoughts to you today is the question of America's tax set-up. You need hardly be told, my friends, that the nature of the tax system here in our country, will in considerable measure determine whether you are going to make a profit in your cheese factory or are going to suffer a loss. Taxes, of course, will not be the exclusive factor.

YOU HAVE BECOME BOOKKEEPERS FOR UNCLE SAM

Other Government regulations will affect you. For example, the question of the way in which the Wage and Hour Administrator handles his interpretations of the Fair Labor Standards Act, whether he interprets the law carefully and conscientiously, or in a completely arbitrary way. Thus, the Department of Labor can have a crucial affect upon your operations. In the same way, the activities of the Federal Social Security Administration can help or hurt you, because it and the Congress will determine the nature of your payroll taxes, etc. As a matter of fact, my friends, you gentlemen have obviously become bookkeepers - accountants - clerks, in effect, for the Federal Government. You are forced to supply more and more information, fulfill more and more assignments

for your Uncle Sam.

To some extent, this trend is inescapable. Government today in the atomic age is fulfilling a greatly expanded role, and in part necessarily so, because economic life is becoming more and more complicated and the people are looking to Washington for more direction.

However, there is a limit in just how much activity the Federal Government can indulge in without destroying our free enterprise system. Yes, without destroying the small cheese factories of America. You recognize that and I do, and I feel it is your job and mine to demonstrate that fact to our people in Wisconsin and in all America.

ONLY YOU CAN RUN YOU OWN INDUSTRY

We cannot run to the "Great White Father" in Washington to solve ALL our problems. In fact, if there is one thing that the experience of the Wisconsin Cheesemaking industry learned during the war, it was this!—No one man in Washington, no single group of men in Washington, knows 1/100th of what they would have to know — to be intelligent enough to direct and govern the Wisconsin cheese industry (or for that matter any other industry).

The relationship between cheese, fluid milk, butter and other dairy products is so complex, so sensitive, that no single expert or army of experts in dairying or any other field is wise enough to order you around or to direct your internal affairs. You, yourselves are the only ones who should determine how much Cheddar to produce, how much Bleu, and Limburger, and Swiss, and Munster, and Brick, and Italian, and Brie.

Not only is Federal regimentation, therefore, undesirable, because you alone can and should determine the policy of the industry, but it is undesirable because all Federal regulation inevitably involves an increase in the staggering tax load upon our people and a decline in American liberty. This, then, is my basic theme, my friends. As regulations increase, taxes increase, while liberty decreases.

WISCONSIN'S HEAVY SHARE OF TAXES

You and I know that last year, the people of Wisconsin paid some 800 million dollars in Federal taxes—hidden taxes and open taxes. Only a tiny fraction of that 800 million dollar tax load was

returned to America's Dairyland in specific services and grants. Now, let us note that in 1928, Uncle Sam took only 34% of the total of taxes, The states took 16%, the localities took 50%. In that year, 1928, the American people paid "only" 9 billion dollars in taxes. Last year, however, the total tax pie (state and national) had swelled to 60 billion dollars. Who got that pie, my friends? The answer is simple. The Federal Government took a whopping 74%. The state and local portions had dwindled to a mere 13% each.

FEDERAL GOVERNMENT MUST CUT ITS TAXES

Now, just what does that mean in terms of small Wisconsin communities? It means that the Federal Government is taxing so many items to such a huge degree that a little community of 1000 or 5000 or 10,000 is left with almost nothing to tax. The Federal Government taxes gasoline, theatre admissions, dues, stoves, food processing machinery, furs, jewelry, cosmetics, and hundreds of other items.

If Uncle Sam were to cut down on his expenses, he could afford to give up some of these tax sources. In that way the localities could, if necessary, tax these items and thus would not have to squeeze property owners at an enormous rate on real estate. Moreover, the states would be in better financial shape if Uncle Sam were to cut down on Federal taxes. You know, my friends, that our State Government at Madison which will spend 200 million dollars in the next two years is facing a critical 40 million dollar deficit. That poses quite a problem.

Realizing these facts, I personally have introduced legislation to cut the Federal wartime rate on literally hundreds of nuisance taxes. The Administration is, however, opposed to this legislation and that is why we have not made much progress thus far in tax relief.

It is obvious, however, that more than tax reduction is necessary. We need comprehensive TAX REFORM. Taxes should be lowered and used in a creative constructive way instead of a destructive, punitive way.

HOW TAX CHANGE CAN HELP CHEESE MEN MEET POLLUTION PROBLEM

Let me illustrate what I mean. I need not tell you that you gentlemen of the cheese industry have the problem of preventing pollution by coping with residues of cheese manufacture. This in-

volves a staggering economic problem to you. Recognizing that fact, Congressman Byrnes in the House, and I in the Senate introduced legislation which would permit you to depreciate at an accelerated rate the costs of anti-pollution apparatus. In other words, we want to give you favorable tax treatment in order to cope with this problem. We want to help you meet this challenge in a constructive way. We want your tax load to be lightened rather than to be increased, when you undertake to make anti-pollution expenditures.

The same thing should be done in the housing field. Builders should be able to mark off the cost of new housing for tax purposes at an accelerated rate, thus encouraging the private enterprise system to build more houses.

EXCESSIVE TAXES CAN CHOKe INDUSTRY

Tax reduction and tax reform - these go hand in hand. I am hoping that the Second Session of the 81st Congress, which will be opening in January, will achieve both of these objectives. It will, however, do so only if you let your legislator know that these objectives are YOUR objectives.

The alternative can mean a gradual paralysis for the Wisconsin cheese-making and other industries. If you don't have the incentive to produce more and better cheese, then I say you will not go about expanding your factories, buying new machinery, increasing your sales and promotion budget. You have a right to the fruits of your labor. Your profits should not be confiscated by an all-powerful government in Washington which tosses around billions of dollars in wasteful activity.

If we are to ever achieve tax reduction, obviously Uncle Sam is going to have to cut down on his appropriations. Next year, we are faced by a four to eight billion dollar Federal deficit. The Administration is talking of INCREASING taxes instead of decreasing taxes. How can industry possibly be encouraged, if your already crushing tax load is still further increased?

SOME CURRENT FACTS ON CHEESE INDUSTRY

Now, my friends, before I go any further I should like to comment a bit on your own problems—problems which I consider MY problems because cheese and Wisconsin are synonymous in your heart and mine.

Across my desk each week in Washington comes the latest in-

formation from the U. S. Department of Agriculture and from state sources on cheese production, consumption, exports and imports. I should like to dwell for just a few moments on some of these recent facts which have come to my attention.

I know that if I were to try to present an over-all picture of the cheese industry's problems to you, it would be like carrying "coals to New Castle" because you gentlemen are expert in your own field, and your fine officers and consultants do a splendid job of informing you. Nevertheless, let me report on a few facts. As you know, this year's output of cheese in the United States will hit around 1.2 billion pounds. Domestic consumption of cheese per person will exceed 7 pounds for the first time on record. This compares with pre-war average consumption of 5.5 pounds per person in 1935 - 1939, and 6.8 pounds in 1948.

GOVERNMENT'S CHEESE SUPPORT PROGRAM

You are all familiar, of course, with the Government's price support program under which this year around 90 million pounds of butter have been bought up by the Commodity Credit Corporation and around 335 million pounds of non-fat dry milk solids. Back in July, too, you will recall the Department of Agriculture announced that it would purchase Grade A American cheese throughout the rest of 1949 at 31 and $\frac{3}{4}$ c per pound at any point in the United States. Following that announcement, quotations of Cheddar cheese on the Wisconsin Cheese Exchange advanced around 35 cents per pound. Still in the middle of last month, quotations on the exchange were 25% below the near record level of mid-September last year.

IMPORTS AND EXPORTS OF CHEESE

In my work on the Foreign Relations Committee, I always try to analyze the net effect of our foreign policy on cheese imports and exports. We know that the modest exports of cheese this year will be about the same as last year. But exports of cheese in 1950 will be the smallest in the last decade. In fact, exports will probably only be slightly larger in total than U. S. imports of all varieties of cheese

Of course, we are all familiar with the basic fact that by and large, U. S. milk products consumption is a domestic matter because around 97.8% of dairy products produced this year will be sold in our own country. Cheese production, we know, is rising

abroad. Let me point out too that the recent devaluation of the pound in England and affiliated countries will mean that those countries are in a better position to sell their cheese, all other things being equal, in foreign lands—meaning in America.

You are all familiar with the Administration's insistent program for tariff reduction. You know that the Administration is constantly seeking to promote the export of dairy products—cheese, butter, etc., from other lands to America. This policy of the Administration must be evaluated in terms of its actual effects upon the Wisconsin cheesemaking industry. We must ever hear in mind that Congress' and the President's basic responsibility is to our own people, first and foremost, much as we want to encourage world trade.

HOW VARIED LEGISLATION AFFECTS CHEESEMAKING

Tariff legislation is, of course, but one of the many fronts on which Congress impacts your industry. Consider, too, the new postage rate increase bill now pending before the Senate. I previously have protested against the drastic rate increases which the Administration had previously contemplated — increases in the costs of mailing farm magazines, weekly newspapers, business mail, advertising, etc. Now, my friends, quite a few factories ship cheese by mail, and this has become a significant part of Wisconsin cheese promotion and sales. If Congress is to arbitrarily increase rates, will the effect not be to cut down on cheese mail order shipments? You know the answer as well as I do. That is why I say that it is up to you to call you legislators to account for their actions. You ought to let them know that you are looking beneath the surface of legislation in order to determine just whom this legislation will help or hurt.

There is quite a bit of legislation pending in Congress that will do the free enterprise system no good, in fact, very definite harm, for example, the socialized medicine legislation which would mean huge 4% payroll taxes on everyone. I am sure you will agree that an alert citizen should scrutinize such legislation very closely.

Every time some politician gets up and proposes some huge government expenditure program, it is up to you to ask: "How much will it cost? Where will the money come from? Who is going to pay for it? Should Uncle Sam handle this matter at all or should it not be left to the states and localities?" No man in Washington should be allowed to get away with glib suggestions for more appropriations without being called to account - to explain

just where the money is going to come from, as well as the answers to these other questions.

PROMOTING NEW MARKETS FOR CHEESE

Now, my friends, in the same way, I feel it is your right to call your legislators to account - for their stewardship as regards the welfare of the cheese industry. In Washington, D. C. I have always felt it one of my primary obligations to BOOST Wisconsin cheese. And I will continue to do so by every legitimate means available. You know, of course, that it is up to the cheese industry itself to continue its fine work along this line - to improve cheese packaging, cheese advertising, cheese promotion, the way other industries are doing. I know that you have devoted a lot of time, thought and finances to that purpose. Still more will be required, and I know that you will meet that challenge very well.

The only real assurance, of course, for the continued prosperity of the cheese industry is greater per capita sales and consumption of cheese—far higher than the present 7 pounds per person.

We must not allow this country to slump into a depression again, not only because we want to avoid the staggering loss in terms of manpower, production, the loss of pride to jobless breadwinners, etc., but because we know that the American people have a right to a constantly improved standard of living. We want our youngsters to drink more milk, to eat more cheese at home and in their school lunch boxes. We want nutritional standards to improve. We want production to be uninterrupted so that we avoid a slump.

CONCLUSION

If we continue to fight for an equitable tax system that will encourage industry rather than paralyze it, if we are successful in limiting the activity of the Federal Government to only those areas where a Federal interest actually exists and where the states, localities and private industry cannot do a specific job — if we do this and more, my friends, then we will be assuring the continued prosperity of your great industry of which we in Wisconsin and in the entire nation are rightly proud.

I was in California last year, and as I returned from a tour in San Francisco harbor, there was an old man who ran the elevator. As we came down I noted he had an accent, and I asked, "Where

were you born?" He said, "44 years ago I landed down there on that pier. I came from Italy, but this is MY COUNTRY." I wonder how many of us feel like he did. I wonder how many of us could put in juxtaposition what he had. He was a Roman Catholic, and he knew about the billion dollars we put into Italy so it would not go Communistic. He knew that his children would never own their own home in Italy, that they would have no chance to get anywhere. "This is my country." I just want to say that one of the biggest sins that you and I commit every day is the failure to pay our obligations to our state and nation. This man preached THIS COUNTRY. Oh yes, Marcus said there are some mistakes, but let's not be the fool that would burn the house down to get the rats. Let's get the rats and keep the house. This Italian said, "This is MY COUNTRY." I said to my secretary who was with me at the time that that was the greatest thing which had happened on that trip. The way that man said it made me resolve that no matter what difficulties or troubles may come, I won't lose sight of the fact that THIS IS MY COUNTRY. Our country could go to the bow-wows like other countries, if all of us get so tied up in our little business that we don't recognize that our business is the business of the government of the United States; and if we don't see to it that men in public office perform their duties as trustees and servants. "This is MY COUNTRY." So I tell you, one of the greatest sins is the failure to pay our obligations. And carrying on in that vein, your obligation is to keep America American. Don't be sabotaged by the term liberalism, the welfare state. What made your industry work? Thrift, know how. What made America? Look at the pictures on the walls here; see industry in action. Who made America? It wasn't the loose thinker, the guy who said, "Let George do it." It wasn't the fellow who thought he could depend on the state for support. That is not what brought your fathers and mine here. That is not what we had when we were kids. We had the thought that this was a great country, a land of opportunity, a land where we could build a life, and raise a family, and find wealth—not simply material wealth, but wealth of mind, body and soul.

And now my friends, we are through in Washington for 1949, I hope. I plan to have a couple months to go around the state and visit. 1950 is coming up, and I want to know what people think. I want to hear from their own lips what they think of their Senator, and more than that, I want them to impress on me that they are awake and alert to this tremendous adventuresome age in which we are living—this tremendously exciting age, this tremendously dynamic age; and that they are aware that this govern-

ment has been precipitated to the top to provide light and guidance. When I hear that, I will know that no matter what the storm is, the old ship of state will make port, because each one of us will be like the Italian saying in our hearts—"this is MY COUNTRY." Thank you.

(Applause.)

PRESIDENT KOPITZKE: Thank you, Senator Wiley, that was a wonderful talk. Now don't run away.

I will ask Mr. Bane to come up here. They always treat us wonderfully when we go over there, and although he is not on the program, I know Mr. Bane will want to say a few words to you.

It is a pleasure to introduce to you Mr. J. M. Bane from the Department of Agriculture, London, Ontario, Canada.

MR. BANE: Mr. Chairman, Ladies and Gentlemen: Mr. Stoddard accompanied me on this trip. We didn't come over to make a speech or take up your time. Listening to your wonderful addresses during the convention, fraternizing with those in attendance, has convinced us that there is a great similarity between Wisconsin's problems and Canadian problems. Our government is in business too. They have some 60 million pounds of butter and 50 million pounds of cheese, and we have some stocks of powdered milk and concentrates. What the disposition of those stocks will be, no one knows. Those figures may not sound very large to you, but remember we have only about 14 million people in Canada. We always try to come over to Wisconsin for your convention to take something back home with us.

As I said, our problems are similar because we have culture problems in our plants, and you must have them, or you wouldn't have had that wonderful address on cultures today.

The Senator who just finished his address said something we can take home—that our market is best. We have been thinking more along the lines of export for the last number of years. I am going to try to get some information from the gentleman who gave the speech this morning in regard to advertising our products. We are planning a National Cheese Week, November 7-12th. It may be late, but I am going to use some of that information, if we can.

For the last number of years, we have had one or more representatives of your association come to London, Ontario, to our convention in January. Now I am happy to extend an invitation to

any one of you ladies and gentlemen to attend our convention. We would be glad to have anyone come that wants to—January 12-13, City of London. Get in touch with your secretary, or President Len, and he will give you full information. It is not too far away because we were here in just a few minutes over 2 hours, leaving London by plane. You can take a train and be there in a night and part of a day, or you can drive across. We come every way. I think it would be worth your while to attend. We always get something here, and we will look forward to meeting you when you come to London.

PRESIDENT KOPITZKE: Thank you, Mr. Bane. We are certainly always glad to have you visit us. I hope that some will accept his invitation and go to London, Ontario. It is not much of a trip, and you will never be sorry you went. They have a nice meeting. I know they can take something back from Wisconsin, and and I must say I have always taken something back with me from London, Ontario.

Now, have we any people from out of the state here? I wish you would rise and give your name. (No response.)

While Mr. Bane invited you to come to Canada, there are two more cheese conventions that we know of. There will be a convention on Nov. 1-2nd in Shawano—The Northeastern Association. November 2nd is the big day, when they have the closing banquet and dance.

The Southeastern convention will be held at Beaver Dam on November 15-16th. I want to extend an invitation to you to attend these conventions. I called upon them for a few words this morning, and they weren't here. In their absence, I extend an invitation to you to attend.

No has anyone any question in regard to any problems? We have a little time for special discussion, if you want to have it. It is now 10 minutes after 5:00.

Well if there is nothing further, we will have the drawing of the door prizes. Better stick around. We might call your name, and if you aren't here, we would have to give the money to somebody else.

First prize — \$5.00 — Ray Harter, Auburndale.

Second — I. J. Koschak, Greenwood, Wis.

Third — John Sibilski, Algoma.

Fourth — E. Lemke, De Pere, Route 1.

Fifth — Victor Herrmann, Whitelaw, R. 1.

Sixth — George H. Scannel, Eden, R. 1.

The prizes for 2-6th was a 2-year subscription to the National Butter and Cheese Journal.

The convention will now adjourn. Don't forget the banquet. We are going to have a fine program for you.

CONVENTION ADJOURNED.

Irene Jennings Buchen, Reporter

CHEESE SCORES

Wisconsin Cheese Makers' Association

Annual Meeting and Convention

MILWAUKEE, WISCONSIN

October 19 and 26, 1949

We are grateful for, and publicly acknowledge, all cash donations for prize money. A list of the donors of prize money will be found following the cheese scores. All prize money was distributed to exhibitors on a per point basis commencing with 92, and for each full point above; the donations permitting \$4.00 per point. A beautiful piece of luggage was presented to the winner in each class.

Entry

No.	Name	Score
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Class I — Any style American cheese made prior to Jan. 1, 1949

101	John Trybeck, Two Rivers	93½
102	I. J. Koschak, Owen	93
103	Henry J. Loehr, Calvary	95
104	Claude A. Loehr, Calvary	96½
105	Harry Buelow, Bowler	90¾
106	Wilbur A. Stewart, Greenwood	96
107	Alphonse Schneider, Malone	90
108	George H. Scannell, Eden	92½
109	Gus. E. Plate, Brillion	94½
110	Harold A. Kalk, Sheboygan	94
111	Arno W. Sass, Plymouth	92½
112	Erhardt Brandt, Kewaunee	94
113	Steve's Cheese Co., Denmark	95½
114	Reinhold Pipping, Glenbeulah	94
115	August A. Suemnicht, Plymouth	92
116	Steve Koenigs, Fond du Lac	96
117	Harvey A. Schneider, Waldo	98½
118	Leo J. Loehr, Calvary	94½

Class II Any style American cheese made between Jan. 1, 1949 and July 31, 1949 (both dates inclusive).

201	Erhardt Brandt, Kewaunee	92
202	Walter Zimmerman, Highland	94

Entry

No.	Name	Score
203	Steve Losiewicz, Thorp	93
204	Lloyd F. Dickrell, Junction City	93
205	Leo P. Beil, Stanley	97
206	Arnold Thuli, Blue Mounds	92½
207	Joe Gubeli, Thorp	95½
208	A. H. Mandel, Colby	92
209	Fred Gurtner, Jr., Hartford	91½
210	Herman Karlen, Boyd	95½
211	C. E. Hruska, Luxemburg	92½
212	August A. Suemnicht, Plymouth	92¼
213	I. J. Koschak, Owen	96
214	Maurice Raasch, Shawano	92½
215	Art H. Woldt, Reedsville	93½
216	George Gould, Black Creek	92
217	Wayne Mielke, Black Creek	92
218	Gus. E. Plate, Brillion	91½
219	Rueben Laack, Brillion	95½
220	C. F. Heckman, Newton	93
221	Fred Wilhelmi, Greenwood	94
222	Alphonse Schneider, Malone	93
223	Gordon Munson, Curtiss	90½
224	Virgil Ammerman, Readstown	90
225	Steve Koenigs, Fond du Lac	91½
226	P. J. Thompson, Arena	96½
227	Kenneth Bonney, Eastman	95½
228	Edward Kramer, Rio Creek	91
229	A. F. Schulz, Phlox	90
230	B. R. Moldrem, Boscobel	97½
231	Harold A. Kalk, Sheboygan	93½
233	Ewald Grunwald, Sheboygan Falls	92
235	Reinhold Pipping, Glenbeulah	94
236	Theodore Dickrell, Jr. Junction City.....	93
237	M. H. Parsons, Dorchester	94
238	Norbert Schmitz, Newton	95½
239	Clarence Herrmann, Branch	93
240	Ray Schuler, Mishicot	93
241	Arno W. Sass, Plymouth	91
242	John Sibilsky, Algoma	91½

**Class III Any style American cheese made on
or after August 1, 1949.**

301	Harry Pankow, Hortonville	93
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Entry No.	Name	Score
302	Alphonse Schneider, Malone	94
303	Henry J. Loehr, Calvary	95
304	Claude A. Loehr, Calvary	95
305	Rueben Laack, Brillion	94½
306	Eugene Schreiber, Cecil	92
307	Wayne Mielke, Black Creek	95
308	Erhardt Brandt, Kewaunee	96
309	Roger L. Krueger, Bonduel	93
310	G. C. Riedel, Potter,	91½
311	M. H. Parsons, Dorchester	95½
312	Leo J. Loehr, Calvary	93
313	I. J. Koschak, Owen	98
314	Arnold Thuli, Blue Mounds	94½
315	Harvey Schneider, Waldo	93
316	Rueben Laack, Brillion	93½
317	Ray Schuler, Mishicot	92½
318	Steve Suidzinski, Denmark	90
319	Walter F. Mueller, Verona	93½
320	George Gould, Black Creek	94
321	Steve Koenigs, Fond du Lac	92
322	Norbert Schmitz, Newton	94½
323	A. F. Schulz, Phlox	92½
324	Clarence Herrmann, Branch	91½
325	Edw. F. Lensmire, Sr., Cascade	93
326	Harold A. Kalk, Sheboygan	92½
327	J. W. Olm, Reedsville	94
328	C. F. Heckman, Newton	93
329	Mike A. Lauer, Dundas	92½
330	Edw. F. Lensmire, Jr., Cascade	95
331	Ray E. Granger, Randolph	94
332	Reinhold Pipping, Glenbeulah	94½
333	P. J. Thompson, Arena	96
334	Kenneth Bonney, Eastman	95
335	Fred A. Luethy, Fond du Lac	93½
336	August A. Suemnicht, Plymouth	93
337	Arno W. Sass, Plymouth	95
338	Frank Meske, Thorp	95
339	Walter Emerson, Withee	95

Class IV Colby cheese, any style or age.

401	M. H. Parsons, Dorchester	95
402	Leo J. Loehr, Calvary	93

Entry

No.	Name	Score
403	A. H. Mandel, Colby	93
404	Henry J. Loehr, Calvary	93
405	Claude A. Loehr, Calvary	94
406	Harry Pankow, Hortonville	91
407	Arno W. Sass, Plymouth	91½

Class V Drum or Block Swiss cheese.

501	Fred Ochsner, Juneau	95
502	Casper Furrer, Hollandale	93¾
503	Newall B. Smith, Monroe	93⅝
504	Werner Zimmerman, Warren, Ill.	97¾
505	Fred Krebs, Monroe	94½
506	Ernst Hilfiker, Rice Lake	96⅛
507	Ernest Ringgenberg, Barneveld	96½
508	Walter Schild, Juda	92⅝
509	Walter Jergerlehner, Darlington	94¼
510	Gottfried Oberholzer, Albany	97½
511	Gottfried Wirtz, Argyle	94

Class VI Limburger cheese.

601	Lester Eberle, Beaver Dam	94½
602	John Von Allmen, Beaver Dam	91
603	Walter Minnig, Monticello	96¾

Class VII Brick cheese.

701	Fred Gurtner, Jr., Hartford	95¾
702	Wm. Gurtner, Rubicon	94½
703	Rueben Laack, Brillion	93
704	John Liechty, Juneau	94
705	Carl G. Drachenberg, Hartford	92¼
706	Arnold Thuli, Blue Mounds	92
707	Charles Kueffer, Rio	94½
708	Walter Huegeli, Woodland	96¾
709	Lester Eberle, Beaver Dam	93½

Class VIII Munster cheese.

801	Francis G. Kempfer, Waupun	93½
802	Rueben Laack, Brillion	95½
803	Carl Eicher, Mt. Horeb	95½
804	Ewald Jung, Juneau	94½
805	Carl G. Drachenberg, Hartford	96
806	John Liechty, Juneau	96¾

Entry No.	Name	Score
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Class IX Italian cheese (hard type).

901	Ernest Abbuehl, Cumberland	96
902	Joe Sartori, Plymouth (Comp.)	96½
903	Joe Sartori, Plymouth	96¾

Class X Italian cheese (soft type).

1001	Harlan W. Brux, Greenwood	94
1002	Harlan W. Brux, Greenwood (Comp.)	93
1003	Joe Sartori, Plymouth	93
1004	Gaylord J. Anderson, Clayton	95½
1005	Ernest Abbuehl, Cumberland	94½
1006	Wm. Corsbon, Emery	95¾

Class XI All other cheese not included above.

1101	Harold Kempfer, Beaver Dam	94
1102	Rueben Laack, Brillion	95
1103	Art H. Woldt, Reedsville	94½

CONTRIBUTORS OF PRIZE MONEY

Schwartz Manufacturing Co.	\$10.00
Wheeler Cheese Company	100.00
Suhm Company, Inc.	25.00
Kusel Dairy Equipment Co.	25.00
Chr. Hansen's Laboratory	200.00
Marschall Dairy Laboratory	200.00
Walter Voechting	50.00
Babson Brothers Co.	25.00
Winnebago Cheese Co.	50.00
National Wax Company	20.00
Reisner Dairy Supply Co.	10.00
Kaestner Henze Company	25.00
De Laval Separator Co.	20.00
J. S. Hoffman Co.	25.00
Damrow Brothers Co.	25.00
Lakeshire-Marty Company	100.00
Dairy Belt Cheese and Butter Co.	25.00
Farmers State Bank	10.00
Western Condensing Company, Appleton	75.00
A. I. Negus, Jr.	10.00
Buehrens Company	15.00
Wisconsin Dairy Laboratory	25.00
L. D. Schreiber & Co.	25.00
Spiritus Cheese Co.	15.00
Creamery Package Mfg. Co.	10.00
Calumet Cheese Co.	20.00
W. F. Schmitt	25.00
Marketing Association of America	25.00
Baker-Schmoll Cheese Co.	15.00
J. C. Koeneke	10.00
Nelson-Jameson Dairy Equipment & Supply Co.	15.00
Kraft Foods of Wisconsin, Green Bay	200.00
Stoelting Brothers Company, Kiel	25.00

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