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## **Proceedings of the forty-eighth annual convention of the Wisconsin Cheese Makers' Association assembled in the County Service Building in the city of Fond du Lac, Wisconsin, November 16 and 17, 1939. ...**

Wisconsin Cheese Makers' Association  
Gresham, WI: Cantwell Print. Co., 1939

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PROCEEDINGS

OF THE

*Forty-Eighth Annual Convention*

OF THE

**Wisconsin Cheese Makers'  
Association**

Assembled in the County Service Building in the city of  
Fond du Lac, Wisconsin, November 16 and 17, 1939

**C. J. EBERT, Secretary**

Gresham, Wis.

**1939**



# FORTY-EIGHTH ANNUAL CONVENTION OF THE WISCONSIN CHEESE MAKERS' ASSOCIATION

County Service Building, Fond du Lac, Wis.

November 16 and 17, 1939

## OFFICERS and DIRECTORS

EARL B. WHITING, President.....	Gillett
L. E. KOPITZKE, Vice-President.....	Marion
C. J. EBERT, Secretary.....	Gresham
WALTER R. SCHMIDT, Treasurer.....	Sheboygan Falls
JOHN H. PETERS, Director.....	49, 50, 51 Plymouth
E. W. MARTEN, Director.....	49, 50, 51 Spencer
A. M. JOHNSON, Director.....	48, 49, 50 Blanchardville
STEVE SIUDZINSKI, Director.....	48, 49, 50 Denmark
E. F. HORN, Director.....	47, 48, 49 Beaver Dam

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## LIFE MEMBERS

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

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## JUDGES OF THE 1939 CONVENTION CHEESE

### American Cheese

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

### Foreign Type Cheese

WALTER V. BRISY.....	Madison
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**MONROE, WIS.**

## SUPERINTENDENT OF EXHIBIT

ALEX E. KORTH.....	Menasha
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JUN 28 1943

Wis Cheese Makers' Assoc.

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RG  
902  
C

**OFFICIAL ORGANS**

Cheese Reporter, Sheboygan Falls

National Butter and Cheese Journal, Milwaukee

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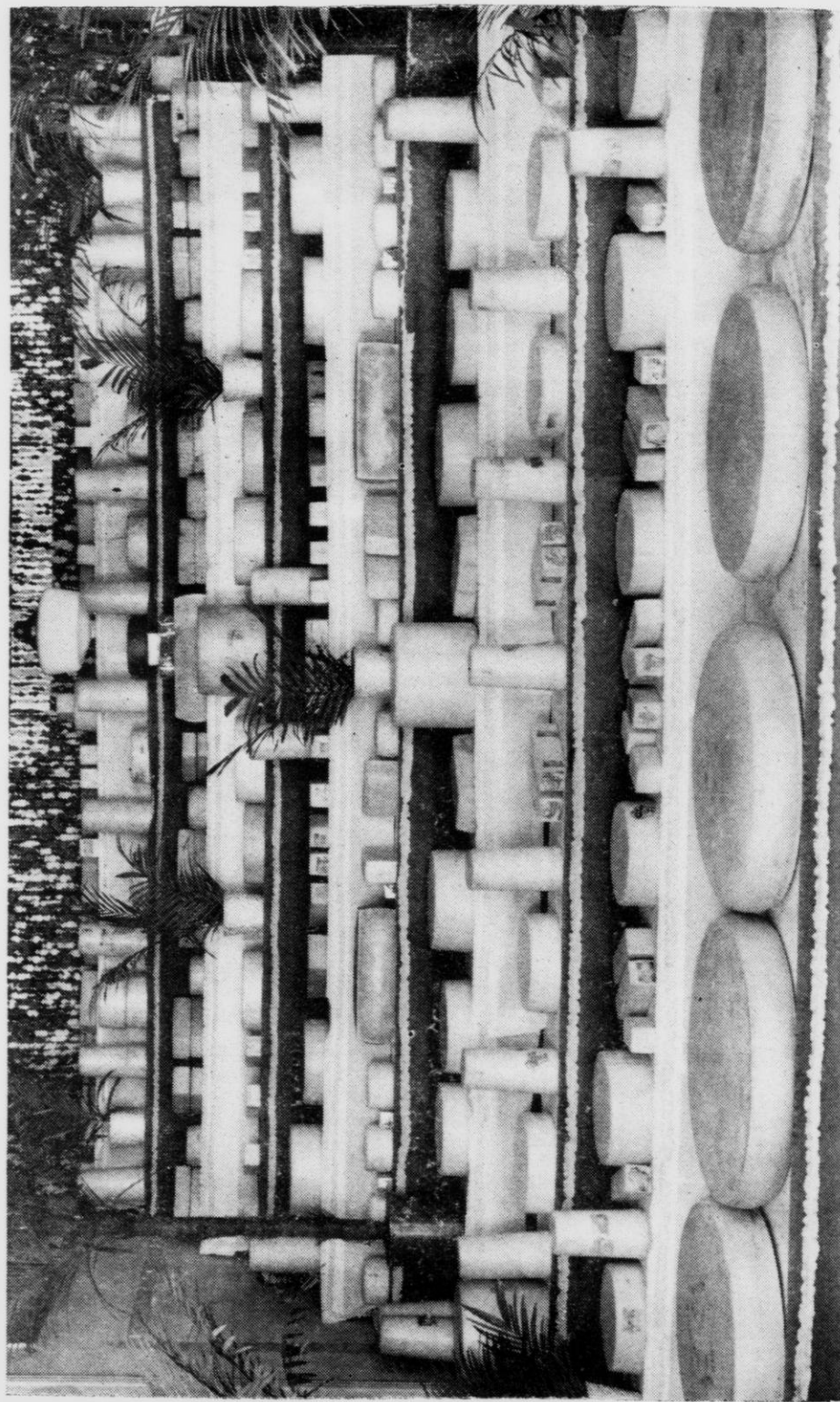
**OFFICIAL REPORTER**

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

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**1939 OFFICIAL COLD STORAGE**

Dow Cheese Company, Fond du Lac



The above picture shows the display of prize-winning cheese at the Fond du Lac convention.

## LETTER OF TRANSMITTAL

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Office of the Secretary,  
Wisconsin Cheese Makers' Association  
Gresham, Wis., Dec. 28, 1939

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

I have the honor to submit the report of the forty-eighth annual meeting of the Wisconsin Cheese Makers' Association, showing the receipts and disbursements of the Association, also containing papers, addresses and discussions had at the last annual convention held at Fond du Lac, Wisconsin, November 16 and 17, 1939.

Respectfully submitted,

C. J. EBERT, Secretary.

LETTER OF TRANSMITTAL

Office of the Secretary  
Wisconsin State Board of Agriculture  
Madison, Wis. Dec. 28, 1920

To His Excellency, John W. Hall

Governor of the State of Wisconsin

Madison, Wis.

I have the honor to acknowledge the receipt of the letter  
with annual meeting of the Wisconsin State Board of  
Agriculture showing the results and arrangements in the  
concerning the remaining part of the year and those  
concerned at the last annual convention held at Point St. Ignace  
last November, November 16 and 17, 1920.

Respectfully submitted,

C. J. BRINTON

# ARTICLES OF INCORPORATION OF THE WISCONSIN CHEESE MAKERS' ASSOCIATION

Incorporated February 2, 1899

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## Article I

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

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

## Article II

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

## Article III

The association shall be a corporation without capital stock.

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

### Associate Membership

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

### Subscribing Membership

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

### Article IV

As amended on page 167 of minutes.

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

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

### Article V

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

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

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

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

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

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

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

**Section 8.** The said officers shall perform such additional or different duties as shall from time to time be imposed or required by the members of the corporation in annual meeting, or by the Board of Directors or as may be prescribed from time to time by the by-laws, and any of the duties and powers of the officers may be performed or exercised by such other 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 a bond in the sum of one thousand dollars with two sureties, for the faithful performance of his duties.

### Article VII

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

### Article VIII

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

### Article IX

(Adopted 1931)

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

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

### Amendments Adopted

(See Annual Reports)

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

# FORTY-EIGHTH ANNUAL CONVENTION OF THE WISCONSIN CHEESE MAKERS' ASSOCIATION

County Service Building, Fond du Lac, Wisconsin

November 16th and 17th, 1939

Thursday, November 16th, 1939, 11:00 A. M.

**PRESIDENT WHITING:** Ladies and gentlemen, we will call this meeting to order. As usual, getting started at a convention we are always a little late. We were to start this morning at ten o'clock and I see it is eleven now. They say it is always ten until it is eleven. We are certainly grateful for the fine weather we have and I hope we will have a fine attendance.

I will call on Rev. Stecker now who will give the invocation.

**INVOCATION—By Rev. B. J. Stecker.**

Bless the Lord, oh my soul and all that is in me. Bless His Holy name. Bless the Lord, oh my soul, and forget not all His benefits. In the spirit of this ancient writer of old we come before Thy presence in this new born day and we acknowledge the privileges we receive from Thy hands and the grace that Thou hast bestowed upon us. We pray Thee we will have grateful hearts and we bless Thee for what Thou hast given to our state and our home and we pray the blessings for those who rule over us and the land we have founded and may they ever be preserved upon us and our children.

We pray for Thy divine guidance on these people here assembled and all these things which are true and right because they are of Thee. We ask these things in Thy name and for the sake of Christ. Amen.

**PRESIDENT WHITING:** I will next call on our good mayor of Fond du Lac. It is my pleasure to introduce to you Mr. Leo J. Promen.

## ADDRESS OF WELCOME

By Mayor Leo J. Promen

Thank you, Mr. Whiting, ladies and gentlemen and delegates to this convention. My girl friends in the first row, you notice how they clapped when I was introduced? I always pay them. I don't know whether I can meet the competition of that hot air business over there this morning. That is one of the most powerful ones I have ever seen or heard, and I have met a lot of politicians in my time, too.

Ladies and gentlemen, I had a long speech of welcome all written up and I don't think it would have taken me a minute over an hour and a half to give that address of welcome, but on the way out here I lost it. It is probably a good thing because your convention was a little late in getting started, as most conventions are.

I think you will enjoy your visit in Fond du Lac. We tried to make all the arrangements possible. I called the weather man from my office the other day and told him if he didn't turn on the good weather lever next week, there would be some higher taxes here. So we have some nice local sunshine here for you, and so I have done a good deed.

I would like to say a few words, however, about your own particular industry. We are surrounded by cheese factories in this county, although there is some argument about this county being the birth place.

You recall you read not so long ago last summer that we celebrated the 100th anniversary of the founding of the first cheese factory in the world, I believe, out here at Ladoga, which is only about seven and a half miles west of this city. And we have a general cheese equipment plant in the city. So directly and indirectly this city's prosperity like any other city in the State of Wisconsin is founded on the cheese and dairy industries.

We are vitally interested in our own welfare, if you will permit us to be selfish. We would be foolish, we would be simple, if we were not seriously interested in promoting your industry. In fact, we had cheese week here which wound up today and it created one of the highest retail sales of cheese in this city in a long time during the past week, because the people in this city knew you were coming they wanted you to know that they are interested in your industry.

In fact, when I came in this morning I was told at the door that I couldn't get through; I couldn't get into the exhibition hall unless I registered, and I went over to the young lady at the desk and asked to be registered in the limburger division. That is my favorite brand. She said, "are you a licensed cheese maker?" And I said, "no, but I have been a licensed cheese eater all my life."

I could go on like this for a long time but I am in competition with that hot air machine and one of us must last longer, and I am afraid the machine will last longer.

This is the second time you have come and that is a high honor to the city, the fact that you enjoyed your set up so well the first

time that you decided to come back again, and I hope you will come back again and again, and in fact, we are making plans for your next year's convention. So when you pack up, it doesn't make any difference if you leave a soap brush or tooth brush behind—we will save it for you next year.

So on behalf of the city I give you the most hearty welcome.

**PRESIDENT WHITING:** I will next call on our good friend Mr. Zimmerman, editor of the Cheese Reporter, who will give the response. It is a pleasure to introduce to you Mr. Zimmerman.

### RESPONSE

By F. W. Zimmerman

Mr. Whiting, Mr. Mayor, Ladies and Gentlemen: On behalf of the Wisconsin Cheese Makers' Association I want to thank you, Mayor Promen, for your kind words of welcome.

We appreciate the fact that you ordered this nice weather and I think we are pretty well acquainted with these fine convention facilities. We have seen your hospitality and all these things should unite in making our stay here both pleasant and profitable.

It is rather fitting, I believe, that we return to Fond du Lac for our 48th annual meeting. It was near here, you know, that Chester Hazen started the first Wisconsin cheese factory. Since that time we have seen the Wisconsin cheese industry grow from what it was when Mr. Hazen was actively engaged in it, to the important position we are accorded today. In view of these things, then, our convention should be a fine one, and in our deliberations today and tomorrow may we be guided and encouraged by the foresight that were Mr. Hazen's. Thank you.

**PRESIDENT WHITING:** We will now have the Secretary's report. I don't think I have to introduce Mr. Ebert, you all know him. It is a pleasure to introduce Mr. Ebert, however, to you.

### SECRETARY'S REPORT

By C. J. Ebert

Mr. President and ladies and gentlemen: This is not a lengthy report because you will get the detailed report in the convention annual. We will give you our receipts and disbursements and the balance.

This is the financial report of the Wisconsin Cheesemakers' Association as of November 1st, 1939. We brought forward a balance

November 1st, 1938 of \$2,055. The revenues from November 1st, 1939, were \$4,612.98. Those receipts with the balance brought forward is \$6,667.98. The total disbursements during the year were \$4,186.27 and the balance on hand November 1st, 1939 is \$2,481.71. That is the nearest date it could be brought down to, and the signed report of the auditing committee is as follows: "We the undersigned have this 15th day of November 1939 audited and found correct this account." Signed E. F. Horn, A. M. Johnson, John Peters and Steve Suidzinski.

**PRESIDENT WHITING:** Gentlemen, you have heard the report of the Secretary—what is your pleasure?

It was moved and seconded that the report be adopted as read. Motion carried.

The next on our program will be the entertaining of amendments to our constitution. I have one here I will read: "Be it resolved, that the members of the Southeastern Wisconsin Cheesemakers' Association recommend that the Wisconsin Cheesemakers' Association amend its constitution and by-laws to increase the board of directors from five to seven."

Are there any other amendments?

**MR. PETERS:** Mr. President, would it be proper to offer an amendment this afternoon?

**PRESIDENT WHITING:** We will entertain any this afternoon if you have them.

**MR. PETERS:** I haven't got it ready at the present time.

**PRESIDENT WHITING:** If there are any other members here that have any amendments to be entertained, we will read them at the start of the session this afternoon.

I will give you the nominating committee first: Arthur Johns, Luxemburg, Chairman; Otto H. Yordi, Hortonville, E. W. Marten, Spencer; Ernest Jung, Juneau, and E. E. Peters, Plymouth.

On the resolutions committee: A. H. Graf, Zachow, chairman; M. H. Parsons, Dorchester; Fred Bleuer, Cambria; Henry Liebbezeit, Hilbert, and Rudolph Jaehnig, Two Rivers.

If there is anyone here who has any resolutions to be recommended, hand them in and the committee will meet this afternoon at five o'clock at the Retlaw Hotel and they will be glad to entertain any resolutions you may have to hand in to them. The same with the nominating committee. Any nominations you wish to make, the nominating committee will also meet at the Retlaw Hotel this after-



noon and they will be glad to entertain any nominations you have. This is the first time we have put this in the program book, so that everyone may have a chance to have them to study the resolutions before they are handed in.

Ladies and gentlemen, at this time we have with us at this convention this year a man who has traveled a long distance and he was with us last year and we certainly appreciate having this man come to this convention from such a long distance. I want to ask Mr. Fred Ogi from Salem, Missouri, if he will stand up and say a few words.

(Mr. Ogi was accorded a round of applause.)

MR. OGI: I am sure glad to be here. It is a pleasure to be up here and I hope to be up here next year.

PRESIDENT WHITING: We thank you Mr. Ogi; we are sure glad you are here.

The next on our program we have "Highway Cheese Signs by County Associations." Are there any representatives from the county associations who have put up signs? I know that a great many of these county locals have put up signs on the highway, and if there are any of the members here we would like to have you get up and say a few words. Are there any representatives from any of the locals here? There certainly ought to be some of the members here from these county locals. Mr. Brick, would you like to get up and say something?

MR. BRICK: There isn't anything to report. We are getting along very nicely and we always did. We have pretty good improvements in our county and a pretty good membership—approximately 60 members of the 90, and if we could get them all we would really go to town and do something. That is about all I have to say at this time.

PRESIDENT WHITING: Well, we are glad you have that nice a membership and we hope you will be able to get them all. Are there any here from any other local? How about Brown County local, isn't there someone here from Brown County?

MR. SUIDZINSKI: We had the last meeting about a month ago and we had a very nice attendance. We had a state program to improve quality and passed a resolution to support the clean-up.

PRESIDENT WHITING: How many members have you, do you know, about?

MR. SUIDZINSKI: We have about 33 members.



**PRESIDENT WHITING:** Thank you, Steve. There should be someone here from Shawano County.

**MR. KOPITZKE:** Mr. Chairman, I think Mr. Redell over here could say something. We have a very nice local and I don't know how many members we have but the secretary will be here a little later.

**PRESIDENT WHITING:** Are there any other locals represented here? The next speaker on our program will be Mr. Tebay. Ladies and gentlemen, it is a pleasure to introduce to you at this time Mr. Tebay.

### PROPER CARE OF MILK

By Mr. W. C. Tebay

Mr. Whiting, ladies and gentlemen, it certainly is a pleasure to be here today and talk with you on the proper care of milk. It doesn't matter wherever you travel, Wisconsin is always known as a cheese man's state. This past summer I was traveling through New York State and there I saw a sign advertising cheese; and strange as it may seem, you hear a lot of people in any store or any place—they want good cheese, and you always hear them ask for your products.

Today I would like to read this talk, inasmuch as we don't have much time. I don't want to digress and lose a lot of time.

From the start of cheese making until today, cheese makers have striven to improve the quality of their cheese. Experimental stations, cheese associations and cheese companies have spent years of research to improve the quality of their products. University extension men have spent years educating cheese makers on the latest technique, skill and methods of making cheese.

Cheese factories have purchased the latest and most modern equipment to handle and make cheese, but even with the greatest of skill and latest equipment, no cheese maker can consistently make the highest grade cheese from poor quality raw milk. He must have a good quality raw milk supply.

Cheese makers are realizing the need for improving their milk supply more and more each year. Some factories pasteurize the raw milk supply if it is of a poor quality, but still find that they can't cure all the difficulties in the finished product—cheese. Since pasteurization hasn't been the "cure-all," the cheesemaker or fieldman has a big problem in improving the raw milk supply.

Since a good milk supply is needed to produce high grade cheese—let's analyze and discuss those things which cause the cheese to be of an inferior quality when made from a poor milk supply. We all know that the milk which comes from the cow's udder (providing the cow is healthy) if it were made immediately into cheese, would make a high grade cheese, assuming, of course, that proper methods were carried out in the factory processes and possibly more starter added than normally to make up for slowness in developing acidity because of few bacteria in the milk. Why? Because the normal bacteria that are in the milk as it comes from the cow's udder allows the cheese to age and develop the flavor and body which the consumer desires. If milk, as it comes from a healthy cow, is of excellent quality and will make a high grade cheese, then, the making of good quality cheese depends upon our keeping the milk supply in very nearly the same condition as it leaves a cow's udder. We know that the wrong type of bacteria getting into the milk supply causes the cheese to develop off-flavors, poor body, gassy cheese and sometimes decomposes the cheese, making it unfit for consumption.

Bacteria or germs are micro-organisms; they need three things to grow . . . food, moisture and temperature. Cheese factories work with millions of bacteria every day. We add millions to our milk in the starter and actually grow bacteria when we set the milk. They are not worried about the desirable bacteria . . . It's the undesirable ones that have to be kept out of the raw milk supply and finished cheese. Every cheese maker has had the experience probably with his starter becoming contaminated with undesirable bacteria and knows how it affected the finished cheese. The same thing is true with a contaminated milk supply.

By analyzing how and where undesirable bacteria get into the milk supply, I believe we can find the answer to improving our milk. I don't believe it matters in making cheese whether the milk has thousands, or even millions, of bacteria in it as long as the milk isn't too ripe and the bacteria aren't of the wrong kind.

### **Mastitis Or Garget**

In the first place we have the beginning of poor quality raw milk with cows having mastitis or garget. Mastitis or garget means a feverish udder. We usually think of it as inflammation of the udder. In bad cases we have cows giving stringy or flaky milk. It can be detected in bad cases by using a strip cup. When a strip cup is used, mastitis is detected by stringy or flaky portions not passing through a fine wire screen or a cloth when a few streams of milk are milked onto them. Sometimes, to detect cows having

mastitis, the cheese maker or field man will use blotters that have Brown Thymol Blue on each corner. A stream or two of milk from a quarter is milked on a corner of the blotter—one corner for each quarter. The dark green discoloration of the Brown Thymol Blue indicates mastitis trouble.

How does milk from mastitis or gargety cows affect cheese—and is it a serious problem? From some universities' experiments we learn that mastitis may be a very serious problem; while from other university experiments we find that it isn't as great a problem at some factories.

Professor W. V. Price in his article, "Relation of Mastitis to Cheesemaking," reprinted in the November 10, 1934 issue of the "National Butter & Cheese Journal" reported mastitis or garget milk slowed coagulation of milk and had a very decided affect on the flavor of the aged cheese, along with quite a reduction in the yield from cheese, depending on the percentage of garget milk in the vat.

From the Wisconsin circular in 1935, by Mr. F. D. Hadley, we learn: "The presence of a small amount of garget milk in a vat does not appear to injure the flavor or quality of the cheese, although it may reduce the yield."

Mastitis is a problem we must consider in the production of high quality milk. It can cause off-flavors and reduce the yield of cheese.

We usually find that mastitis develops as a result of a bruise or the cow having chilled her udder, or the organisms which cause mastitis being spread from an infected cow on the milker's hands to another cow. Since mastitis can be spread through the herd, the farmer should not milk any cow that has mastitis until after milking the uninfected ones in the herd. He should withhold this milk from the cheese factory.

Mastitis is sometimes an economic problem for the cheese plant and the producer. The cheese plant has a reduction in yield while the farmer finds that many cows that have mastitis will not produce as much milk as they formerly did. Sometimes these cows, after having a bad case of mastitis, will never produce enough milk to repay the milk producer for his labor and expense of keeping the cow.

We should start educating the milk producers on the dangers of mastitis and work with them to eliminate it from their herds. At the present time with combined herd milk being mixed, we are not

affected tremendously with it causing low yield of cheese or with it causing off-flavors.

### Need For Keeping Sediment Out Of Milk

We find that sediment or dirt getting into milk adds quite a lot of undesirable bacteria, which injures the quality of the cheese.

An article in the Dairy Produce Magazine (June 15, 1938 issue) by H. Macy and W. B. Combs, gave the following cause for gassy cheese: "Gassy cheese may be attributed to the quality of milk used in the manufacture of cheese. It is a well-known fact that dirty milk produced during the spring of the year may be linked directly with this defect in cheese. The organisms responsible for gas in cheese are those that are frequently carried into milk with dirt. It is extremely difficult to produce clean milk on the average farm during a wet season. This past spring has been a wet one and without question the milk supply in certain sections has been badly contaminated. Such milk may not always be detectable because of the method used in straining milk. It may be difficult, too, to detect this type of milk by flavor, though as a general rule it would be expected that a keen judge of milk could detect such milk. The fermentation test can be used in locating such milk and the producer responsible for it. When located, such milk should be refused or the condition remedied."

Professor J. L. Sammis of the University of Wisconsin, in an article in the National Butter & Cheese Journal of June 25, 1936 reported that the bitter flavor in cheese can be caused by milk that has been contaminated with dirt or sediment on the farm.

Sediment, then, is a serious problem in the production of high quality milk, for it can cause bitter and gassy cheese.

It seems that the majority of the sediment that gets into milk comes from the producers not cleaning up the cows. Sometimes sediment will get into milk in the milkhouse or wherever the producer is storing or cooling the milk, if he doesn't protect it against dust. Sometimes sediment will get into the milk while milking or straining in the barn from the producer not having tight ceilings. The sediment or dust getting into the milk is not causing the gassy or off-flavor cheese, but it is the bacteria in the sediment or dust that causes the trouble.

There are a few things to observe on the farms where a lot of sediment can be prevented from getting into the milk supply. Any swamps or swampy ground in the cow lot or entrance to the barn should be well drained to prevent the cow's udders from getting

dirty. If you get the producers to clip the cows every month or so, you can keep the hair short and not as much sediment will stick to the cow's flanks or udders. The barns must be kept clean and especially the bedding for the cows should be kept clean. You should see that the milk is stored in such a manner that dust cannot get into the milk can.

Many plants take a sediment test of their producers' milk in order to assist in eliminating sediment from their raw milk supplies. A sediment test has a great deal of advantage, but sometimes in the cheese industry it helps us very little in that the producer tries to strain the milk better and removes the visible sediment, but the undesirable bacteria which were in the sediment have dissolved and we still have gassy cheese. It is better if we get the producer to actually clean up his cows than to try to take the sediment out with straining.

If you care to check on the producers who are giving you trouble with dirty milk and getting a lot of sediment into the milk, it is better if you use the fermentation test.

#### Need For Proper Cooling Of Milk

Bacteria need three things to grow. Food, moisture and temperature—milk is a perfect food for bacteria and has approximately 87% water . . . which is plenty of moisture; so we have only one means of controlling bacteria growth, and that is by cooling. If the milk could be cooled to approximately 39°, practically all of the bacterial growth would stop. The producers should be educated to cool their milk to 60°. If the milk is cooled to 60°, the bacterial growth is not large enough in 16 hours to cause us much trouble. Night's milk from producers generally isn't over 16 hours old.

In many sections of the country they have been able to correct the lack of cooling the milk by producers very easily. In other sections where they have relatively warm weather all the year around, and where they have a very limited supply of water to cool the milk, cooling is a big problem. Personally, I feel that any dairy plant or cheese plant can eliminate a lot of this trouble of over-ripe milk if they will get every producer, where it is possible, to pipe the water from springs to a cooling tank. In this way the farmer has a flowing cold water supply, and all he needs to do is set the milk in the vat and the water will cool it. Another thing about having spring water piped into the cooling tank is that the cooling tank will not freeze the year around; so the producer cools his milk in the cooling tank the year around. It prevents a lot of winter air cooling.

If any of your milk producers are pumping water by hand into a tank for cooling milk, I would advocate your trying to get them, if possible and convenient, to put in some mechanical means of pumping the water for cooling the milk. From my experience with milk producers in pumping water for cooling of the milk, and having had some experience with pumping water for the cooling myself, there is a desire to stop pumping water before a sufficient amount has been pumped to cool the milk sufficiently.

A stirring rod will assist in cooling the milk more quickly, but if the producer doesn't clean it, he's better off without one.

The way many plants check whether a producer is cooling his milk properly is with a thermometer on the receiving platform.

### Need For Proper Utensils

On the dairy farms we are likely to find many unsatisfactory utensils, which is a great problem to any cheese factory. The factory should insist that the producer use good heavily tinned pails, cans and strainers that do not have any broken seams, or rust spots on the surfaces which the milk touches. Rust is porous, and when milk soaks into the rust it cannot be removed until the rust is removed, thereby offering a source for contaminating the milk.

If the pails or cans have broken seams, milk will get into those broken seams and sour because we cannot get the brush or any other object into the broken seams to clean them, thereby contaminating our milk supply.

Some producers possibly will try to use a galvanized milk pail. Galvanized pails react with the milk, and as a result the surface can never be kept clean—and will contaminate the milk. Galvanized pails, by all means, should be barred from being used by the milk producer for your own protection in high quality milk.

### Need For Proper Cleaning

The utensils which the milk producers use offer quite a source of contaminating the milk with undesirable types of bacteria. Macy and Combs' experiments show that utensils are sometimes responsible for gassy cheese. From reports of other universities we find that utensils contaminate the milk supply with bacteria that tends to proteolyze or decompose the finished cheese. In many cases, unclean utensils may cause the cheese to develop off-flavors and tastes.

Utensils, then, are a serious source of bacterial contamination, when we consider proper care of milk, if it will cause off-flavors, gassy cheese and sometimes decomposition of the cheese.



On the farm we find that most milk producers do not like to wash farm utensils until after breakfast—or dinner in the evening. If the milk is allowed to dry on the farm utensils you would find it hard to remove. The producer must, immediately after milking, rinse his equipment with cold water, which will remove approximately 90% of the milk and make further washing much easier.

When the producer is ready to wash his equipment, he should take warm water, add a good soapless alkaline cleanser to it, and with a good brush, thoroughly scrub each utensil.

In many cases the producer will be found using some type of soap to clean their dairy utensils. They **should** use a good soapless alkaline cleanser instead. In milk we have milk fat, and we find soap is made from fat . . . and when soap is used to clean where there is milk fat, it leaves a thin grease-like film on the utensils which harbors bacteria. A soapless cleaner leaves the equipment clean.

After cleaning, the producer should rinse the utensils with warm water and place the utensils on a rack to drain and dry until the next milking period. This is necessary in order to remove the dirty cleaning solution, loose dirt, and milk solids still remaining on the equipment.

### Need For Proper Sterilizing Of Utensils

The question that is often brought up is whether thorough cleaning and rinsing of the utensils isn't sufficient protection of milk against undesirable bacteria. Experimental work and plant results prove that efficient cleaning and rinsing of the utensils and other equipment does not afford complete protection against undesirable bacterial contamination—it is only partial protection.

Professor Fay of the Kansas Agricultural Experimental Station conducted experiments to determine the efficiency of cleaning and rinsing dairy equipment. He reported that only 2 to 45% of the organisms were removed.

Professor Prucha at the University of Illinois conducted similar experiments and reports from his tests indicate that only 50 to 70% of the bacteria were removed by cleaning and rinse alone.

From the fact that only 2 to 70% of the bacteria can be removed from the utensils by cleaning, it can be seen that subsequent sterilization is necessary and important to prevent bacterial contamination of the product being handled.

Sterilization of the utensils should be done immediately before each milking. The sterilization may be accomplished by one of two ways. The first method is to submerge the pails, strainers and other milk equipment for a period of two minutes in water above 170°. The second method is to rinse all the milking equipment just before milking in a chlorine sterilizing solution. Professor J. L. Sammis, of the Department of Dairy Husbandry, University of Wisconsin, in his book entitled, "Cheese Making" on page 16 states: "To get a can or other milk utensil really clean inside, it is necessary to see that it is free from bacteria. The hot water available on a farm is seldom sufficient in quantity or temperature to sterilize anything thoroughly. For this reason, and also because the rinse water, even if fresh from the well, may often contain harmful bacteria, it is well to add a good chlorine disinfectant to the final rinse water just before using the utensils."

#### Vermont Tests

W. G. Loveless of the University of Vermont and State Agricultural Experiment Station conducted sterilization experiments on ten farms. Plate counts were taken of milk handled in utensils that were clean and rinsed but not sterilized. The highest count was 553,200, the lowest was 10,100, and the average was 133,200. Then taking the same farms, cleaning and rinsing the utensils in the same way but sterilizing them before the milk was put in the utensils, the highest count was 331,200, the lowest 3,050, and the average 48,000. In other words, the count was reduced about 64% simply by rinsing pails, strainers and cans with a chlorine sterilizing solution just before milking.

Milking machines cause a tremendous amount of trouble in milksheds where they are used. The fault does not lie in the milking machine itself but in the method which the farmer uses in cleaning it. A considerable amount of the cheesemakers time can be profitably spent with the milk producer educating him how to properly clean and sterilize the milking machine. Any State University can give you the best recommendations on how to clean and sterilize them. On Friday morning, Mr. C. H. Wilson, of Chicago, will discuss the "Necessity of Cleaning Milking Machines After Each Operation."

The fermentation test can be used to good advantage in checking producers who are not properly cleaning and sterilizing their utensils.



### **Need For Stopping Whey From Going Back To The Producers In Regular Milk Cans**

We find that in most cheese producing areas, producers desire whey. This makes a very serious problem in the production of high quality milk, since the producers want to haul the whey from the factory in their regular milk cans. The producer doesn't have facilities to properly clean and sterilize the cans afterwards on the farm, and as a result, if the whey becomes contaminated, the milk which he produces on the farm and pours into the can is contaminated with undesirable bacteria.

At many cheese plants, the whey has become contaminated at the plant with yeast or other undesirable bacteria that would cause gassy milk. As a result, their whole raw milk supply would be contaminated. It is very necessary to stop the practice of whey being hauled back in the original milk can.

### **Need For Washing The Milk Producers' Cans**

If the proper care of milk is considered, we must consider the cans that go back from the cheese factory to the producer. The condition in which the milk cans go back to the producers from the cheese factory has a great influence on the quality of milk that is received. We must consider that milk producers as a whole do not have as good a means of cleaning and sterilizing milk cans as is possible at the milk plant where the factory has plenty of hot water and steam to sterilize the cans. A tremendous improvement of raw milk supplies has been reported by experiment stations at plants which have just started to wash producers cans, which shows the need for plant washed milk cans.

I cannot over-emphasize the necessity of proper can washing at the cheese factory. Personally, I have been to plants which were washing the cans and still had high bacteria counts from their producers. I would investigate and find their can washer not operating correctly and fix it. The raw milk supply, bacteria counts, would improve 25 to 50%.

Many cheese plants have found when they washed producers' cans, they were able to get away from a large amount of gassy and off-flavored cheese.

Even if the cans are washed and steamed, they must be dried inside before they are sent back to the producer, or those few undestroyed bacteria in the cans will again multiply in the moisture to a great enough number to lower the quality of the milk.

### Cleaning And Sterilizing In The Cheese Plant

Even though a plant is receiving high quality milk from their producers, the plant can be at fault in the production of low grade cheese because they are not properly cleaning and sterilizing their milk and cheese handling equipment. Many times gassy cheese and off-grade cheese has developed because the milk and cheese handling equipment hasn't been thoroughly cleaned and sterilized each day, allowing undesirable bacteria that would grow on the equipment to contaminate the milk.

#### Summary

To summarize briefly the things that are necessary for the production of High Quality Raw Milk for the making of High Grade Cheese, we find there are seven things we should observe in the proper care of milk:

1. Eliminate mastitis or garget milk from the raw milk supply.
2. Keep sediment out of the raw milk supply.
3. Educate the producers to properly cool their milk.
4. Educate the producers to properly clean their utensils.
5. Educate the producers to properly sterilize their utensils.
6. Send the producer a good clean milk can.
7. Properly clean and sterilize the milk and cheese handling equipment.

**PRESIDENT WHITING:** Friends, we have some more very distinguished guests in our audience who have come a long ways to attend our convention. We have with us—I think he is the president, I know he was the president of the Missouri Cheese Makers' Association, Mr. James Scott, and his son who is also here, and I would like at this time to call on Mr. Scott from Eldon, Missouri, to say a few words.

(A generous round of applause was accorded Mr. Scott.)

**MR. SCOTT:** Ladies and gentlemen, I just came up here to hear you boys talk. Mr. Whiting came down to our convention and we enjoyed having him. We have in Missouri about 31 to 32 cheese factoris. Our factories are a little different than yours here. We are quite a ways apart. We average about 150 patrons and I myself, I have about 200 patrons. Our cows run about six to a farm and they are Jerseys. Our average test is about 4.3<sup>1</sup> for the year. We sell our cheese mostly in Missouri. I sell to St. Louis. We get the best price at the local store. We use rennet from Wisconsin. In fact, I was born in Plymouth. We have to use a little different tactics down there. We have got to be pretty nice about it too or they tell us to jump in the lake. We made a ruling down

there to run our sediment tests once a month. I myself pay about 32 cents a hundred above what the regular market is for milk. As to having these can washers and all that stuff, that all costs money, so we have to do the next best thing—rinse them out.

The farmers like to have their whey back. We all have routes. I myself have eight routes and they come in the morning with their milk. They are all in about half past ten and we watch the cans carefully and if we see some of the farmers get careless, we wash them up and then we run this milk into a can or tank and then through a pasteurizer. We all pasteurize in Missouri. I have a tank that holds about 2,200 pounds of milk and I have live steam. We carry about 100 pounds pressure and I heat this milk to about 142 to 144 and then cool it down to 86, and then it goes into the vat.

We have very little No. 2 cheese in Missouri. This year I had two days. We had a little truck trouble. Outside of that we have number one. We have good grading and we have the federal laws the same as you. Our cheese has to have the same amount of fat, the same as yours. A factory has just opened up at Springfield and they make cheddar cheese.

I think I have talked about enough, and we would like to have you boys come down and visit Missouri sometime.

**PRESIDENT WHITING:** Mr. Scott just told me their president is here, and I would like to have him stand up if he is here.

**MR. W. A. GALYEN:** I would like to say I am very proud to meet you boys here in Wisconsin. I can see there is quite an interest here in the cheese industry. We in Missouri are more or less interested in the same way and I want to thank you for the invitation to speak a few words to you, and I would like to see you come to our convention next March. I assure you we will be glad to have you. Anytime you come to Missouri there will be somebody glad to see you around.

**PRESIDENT WHITING:** Thank you, Mr. Galyen, and I hope that your visit in Wisconsin will be enjoyed as much as mine was in Missouri when I attended your convention. These boys certainly treated us royally and we hope they will enjoy their visit in Wisconsin.

I want to make an announcement. I don't want anyone to forget the door prize which is going to be given away sometime today and it will be given to a licensed cheesemaker and he must be in this room in order to receive it. Someone is going away with \$100 that they didn't come down here with. So bear that in mind. Also, anyone who hasn't got stickers on their car, you can get those at

the desk. The police have given us guest stickers for the visitors, whereby you can park your car for any unlimited time, and I don't want you to forget the banquet and dance we are going to have this evening.

The hotel has prepared a fine menu for our banquet this evening. This afternoon you will be able to get tickets at the registration desk here in this building and we hope a good number of you will attend the banquet as well as the dance. We have entertainment for our banquet this evening and we are going to try and get started at 1:45 this afternoon. We have a very lengthy program this afternoon and we hope you will all be able to get back here. We have a door prize to be given away at this time by the Northern Wisconsin Produce Company of Manitowoc. Somebody is going to get enough money to pay for the dinner—five dollars.

(With the awarding of the door prize, the first session was concluded.)

## SECOND SESSION—Thursday, November 16, 1939

2:30 P. M.

PRESIDENT WHITING: I will read the amendment offered to our constitution:

"Resolved, That the articles of organization be amended so as to provide for the election of officers by the Board of Directors immediately following their election.

"Further, resolved that the officers take all steps necessary to carry this resolution into effect."

These will not be acted on until tomorrow afternoon but they must be read the day before. Are there any other amendments? Has anyone any other amendments they would like to read at this time?

You will notice on your program book we have an address by Mr. Wallenfelt, Madison, Wisconsin. Mr. Wallenfelt could not be here so we are having Mr. Nusbaum, instead, to speak on starters. It is a great pleasure, ladies and gentlemen, to introduce to you Mr. Nusbaum.

## STARTERS

By Mr. David D. Nusbaum

Mr. Whiting and ladies and gentlemen: Mr. Wallenfelt had to go down into southern Illinois today to attend a meeting down there that was rather urgent, but I had a letter from him just this morning that said he would take the midnight train out of there tonight and would be here in time for the convention tomorrow. So he may be on the program tomorrow, Mr. Whiting,—I am not sure—on some other subject.

He asked me to speak for him today on the subject of recent developments in carrying starters. I was a little reluctant to do that at first because I knew how I would feel and as I stand here before you I feel just a little bit like the colored boy did down South, who got a job on a big plantation and his boss asked him to go down to the spring with a couple pails to fetch up some water, and in just a minute he came back tearing up to the house, and said, "Boss, there is a big alligator down there in that spring," and the master of the place looked at him and he said, "Well, sonny, you don't have to be afraid of that. You just take the pails and go down there and get the water. You know, that alligator down there is just as scared as you are." And the little colored boy looked back at the

boss and said, "Boy, if that old alligator is as scared as I is, that water ain't fit to drink."

In American cheese starters there have been very few recent developments. By recent developments I mean within the last five years or so. I think that American cheesemakers are—well, I probably shouldn't specify any given time but on a rough guess I would say American cheesemakers are 25 years ahead of most other kinds of cheesemakers on this proposition of carrying starters. I don't say that to discredit any Swiss or Brick makers in the crowd but as I see it, it just appears to be the situation and probably the reason they are ahead of other types of makers as a whole is because they were forced to do it sometime previous, and other types of cheesemakers are probably just now entering the era or time to take a little more precaution in their starter propagation and take a little more pains in the way they carry it. I don't mean to say there are men making Brick cheese or Muenster or other cheese that don't know how to carry starter—they certainly do know how to do it. There are Swiss cheesemakers down in the Green County area that are past masters in the art of carrying starters. There are many Brick cheesemakers that are starting to carry starters, especially those who are pasteurizing their milk for Brick cheese. They found the old method of starting was old-fashioned, but within the last ten years, I think, from what I have been told—I don't just remember that far back—in the Swiss cheese business the Swiss makers have started in to carry a pure starter in either milk or sterilized whey. Some kick in making Swiss cheese use the two organisms and some makers carry them as a mixture in the milk, while other makers prefer to carry them in the pure culture, and while some Swiss makers are still floundering around having quite a little bit of trouble keeping their starters from becoming contaminated. Other makers have the situation pretty well in hand, and they are carrying the desired mixture of starter or they are carrying the desired starters in pure culture form, which ever they prefer.

In going on I will just pass this business of Swiss cheese and pass to Brick. I think there have been more developments in Brick cheese starter in the last few years than in any other type cheese. The reason for that was because Brick cheese needed the development worse than any other type of cheese, I think.

As I talk to a great many makers—and you too, for that matter—they seem to be of the impression there is more trouble in Brick cheese factories today than there was in the good old days, or some years back. Now whether that is the case or not, I don't know. I do know this, that there is a definite need for improvement in starter growth and control in the Brick cheese industry.



In the last few years also the practice of pasteurizing for Brick cheese has become very common. The men that were doing this soon found out that the whey starter that they had been using for this type of cheese did not work very well in their pasteurized milk. Some complained of sweet holes and a few said that the cheese was too dry, that they couldn't get the yield, and that was the truth, and there were other things that they complained about; and so some of these men have taken to growing the common streptolactic starter in the milk to use in their cheese. That is perhaps the best Brick starter we have today. There are others used but certainly this starter or American cheese starter has its shortcomings as far as manufacturing Brick is concerned. In the first place, the Brick making process is a little bit too fast a process for this lactic starter to work just as well as it should. When you make an American cheese, the process is somewhat longer and the starter has a little more of a chance to start and grow and produce acid through the process.

The lactic starter is not quite fast enough on the trigger to prevent pin holes in Brick cheese because the making process is too short; it doesn't get started in time to grow fast enough. If enough starter is used to control the gas, to ferment it quickly and control the gas, you are apt to run into a short-bodied cheese due to the excess amount of acid that is formed in the press or on the draining table. The reason for that is that you just use an extra amount of starter or else give an extra long ripening period before you start your making process and you have no way of stopping it. And your cheese is short-bodied.

Perhaps we have to develop a new type of starter entirely for Brick cheese—I don't know. I wish that someone—and we have several fellows at the university who are working along those lines now, trying to find out a more suitable starter for Brick cheese or a combination of these starters that will work a little bit better.

This past summer some of the Brick makers started to use the coccus starter. It is not exactly the same strain that the Swiss makers used, although there is a related organism or heat making organism—it goes by all those names. There is a peculiar organism in its action and it develops acid very fast. You put it in milk—you can set a whole can of milk with two or three drops and under the right incubation temperatures and conditions it will coagulate the milk in ten or twelve hours. It is a whale of a fast starter and it is extremely sensitive to the acid it produces. It will drop the acid in the cheese, in the curd low enough to prevent pin holes. It will do that beyond any doubt whatsoever, if it is used in the milk but it will not form enough acid in that curd to prevent the formation of sweet holes, as you call them, or Swiss holes, or these little China

eyes in the Brick. A few of those are not objectionable to the trade but when you use this starter in pasteurized milk, and that is practically all the bacteria that are in there, it definitely does produce too open a Brick cheese.

Last summer there were a couple of makers started using that type of starter and one of them is sitting in the room looking at me. I won't take the blame for it exactly. He was pasteurizing his milk and generally in that pasteurizing there are enough lactic organisms left in the milk, even after you are through pasteurizing, to close your cheese up or to keep it closed enough that the trade won't kick on it, but this fellow happened to be doing an extremely good job of pasteurizing apparently and the lactic acid formers that were in his milk were practically all killed, and when he introduced this starter the cheese dropped wide open.

I came in one afternoon and he was glad to see me and he took me in the cellar and showed me some of his cheese and I realized then we couldn't advocate the use of this starter alone, at least to the men who were pasteurizing milk.

Now, we have tried since then, and we were working on it at the time, the possibility of mixing the two starters, mix a coccus starter and a streptolactis starter, and using them both, using the coccus starter to form acid in a hurry to control your pin holes and using the streptolactis starter to go on after the other stopped growing and to keep some of those Swiss holes from forming in the cheese. That works fairly well but I don't blame a cheesemaker for not wanting to do that exactly, because it requires the growing of two starters instead of one.

The Brick maker is not as fortunate as the Swiss maker was. The two starters used to grow under the same temperature and in either whey or milk, and were able to grow it in a mixture which necessitated the keeping of only one starter. The streptolactis starter grows at about 70 or 72 and this or thermophilic or heat starter grows around 100. It will not grow from 72 but it will grow from a range of 95 to 110, it will start to show some growth. So the Brick maker cannot mix these same organisms; he has to grow them separately and incubate them in two different temperatures, one at 70 and another at 100. That necessitates the use of two incubators. Perhaps that is the solution of the thing, I don't know. This coccus starter some cheesemakers say is hard to grow and perhaps they are right. It must be grown, as I said before, at around 100; it won't grow in ordinary room temperatures and it is extremely sensitive to small changes in temperatures of incubation.



Some are in the habit of growing their starter in the engine room or back of the stove and some old whey starters, they had quite a variety of organisms in one type, would grow at a temperature regardless of what it was held at—they always got some growth in their starter and apparently did well for many years and even today you run into factories who are using the old type starter and making real good Brick cheese. Some of them, however, are not having such good luck. This coccus starter, as I said, has to be grown in an incubator that is thermostatically held at about between 98 and 101.

Now, this coccus starter, as far as I know, is not on the market commercially. The bacteriology department in Madison has undertaken to supply the Swiss cheesemakers with the starters they made, these thermophilic or heat loving starters, and they aim to be doing that at cost. I think the cost of such a starter is 25 cents per bottle—I am not sure about that because I haven't paid just too much attention to it, and on a yearly rate it is less than that if you have one shipped out every week. That includes the starter in the bottle and postage and everything else, and there is no return of the bottles.

They have done that for the Swiss cheesemakers only because they had no other source for the starter that they needed. They will do the same thing, I presume, for these coccus starters that can be used for Brick cheese making.

I want to give you this little warning or bit of advice or whatever you want to call it at this time. Don't go right up to the university and ask them for one of their Brick starters you use in your Brick factory unless you had a little previous experience growing it.

If you are interested in trying out a coccus starter at any time, you can write to our department up there and someone will try and help you get started with it if you really want to use it. I wish that I could get you a little more definite information about Brick cheese starters this afternoon. You probably think I have told you a lot of things that don't exactly work right and haven't told you anything that does, and I want to say that is the truth, and the reason I am forced to do that is because there is a lot of work yet to be done in regard to starters to be used in Brick cheese. You can probably follow the practice that a lot of Brick makers are doing—to try one thing and if it doesn't work, try another, but at any rate I wouldn't advise you to just bet on this starter, whatever you are using because the Brick making process is a little bit uncertain today, as I see it.

Telling you not to bet on your starter reminds me of another little story I heard the other day. I will take the time to tell you.

It was a story of two salesmen that had gone to a salesmen's convention and they had quite a time meeting their old friends and they got lined up alongside a bar and buying each other drinks up and down the line. The next thing one of them knew, it was morning and he was in the hospital with his arm in a sling and a heavy bandage around his ribs, and he just seemed to be banged in pretty good shape generally, and his friend with whom he had gone to the convention was standing there beside the bed, and he said, "Well, Joe, what happened to me here? What went wrong last night?" And his friend looked at him and he said, "Well, it was about 9:30 last evening and we had been having a pretty good time and we were up in the bar room on the third floor of the hotel and you walked over to the window and made the statement you could jump out of the window on the third floor and fly the whole length of Main street."

The fellow could hardly believe it for a minute, and he thought it over and he said, "My God, Joe, when I made a statement like that, why didn't you stop me." The other fellow said: "Why stop you? Hell, I had five dollars on you."

And so I repeat again, whatever kind of a starter you are using, if you had good luck with it, go ahead and use it—I don't care what kind it is. If you are not having good luck with it, perhaps you want to change to a different starter, and even then if I would be you I wouldn't bet on it.

Another thing I want to mention while I am here—it doesn't have to do with starters but we get a lot of requests with regard to splitting in all types of cheese, American, Brick, and Swiss—most commonly in Brick cheese. That as far as we know is not a difficulty with the starter. Dr. Price and others working with him have isolated the organism that they think causes the splitting in cheese. It is a bacteria that lies dormant for ten days or two weeks and then kind of ages out and grows in the cheese and produces gas enough to split it.

There are several things that we have found out causes the splitting in cheese and one of them is a little salt content in the cheese. That is especially true of American cheese. When we get a split cheese in there to examine and determine what is wrong with it, we can guess the salt content of it before we ever test it, and it is quite invariably low. Now, the salt content of cheddar cheese is very easily controlled. With Brick cheese it is a little different proposition. You run across some types of cheese that do not take up salt readily. There are various theories on the matter. Some makers say an open cheese does not take salt as readily as a closed one and they have their theory on the matter that the

salt has farther to travel going around the openings to get into the center of the cheese. Others say that high moisture cheese doesn't take salt as readily as low moisture cheese, and they have an equally plausible sounding solution for that. As I say, the splitting in Brick cheese is not a starter defect. We have not been able to lay it to a poor starter as a cause, but by using the best starter we can and we know how we have to be able to control these latent splits in Brick by the use of starter alone.

Now, I don't want to leave the impression here today that salt is the only thing that is responsible or lack of salt is the only thing that is responsible for splitting Brick. I don't know what they are but I really think there are other factors involved as well. That might be one of the causes and in some cases it might be the sole cause but I have analyzed Brick cheese for salt that was well within the normal range of salt content that definitely was split, and what caused it I don't know. There is some more work to be done.

I am really going to close now, Mr. Whiting and I want to say that at least one person in the room here has enjoyed the fact that Mr. Wallenfeldt could not be here today, and that, of course, as you know, is myself. I have enjoyed being at your convention this fall. This is the first time I have attended all the sectional conventions and the state convention but I have enjoyed it very much and they always say at a convention you can lead a man to water but you can't make him laugh. Thank you.

**PRESIDENT WHITING:** Gentlemen, are there any questions you would like to ask Mr. Nusbaum on starters? I think this is a very important subject and I would like to have some discussion. No one seems to be having trouble with their starters. They must all be making good starters. I would like to ask you a question.

**MR. NUSBAUM:** Mr. Whiting wants to know whether there is any advantage to saving a high testing milk for your starter milk, or on the other hand, is there any advantage to saving a low testing milk or using skimmed milk.

As far as I know, Mr. Whiting, in cheesemaking there is no advantage to having butterfat in the milk. I have carried a starter—I have quit now because I am not in Madison enough to transfer it regularly, but here a couple of years ago I started in carrying both the coccus starter and streptolactic starter just for the practice and to see how it acted under certain conditions, and I carried the starters for about two years without getting them contaminated and we use them regularly in making our experimental lots of cheese and they seem to be working all right. I was carrying them in skimmed milk. Our cheesemaker up there carries his starter in just full milk

that he takes from the intake. He is not very particular about selecting milk because all of our milk has to come up to the fluid milk specifications in Madison.

Buttermakers on the other hand claim that their starter develops better flavor if they use of a higher testing milk and I think that that has been substantiated by experimental work I think either at Illinois or Purdue, I am not sure. They did a piece of work there several years ago on various tests of milk for butter starter and they found that the starter had more aroma as they called it, and was better suited for butter making than when they carried it on low fat milk or some skim milk.

Now, they have known for a long time, the types of organisms that form the aroma in butter. Hammer named them here about two years ago and they called them—maybe I won't think of it now. He named the type of the lactic organisms that caused the aroma in butter and he said they grew in a high fat milk better. They are present in every lactic starter; no one can tell them apart. They should be able to differentiate between them by microscopic methods and some of the other more common methods, and they don't grow until a little later in the development of the starter.

You American cheese men who are in the habit of looking at your starter through a microscope, if it is only a day or two old, it will be mostly in pairs of real short chains and as your starter gets a little older and more flavor to it you will notice the development of some long chains of organisms that will be 12 or 15 or 20 cells long. Those are the flavor producing organisms that creamery men like to have in their butter and it is quite an established fact that they do develop a little better in a high fat milk than a low fat milk but in cheese factory practice I know of no evidence that points to a benefit in either direction. The common practice, however, I think, is to use the best milk that comes into the intake for your starter milk.

Mr. Whiting asked me another question. He says, should the cheese factory carry their starter for a long period of time, as long as it is good or is it advisable to change starters frequently.

I think it is advisable to change starters at regular intervals. In our mimeograph directions that we send out from the college on how to carry starter, we simply say you should change starter whenever it is necessary. To carry a starter in ordinary cheese factory conditions I think is almost impossible unless the cheesemaker just takes more pains and time than what he can almost afford to do, to keep that starter from becoming contaminated and so I think from the point of just time saved, it might be better for him to

change starters a little oftener and start out with a pure culture and carry along the best way he can to be sure and still be practical.

In carrying the coccus type starter, they change starters every week. I know definitely it doesn't hurt to use a starter in a factory as long as it is good. When you stop to think that starter has to be carried some place, they don't just start spontaneously when you need a starter. I think it is advisable to change starters whenever you think it is necessary and it is a good idea to have a standing order for starter and change at regular intervals, just to make sure your starter is pure when you start and carry it that way, as long as you can.

**PRESIDENT WHITING:** Is there anyone else who would like to ask a question? If not, we thank you Mr. Nusbaum.

I might make this announcement again to all the licensed cheese-makers—remember some time this afternoon we are going to give away \$100 as a cash door prize—we don't know when. You must be in this room to win it, so you better not miss.

The next on the program we have a discussion, Net Weight Ingredients on Labels of Package Cheese. I will call on Mr. Horn at this time to lead us in that discussion.

### NET WEIGHT AND INGREDIENTS ON LABELS OF PACKAGE CHEESE

By Mr. E. F. Horn

Mr. Chairman, I believe everybody is more or less familiar with the pure food and drug act as enacted by congress in the spring of 1938. Well, folks, I have always been afraid of these things but I am afraid I will have to face it for a few moments today.

The net weights labelling act came under the federal food and drug act enacted by congress in the spring of 1938. Notice was given that this law would take effect on June 24th of this year. There had been considerable confusion as to just how to apply this law on cheese. We found after considering the thing and looking the thing over that it was very objectionable, especially on some types of cheese.

We are not defending the package cheese. I believe that the law is justified insofar as the controlled package of cheese and the net weight should appear on those packages. A lot of work had been done by organizations and individuals in the past. Just recently again an extension was granted insofar as ingredients are concerned on that package, but there hasn't as yet been anything done insofar as net weights on packages.

Net weight in itself, possibly in some of the American cheese, wouldn't be so difficult, yet in Swiss, in Limburger, in Brick, in Muenster and some styles of American it is quite difficult because of the fact that you have no assurance when your package leaves your plant that it may have an excess amount of weight marked on that package and it would carry well for a week or two or possibly three, but how do you know that this package will go to the consumer in that time. It may lay in the warehouse for a period of three or four months, yet you are responsible for the net markings on that package. You say it weighs five pounds, and yet three months from now can you guarantee those five pounds? Immediately you are responsible to the federal government.

It has been our contention that we should ask congress for an exemption. It had been hoped by those that have interested themselves in this particular thing, that this body here sometime during this convention pass either in resolution form or by acclamation and agreement, something whereby they would request of the incoming congress to draft an amendment to the federal food act exempting bulk cheese from the ingredients as well as the net weight measure.

That is all I have to say on that question unless someone has some suggestions to make just how we are going to do this thing.

**MR. KOPITZKE:** Mr. President, I would like to ask Mr. Horn, for instance 2½ pounds when packed, it is simply impossible to put on weight as long as cheese is subject to shrinkage.

**MR. HORN:** Mr. Kopitzke asked the question whether it would be all right to put on 2½ pounds on the 2½ pound package when packed. The words "when packed" would absolutely not protect Mr. Kopitzke because of the fact that weight must hold out to the consumer. We are not concerned with the producer.

**PRESIDENT WHITING:** Are there any other questions?

**MR. KOPITZKE:** Mr. Chairman, isn't it impossible to put on the net weight on cheese like that if you keep it for six months?

**MR. HORN:** Mr. Kopitzke, we believe it is impossible to do that for the individual cheesemaker. It may not be such a problem for the American type of cheese because they are not so subject to shrinkage as some of the foreign types are. We find this, that a package marked especially in Brick cheese today, with net weights, permitting possibly an ounce or two ounces for shrinkage, would have shrunk considerably more than that on some and others would hold out in weight. We would have no assurance at all as to the exact weights to the consumer.



The intentions were, when this act was set up, to protect the consumer. We contend that the greater part of the American cheese, the natural American cheese, Brick, Muenster, and Swiss is not a package cheese in itself; it is a bulk cheese. We call it a bulk cheese for the simple reason that very seldom a Daisy is sold in the whole. It is sold piece by piece by the pound, over the scale, and the same thing holds true with Swiss and Brick. There might be exceptions in the Limburger. I believe the Limburger people are trying very hard to comply with this law. Just how successful they will be, time will tell. But we feel that especially in the Brick cheese factories and Muenster factories, we have a problem that is almost humanly impossible to weigh every individual cheese and mark its individual weight and be anywheres near accurate. It is hand work. It would require extra labor, and extra time and we believe it would add at least one-quarter cent to the handling and proper marking and labelling of this cheese, to do that and do it right.

**PRESIDENT WHITING:** Are there any other questions? Thank you, Mr. Horn.

I might announce at this time again that the resolutions committee will meet at the Retlaw Hotel after this session. Any one having resolutions will please hand them in to this committee. The chairman of the committee is Mr. Graf and they will welcome all resolutions; and also the nominating committee will meet after this session and anyone who has nominations to make, make them to that committee. The chairman is Arthur Johns of Luxemburg.

Our next speaker on the program is Mr. C. J. Jasper of Madison, of the Wisconsin Public Service Commission, who will talk on

### TRUCKING MILK TO THE CHEESE FACTORIES

By Mr. C. J. Jasper

I am almost in the same position Mr. Horn was. This is the first time I battled one of these things (loudspeaker), but if I do as well as he did I will feel well satisfied.

This question of trucking milk to the cheese factories and other factories some five or six years ago was a boresome one. I think, however, in the meantime most cheese factories and other milk users have acquainted themselves with the law that regulates transportation, and to a large extent they found their problems had been minimized.

There have been a few things come up during the course of the last few years that the commission has ironed out and some of these



things I would like to go over with you, to keep you advised of what the commission is doing and what the regulatory provisions of the act are. I think we will start right at the beginning with somewhat of a summary.

As I view it, there are about three methods by which the milk is now being hauled to the cheese factory by the farmers themselves and by the cheese factory with their own trucks and by the so-called contract carriers. I believe you all know that when a farmer hauls his own milk that he is not subject to any particular regulation. He is required to have this usual one dollar "not for hire" permit on his truck, but that is the only regulation he is subjected to.

A year ago I had the pleasure of discussing this subject with the Southeastern group and one of the things they were interested in was the question of the transportation of milk in cheese factory vehicles. The answer is they were paid by the farmers or they deducted this from the cost of the milk and as a consequence they felt they were operating for hire and should be contract carriers. The commission, however, ruled on that several years ago and came to the conclusion that that was no different than a coal company selling coal and adding one dollar on for transportation, or like the dry cleaning establishments in some of the cities charging so much if you bring your suit or dress to the cleaners, or they charge a little bit more if they have to call for and deliver it. The commission ruled that would be private carriers. So all of you cheesemakers who haul milk in your own trucks to the factory, even though you are making a charge, it is considered a private carrier.

Of course, the thing that the law really was directed at was the use of the highways for hire. That is, making profit out of the use of the highways. I think the commission has taken a very liberal attitude with respect to these carriers. I think the commission has taken the attitude to regulate the truckers, not the flow of milk, and one thing I want to leave with you today is that the commission is not interested in where the milk is going to or where it is coming from. If the cheesemaker or the cheese factory directors want milk from a certain area, you can rest assured that the commission will see that you get a trucker to do the hauling for you, or if a group of farmers want to send milk to a certain factory, the commission will guarantee the facilities for trucking if they can get a trucker to do the work.

For the past year I have conducted several hearings in which certain condenseries or competitive factories would oppose the issuance of a franchise to trucker Jones, we will say, who wanted to haul to the Seven Corners factory, and when I asked them what

their opposition was, they remarked they were afraid if trucker Jones was given a franchise, they were going to lose some of the milk from the plant. The commission isn't interested in that at all. If the so-called Seven Corners factory has farmers in several towns that want to ship the milk to its factory, the only question is whether or not there are trucks now hauling milk to that factory, and if there are trucks, whether or not they are capable of hauling more satisfactorily to the factory. The commission in dealing with milk haulers is not so interested in satisfying the milk haulers as it is in satisfying the farmers and the cheese factories. The statute says that the commission shall do everything they can to promote the public interest and to see that the public is satisfactorily served. The public, at least, so far as I can see, to which the statute has reference to, are the farmers and the cheese factories or the condenseries or whoever else might be getting the milk. The commission is required to determine whether or not there are adequate facilities, and if there are adequate facilities, the statute requires that a new franchise be issued.

I might say right in that connection that two years ago the legislature amended the law providing the commission could grant authority without hearings, and to a large extent the commission has granted authority to fellows who were only going to haul milk without having a hearing, and then if there were some truckers in the territory that wanted to oppose him, they could petition the commission for a hearing.

About two months ago I conducted a hearing in which we had opposition of that sort and I got up there to find out that a certain condenser had asked for the hearing for the simple reason that they thought if this trucker were given a franchise they would lose some of their milk customers. When I took that story back to the commission they didn't think very much of it. They authorized this trucker to haul the milk to the cheese factory. So again at this point I want to repeat that the question is not where the milk is going or where it is coming from. If the cheesemaker or factory wants milk from a certain territory, it is the commission's duty to determine whether he has got trucks to bring it in or whether or not the farmers have enough trucks to ship it to the factory, and if there are not enough trucks to render a satisfactory service, I can assure you you are going to have a new truck to do your work.

Now, another thing that I always like to go into, and I have an idea if I don't, someone will shoot a question at me—as a matter of fact, I know there are some of you in the group who want to ask me a question—that is the matter of rates. Any number of cheesemakers have asked why the commission didn't establish rates for the trucking of milk. I think I would be better off if I didn't even

mention that subject. Well, it has been tried in other states and under our statutes the commission does have jurisdiction and authority to set rates, but the commission has studied the problem and investigated the problem and they have come to the conclusion that it is such a local problem they would have to have thousands upon thousands of different scales of rates. Almost every cheese factory and almost every condensery would have to have a different rate because the milk coming into its plant might have to be hauled over a high type of road or may be over hills and dales and may be over swamp road, and in the winter time they would have to do their own snow plowing. There are such a multitude of questions enter into it that for the time being the commission felt that was a problem that could best be handled between the factories, the farmers and the truckers.

I know in one state I am sure it has been tried, namely, Kansas, and that it didn't prove to be a success. They went through a very costly investigation to set up rates for hauling of milk and live stock and I understand at least it proved very unsatisfactory.

During the last year there has been some comment, particularly during the last legislative session, that there should not be any regulation regarding the transportation of milk and, of course, I don't have a bit of interest in that one way or the other. I do know when this law was originally passed in 1933 it was the idea to regulate all trucks operating for hire. In 1935 the legislature started to relax somewhat on the farm hauling regulations. I do know during the last session there were many attempts to eliminate entirely the regulation of farm hauling. Strangely enough, however, the very people who you would think were in favor of that were opposed to that,—the various farm hauling organizations, the farmers themselves who are opposed to it.

There is another thing I would like to leave with you today and that I believe is the cheesemakers and the various receivers of milk to a large extent could be helpful to the commission by ironing out some of their own problems, particularly where the fellows that have authority to come to their factory. We often times have hearings where two fellows trucking to the same factory are in a fight and we find there will be 10 or 15 farmers appearing in behalf of Jones and 10 or 15 in behalf of Smith. It has always occurred to me that is a very unsatisfactory thing and sort of back fence fight. They come there and get in an awful battle, and I know often times cheesemakers come up to me after the hearing and have said if anything, that was going to hurt the factory. I think those problems should be tried to be settled right there because if they come before the commission, as they have the right to do, they often times develop into a local battle and that sometimes hurts the flow

of milk to the factory. As I said before, the commission doesn't want to see anything like that happen in this regulation of farm haulage.

Now, Mr. Whiting, this subject could be gone into quite indefinitely but I believe there may be people here want to ask something specific on problems that come up and I would be glad to answer any questions.

**PRESIDENT WHITING:** Is there anyone here who would like to ask Mr. Jasper any questions? He would be glad to answer them.

**MR. JASPER:** Mr. Boyer asks me if I will discuss briefly the question of cheese to the warehouse and the return of supplies. Of course, we are getting into the tax problem. To start with, the same thing applies if a cheesemaker is hauling his own cheese to the factory, he don't have to have any authority or franchise from the commission to perform that service. However, if he is hiring his milk hauler to haul the cheese to the factory, the milk hauler must have authority to perform that service. Anyone, as a matter of fact, that would be hauling the cheese to the warehouse and receiving compensation for it would have to have a franchise or an amendment to his franchise.

Now, as to the question of taxes—the statute exempts from the payment of tax vehicles that are engaged in the transportation of butter, dairy products, and it goes on to mention agriculture or fresh products immediately and directly from point of production or transportation to farms of materials and supplies or equipment for use thereon, and the transportation by private motor carriers of farm machinery and parts of farm machinery.

Now as you can well see, that exemption does not technically exempt the movement of supplies from the warehouse back to the cheese factory. However, for the most part you will find that these ordinary cheese factory trucks come under another exemption. Many of them are lighter weight trucks and they have a gross weight of less than 8,000 pounds. Now, if their truck has a gross weight of less than 8,000 pounds they don't have to pay any tax, no matter what they haul. If the truck has a gross weight in excess of that, there are certain items that are taxable, and if they are taxable they could elect to take a special permit or a 1,000 mile permit.

This gentleman asks whether a "not for hire" truck would be prohibited from returning from the warehouse with boxes and supplies. A "not for hire" truck, that is one of these owned by the factory can haul anything for the factory no matter what it is, coal or boxes or supplies or anything else. That is just the same as the groceryman's truck; he can haul anything he can pile into it and

if this truck is operating "not for hire" you can haul anything you can put into it just so you don't get over your gross weight and get caught by your secretary of state's man.

This gentleman here asked whether or not this 1,000 mile permit expires after three months. Yes, it did until recently when the legislature amended the law. I am not going to go into that in detail because the legislature passed three bills and we have got to wait until the revisor of statutes ties those three bills together, but the net result is this: the 1,000 mile permit goes on indefinitely until it is all used up, whether it is three months, six months or a year.

**PRESIDENT WHITING:** We thank you, Mr. Jasper.

Ladies and gentlemen, at this time we would like to get some idea of how many plan on attending the banquet tonight. As I stated before, the Hotel Retlaw has a very nice banquet tonight and we have entertainment for you, and we would like to have you attend if possible, and you can buy your tickets here at the registration desk and also there will be tickets available at the hotel tonight. Will all those who plan on attending please raise their hands?

At this time I would like to introduce to you Mr. Daniels of Wisconsin Rapids.

**MR. DANIELS:** I would like to say, Mr. President, and ladies and gentlemen, I have been asked to come here on an unusual message, perhaps, to extend an invitation to you people to hold your next convention in Wisconsin Rapids. We have never had this convention. We are a great dairy country in Wood County. We are quite a cheese center and still we have never had this cheesemakers' convention. We have entertained the buttermakers and other dairy associations but we have never had the pleasure of entertaining the cheesemakers. That is my purpose here. I am not going to ask any questions, so whatever I say will have to stand. I just like to say this in all seriousness, our mayor called me this morning and said that he had taken the matter up with your president and secretary and our Chamber of Commerce of Wisconsin Rapids has also taken this matter up and I come here to verify and appear for them and extend to you a hearty invitation to come to Wisconsin Rapids in 1940.

I would like to say this, we have a city that is perhaps quite unusual. You may not be interested in that but still we have a town of from ten to twelve thousand population; we have the largest percentage of home owners and largest per capita pay roll. We are proud of the town and proud of the building we are going to turn over to you people when you come to the convention. We have

a field house that seats 6,500 people. We have all the facilities necessary to entertain your convention. We have a lot of good people and we have good stores to sell goods to you and we have everything that it takes to make a good convention of the type and kind you people would want to have. We have ample facilities for meeting rooms and ample facilities available for the display of cheese.

I would like to take this opportunity of extending to you an invitation to your officers and directors and executive committee, if you have one, to be the guests of our Chamber of Commerce of Wisconsin Rapids at any time convenient for them so that they might come over and look over the facilities we have and see for themselves what we really have to offer. If after they have done that and they come back and say they are not adequate and not satisfactory, we are perfectly willing to draw out.

We have entertained many large conventions. We had one there this summer—3,500 people, and a number of others and we are able to take care of them. We are located in the center of the state and it is easy to get there, accessible from all angles and all points. You don't have to drive a long ways to get there, and after you get there I promise you if you accept our invitation you will be well rewarded for the time you spent in Wisconsin Rapids. I thank you, Mr. President.

**PRESIDENT WHITING:** Our next speaker on our program is Mr. Hubert, president of the Wisconsin Cheese Exchange, Plymouth. Ladies and gentlemen, it is a pleasure to introduce Mr. W. F. Hubert.

To the President and Members of the Wisconsin Cheese Makers' Association:

The topic assigned to me by your Secretary, "The Wisconsin Cheese Exchange," I believe warrants my going back to the time of the first Board of Trade organized in Wisconsin, namely the Sheboygan County Board of Trade. I wish to quote from the resolution passed at that time, on December 2, 1872:

"We deem it for the best interest of Sheboygan County to establish regular market days for the sale of dairy products where seller and buyer can meet and transact their business, thus securing a market for our products at home where members may offer them in such quantities and at such prices as they may deem satisfactory to themselves."

The above procedure was carried on for a number of years. Finally, the salesmen and cheesemakers lost interest in their boards of trade, and in 1918 the Wisconsin Cheese Exchange was incorporated, succeeding the Plymouth Dairy Board. Some cheesemakers of-



ferred their cheese on the Exchange until 1921 when the Farmers' Call Board was organized and from then on until the present time, both the Farmers' Call Board and the Wisconsin Cheese Exchange have functioned.

I do not believe that the rules of the Farmers' Call Board have been changed from the time it was organized to the present date. However, on the Wisconsin Cheese Exchange, there have been numerous changes in the rules and by-laws from time to time.

On February 26th, 1931, the then newly created Department of Markets called a conference of the cheese industry at Fond du Lac, Wisconsin, and recommended a committee market. At that meeting a committee of thirteen was selected—and I was not a member of this committee of thirteen—and at their first meeting, a sub-committee of five was appointed to draft rules and by-laws for a committee market and the committee of thirteen made their final report and recommendations on May 28th, 1931, and embodied in this report:

#### **"A. Composition of the Cheese Market Committee**

"The cheese market committee shall consist of seven members representing the various branches of the industry and appointed in the following manner:

One member is to be appointed by and is to represent the packers and their indirect connections.

One member is to be appointed by and is to represent the processors and their indirect connections and the chain stores.

One member is to be appointed by and is to represent the independent dealers.

One member is to be an official of and is to represent the National Cheese Producers' Federation.

Two members are to be appointed by and are to represent the five recognized farm organizations, and the Farmers' Call Board, the Tri-County Cheesemakers' and Dairy-men's Association and the Wisconsin Cheesemakers' Association.

One member is to be appointed by the State Department of Agriculture and Markets from within its own staff or from the general public. This member is to represent the public.

Each member of the market committee is to have a first and second alternate elected in the same manner as the



members. One of each of these alternates is to serve in case of unavoidable absence of the member whose alternate he is."

And passed the following resolution:

"It is the sentiment of the Committee of 13, that copies of the report on the committee market be furnished to the Plymouth Cheese Exchange and to the Farmers' Call Board with the request that this report be considered by each of these boards; and the Committee of Thirteen requests each of these boards, after its consideration of the report, to cooperate fully with the Fair Price Committee. The Committee of Thirteen further requests that each board adjourn for an indefinite period subject to the call of its president in order to give the committee plan a full and fair trial."

I was appointed as one of the committee of seven, representing the processors and their indirect connections and the chain stores, but never committed myself as being in favor of or opposed to a committee market. However, as the producers of Wisconsin requested a committee market, I favored the adjournment of the Farmers' Call Board and the Wisconsin Cheese Exchange so as to give the Committee Market a trial. The Wisconsin Cheese Exchange passed a resolution going on record that they would adjourn providing the Farmers' Call Board would do likewise. However, the Directors of the Farmers' Call Board refused to adjourn, thus preventing the committee market being given a trial.

I have always felt that an exchange where both buyer and seller could meet to express their views was the right system in selling any product and in order to make this clear, I wish to quote from my testimony given on September 26th, 1931, at the trial of the Farmers' Call Board:

Question by Attorney Haugen: "And your idea is some authority should be established to say 'stop' when they get low enough and 'stop' when they get high enough?"

Answer by W. F. Hubert: "Well, that isn't what I meant. I have a different idea as I told you. My idea of regulating that has been different from practically everybody else. I would like to see competitive bidding. I would like to see plenty of cheese on the boards to have competitive bidding and I would like to see it in such form that it wouldn't be a runaway market or go too low, and if there could be some guidance there, I believe we would keep on an even keel. You can't run a market up one week and down the next and establish confidence in the trade. Every

dealer can tell you that by running these markets too high that you have lost the confidence of the trade and you have got to get down to a much lower level than what you actually should before you have reestablished that confidence."

There were a number of changes in the rules of the Wisconsin Cheese Exchange until 1936 when the entire rules were revamped. As chairman of the Rules Committee, I tried to carry out my ideas as submitted above and thought that this had been accomplished with the revision of the rules. However, they did not work out in practice the way I had expected.

Again, on April 6, 1938, the newly created Department of Agriculture and Markets called a conference of the assembling branch of the industry for the purpose of requesting their cooperation in another attempt to set up a cheese market committee. Later plans were perfected for the organization of such a committee by the Department; and the assemblers, at the request of the Department, appointed three members to represent them on such a committee and I was not one of the three selected.

Upon my return from the South early in May last year, President H. G. Davis asked me as chairman of the Rules Committee of the Exchange to bring in some changes in the rules and by-laws. This furnished another opportunity to put in practice some of my own ideas and the ideas of other members of the Exchange. It resulted in the re-writing of practically the entire rules and by-laws, and today cheese of every description can be bought or sold on the Wisconsin Cheese Exchange providing they are listed as to what they are.

Prior to the adoption of the by-laws and rules on August 12th, 1938, only Wisconsin State Brand cheese not over thirty days old was offered, and under the then existing rules cheese offered was not placed on the board at a stated price nor were there any bids posted at a stated price. The present rules permit offerings and sales of both American and Brick of all grades, styles and ages, but if over thirty days old must be so stated as to month and year's make and on both offerings and bids made, the present rules require they must be at a stated price.

Carloads shall be in straight lots as to style and color and shall weigh not less than 24,000 or over 28,000 pounds gross.

The seller shall add to the invoice an assembling charge of  $\frac{5}{8}$ ¢ per pound which covers getting the cheese ready for shipment such as grading, paraffining, loading, shipping and furnishing bill of lading.

A freight differential based on the Plymouth-to-Chicago rate

is allowed which works as follows: The Plymouth-to-Chicago car load rate being 19c per cwt. is the basic rate and if shipment is made from a point taking a higher rate, an allowance must be made on all above 19c per cwt. For comparison, the Marshfield rate to Chicago is 25c and an allowance of 6c per cwt. must be allowed on the invoice. This allows the seller to ship from any point in Wisconsin and the buyer on the Exchange is not penalized.

On less than carload lots, minimum 3,000 pounds, of one variety and color, the seller shall add  $\frac{3}{8}$ c per lb. to the invoice for which he must deliver cheese to his nearest freight station, either rail or truck. Buyer must pay all freight or trucking charges but not to exceed  $\frac{1}{4}$ c per lb. on the gross weight to his nearest warehouse in Wisconsin.

Seller may demand inspection on all carload sales. On less than carload sales, buyer need not make inspection unless the cheese is shipped out of Wisconsin.

#### Transactions on the Board of October 21st, 1938:

- A offers 3 cars of Cheddars at 12c.
  - B offers 1 car of Longhorns at  $12\frac{1}{2}$ c.
  - C offers 3 cars of Twins at  $11\frac{1}{2}$ c.
  - D accepts 3 cars of Twins at  $11\frac{1}{2}$ c.
  - E offers 1 car of Daisies at 12c and 3 cars of Cheddars on the dry basis at  $11\frac{1}{2}$ c.
  - D buys the 3 cars of Cheddars at 12c.
  - F offers 2 cars of Horns at  $12\frac{1}{2}$ c and 1 car of Daisies at  $12\frac{1}{2}$ c.
  - G offers 1 car of Daisies at  $12\frac{1}{2}$ c.
  - D buys the 3 cars of Cheddars on the dry basis at  $11\frac{1}{2}$ c and offers to buy 2 more cars of Cheddars at 12c.
  - E sells the 2 cars of Cheddars at 12c.
  - D offers 12c for 2 more cars of Cheddars.
- There were 11 cars sold and the market opinion was:  
 Twins 12c—Cheddars 12c—Daisies  $12\frac{1}{2}$ c—Horns  $12\frac{1}{2}$ c.

#### Transactions on the Board as of June 9th, 1939:

- A and B each offer a car of Cheddars on the dry basis at  $12\frac{3}{4}$ c.
  - Same were purchased by C.
  - C offers 13c for a car of white and a car of Colored Twins,  $13\frac{1}{2}$ c for a car of Daisies,  $13\frac{1}{2}$ c for a car of Horns and 13c for a car of Cheddars.
  - C purchases a car of Daisies at  $13\frac{1}{2}$ c and the car of Cheddars at 13c.
- The market opinion was:  
 Twins 13c—Cheddars 13c—Daisies  $13\frac{1}{2}$ c—Horns  $13\frac{1}{2}$ c.

**Transactions on the Board as of August 11th, 1939:**

- A offers 2 cars of Cheddars on the dry basis at 12¼c.  
 B buys the 2 cars of Cheddars at 12¼c.  
 C bids 13¼c for a car of Horns and 13¼c for a car of daisies.  
 A sells the car of Daisies at 13¼c.  
 B bids 12½c for 2 cars of Cheddars.  
 A accepts the 2 cars of Cheddars if on the dry basis at 12½c.  
 B says O. K.  
 The market opinion was:  
 Cheddars 12½c—Daisies 13¼c—Horns 13¼c.

**Transactions on the Board as of October 20th, 1939:**

- A offers 2 cars of White Cheddars at 15c.  
 B buys the 2 cars of White Cheddars at 15c.  
 C offers a car of Cheddars on the dry basis.  
 A offers 2 more cars of Cheddars at 15c.  
 D buys 2 cars of White Cheddars at 15c.  
 C offers 1 car of Daisies at 15½c.  
 B buys the car of Daisies and the car of Cheddars on the dry basis at 15c.  
 C offers another car of Daisies at 15½c.  
 E buys the car of Daisies.  
 C offers another car of Daisies at 15½c and E also buys this car.  
 F bids 14¾c for 50 cases of Brick and B bids 15½c on a car of White Daisies.

The market opinion was:

Cheddars 15c—Daisies 15½c—Brick 14¾c.

Cheese offered must be in an approved warehouse. These can be a public cold storage licensed by the State of Wisconsin or in any other warehouse which meets the usual and customary standards for the commercial handling and protection of cheese. This takes in cheese factories which have adequate cooling space to protect cheese during warm weather and also to protect same from freezing. In other words, cheese during the winter months would not have to have cold storage facilities.

At the opening of the Exchange there shall be a call for offerings and bids. The call shall be closed at the end of thirty minutes providing, however, that at the request of any member or at the discretion of the presiding officer the call may be extended for five minutes from time to time but not to exceed fifteen minutes, making a total of forty-five minutes. The acceptance of any offer or bid at a stated price during this time immediately closes the transaction.

Any offering or bid may be withdrawn prior to the close of the call. Offerings and bids on the Exchange at the close of the call shall be subject to acceptance by any member for a period of five minutes immediately thereafter. During that five-minute period no new offerings or bids can be posted and only offerings and bids on the Exchange can be acted upon.

Wisconsin producers and cheesemakers can, if they wish, have a voice in transactions on the Exchange but have not availed themselves of this opportunity so far except producer members of the two large cooperative cheese organizations and I have been told that their dealings have been satisfactory. Although the membership committee passes upon the responsibility of the applicant, I know of no one whose application for membership has been rejected.

The membership fee is ten dollars which shall be tendered with the application. Corporations, firms and individuals may become members of the Exchange by written application to be passed on by the membership committee and the payment of the annual dues as fixed by the executive committee.

On all sales made on the Exchange the following clearing charge shall be paid by each party to the transaction: Less than carloads—50c per lot but in no case shall the lot represented by a bid be assessed more than 50c in the event sales are made against this bid by more than one seller. Carloads—one dollar per car.

That the new rules have worked, and have performed a useful service for the cheese industry of the State of Wisconsin, is demonstrated by the fact that in the year ended August 12th, 1938—which was prior to the adoption of the new rules—39 cars were offered on the Exchange, while during the year ended August 12, 1939, and after the new rules were in operation, the transactions on the Exchange increased to 561 cars.

This furnishes ample proof that the Wisconsin Cheese Exchange has a place in the cheese industry of the State of Wisconsin, and that it is the greatest single factor in this State in providing the cheesemakers and producers of Wisconsin with a market for their cheese. In fact, the Wisconsin Cheese Exchange is the only commodity exchange in Wisconsin and the only market-place where Wisconsin sellers and buyers from every state in the union of any Wisconsin commodity are afforded the opportunity to meet on common ground and buy or sell that commodity.

The Wisconsin Cheese Exchange is conscious of its position, and of its public responsibility, and because it is a factor in the economic life of Wisconsin, its members want the public, and particularly the cheesemakers of Wisconsin, to have a proper understanding, not only of what we do, but how and why we do it. Our sessions

are open to you at all times. We welcome advice and suggestions from your organization and the next time you are in Plymouth on a Friday, you are invited to come in to the session of the Exchange at one o'clock and see for yourself how the rules of the Exchange operate.

As president of the Exchange, and on behalf of all of its members, I offer your organization our best wishes for its success in the years that are ahead and assure you of our desire to cooperate with you at all times.

C. E. Broughton, speaking before your convention on November 17th, 1931, and referring to my testimony as to my ideas with reference to a cheese market, made this statement:

"No, and Bill Hubert or anybody else would never put this across in the State of Wisconsin—applause."

Seven years later Mr. Broughton stood shoulder to shoulder with me in putting across my ideas.

I also want to state that neither myself, as chairman of the Rules Committee of the Exchange, nor to my knowledge any member of the Rules Committee gave Mr. Broughton any ammunition to be used in his editorials in his battle with the Department of Agriculture and Markets. I also believe that if Mr. Broughton had not carried on this battle, we would not have the Wisconsin Cheese Exchange in Wisconsin today. I believe that the Exchange would have been closed and today your cheese prices would be based on a Chicago Exchange, and I want you to know that Mr. Broughton is entitled to his share of the credit as well as the men on the Rules Committee for keeping the Wisconsin Cheese Exchange functioning in this State.

**PRESIDENT WHITING:** The next speaker on the program is Mr. Bryce S. Landt. It is with pleasure, ladies and gentlemen, to introduce to you Mr. Bryce Landt from Wisconsin Dells, representing the Wisconsin Dairy Industries Association.

### THE WISCONSIN DAIRY INDUSTRIES ASSOCIATION

By Mr. Bryce S. Landt

Mr. Chairman, ladies and gentlemen: When the committee asked me to appear at this meeting, they didn't call on an orator. I am just a farmer from over near Wisconsin Dells, interested in promoting dairy products.

The Wisconsin Dairy Industries organization is an organization of producers and we have asked the manufacturers of these prod-



ucts to send in and help us do it. We are convinced that we have to advertise to promote our product. Everything that we buy, everything that we see, is advertised. The cigarettes you sell, and the cigarettes you smoke, the oranges you eat—everything is advertised. The dairy products have lacked in that respect. The reason for that is that the dairy industry is such a tremendous organization, there has never been any way to get money to do it.

The Wisconsin Dairy Industries Association was organized by producers at a meeting in Marshfield a little over a year ago and there was every branch of the dairy industry there to help with that organization. Some of the men present in this room were there and I believe they will bear me out in saying that the dairy industry, the cheese makers and butter makers, ice cream men, fluid milk people and everybody else sat in that meeting with one view in mind—that is, to perfect an organization to promote the use of dairy products. They conceived that idea in Wisconsin by our neighbors over in Minnesota. They started an organization over there to raise funds to promote dairy production. We can get a certain amount of funds by legislation and one thing and another but I believe it is the producer himself who wants to promote his own product.

We set up an organization composed of men in the cheese industry, men in the butter industry, men in the ice cream and fluid milk industry and condenseries and this was set up with one purpose in mind, to promote dairy production.

This organization is proposed to be on a nation-wide basis. Iowa has their money; Minnesota is collecting theirs but Wisconsin has not yet completed their organization but our organization is working and that is one thing why your committee asked me to come here because we know we have a lot of cheese makers and the producer has got to ask the cheese maker to help him. The cheese maker is the man that contacts the producer at his plant and he has got to see that the job is put across. One reason we stress now, why we want to put this drive on, is because we tried a compulsory tax through our legislature but they turned us down like they did a good many things. We are going back on a voluntary system. The Minnesota and Iowa people don't want to go ahead alone. You know an individual can't advertise alone such a big problem and if we in the three states can get together, that will pave the way for the nation.

The state of Washington has passed a bill where they have taken money from the producer for advertising and it seems to me that the producer is the man who wants to do this job. The promoting work that we intend to carry on will be all types of dairy products, as I said before. When butter is in the slump, milk goes



into cheese, and when cheese goes into a slump they throw it into the butter. If we can even out our supply of dairy products and raise the consumption of either butter, cheese, milk or ice cream or all of them—if we can raise the consumption of cheese one pound in the United States—it ain't much of a cheese man to tell you what would be the outcome and the demand for cheese. The Department of Agriculture, the extension service, our county agents—all are going to put their shoulders to the wheel and help put this across.

The department has given us the use of a man to put this across and give us office space, but the work is to be carried on by the producers themselves.

In talking to you fellows as cheese makers, I wish that when you go home and some of these committee men that are going to be set up in the near future, come around and talk to you, I wish you would consider it real seriously because the producer is the man who is going to pay the bill and you fellows will have to collect the money from the producers.

In my territory there is not so much cheese, but we have some cheese. I come out of a butter territory, and as we come out of our butter meetings there is hardly a man in the audience who doesn't believe in advertising his own products. The contracts that we have drawn up are of a nature that will give us an option. The original contract was 50 cents on a thousand pounds of fat. 50 cents on a thousand pounds of fat isn't an awful lot of money for the producer but this year we are going to change that contract and give them an option,—50 cents on a thousand pounds of fat for a year or a half a cent during the month of August. The reason the month of August was picked out was because the month of August comes closest in production to 50 cents on a thousand pounds of fat. Some of the cheese factories in the southern part of the state, in the foreign type, prefer to do it that way, take one check off for the year. If you take 50 cents on a thousand pounds it will be a yearly proposition and you go along month after month.

I am no public speaker or story teller, but I would like to leave with you as the cheese industry, that you are one of the largest branches of the dairy industry of the state of Wisconsin. By the looks of your meetings here you have a lot of people interested in cheese and I always knew it but if the cheese makers will help this and put this thing across, it is going to be something that is going to smoothen out, as we see it, lots of humps in the business, increasing the use of many dairy products whether it be milk or butter. It is going to help the cheese maker just as much as it will help the butter maker.

I am well acquainted with a cheese man who sits on our commit-

tee, and he says that he would just as soon see the butter go up as the cheese or vice versa because it will be just a day or two and it will all be straightened out, and we are in this game, whether we are in the cheese business, butter business or milk business, and the quicker we can put our shoulders to the wheel the sooner we will reach our goal. If the producer can get more of his stuff used—and there is no reason why the American public won't use the staff of life—milk, I don't see why it wouldn't be a good thing.

I want to thank the committee for giving me the privilege of presenting the case and as these committees come around, I trust you will help them and do anything you can for them.

A VOICE: Don't you think we should advertise Wisconsin products instead of Iowa?

MR LANDT: In this contract that is written there is going to be spent in proportion to the way it is received, that is, if cheese puts in \$10,000 for example, there will be \$10,000 spent for cheese unless otherwise specified by the donator, and if the money is spent for butter, it will be in proportion. This national set up will only be a certain per cent of the money we take in, which will be put in the national advertising or promotion. There will certainly be something done in your home state, but this is a national affair and knowing Wisconsin cheese, from what I have seen and heard of Wisconsin cheese, if they sell cheese it is going to help Wisconsin cheese regardless.

In a national way we have got to get everybody in on this program. Illinois, Michigan, California—they are all interested in it and that is the reason we want to subscribe to a national program.

PRESIDENT WHITING: Our next speaker is Mr. Hicks, who represents the Cheesemakers Mutual Insurance Company.

## INSURANCE

By John Hicks

Mr. President and members of the association: I feel I am going to have you behind the eight ball, because somebody is going to get \$100 for listening to me, and you don't know who it is going to be—it might be you.

I am going to compliment you in the first place—I think you all ought to be highly complimented and individually for the wisdom you have shown in coming out to this convention and lending your minds and your attention to the solving of the problems of the cheese industry.

We are living in changing times. Things are changing all the time. Your industry has changed.

It was five years ago at Sheboygan when I first appeared on the program and at that time the Wisconsin Cheesemakers' Association was organizing the Cheesemakers Mutual Fire Insurance Company. The only insurance that it was sought to write in the beginning was fire insurance and windstorm insurance. That has changed and developed to the point where now there are eight or ten different coverages.

This element of change has been going on in the industry whether you know it or not, even in respect to this one small angle of your business, of insurance. We had different demands for various coverages, such as a man would take a cargo of milk or cream and spill it or have a truck collision and be upset and thereby have a loss. We have various people who have asked for a form of coverage to cover that and we have done so. Our latest form of coverage is an electric coverage endorsement attached to the fire insurance policy. Nearly all the plants are now powered by electric motors and the larger plants especially have from several hundred to several thousand dollars invested in that equipment. In case your motor burns out, you normally have no insurance on it, so that we have taken advantage of that situation and developed a coverage where we will pay you even though a motor burns out.

Of course, that resolves itself into service. We have to come in and service your factory and be certain that you are fused properly, and be certain that the wires are of proper diameter, and then in case you have a loss of that nature that is covered.

All through the five years I have been associated with the industry there has been that relative change, and if you look through the whole universe you will find a change. Everybody has been out on a clear winter night and has seen the stars in the heavens, the north star which stays fixed, on the one side the Great Dipper and on the other Ursa Major, and all rotating in their regular orbit, but that north star appears to be permanent. In fact, it is so permanent that ships at sea steer by it. But find an astronomer with these big telescopes he peers through, and he will tell you the stars change. Some stars come and some go.

Next summer, if you haven't done so, put your family in the car and drive westward. As you leave the lakes and rivers and forests of Wisconsin and get into the prairies of the west, you will wake up in the west and see that stone and rock and granite extending up so high that it is covered with snow all year around. You look at that great mass and you think there is permanence that has always been there and that will always be there, but talk to a geolo-

gist and he will tell you there was a time when that mountain was not there. Talk to a surveyor and let him measure that mountain from year to year and his records will show you that mountain changes.

Coming back to the higher form of things, that is animals—we are talking about inanimate things so far—years ago these western prairies were covered with buffalo. They are gone today.

People change. Your neighbor Bill Smith goes on a trip and when he comes back you say, "Bill, I am glad to see you, but how you have changed." Those who keep abreast of the changes are going to continue and those who don't are going to drop out.

Somebody has predicted that the 2,000 cheese factories in the state of Wisconsin are going to be reduced to 1,500 in the course of the next five or ten years. That is probably so. But I will lay you a long bet that most of those who are going to disappear are not those who are looking at me and listening to me, who are up on your toes and keeping abreast of the times, but those who do not come to the convention and take an interest in their problems—those are the people who will disappear.

Another universal principle that you find all through, and these things apply to you individually as well as anything else—is the matter of organization. Go back to our stars, you will find the stars in clusters, you will find the mountains in ranges, you will find the animals in herds, and you will find men in associations. That is what makes the Wisconsin Cheese Makers' Association, is the handful who come out and support it.

As you came in, I think that you all received the program book. Here is a program book. In case you have one, I ask that you take it in your hands and see if you can tear it. See if you can tear that program book—you can't do it. Open it in two and see if you can tear it. Try it. It tears but it tears hard. Open it into a quarter and try it; it tears easily. Take a page, a child can tear it. In the union of those pages that book has strength, and in the union of the members your association has strength, and in the union of you policyholders the Mutual Cheese Makers has strength.

I am going to compliment you once more. You are to be highly complimented on the Cheese Makers Mutual Fire Insurance Company. When we come into your factory and point out the hazard of that stack that is about to burn you down; if we show you that your stove in your curing room is hazardous—if we do find a penny behind your fuse, we keep it and put in a new 15 ampere fuse. We are not a company by ourselves, we are not on Wall street, and neither are you.

In the beginning the fire insurance company renewed most of its business with other companies so that we would not be hit by a strong loss, and as the years are going by, every year we cut down that reinsurance cost and gradually that money goes into our surplus.

Now I am going to ask you, you haven't done that with your casualty company. Why don't you put in your automobiles and your trucks and cars and insure them with the Cheese Makers Casualty Company—but you haven't done it, and instead of cutting down our reinsurance cost every year and developing a surplus, we have increased our reinsurance. You are now reinsured in a 12 million dollar company in New York City. We can't develop a surplus on that basis. We pay losses, yes and our cost is as low as any, but just to build up that company you have to put in your cars and your trucks and you should do so. It all comes down to the individual, the cooperation of the individual that has developed the fire insurance company.

This thing of individuality was impressed on me most strongly and I want you to listen to this because it is impressive. The first part of October I was in the eastern part of the country and my wife and I spent two days at the New York World's Fair. You have all seen the pictures of this pylon, the three-cornered building that extends 700 feet in the air and alongside of it is a sphere, the largest sphere that has ever been built by man, 200 feet in diameter. That is the center of the New York World's Fair. Down one way from that extends a body of water. It is a body of water extending with appropriate statues on each side with beautiful lights playing underneath the water for about half a mile. In the middle of that body of water it branches out and it is only about 75 feet or 100 feet wide as it leaves this pylon; and in the middle it branches out into a round pond of water about two or three hundred yards in diameter.

Now mind you, individuals from all over the world are attending this fair and you have probably the most cosmopolitan crowd that you will find any place in the world. People from every state in the union, people from every country in the world and every nationality and every creed and every race are there. At this point where this body of water expands and forms this round pond in the center, there is a fountain and they have that water under control and so they can shoot it in the air and as it hits the air it drops back into this pond in a spray or mist and then they have different colors of light playing on that, and from the very depth of this water in some way, I don't understand, they have a way of shooting fire works up through that mist and spray. They go up to the extent of some hundred feet and burst and these sparkling fire works

drop down and make a beautiful sight, and on top of that they have organ music—a symphony of organ music coming out from the depth of that pond. As that organ strikes a deep bass tone there is a beautiful red color thrown on this spray. It varies, and the sound and these colors are synchronized in such a way that as the colors change up to a light blue it follows the crescendo of the organ until it gets up into the high brilliant tones, and when there is a perfect chord played on the organ you have a perfect color of lights. It makes you believe you are in fairyland, but it is there. There are at least 20, 30 thousand people standing around watching this. It last a half hour and during all of this each of these three fountains are thrown on in full blast, first one a solid red color, the second one a solid white color and the third one a solid blue color, making three colors of our flag, and simultaneously with that out of the depth of the pond comes these beautiful tones of the organ playing our national anthem, the Star Spangled Banner. I tell you, that is impressive, and a wave of patriotism seeps over that crowd. Every man I saw stood at attention with his hat off until that national anthem was finished and a fervor of enthusiasm swept through there. I thought to myself, thank God I am an American citizen and that we have a country left in the world where we can think as we please and act as we please and do as we please without some damned communist or Nazi telling us we can't. That individual is the backbone of the country; that individual is the backbone of the state, and you individuals are the backbone of the cheese industry.

That individualism, as long as it exists in this country, I have no fear for the future of the country and I have no fear for the cheese industry.

Please think a minute, it was Robert Fulton who developed the steam engine and not a scientific society. It was Lindbergh who flew the Atlantic and not an aeronautic committee. It was Henry Ford who applied mass production and not his board of directors. And let me impress this on you, it is you, the individual who makes the cheese industry; it is the members who make the association, and it is the policyholders who make the Cheese Makers Mutual.

I have enjoyed talking to you.

**PRESIDENT WHITING:** Thank you, Mr. Hicks. I am pleased to announce that we have with us Mr. W. F. Jackson, Chicago, president of the National Cheese Institute. I would like to ask Mr. Jackson if he will stand up for a moment at this time.

We now have the awarding of the five dollar door prize money by the Northern Produce Company of Manitowoc.

In behalf of the officers and directors I want to thank you for



this fine assemblage this afternoon, and I hope you will all be here tomorrow.

(Thereupon the door prize was awarded and the meeting adjourned to tomorrow morning, November 17th, 1939.)

### THIRD SESSION

November 17th, 1939

**PRESIDENT WHITING:** Ladies and gentlemen, we will call this meeting to order. We are again glad to have some nice weather this morning, and as I look over the assemblage I see there are a few missing this morning but I think they will be here. I think everyone had a good time but probably some of them overslept a little bit.

For our first speaker this morning on our program I am going to call on Mr. C. H. Wilson, Chicago, "Necessity of Cleaning Milking Machines After Each Operation."

### ADDRESS

By Mr. C. H. Wilson

Mr. Chairman, ladies and gentlemen: When Mr. Scott and Mr. Galyen, both of Missouri, came up to this platform yesterday, I was reminded of the several years I spent in Missouri back in the twenties. While travelling through a small Missouri town one day, I learned that a cheese factory had been opened up there. I was really lonesome for something to remind me of my home state, Wisconsin, so I went over to it. The door of the factory was open and I walked in.

Yes, there were the old familiar sights. There was a weighing scale, a big receiving tank, a vat, table, and press with the previous day's cheese on it, and the cheesemaker was there, too, wearing one of those long aprons that all cheesemakers seem to wear. He hadn't seen me come in because he was busy with his long-handled wooden rack stirring up the curdled milk. The steam going into the tub of water was making more noise than a motorcycle or couple of model T Fords. Finally he looked up and he saw me, and I shouted above the noise "Vie Gehts, Landsmann." A look of happiness came over his face and he said, "Ziehmllich Guht; wie gehts mit Dier."

As I suspected, he came from Wisconsin to start that new factory in Missouri and for a couple of hours we found plenty to talk



about together, and it is with that feeling of happiness right now that I am back here in Wisconsin so that I can say to you "Wie gehts."

There are many people in this world who think that the cheesemaker is solely and completely responsible in those cases where the cheese that is turned out from his factory doesn't grade up to proper standard. But responsibility for cheese quality does not rest entirely with the cheesemaker, for the production of good cheese starts at the farm, right at the cow's teats—not at the receiving vat of the cheese factory.

Unless clean sweet milk is delivered to your factory it is impossible for you to turn out cheese of finest flavor and highest quality, no matter how skilled you are as a cheesemaker or how fine and modern your factory and your making equipment may be.

"A chain is no stronger than its weakest link"—and the weak link in the cheese producing chain is the failure on the farm to follow careful sanitary precautions every step of the way in the production and handling of milk."

Now, the farmer's end of the deal is many sided. To be a producer of quality milk he must have healthy cows. He has to feed his cows right. When the milk is drawn, he must prevent dirt and filth from getting into it. He must keep the milk handling equipment—buckets, milking machine, strainers and cans—clean and sterile so they won't contaminate the freshly drawn milk. And unless the milk is delivered immediately to the factory, he must cool it out promptly and thoroughly to prevent the growth and development of destructive bacteria.

That sounds like a big program for the farmer—and it is. I have every sympathy in the world for the farmer whose hours are crowded from morning to night—who always has something waiting to be done—and who is tempted by the pressure of other things to neglect what may seem to him to be unnecessary detail.

But we must not lose sight of the fact that the farmer is a business man—that putting his milk on the market is a business proposition—and that hard-headed business principles must govern his business activities.

Remember, in business, too, the broad principle that "the customer is always right!" It is the customer who makes the market—it is the customer who pays the bill—and it is the customer who decides whether he wants much or whether he wants little of a product that is offered to him. The dairy farmer who is a wise business man knows that. He knows that to succeed he must please the

customer first, and that his pleasure and reward will come from satisfactory customer response. The one sure way to please the customer is to furnish him best quality products.

The farmer may complain—and in some cases justly—that he doesn't get his full share of the customer's dollar. But until the farmer has performed his part letter perfect, and until he has put onto the market a product that measures up to high standards of quality, his claims for a larger part of the consumer's dollar will not and cannot carry the weight that they otherwise would.

So this matter of quality milk production at the farm is vitally important to the farmer's business success. It is vitally important to your business success, too.

Since the milking machine bears a close relation to the quality of milk, I have been asked to talk about the milking machine and the necessity of cleaning it each time it is used.

A clean milking machine is a great help to both the farmer and to you, the cheesemaker. From the farmer's standpoint the milking machine saves time. It saves labor. It allows the farmer to spend more hours in the field. It cuts down his operating expenses and enables him to show a better profit. The farmer who makes a profit is a better patron for you—a steadier one—and one who is more willing to do all the things that have to be done to produce quality milk. With the milking machine the farmer gets the milking done with "on time" regularly and gets the milk to the factory on time.

Then, too, the milk is drawn through tubes into a vacuum sealed pail. Hair, scale, and dirt from the cow's body don't fall into the milk. Dust and stable dirt don't get into it either. So, if the farmer keeps the milking machine clean, he can produce cleaner milk with it than by the best of hand methods.

But there is the great tendency on the farms to neglect the proper cleaning of the milking machine. In too many cases the cleaning consists of sucking some cold water through the tubes and then dumping the tubes into a sterilizing solution to soak until the next milking, with perhaps disassembling the tubings once a month, or possibly every two weeks, to brush and scrape them. I need not tell you, for you know, that with such care a gooey, smelly milk substance accumulates on the rubber surfaces to make the milker a hot bed of contamination.

Such handling of the milking machine isn't altogether the farmer's fault. Manufacturers of milking machines, knowing that the busy farmer dislikes fussy detail, have outlined in their instruction books that rinsing and soaking daily—with a grand clean up every

two weeks—is the method to follow. Even our universities—*anxious perhaps to please both the farmer and the milking machine manufacturers—have been reluctant to call a “spade a spade.”* They, too, have compromised the situation by issuing bulletins advocating a daily rinsing and soaking—with a tearing apart of the machine for a thorough physical scrubbing every two weeks.

But no self-respecting farmer, no self-respecting milking machine manufacturer, and no self-respecting university professor would eat his food regularly off from greasy dishes that had been rinsed and soaked between meals—and washed thoroughly only once every two weeks. No sir! His stomach would do a flip-flop. This “once every two weeks” scrubbing is all wrong.

There is just one way to keep a milking machine clean—and that is to take it apart and scrub it every time it is used. If the farmer won't and can't do that, he'd better not use a milking machine at all, for unless he keeps his machine clean so it won't contaminate the milk, he isn't being fair with himself, he isn't being fair with you, the cheesemaker, and he isn't being fair with the public that consumes the cheese or other dairy products made from his milk.

But if the milking machine is cleaned as regularly and as thoroughly as the table dishes, then the milking machine is a blessing and it has a very definite place in the milk producing program. For as I said before, the milking machine saves time, saves labor, cuts down expenses, increases profits, keeps milk clean of stable dirt—and what's more, makes it possible for the farmer to get his milk to your factory “on time.”

I thank you.

**PRESIDENT WHITING:** Thank you, Mr. Wilson. You will notice in the program book there is to be a discussion on this. Is there anyone here who would like to ask any questions?

**MR. SUIDZINSKI:** The way I find it, in the last few years we have increased milking machines throughout our territories and there is our biggest problem. I don't know how many have the same troubles, but I wish that everyone would raise their hand that the milk machines last year gave us most of the troubles than we have to contend with. Will all these fellows raise their hands whose milking machines have given them troubles? And how many believe that milking machines help us? I believe in milking machines myself, and good milk can be produced, but I have this—I have a number of cheesemakers come and tell me this, they have a salesman come out and sell them milking machines and tell them they only have to wash them once in two weeks. The salesman told me, “If you wash the machine once every two weeks that is O. K.” I don't

agree with this at all. I have had this proven. I have milking machines and they have lasted for years and years. It can be done with milking machines, only they must be taken apart and cleaned.

**PRESIDENT WHITING:** Is there anyone who would like to ask Mr. Wilson any questions or have anything more to say about the use of milking machines?

**MR. PRICE:** Mr Whiting, may I ask Mr. Wilson if there are any kinds of solutions that can be used to keep the milking machines clean with a rinsing process?

**MR. WILSON:** The answer to that is yes. You can keep the machines bacteriologically clean but not physically clean and I am not so sure that they can be kept bacteriologically clean 100 per cent because cracks and checks get into the rubber and the solution doesn't get to them. However, the use of a lye solution is to be highly recommended.

Now, in my talk I emphasized the matter of scrubbing. I don't mean by that a physical brushing and scrubbing. I don't mean to infer that the milking machine parts shouldn't be sterilized and sterilized thoroughly. But you all had the experience washing a car and the car gets a film of dust on it and you are in a hurry to get it slicked up to go somewhere. You get out the hose and wash it with plenty of force and don't have time to chamois it off. As soon as the car dries there is the old dirt, maybe not so much. That is the way with the milking machine also. You can rinse them and soak them but there will be a residue left there, and unless you get in there with a brush to stir it up mechanically you get no results.

Now, a lye solution is very excellent and a good one to use for soaking the rubber parts between milkings, after they have been rinsed with cold water and washed with a washing powder and warm water and brushed, and then put into your lye solution which will kill the germs that may be left there and will prevent the development of any more. This lye solution is very inexpensive and very easily made. I want to take enough of your time to tell you how simply it is made and how it is used. Go to any grocery store and get a can of household lye. There are several good brands on the market,—a 13 ounce can. Then take a crock or earthen ware jar and put a gallon of water in that. Then pour in the lye slowly and stir it so that it won't cake in there until you get it thoroughly dissolved; and by the way, don't ever put lye in a water jug and then stir it up or they will be picking you up in pieces in the next county. Always have an open vessel, it may otherwise explode. Put in a little salt and then put the solution in a jug and use a rubber stopper. Stick a label on it and take the label from the old lye can.

That is your strong solution, and then as you need your soaking solution take a gallon of water and add to it a third of a pint—I believe that is about 20 ounces. In other words, if you have one of these half pint milk bottles, fill it up to about the neck, that will be a third of a pint and put that in the gallon of water. That is your weak solution. Then you can soak the rubber parts in that, your gaskets and cups and such as that, and it will prevent the growth of any bacteria and it will cut off any film of butter fat and any oils that are in there. If you keep the oil film off, that oil won't have a chance to soak into the rubbers and the rubbers won't break down and will last longer. That solution should be changed once a day. It is so inexpensive, there is no object in using it day after day. It costs about a penny a day to make up a weak lye solution.

**A VOICE:** Mr. Wilson, I heard you talk on treatment. You come very close to bringing out a subject there that I think would be of interest to all of us, and that is this, when is it advisable to change the rubbers on the milking machine? When are they worn out? Can you use them after they are checked and treat them as your workmen treat them and thereby produce a low count bacteria?

**MR. WILSON:** The gentleman has asked in regard to rubber parts of a milking machine and when they should be thrown out and can they be used after they become checked and cracked. In other words, the point is, what is the solution, the soaking solution that will get at the germs or bacteria and knock them out so they won't contaminate milk.

When rubber parts are checked they should be cast aside. It is false economy to use rubber parts. As soon as they get those little cracks in them, out they should go, even though they may not have holes in them. Yet, because any action of the milk machines, the liners inside the teat cup are being collapsed and bent back and forth and those cracks you see in there are opened up and fresh milk running across there are picking up some germs. One or two germs introduced into warm milk will multiply terrifically and then the tubes that the milk goes through reaching over to the pail, are twisting and bending all the time. There is a tendency to use them too long. You will get better results in milking if the rubbers are in good shape.

**PRESIDENT WHITING:** Thank you, Mr. Wilson.

A thirty dollar cash prize is to be given away this morning for door prizes; five dollars given by the Northern Produce Company and twenty-five dollars by the National Cheese Institute, and you must be in the room to receive these prizes and you must be a licensed cheesemaker. So you better not leave the room or you might miss out on the prizes.

If there are some people who have driven in this morning and want stickers for their cars so that you may park as long as you want, you can get these tickets at the registration desk. Also there are some of the exhibitors that are giving away prizes and those of you who have not registered at the booth where they are giving these prizes away, you might have an opportunity of winning several nice prizes. You must register at the booth where these exhibitors are giving these prizes.

We have with us the 1939 Dairy Queen and I will introduce her to you now, Miss Ruth Vinger of Argyle, LaFayette county.

**MISS RUTH VINGER:** Thank you, Mr. Whiting. I have been looking forward to this with pleasure for several weeks because I feel honored to be representing our state's great dairy industry, and I am willing to do anything to help. When I went west with Mr. and Mrs. Ralph Ammon, we presented cheese to several of the people and I know they enjoyed it and appreciated our doing it. I want to thank Mr. Whiting and the rest of you for doing this and the pleasure of entertaining you at the cheesemakers' convention. I recognize a few of your faces and I hope before the day is over I will know more of you. Thank you.

**PRESIDENT WHITING:** Next on our program we have with us the Chief of the Dairy Division, Department of Agriculture and Markets, Mr. Kuenning.

### ADDRESS

By Mr. L. G. Kuenning

My friends, it is a pleasure to meet with groups of this particular kind who are interested in the welfare of the dairy industry. The Department of Agriculture in the regulatory end of the business are here with you to help and to do everything we can. Our interest is mutual and we have a big job ahead of us.

Now, I think the big job in the dairy industry today is a quality improvement program. This job is one that I have been interested in for many years. I was especially pleased to be in a position, as chief of the dairy division, to do some actual work on a program of quality improvement.

There are many reasons why we need a quality improvement program. Wisconsin has always been out in the front as far as quality is concerned. Conditions are changing; other states are going into the dairy business. Wisconsin's salvage lies in producing a better product than any other state or any other territory. Our competition is getting keener and keener every day. The thing



that will put Wisconsin over and keep it in front is a quality improvement program.

In any quality improvement program there is no question but what we have got to start at the source, and that is with the farmer. Conditions throughout the state have been such in the past few years that competition has been relatively keen—very keen as a matter of fact—among factories, competition for volume. No factory likes to lose any patrons. As a result of that I am afraid that quality has been neglected. That does not only hold for the operators, I think it goes a step farther and goes to the buyers of cheese, who too are interested in volume. I am afraid there again quality probably hasn't received the attention it needed. In other words, I believe that we have allowed volume to supercede quality.

Now, going back to my original point and that is that the farmer must be taken into consideration. The cheese factory operator, due to conditions we have been living under in the past few years, has been reluctant to say anything to the producer because he said, "If I do say anything to him, he is apt to leave me and the other factory will take him." I think that has been the biggest bugaboo as far as quality improvement is concerned.

Now, I think if we bring the farmer definitely into the program, I think it can be put over. Every farmer has a lot of pride and he wants to be taken into the plan and wants to be a part of it. I think that is human nature, rather than being told we have got to do this and we have got to do that. They will be willing to accept and go along with the program if they are made a definite part of the program.

The program that has been outlined is one which we are presenting to the state on the basis of a county-wide area. This program is presented through the co-operation of the Department of Agriculture and the College of Agriculture which includes the dairy department and the extension department which consists of county agents and the Department of Economics. In the Department of Agriculture it is the dairy division and the marketing division. All have co-operated and have worked out a program which we believe is the answer.

Now, the program calls for this—that we go on a county plan, taking the farmer in as a part of that particular plan. It calls for school house meetings, one meeting in every school house handled by farmers. As a matter of fact, we are asking two farmers in each school district to hold a meeting in their particular school district. Before these farmers go out and hold this meeting they are called in to what we would normally call a local training meeting where all the material which they will use at this meeting is given

to them in written form—as a matter of fact, in question and answer form, and it is discussed with them on a given Friday night. If there are 134 school houses in a given county, there will be 134 meetings on a given Friday night and held by 268 farmers.

The question arises, and it has always been put up to me, can you get these farmers to hold the meetings for you? Farmers that have been contacted are more than willing to go along on a program of this particular kind. You ask them, will they hold this meeting and the answer invariably is yes.

I have done a lot of work under the plan. In all cases the response has been wonderful. No one has turned us down except he had a good excuse and that was usually where he had to be away or there was sickness in the family or something of that particular kind. The work in having the farmers hold this meeting first of all is to bring them in to be a part of the program and at the school house meetings the plan of quality improvement is laid out for them so that everybody can understand it, so that everybody knows what is expected of them, and everybody knows there is going to be a quality improvement program.

The reason for holding school house meetings first of all is to keep the groups small. I am willing to lay money on the line if we can get 10, 12, or 15 farmers together discussing a program of some particular kind without outside influence of any kind, I am here to tell you I believe and I am willing to lay money on the line that we will get the right answer. The reason for the school house meetings, as I said, is to get before the farming public what is expected of them.

We contend that 90 per cent of the farmers can and will produce a good quality product. If they don't produce a good quality product it is because they are missing the little things. The whole program is based on a slogan—QUALITY. The theme is simple and easy methods of producing quality milk and the test for the quality is to be made at the factory. In other words, the proof of the pudding is the test of the milk in the factory. We say that good milk can be produced in a barn with a dirt floor. We qualify that statement by saying that if the farmer has better equipment, good equipment in which to produce milk, a good barn, sanitary in every way, it will be easier to produce a high quality milk, but the fact remains that the test of the milk is to be made at the factory..

Now, we say that 90 per cent of the farmers can and will produce a high quality product; that 10 per cent probably will be more or less indifferent and won't care.

Now, factory operators have been more or less of the opinion that the state should come out and make farm inspections and do the whole job for the operator. The operator has been inclined to sit back and not do anything but place the blame on the state. In cases where letters are written out to the farmers the operators would like to say, the state inspector has been out here and our product hasn't been so good and if you fellows don't clean it up, you will be in jail. That is absolutely wrong. A much better approach may be had if we say, the state department has been out here and is willing to work with you on a quality improvement program.

Now, there are definite reasons why we should have a better quality of milk coming in this factory. It can be produced with very little extra work. It is a matter of just a little extra care, watching more or less the little things in milk production. Now, if the state is willing to put in time, we shouldn't pass up a chance of having some one come in and give us a lift in working out an improvement quality product.

Now gentlemen, that is the thing we are trying to put across and the thing that must come if we are going ahead on a quality improvement program. We must get out that feeling of co-operation, the feeling of helping each other. Nobody likes to be told, you have got to do this and you have got to do that, and for that particular reason we say and we believe that if the farmers are apprised of what the situation is, and are told and given an opportunity to improve the quality of their product, that 90 per cent of them will.

Now if we were to have enough inspectors to go out and do the job, such as many operators want us to do, instead of the legislature which has appropriated for us \$80,000, we will have to add another zero to it and make it \$800,000. It will take close to \$800,000 to send another inspector out to every farm and see that every farmer is cleaned up and do it by the inspection method. I say that system wouldn't be half as good for the simple reason that nobody in particular likes to have an inspector come out. As far as the 10 per cent is concerned, we have a big enough force or will have in the end that can go out and take care of those fellows, and those are the fellows that need attention. We can get public opinion with us and we can get the farmers with us when we go out and take care of that fellow who is especially dirty. When farmers say it is time that someone came in and cleaned up a situation of that kind, then we have got you fellows with us. It is a matter of using good judgment; it is a matter of using the farmer and making him a part of the program and giving him a job to do. I don't care what the thing is, your interest in that particular job

comes first if you have the biggest interest in it and when you have a part in doing that particular job.

All right, so much for the program. The next move after the school house meetings is to work with the factories. Now, if we are going to make the tests of the milk at the factory, that is the proof of the pudding, and the tests will have to be made at the factory. It means that the blue tests and sediment tests will have to be made at the factory and the report of this must be sent back to the farmer. This must be done regularly and a record must be kept of it. These reports going back to the farmers will be an indication again of what the condition of his milk is. I say when these reports go back, 80 to 90 per cent of them will have sufficient pride to go ahead and clean up and do a good job of improving the quality if they have not good quality already.

The attitude has been on the part of the 90 per cent, why do I do anything to improve the quality of my milk when you let 10 of them come along and spoil the good product which I have produced. Our job after the school house meetings is going to be to work with the plants and help them get started in getting these tests used and getting them back after a period of time has elapsed, and a good sufficient number of the farmers have produced a better product than they have in the past and we find those fellows who are still reluctant and haven't taken any interest then the state inspector must go out to the farm. We have the force to make inspections of 10 per cent of the farms. We can do it, we can and will go out and make the inspection and give that farmer the opportunity to clean up, and if he doesn't then other steps will have to be taken. He can be taken into court and fined, and the second is, he can be shut off.

Just for your information I will say to you there is a farmer down the line here a ways that hasn't sold a drop of milk since the 19th of October. He is feeding it to the hogs until he gets the sanitary conditions of his farm fixed up.

I made a statement a minute ago that if 90 per cent of the farmers aren't producing good milk it is because they are missing the little things. And I want to illustrate it with this particular story. In a certain creamery the operator was saving back a can of cream until the last churning which was always the smallest. This cream was terrible. The inspector dropped in there and here is what they found. They had been out to the farm to see what was the trouble. They inspected the farm and the cattle, the equipment, pails and all that, if you please, and found all of the things necessary in good milk production in good clean condition. They said, where do you keep the cream and he showed them down in

the basement, and lo and behold, this cream was stored in the basement next to a barrel of sauer kraut. Anybody who knows anything about cream knows that this is terrible and to the buttermaker this is terrible. This creamery didn't dare to send that cream to Chicago because they would be cut in the price. The result was the butter which carried that flavor of sauer kraut was sold at home.

As far as that farmer is concerned, when his attention was called to it, he said, all we have to do is dump the sauer kraut barrel. I want you to understand at this particular point, that isn't the answer because basements are not good places to store milk or cream.

I want to give you another illustration. At another creamery—and I am talking about creameries this morning, for the simple reason we have tried this program which I am now giving to you, in a creamery section. The educational part of it was put on in a creamery section without any follow up as far as enforcement was concerned, so we have had some experience on this thing, and I do talk with authority as far as some of the results are concerned. Even with just the educational program a lot was accomplished. From now on we expect to follow it with an enforcement program.

So this particular creamery, for instance, twelve farmers out of two hundred were producing a bad cream. It resulted in a cut of two cents per pound of butter for that particular creamery, which if it had continued for the year would have been \$80 per farm which would have gone a long ways to pay the taxes of those farmers. Now, how long are the 90 per cent going to continue to stand for a minority? How long should those two hundred farmers allow twelve of them to spoil their particular butter to the extent they took a two cent cut? I say they won't do it if they are told. I think all these farmers are waiting for it is an opportunity to come out and improve the quality of their product and they will do it if they have any assurance at all that the other fellows are going to go along and do the same as they are going to do.

Now gentlemen, we are starting this program in Outagamie county, as you probably have noticed by the paper. Last week we had a meeting of one hundred farmers picked in the county to come in and we did discuss with them the quality and improvement program as I have told it to you. Now, it was interesting to note that as far as these farmers were concerned, it was a pushover. There wasn't any opposition. It is further interesting to note that after the meeting, as we talked to these farmers, that they were willing to go farther than we were asking them to go, which means instead of having to shove these fellows along, those of us who are putting on the program are in a position to put on the brakes, which is certainly a good wholesome condition.

Now, I am not afraid of this program. As a matter of fact I am willing to risk my reputation and my job as far as putting this program over. I am here to say I think it will work. I know it will work. Now as a matter of fact, it is here for the asking. We are presenting it to any group who is willing to go to town and see that it is a good program. Already I have spoken to a number of meetings of this particular kind and presented a program of this kind.

Yesterday morning a group came in from the southern part of the state and asked when can we get that program in our county. I am not afraid but what it is going to be accepted, and as far as we are concerned, unless the county wants it we are not going to put it into that particular county. I am satisfied that we are going to get more requests for programs of this particular kind than we have time and force to handle.

One of the things that is always in the mind of the operator is this, he is afraid he is going to lose patrons. Now we have said this, we are not in a position to say where the farmer shall sell his milk. I know from experience that in a program of this particular kind, or any individual plant program, of quality improvement, if it is handled right there is not going to be very much change as far as patrons are concerned, and a lot of fellows don't believe that. I am satisfied that is right.

As a matter of fact, in the county we worked there were only one or two fellows who changed in three thousand farms, but if it is going to ease your conscience at all, we will make this promise to you that any patron—first of all, if any plant goes on a quality improvement program and any patron leaves that plant because the operator has asked him to improve the quality of his product, then we make this promise to you, we will follow that fellow up wherever he goes and insist that he produce as good a quality as he was expected to produce at the plant he left.

I think if you are afraid of a change of patrons, if that story is told quite generally among the farming public, that it will have its function. As far as I am concerned, it don't need to be told because I don't think there is going to be very much change in the program.

We had all the state inspectors in the other day and I said, there are two jobs need to be done. First, we have got to go out and see that these factories that are really in bad shape must be cleaned up. That is the first job and it is going to take quite a lot of time. We can't cover the state, county by county in a year.



I do hope that the individual operators throughout the state are not going to sit back and wait for this county improvement program. We have asked every inspector to go out and get for instance, a plant that is willing to put on a quality improvement program of its own. In other words, the inspector is to go out on this particular type, that is, this is to be his job. He is to go ahead and help the plant help themselves. We will do everything we can for you and we will carry through all the way if you are willing to go on individually. I say, I hope plants don't wait until this county cleanup program comes to you. It may be one year or two years or three years—it will cover the entire state, but let's not wait, and I do hope there are enough good wide awake operators in the territory that see the handwriting on the wall and see the advantage of a quality improvement program and we will guarantee you all the backing you need and give you all the help we possibly can, except let's remember we are not going out to do the job for you, and I say that with a lot of emphasis because it is wrong. When we do the whole job for you, that is fine, as long as we are there. As quick as we are gone, in thirty days it will be the same old process. We want to build up the individual operator to a point so that when he asks for certain things as far as quality is concerned, that his patrons believe it and that they know we, the state department, are back of them in the demands or requests which he asks for as far as quality improvement is concerned.

Now gentlemen, in a nut shell that is the story. I have a lot of faith in it. There is a lot that goes with it.

Maybe I should tell you just a little bit about the advertising program. We have met last week with the producers of Outagamie County to present the program and explained it thoroughly to them and worked out the details. There isn't an operator in the State of Wisconsin who isn't interested in a high quality product. Certainly if there is anyone of that particular caliber among the cheesemakers, I would say he has no business to be making cheese. The same goes for the buttermakers or anybody else.

(This whole program as I outlined to you uses common sense and a little psychology, taking everybody in the program, doing it without a lot of fuss and explaining carefully to the farmer what is expected of him and seeing that he gets the information and helping him all along the way.

Now, speaking of psychology, as I say we use all the psychology we can, applied psychology, but maybe in the end we will have to use a little different type of psychology than I have talked about and it is illustrated by this particular story.

A mother took her young son at Christmas time up to the toy shop, and there was a hobby horse that appealed to the lad and he liked it so well, he wouldn't get off, and his mother begged him to get off, and she threatened him, and he wouldn't get off. She tried to bribe him and he wouldn't get off, and so somebody remembered they had a child psychologist upstairs and here was the time to call him in and see what he could do. They told him the story. He took hold of the young lad and squeezed him rather tightly and whispered in his ear, and the little lad jumped off. The mother said, "What did the nice man say to you?" The lad said, "I am not going to tell." And she insisted and finally she got him to tell, and this is what the boy said the psychologist whispered in his ear—he said, "You little devil, you get off of there or I will break every bone in your body."

Now gentlemen, as far as the program is concerned that I have outlined to you and the work of the dairy industry, the thing we need and need so badly is confidence in one another. I am not the guy that believes that 95 per cent of the people are crooked and worthless and so forth and only five per cent honest and truthful. I am the kind that believes that 95 per cent of the people want to do the right thing and only 5 per cent have to be watched. I have a lot of faith in human nature. I believe people want to do the right thing and I think they are only waiting for an opportunity to be shown what is the right thing as far as the farmers are concerned in this quality improvement program. As far as I am concerned, I have confidence in the operator and the cheesemaker, and buttermaker and everybody connected with the industry. I think 90 per cent of the farmers of the country could produce good quality product. The same goes for the operators, whether they be cheesemakers or buttermakers and I am convinced 95 and even 98 per cent of the cheesemakers are right and want to do the best thing and are conscientious in their labors and want to do the best thing to produce a good cheese. It is the small maker that is raising the devil with the industry.

As far as I am concerned, I would be falling down miserably in the job I was doing if I didn't do something about this small maker. I am not here today telling you what we are going to do; I am here telling you what we have done. We have a program and we are here to put it across. It isn't a question of a new broom sweeping clean. As far as I am concerned, I say I have confidence in the industry. I say we need confidence in one another. I have confidence in the industry as far as I am concerned, and I hope to gain your confidence. I am not asking any quarters, and as far as I am concerned and my men in the dairy division who are dairy inspectors, we expect to go out and prove ourselves. We ask no quarters as far as that is concerned but we have the welfare of the industry at

heart and it is a question of getting together and working together and we are going to get somewhere. I will guarantee I will lay the cards on the table and play them face up. I will be very frank with you in all my discussion. I am not worried at all. As far as the industry is concerned I am satisfied we are going to get the good cheesemaker and good buttermaker back of us in a program of this kind. Opposition is going to come—yes, we are going to have some. Who is it going to be? The fellows who are in trouble, the cheesemakers who aren't the type of cheesemakers that are up here in this upper strata. The same goes for buttermakers. It is going to be easy sailing, and we are going to get somewhere in the state of Wisconsin if we simply get together.

As far as I am concerned, I want it understood and I do hope you believe that we will come out, not wielding the big stick but as helpers definitely interested in the dairy program. Gentlemen, I enjoyed being here and I hope you will watch with interest the development of the program as I outlined it to you here today.

Now, Mr. Chairman, if there are any questions on this particular program, I would be more than glad to answer.

**PRESIDENT WHITING:** Has anyone any questions they would like to ask?

**MR. JOHNS:** I would like to ask Mr. Kuenning whether he welcomes the opinions of the cheesemakers at this time?

**MR. KUENNING:** The question was asked, do you welcome the opinions of the cheesemakers at this particular time? Let me say this, gentlemen, that the policy of the department as far as I am concerned and as far as Mr. Ammon is concerned is that we have no desire in any way, shape or manner to shove anything down anybody's throat. We have asked in the past for men in the industry to sit down with us and recommend certain changes and improvements that should be made. Now, we are interested in getting the opinion of the industry at any time and we have always said this, that the wishes of the industry will be carried out insofar as they are legal and insofar as they are fair.

**MR. JOHNS:** Could I express my opinion at this time? Mr. President, Mr. Kuenning, and fellow cheesemakers, ladies and gentlemen: In listening to Mr. Kuenning since the time he has become our new chief, he has one of the greatest problems and opportunities of any man in Wisconsin today. I think every cheesemaker in here is satisfied that he has the greatest job and the greatest opportunity to really show what he can do in a quality program. I believe the words that he just said a few minutes ago, they are probably still warm in the air, do not fit with 98 per cent of the cheesemakers'

ideas in getting a quality program. We are satisfied that in listening to Mr. Wilson from Chicago, I think a few minutes ago, I think the man has spoken the best words that have been spoken at any convention as long as I have attended conventions, and that is for quite a while.

What I do believe, that Mr. Kuenning is going to be a long way from fulfilling any kind of a quality program by the community meetings he suggests, and I think that if he believes in having inspectors and graders go out to the cheese factories and warehouses as they do at the present time—I believe if he thinks that is the best way and the proper thing to do, it really is a slap in the cheesemakers' face to think for one minute that he could not put the cheesemakers and cheese dealers in line with a program that he suggests to put the farmers in line.

I am satisfied in my own heart that there is 100 per cent of the cheesemakers will agree on that point, but there is too many of us that are just afraid to get up and express our opinions.

Mr. Wilson has told us this morning that you must get down to the source to improve the quality of dairy products and there is no question about it. I think everybody is satisfied on that point. You can get together at your community meetings from now until dooms day. If people are going to believe in a community meeting with the producers, we also ought to believe in a community meeting for the makers and dealers.

I am not prejudiced whatever in seeing the inspectors come out to the factory, in fact, I have called them many times and the answer was we couldn't get around to see you. We begged for them to come and give us a lift because we needed them badly. I believe when men in Mr. Kuenning's position will get down to brass tacks and really put over a quality program men will have to come from a source which is just a little different than that from which they come now.

**MR. KUENNING:** I don't know whether that was a question or not, but it seems to me that was a speech. We have no objection to anybody expressing their opinion. We rather welcome them. I say this in answer to this particular statement that was made—first of all, if anybody is in a position to offer a better quality program than I have, we will more than welcome listening to them.

I still stand on my point that if we are going to have a quality program we have got to start with the farmer and the thing that I am trying to stress is, we have got to do it with the farmers taking a definite part in this and do it in the manner in which I suggested.

Now gentlemen, I don't come here today with a hypothetical case or something based on theory. I have been through the mill on this thing and I know how it is accepted. As far as the cheesemakers and the cheese industry is concerned, we have laid our cards on the table. We say we have a program. If the industry as a whole, the maker in particular, is not in favor of a program of this particular kind or is not in favor of a quality improvement program, God help you, I can't. This thing rests in the hands of both the producers and the operators. If we are going to get together, if we want a quality program bad enough we will get it. We can have it, it will go across; if we don't want a quality program, then God help the Wisconsin dairy industry.

**MR. KOPITZKE:** Friends, I certainly enjoyed Mr. Kuenning's talk, the best of any talk on quality program I ever heard and I believe it is the best program that has ever been offered to the industry in the state of Wisconsin. It has always been my contention that if with a little help from the department, the cheese makers don't go out and work for quality, God help us, and we will never get it. I pity the poor cheese maker that can't stand on his own feet if he has got trouble with the patron or milking machine or something like that and he can't go out and talk with him about that. I think that is the most wonderful suggestion ever offered from the department. We have got to go out and do the job. There is no use in hiring a representative inspection force large enough to visit every farmer. Thank you.

**PRESIDENT WHITING:** Are there any other questions you would like to ask?

**MR. E. F. HORN:** Fellow cheesemakers, that type of program that has been offered us has never been offered before, so let's not be hasty in condemning anything until we know what may come of it, and in the meantime I want to suggest here the making of a motion that this organization go on record supporting the state program as set up.

**MR. KOPITZKE:** I will second the motion.

**PRESIDENT WHITING:** Gentlemen, you have heard the motion made and seconded, that this organization go on record favoring the quality program that Mr. Kuenning has just presented here. Are you ready for the question? All those in favor of this signify by saying aye. Carried.

**MR. THOMPSON:** I would just like to ask Mr. Kuenning at this time why, when they start a quality program that always starts in the center part of the state where you are well organized and things are in better shape? Why not come up in a country where

we have new beginners; we need your help up there, and if there is any satisfaction in that why I am satisfied now.

MR. KUENNING: Now, first of all, I suppose that this gentleman talks like a New Yorker who thinks Wisconsin is out West. As a matter of fact I had rather considered Outagamie county quite up north but in the choice of the first county there were a lot of things to take into consideration. As a matter of fact, I had more or less promised it to another county but under the circumstances it couldn't be carried out and as a matter of fact that was quite annoying.

Now, I don't want to go into the reasons for picking Outagamie county. It is immaterial as far as we are concerned but there were some definite reasons for picking Outagamie county. First of all, we have got to orient ourselves. We are bringing a lot of people into this particular program and we have got to orient ourselves and we are going in Outagamie county for that particular purpose and from there on we move to other counties, and I assure you we are going to spot these meetings, scatter them all over the state, here, there and everywhere so that we will have a scattering all over the state. Now, these things don't go out overnight. I don't know how long it will take or how long we will stay in Outagamie county but it isn't going to be done in a week's time. There has got to be some follow up work and a lot of it, and as a matter of fact, in the first county we will probably leave anywhere from two to four men inspectors in the county to start the thing off.

Now, the next county that goes on will be somewhere in a different part of the state. If that is where the north begins, fine and dandy, but the next county is going to depend pretty generally on the interest that we have in that particular county. Life is too short for us to come in and fight a group of makers or a group of farmers and try and shove this thing down their throat. It can't be done, and as a matter of fact it isn't going to be done, and it is the interest that is developed in the county that is going to pull us in. There is too much work to be done to have to spend our time making explanations and fighting this group and that group in order to get in.

Again I say I am not worried about whether or not we are going to get any more counties. I am just afraid that the demand is going to be so great on us to come in and put a program on of this particular kind that we aren't going to be able to meet the demands as fast as we want. So I say to you as individuals, go back and talk it over in your home county and see if you can stir up some interest and we will be glad to hear about it and give you all the consideration we can.



MR. JOHNS: Ladies and gentlemen, I feel there seem to be a number that think Johns is against a quality program. For heaven's sake, do not let that thing enter into your mind. That is the last thing that should enter anybody's mind. I think everyone should feel that Johns is for a quality program as much as any man in the state of Wisconsin as anywhere else but I do not approve with soft soap putting on that program, but I do believe in getting down to the bottom. I believe if every effort were spent in putting on a quality program starting at the source, we would be getting farther than with any offer of such a program as this.

PRESIDENT WHITING: Ladies and gentlemen, we have Congressman Johns who is going to give us a talk on Reciprocal Trade Treaties and Their Effect on Wisconsin Industry. It is with pleasure that I introduce to you Mr. Joshua L. Johns.

### RECIPROCAL TRADE TREATIES AND THEIR EFFECT ON WISCONSIN INDUSTRY

By Joshua L. Johns

Brother Whiting and members of the Wisconsin Cheesemakers Association: I want to thank you for the privilege and also the pleasure that it affords me to be here this morning to address you. I have learned considerable here today and one of the things I am going to carry out in the future, I am going to give the chairman hereafter thirty dollars and tell him not to give it away until I get through speaking. I know then I will have a crowd here.

When I came in here this morning I asked for the president and they said he hasn't arrived yet because he was out. The last I saw of him last evening he was calling a square dance here in town and he is probably sleeping this morning.

I was interested in this Dairy Queen, because this is two queens I have seen this year, one from England, whom I had the privilege of shaking hands with and this one—both charming ladies.

Permit me first of all to thank your organization for the privilege and pleasure it gives me to appear before you today. You have a splendid organization and are doing a great work for the cheese industry.

I have watched your progress and have co-operated in every way I could to help you, because in helping you I have at the same time helped myself.

I am deeply interested in the farm problems, because I have owned and operated farms ever since I was able to buy the first one.

Today I own and operate three stock farms with some ninety head of milk cows on them. When the price of cheese goes up or down, I am vitally affected.

You have a great organization, because Wisconsin is a great dairy state, producing approximately 50% of all the cheese consumed in the United States. We are also a great producer of butter and condensed milk.

For this reason, I understand, you have assigned to me the subject "Reciprocal Trade Treaties and Their Effect Upon the Dairy Interests of Wisconsin."

That is a big assignment, but we will see, if we can, from some facts and figures, whether they have affected our State, and if they have, just how.

In order to do this, I want to give you some figures on our investment in dairy cattle, the amount of dairy products we produce and some values of these products. I would like then to give you some facts and figures on imports and exports of dairy and other products which either directly or indirectly effect our daily life.

On January 1, 1939, we had 2,179,000 head of dairy cattle on farms in Wisconsin; Minnesota ranked next with 1,705,000 and Iowa third 1,472,000 head. Texas fourth with 1,458,000 and New York fifth with 1,423,000 head.

The total milk production for Wisconsin alone last year was 11,862,000,000 pounds. This figure is about 484,000,000 pounds greater than the State's output in 1937. The average value of dairy cows in Wisconsin on January 1, 1939, was \$69.00 per head, or a total value of \$150,351,000.00. The average value per head on January 1, 1938, was \$72.00. The total value of all dairy cattle in the United States on January 1, 1939, was \$1,397,280,000.00.

The price of fluid milk during each month of the year 1938, was lower than for the year 1937, and the average loss to the Wisconsin farmers was about \$1,000,000.00 each month.

In addition to the cheese we produced in the United States, in 1937, we imported into this country about 60,000,000 pounds. Under Reciprocal Trade Agreements, this meant a loss to the Wisconsin farmers of about \$1,000,000.00. The price paid to the farmers for live stock in 1938 average 12% lower than in 1937.

In 1935, the agricultural population of all the United States was placed at 31,800,907. This is about 25% of our population.

The population of the five leading dairy states I have named is approximately 6,000,000 people. I figure the farmers raising cotton,

corn and wheat represent about 3.1% of our National income, and have received millions in subsidies during the last few years. The dairy farmer has received nothing in subsidies.

We were able during the last session of Congress to get 125 millions to buy surplus commodities, but this was given so the corn, cotton and wheat growers might get larger amounts in subsidies as well as a substantial portion of the 125 millions.

The Secretary of Agriculture pleaded with Congress for the 125 millions to keep farm prices from going lower than in 1932.

The butter fat prices on my own farms between 1922 and 1932 averaged 46c per pound. They reached a low of 28c per pound in August 1938. I delivered all my milk to cheese factories.

Wisconsin farmers also received agricultural relief payments made for crop reduction, rental and benefit checks and payments for conservation of soil resources from 1933 to 1937, \$24,479,202.29. This amount was paid to 18,416 farm families, numbering 78,382 people.

However, with all this help, Federal Farm foreclosures in Wisconsin were three times as many in 1938 as in 1936—two years earlier. The Federal Land Bank and Land Bank Commissioner foreclosed 1,723 farm mortgages in Wisconsin in 1938,—compared with 542 in 1936.

Foreclosures were particularly heavy in Northern Counties. I shall only call your attention to some counties in my own District, which may be considered the average in the State. Marinette had 5 foreclosures in 1936, and 39 in 1938. Oconto County 6 in 1936 and 28 in 1938.

In some of the counties in my District where fifteen years ago a foreclosure was seldom heard of, we find in 1938 foreclosures in both farm and city; 74 foreclosures in Brown County, Outagamie 88, Manitowoc 116, Oconto 71, Marinette 70, Kewaunee 21 and Door 39.

Now, let us take up and discuss the subject of Reciprocal Treaties and see if there is any possible casual connection between them and some of the conditions prevailing in the great dairy state of Wisconsin.

First of all I would like to call the attention of the audience to the fact that the treaty making power under the Constitution of the United States rests with the President of the United States and the United States Senate. Subsection (1) of Section (2) of Article Two of the United States Constitution provides: "He, (the Presi-

dent) shall have power, by and with the advise and consent of the Senate, to make Treaties, provided two-thirds of the Senators present concur."

However, in 1934, this power given to the President and the Senate of the United States under the Constitution, was delegated by Congress to the President and Secretary of State, to enter into trade treaties with foreign nations.

Grave doubt exists whether Congress had the right or power to do this, but it has never been tested out in the Courts.

This power expires on June 12, 1940, and the question arises, should it be extended? This will depend upon what the American people think about it at that time. We have entered into some 24 treaties—Argentina and Venezuela being the last two.

Now, let us see what has happened as a result of these treaties.

As Dairymen, we know, that the price of cattle would be effected, the price of hogs also, and cream, butter, cheese and all by-products of milk.

In order to get a more complete history of our subject, we must go back to 1920-21, when there was a change of administration and Congress passed a farmers' emergency tariff to stop the importation of foreign products which were displacing American products and depressing all prices.

Under this act exports grew from \$3,832,000,000.00 in 1922 to \$5,241,000,000 in 1929, and our imports from \$3,113,000,000 in 1922 to \$4,339,000,000 in 1939.

In 1933, the present administration came into power, and in 1934, the treaty making power was transferred as heretofore stated.

Treaties were entered into with Canada and some twenty-three other countries. I shall not go back to quote you figures, but it will be sufficient to give you some recent figures.

Take the item of cattle. In 1934, we exported 9,968 and imported 59,000 head. In 1935 we exported 3,348 and imported 365,000 head. In 1936, we exported 4,240 and imported 309,000. In 1937 we exported 4,132 and imported 494,945. For the first nine months of 1938, we imported 295,000 head and for the first 9 months of 1939 we exported 2,203 and imported 604,015 head.

Now let us turn to live hogs, they go well with dairying. In 1934, we exported 3,052 head, and imported 8,000 pounds of live hogs. If they weighed on an average of 200 pounds to a hog, it would be 400 head.

In 1935 we exported 303 head, but we imported 3,414,000 pounds, or at an average of 200 pounds to a hog over 17,000 head.

In 1936, we exported 202 head and imported 17,446,000 pounds, or at 200 pounds per head, 87,230 head.

We have heard much about canned meats. In 1934 we exported 16,362,000 pounds and imported 46,781,000 pounds. In 1935 we exported 12,564,000 pounds and imported 76,653,000 pounds. In 1936, we exported 13,348,000 pounds and imported 87,959,000 pounds. In 1937, we exported 13,752,000 and imported 88,087,000 and for the first 8 months of 1939, we exported 83,404,580 pounds and imported 93,228,235 pounds.

Now, let us take up a more interesting article—butter. In 1934 we exported 1,253,000 pounds and imported 1,220,000 pounds. In 1935 we exported 958,000 pounds and imported 22,675,000 pounds. In 1936 we exported 826,000 pounds and imported 9,874,000 pounds. In 1937 we exported 800,000 pounds and imported 11,111,000 pounds, and for the first 8 months of 1939, we exported 1,285,344 and imported 702,500 pounds of butter.

I have saved the most interesting item for the last—Cheese. In 1934 we exported 1,377,000 pounds and imported 47,533,000 pounds. In 1935 we exported 1,152,000 pounds and imported 48,923,000 pounds. In 1936 we exported 1,136,000 pounds and imported 59,849,000 pounds. In 1937 we exported 1,156,000 pounds and imported 60,650,000 pounds. The first eight months of 1939 we exported 984,919 pounds and imported 31,851,078 pounds.

One item you will be interested in,—that of corn. In 1934 we exported 2,987,000 bushel and imported 2,959,000 bushel. In 1935 we exported 177,000 bushel and imported 43,242 bushel. In 1936 we exported 524,000 bushel and imported 31,471,000 bushel. In 1937 we exported 5,834,000 bushel and imported 86,337,000 bushel.

Hay. In 1934 we exported 2,185 tons and imported 23,259; 1935 we exported 2,718 tons and imported 67,171; in 1936 we exported 2,161 tons and imported 73,976; in 1937 we exported 41,400 tons and imported 146,149.

The farmers and dairymen are interested in their surplus barley and barley malt, of course, is made from good Wisconsin barley. I find that we exported 48,412 bushels of barley malt during the first 8 months of 1939 and imported 76,347,792 pounds.

Another item that goes into feed of the dairy farmer is that of oats, and I find that we exported 182,202 bushels for the first 9 months of 1939, and imported 1,759,553 bushels.

I know that you will bear with me for a few minutes if I discuss an item which truly may not be classed as a dairy product, but which affects the products of the dairy farmer materially, and that is the fur industry in Wisconsin and throughout the United States. If our fur producers in Wisconsin are prosperous, there is a good deal of money to be spent for dairy products, and if they are bankrupt they can buy just that much less. I find upon investigation, including the silver and black fox, which are very predominant in this State, and also the red fox, and all other kinds, that we exported from this country 43,804 during the first 9 months of 1939 and we imported 556,859. During the same period we exported 148,973 mink skins and we imported 739,251. These were all undressed furs. Now, the dressed and dyed fox, both silver and black, for the same period, we exported 817 and imported 54,712.

The fur dealers of Wisconsin have sent protests to all of the Wisconsin delegation showing that they are going to be absolutely ruined and bankrupt unless the Government does something to protect them through an allotment of a certain amount that may be imported into the United States. We produce in Wisconsin very high class furs, while a large majority of furs imported from foreign countries are of a cheaper type. I could go into a number of other articles affecting the dairy farmer, but I feel that I have given you sufficient facts and figures to give you some idea of whether we really are benefited by Reciprocal Treaties, or not. Of course, the sole purpose of entering into these Trade Treaties was to assure us that our exports would increase decidedly with the countries with which we made the Reciprocal Treaties over those with which we did not have any treaties. Facts and figures do not bear out these promises, because for the first nine months of 1939 compared with the first nine months of 1938, a great increase in agricultural imports into the United States and a great decrease of agricultural exports from the United States has taken place. In the first nine months of 1939 we imported farm products for consumption in the amount of \$794,700,000.00, while in the same period in 1938 we purchased farm products in the amount of \$711,600.00. For the same periods our agricultural exports declined from \$602,700,000 in 1938 to \$418,400,000 in 1939.

You can take the item of corn alone. During the first half of 1938, \$30,000,000 of corn was exported to Canada, but less than \$1,000,000 worth was exported in the same period in 1939.

I want to take just a little of your time to cite a few instances comparing the average exports in 1934 and 1935 with 1937 and 1938 to show whether we have been benefited by these Trade Treaties, or not, and to do this I am going to call your attention to countries with whom we have Trade Agreements, and those with whom we



do not have any. Let us first turn to Latin America. For instance, in the case of Colombia and Guatemala the exports increased 84 and 18 per cent, respectively. These are both treaty countries. However, our exports to Venezuela, a non-treaty country, increased by 161 per cent. On November 7, 1939, we signed a Trade Agreement with Venezuela. Of course, the state department does not give this information in their releases on the Trade Treaties.

Now let us take two other countries, similarly situated—Brazil and Argentine. We have a Treaty with the former, but did not have any with the latter until November 6th of this year. Our exports to Brazil, the treaty country, increased 56%, but exports to Argentine, a non-treaty country, increased 97%.

We will now turn to Europe, and see what kind of a comparison we find there. We have a trade treaty with Sweden, but not with Norway; yet our exports to Norway increased in almost the same percentage as in the case of Sweden 80 per cent as against 81 per cent. Thus, all we got out of the treaty with Sweden, after making numerous concessions to her in the American market at the expense of our own producers, was a 1 per cent greater increase in exports than to Norway.

The great conservation program of the Government, which I have always been interested in, but rather doubtful as to any benefits to be gained from it, we have taken out of production 40,000,000 acres of land, and have been paying the farmers for not producing on it, is offset by placing into use some 67,000,000 acres through irrigation and other means of placing land into production.

You may be interested in knowing just how this distribution has been made, and who is getting the money, and the expense connected with the program, which most dairy farmers have participated in. I would not give this to you, but it enters into the Reciprocal Treaty set-up, because it takes out of use land in this country that we could produce the farm products on that are imported into the United States.

During the years 1937 and 1938 there were approximately 6,000,000 farmers in this country; 3,657,000 of these farmers and landowners received benefits under the soil-conservation program. About \$315,500,000.00 was actually spent in payments to the farmers for soil conservation, and \$43,500,000.00 for administration expense.

If the \$315,500,000.00 were evenly distributed to those who complied with the soil-conservation plan—the average payment would be approximately \$100.00.

But here are some figures to which I want to direct your particular attention. Out of 3,657,000 farmers—1,091,540 or almost one-third of them—received less than \$20.00 each. There were 773,000 who received between \$20.00 and \$40.00 each; 500,000 who received between \$40.00 and \$60.00 each; and 556,000 who got between \$60.00 and \$100.00

If the one-third of all farmers who received less than \$20.00 annually, averaged as much as \$15.00 each—and that is a liberal estimate—\$15,000,000.00 would pay their bill.

If the 774,000 farmers who received between \$20.00 and \$40.00 each, received an average of \$30.00—\$22,000,000.00 would have paid their contracts.

Then, as to the 500,000 farmers who got less than \$60.00—if they received an average of \$50.00 each—\$25,000,000.00 would pay them.

Then we have 556,000 farmers who received between \$60.00 and \$100.00. If their average payment was \$80.00—and this is liberal—they would have received \$44,480,000.00.

In other words, with \$107,000,000.00 we paid approximately 3,000,000 farmers. Or putting it another way, 80 per cent of all the farmers received less than one-half of the funds allocated to the farmers and farm operators. Just think of it—only a comparatively few of the 3,000,000 farmers got as much as \$100.00! As a matter of fact, they received an average of less than \$50.00 each.

Furthermore, it took approximately \$18,000,000.00 to pay the administration expenses in Washington and in the States, and it took \$26,000,000.00 for county expenses, making a total of \$44,000,000.00 for administering the fund.

This is more money than was actually paid to 1,800,000 farmers, being more than half of those who participated in the program, and who got less than \$40.00 each. These farmers received thirty-eight and one-half million dollars, and it took \$44,000,000.00 to administer the fund.

After deducting the \$107,000,000.00 which was paid to the 3,000,000 farmers, we have a balance, in round figures, of \$208,000,000.00, which was divided among the remaining one-fifth of the farmers.

So it would appear that the remaining one-fifth of those who took part in this program in 1937 received approximately \$200,000,000.00, or two-thirds of the amount actually distributed in soil-conversion payments.

I have given this explanation to you because so many farmers get the idea that they have received, or are receiving, a large amount of money from the Government, while in fact it is a very small amount considering the tremendous increase in the tax burden during the last 10 years. You may be interested in knowing the amount that the State of Wisconsin has received during 1936-1937 and 1938 for the Agricultural Conservation Program. In 1936 Wisconsin received \$11,307,000.00; in 1937, \$8,134,000.00; and in 1938, \$9,777,000.00. In 1933-34 the Government through the Federal Surplus Commodities Corporation bought in the open market in round figures \$14,000,000.00 worth of dairy products for the purpose of supporting dairy prices and distributed them through the relief administration. In 1934-35, between \$5,000,000.00, and in 1935-36 a similar amount was used for the same purpose. In 1936-37, approximately \$10,000,000.00 was used in buying the surplus that was weighing down the dairy markets. In 1937-38 this amount was increased to \$15,000,000.00. And for the current fiscal year, the Government in order to relieve the market is setting aside \$4,000,000 for the purchase of fluid milk, \$2,250,000.00 for the purchase of dry skim milk, and \$26,730,000.00 for the purchase of butter.

These sums do not include the loans made available to dairy farmers which with the above amounts aggregate an approximate total of \$44,000,000.00 provided by the Federal Surplus Commodities Corporation for the relief of the dairy industry during this year.

I have given you a number of figures, which I doubt very much you will be able to retain for any length of time, but they are fresh in your mind now, so let us see if we can find any reason for the great increase in imports of agricultural products into this country since the new treaties have been entered into.

Let us take up the first item,—that of cattle. Under the Tariff Act of 1930, those weighing less than 700 pounds imported into this country, the tax was 2½c per pound; those weighing 700 pounds or more, 3c per pound. Under the Trade Agreements the first item was reduced from 2½c to 1½c per pound, up to 225,000 head.

Hogs, under the Tariff Act of 1930, a tax of 2c per pound was imposed for imports. This was reduced under the Trade Agreements 50% or to 1c per pound.

Canned meats, under the Tariff Act of 1930 was 3½c per pound for imports, and this was reduced under the Trade Agreements to 2c per pound.

Butter, under the Tariff Act of 1930 there was an import tax of 14c per pound. Under the agreement in 1935 this was left at 14c, but under the new agreement of November 17, 1938, this was reduced 2c a pound, and is now 12c.

Cheese, under the Tariff Act of 1930 was taxed 7c a pound on imports, and under the Trade Agreement, this has been reduced to 4c a pound, and in some instances cheese that is imported the tax actually amounts to  $3\frac{1}{2}$ c per pound.

Tax on corn, under the 1930 Tariff was 25c per bushel on imports. It has been reduced under present Trade Treaties.

The tax on hay under the 1930 Tariff Act was \$5.00 per ton for imports. Under the Treaty of 1935 it was left at \$5.00, but when it was renewed in 1938 it was reduced 50% or \$2.50 per ton.

Oats, under the Tariff Act of 1930 was taxed 16c a bushel on imports and under the new Agreement, this has been reduced 50% or 8c a bushel.

I give you these comparisons so that you may see the reason for the price of farm products going down in the United States. If our own farmers had been permitted to produce the farm products that have been imported into this country by foreign countries, then the prices would be much higher than they are now; but when foreign countries, who pay about one-tenth or less for the cost of production of these products than we have to pay to produce them, then they can ship them in here under the present tariff and undersell any of these farm products that our farmers can produce.

I have refrained from criticising anybody for present conditions, but I feel myself personally that the tariff on farm products should be high enough so that the American farmer may get the cost of production plus a reasonable profit before permitting the goods to be shipped in from foreign countries that have been produced by cheap labor. Anyone who has been privileged to visit these foreign countries, and can compare the standard of living of those countries with our own, will realize at once that we cannot possibly compete with them.

I want to take this opportunity, in closing, to again thank you for the privilege of appearing before you, and for the splendid attention that you have given me while I have discussed, what to you is the most interesting, but to most people a very dry subject.

## FOURTH SESSION

Friday Afternoon, November 17th, 1939

**PRESIDENT WHITING:** Ladies and gentlemen, we will have to start our meeting. We are quite late right now and I wish those who are in the exhibit room would come in. We have plenty of room and we would like to have you come in so that we can start our meeting.

Our first speaker on our program is one who I think you are all very well acquainted with Mr. Mooney, secretary of the National Cheese Institute.

## ADDRESS

By George L. Mooney

Thank you, Mr. Whiting. Ladies, members of the association and guests: (Sitting back in the room the last day and a half I couldn't help but hear a few remarks to the effect that those chairs do get mighty hard. I know you are sitting in the fourth session of the convention and I am not going to take much of your time.

It is peculiar that a group of men who organized this association way back in 1893 should be present at the convention and taking advantage of these meetings. I think more of you should do that and take advantage of the platform for the purpose of discussing your problems. I do believe that as to size in particular this building should be crowded.

I am just going to recall a reference made during the last session of the legislature that you may have heard. Because of the small number in the cheesemakers association, because they were a minority of the total of the state, they didn't speak for the cheesemakers of Wisconsin. I don't think there is anyone who will challenge this statement. I contend you do speak for the cheesemakers of Wisconsin. You are the only group that gets together under the name of the state association and do discuss your problems with yourselves, with the department, and you take up your problems with the legislature and with the college. That answers any challenge to your right to speak for the cheesemakers of this state.

I want to say a word at this time that the National Cheese Institute, hoping to increase your interest and the interest of others in the Wisconsin Cheesemakers' Association and its good work, saw fit to donate a few door prizes during this convention. I hope it will have the effect we intended, that is, not only to swell your

membership but to swell interest and create interest that you take in this association's work.

The discussion here for the past day and a half has brought out nearly everything I think that can be given to you. You have talked trucking and every one was well qualified on the subject assigned. Trucking, insurance, bacteriology, starters, tariffs, trade agreements, reciprocal agreements with other countries—you have covered nearly everything. In fact, on the question of starters, I know from the remarks made yesterday that some one said we ought to start talking about stoppers when the address went too long.

I am going to say this—the discussion and questions and answers impressed me with one thing. You can't hope to successfully discuss any given problem that has any complications at all before a group of four or five hundred or six hundred people. The questions from the floor are fine, but there isn't hardly a person in the room or cheesemaker in the room that hasn't a question on his chest that he would like to ask to clear up some doubt he may have. Men, that is the object of your state association.

I would suggest to the officers that they invite you to write in your questions to your state secretary and about once a month have the state association issue a bulletin embodying the question and giving the answer. There are plenty of people in the different departments at Madison, at the college, that can answer any question you put, and that includes the public service commission and the college of agriculture.

May I just close in saying you have a lot of work to do this afternoon. I just enjoyed this convention, both days of it and I hope that next year you have every one of your members of this association bring with him a new member and just double the membership a year from this month. I thank you.

**PRESIDENT WHITING:** Our next number—we have here on the program is a discussion, "Better co-operation among cheesemakers". I think this may be brought up a little later in our resolutions, so we will go on with our program at this time. Our next speaker on the program is our director of the Department of Agriculture and Markets, Mr. Ralph Ammon. It is a pleasure to introduce Mr. Ammon to you people.



## ADDRESS

By Ralph E. Ammon

Thank you, Mr. Chairman, and cheesemakers, friends, and ladies: I am pleased to again address this group. I feel in a very quiet, unargumentative mood this afternoon. Usually when I am out talking to cheesemakers and buttermakers, I have something of very great importance on my mind and I find myself quite almost in a fighting mood. I am not in such a mood today. As a matter of fact, I have talked to this group a number of times I think, and I know all of you here know my opinions and my ideas in regard to any problems in your industry. We have covered them a number of times. You heard what I had to say on packaging; you heard what I had to say on monopoly; you heard what I had to say on moisture, advertising and various other subjects, so that I think you are pretty well acquainted with my philosophy and my line of reasoning.

Today with your permission I would like to talk to you about something a little different; something that is still your business but comes a little closer also to my business. I would like to talk to you briefly about your Department of Agriculture. I will be brief and I don't think I will need to look at my watch many times.

They tell the story of a speaker who was before a group like this and he had gone on speaking until the audience was quite tired and still he continued speaking, and he kept fumbling in his pockets for his watch and he seemed to be unable to find the watch. He looked around the room for a clock and couldn't find any, and finally a man in the front seat said, Mister, there is a calendar back of you.

This morning you heard George Kuenning tell you the program which the college and the department and the industry had worked out for quality program improvement. He undoubtedly told you also the part that the inspectors and the graders and other employes of the department are taking in that program. I think from George's speech you could readily see that the department of agriculture is very much a part of this business. It is very much either a help or a hindrance to your business. However, it is very close to you.

He covered just one thing, the activities of the department which do affect your business. I doubt if any of you ever stopped to analyze in how many places the department does affect your business and in how many places it is co-operating with you. The same with reference to the grading and inspecting work.

Many of you heard Gordon Crump of the department tell you of the program that is being worked out with this association for packaging and merchandising cheese. I know not only Gordon but the officers of your organization are very much sold on the need and on the object that lies in the packaging of cheese. I have heard officers of your association say a number of times that the package would mean much more in selling the product.

I have heard them say also regardless of the kind of package that I had there would be no opportunity of selling that cheese unless this grading and inspection work preceded it, and unless you were putting in that package a high uniform quality product. In other words, you are all convinced that properly made, properly packaged and advertised there is no product in the world would have a better or greater sales value or opportunity than would your cheese.

Speaking of salesmanship, a star salesman came in one day to complain to the salesmanager and he threw his kit down on the desk and he said, I resign. The manager looked at him and he said, George, you have been with us for years. Not only did we consider you the best salesman of dry goods in the United States but we thought you considered yourself the best salesman in the United States. George said, prior to this trip I thought I was the best salesman in the United States but since I went out with these goods on this trip I am convinced I am the world's second best. The man that sold you these goods is the world's best.

There will be no difficulty to convince that salesman or any other salesman that your Wisconsin cheese properly made with clean good milk, as Kuenning told you about this morning—properly manufactured, cured, packaged, and merchandised, that no salesman would ever have to come in and apologize for it, and I know the people who have been selling the package products and other natural cheese in this state have had to make no apologies for it and will never have to make it.

In recent weeks you have been hearing considerably about the new bill called the bonding and licensing bill. I know at Shawano there were a number of cheesemakers gathered around who asked me whether this bill was a good one or a poor one, and I found several more or less blaming the department that this bill existed, and just what were we going to do about it. I think frankly, if you understand the bill, it was passed because the dairy industry asked for it. Also, if you know the bill and see how it operates, you will know it was designed to protect the good cheesemaker and buttermaker, to protect him from the competition with the chisseler. We have known of several instances in Wisconsin where people came in to

buy milk and were able to offer a high price for it because they never intended to pay for it. If a man never intended to pay for the milk, it doesn't make any difference how much he offers for it. You people have to contend with that kind of operator.

Many of you came to the department and complained that your neighboring cheesemaker or buttermaker was paying more for milk and you asked something be done about that. That is one of the purposes of the licensing and bonding bill, and whoever is buying milk for whatever purpose must be in a position to pay for that milk. Again, that bill properly operated will help eliminate the chisseler and you folks here are the ones who want to eliminate the chisseler.

The department inspects your business. Take live stock legislation. I take it you have at all times associated the fact that the department of agriculture has been cooperating with other departments that carried on the program that practically eliminated bovine tuberculosis in this state. Today there is less than two-tenths of one-per cent of that in this state. We are engaged in a program to eradicate abortion. They are doing similar work in other diseases. We are lending every hand we can in eliminating mastitis and other diseases which affect your product in your industry.

At the present time the department is engaged in cooperating with your organization and several other dairy organizations in a program that is called the Wisconsin Dairy Industry—the association. I think you heard something about it yesterday. I would like to add a few words of my own personal endorsement. The Wisconsin Dairy Industry Association is an association composed of 17 dairy groups within the state. In fact, I think these 17 groups represent all of the organized dairy groups in the state of Wisconsin. And these 17 groups have started out to raise a fund for the purpose of advertising and merchandising dairy products. Similar campaigns have been carried on successfully in Minnesota, Iowa and the state of Washington. In both Minnesota and Washington the campaigns were compulsory and in Iowa it was on a voluntary basis as it is in this state. The department and the college are cooperating with the Wisconsin Dairy Industry Association. In fact, we have loaned one man full time and part time of several other men in the department to work with the 17 groups in raising this fund.

One thing you should thoroughly understand at all times—this fund will remain in the hands of the 17 organizations. At no time will it pass to the department or any other institution. At Shawano a cheesemaker said to me, my main objection to that fund is you will raise it from the cheesemakers and buttermakers and you

will use it to advertise condensed milk or something else. That cannot happen. The fund remains entirely in the hands of the 17 directors, and any money that is raised from one branch of the dairy industry cannot be used to advertise any other branch of the dairy industry without the permission of the branch from which it was raised. That is safeguarded and written into the contract which is signed for raising the funds.

We are very much sold that the Wisconsin Dairy Industry move is a good one and that the dairy industry itself has not only a great opportunity but a great responsibility in helping to sell dairy products.

In speaking of opportunity, I am going to infringe on a story I heard last week. Two mosquitoes up in northern Wisconsin were having a talk one day and the younger mosquito was worrying how hard times were. He said, there was no opportunity left for him, and he went on to talk about how difficult things were, and the older mosquito looked at him, and he said, it is true things are tough at times but he said, you have been worrying about these old dried up tough men who come up here. Of course, there is no opportunity there. I think in some ways opportunity increased. I can remember back when I was a young fellow, the ladies were so well dressed that the only place to bite them was at their nose. Now when they come up here there is every opportunity.

I think there is opportunity everywhere for the proper advertising and merchandising of Wisconsin's dairy products and I think in no line is the opportunity greater than it is in cheese. I think there is a tremendous opportunity and with opportunity goes responsibility, and in my opinion responsibility comes back not only to us in state service but to you in the industry—that your responsibility is just as great as ours. We say and we think that the merchandising and advertising of cheese is just as much your responsibility, even more than anyone else's.

Now, I could go on and tell you about the fourteen divisions in the Department of Agriculture. I could tell you the function of each one of them. It would be boresome and long. But almost every division in some way affects your industry. The thing I do want to say to you is that that department is organized to serve this industry as well as other parts of the agriculture industry in Wisconsin.

I am going to make four statements about the department which I do not believe can be successfully challenged or refuted. I am going to state to you that the Wisconsin Department of Agriculture is rendering today more service to the cheese industry of Wisconsin than is any other agricultural department anywhere in the United

States rendering to any other agricultural industry. I am going to say that and challenge you to refute it.

I am going to say to you also that no group of people in the dairy industry or any part of the agricultural industry in Wisconsin have at any time come into the office of the Department of Agriculture in the past two years and asked for any service without getting it.

I am going to make a third statement, that I challenge anyone to refute that nothing in the past two years has been asked from the Department of Agriculture which was wanted by 51 per cent of any branch of the dairy industry without you got it.

I appreciate the opportunity in being able to make these three statements to you. I may be bragging but I don't mean to brag. What I am trying to say is this, that the Department of Agriculture is today well organized. It is organized in the interest of Wisconsin agriculture and for the service of Wisconsin agriculture.

Ladies and gentlemen, I thank you very much.

**PRESIDENT WHITING:** I will next call upon a representative of the Association of Commerce of Milwaukee, Mr. Howe.

**MR. HOWE:** Mr. Whiting, members of the Wisconsin Cheesemakers' Association: Since the speakers before me have said they are going to be brief, I am going to be brief too. However, I want to thank you officers for according me the opportunity of presenting to you a most sincere invitation as coming from the convention bureau of the Milwaukee Association of Commerce, inviting you to hold your 40th anniversary in Milwaukee, to return there for your meetings.

As you know, you have had several fine conventions in Milwaukee in the past, and we know a meeting there in 1940 will be entirely satisfactory in every way. I need not mention the convention facilities in Milwaukee because I know you are all well informed as to our capacity of handling your meeting in a fine way. The Milwaukee Auditorium is the finest convention building of its kind in the country. You have adequate facilities for the staging of your exhibits and also for holding your daily sessions. We have a number of hotels of all different types and classes which will appeal to your respective needs.

Milwaukee newspapers I know are usually very generous in the publicity accorded to conventions and the sessions and I might remind you here that these newspapers are circulated throughout the entire state of Wisconsin and the country and this publicity goes to all parts of our nation.

One more thing, in coming up here I didn't intend to mention this, but after listening to Mr. Ammon, I do want to bring this point home to you. It might interest you to know that our convention bureau in Milwaukee possibly owes you, your association, and the Department of Agriculture a lot in the way that they have co-operated with us in the past. In the last two years that I can recall we have used the individual package cheese which the Department of Agriculture puts out in soliciting conventions for Milwaukee and Wisconsin, conventions of a size that probably no other city of the state could handle, and we have been successful in the last three occasions that we have used this package cheese.

I am particularly thinking of the National Real Estate Boards convention which was held in Milwaukee last year and the National Education Association, which will meet in Milwaukee next year, and the American Dietetic Association which also met in Milwaukee last year.

I just mention this in passing. I want you to know that we take every opportunity to use your product, and besides, this fine product from our fine state.

In closing I want to wish your organization every possible success for the remainder of the convention and hope that it will be our privilege to entertain you in Milwaukee in 1940. Thank you.

**PRESIDENT WHITING:** I am next going to call upon Mr. Crump, who is the head of the publicity and the advertising for the Department of Agriculture and Markets, to explain to you what is being done in selling the Christmas package.

#### ADDRESS

By Gordon Crump

I think at conventions of this kind you fellows spend a lot of time on the production end of your business, starters, trucks, and everything else. One fellow said to me when I was working for the French Battery and Carbon Company, just remember, it is the salesman the makes the mare go, and after all, gentlemen, I want you to think of this thing in terms of a sales program and opportunity to sell and to think of your product to the point where the consumer must consume your cheese.

It seems to me that sometimes I am a bit critical. We devote in our agricultural business and in our state more time than we should to production, and we should put more time in and see all the way through to the ultimate consumer.



Last year we put on a program of Christmas cheese hoping to accomplish three things. We hoped first of all that we could show you cheesemakers that quality was an important factor in sales and that if we had a product that the housewife who buys 90 per cent of the food that is bought—if we had that kind of a product in a package and that package was properly advertised, we could begin to make the sales. We could begin to see our product all the way through from the cow right straight through to the ultimate consumer. I don't think we do that at the present time. Therefore, we went out and called in a lot of manufacturers in the state of Wisconsin. I remember the first one I called on. I walked into his office and I said, do you realize the importance of the cheese industry in the state of Wisconsin? Do you realize that the dairy industry, this big three and a half billion dollar industry, that industry has a part in the prosperity of our state, where probably 30 to 50 cents out of every dollar comes from the 187 thousand men who go to make up the agricultural industry in the state of Wisconsin.

I said we have a program here where we hope to popularize American cheese. You can send this cheese out all over the United States, and the second thing this program is to do is acquaint people in the United States with what Wisconsin cheese is, and get them familiar with the greatest product we have to sell. Twenty minutes later I walked out of that place with an order for 13 thousand pounds of cheese. This company has given away a lot of cheese—13 thousand pounds of cheese in 2½ pound packages going to many people in the entire country. Prior to that time he had been giving away every kind of a present, pencils, pens. And this is what he told me when I came back—Young fellow, you got the greatest Christmas gift you ever sent out. I got more letters back telling me what a swell Christmas gift it was. And there is just a little P. S. on the bottom of the letters "Where in hell can you buy it". I like the cheese. I want to get some more.

A woman in New Jersey has written to us either seven or eight times and she sends us orders for cheese, and she says, "I like it just so well that I would like to get some more." Think of it, seven times, and sometimes she orders five individual orders.

We believe in this thing 100 per cent. Last year we sold approximately five hundred thousand pounds of cheese—150 thousand pounds to one industry.. That industry this year has already purchased 150 thousand pounds of cheese to send out all over the country.

I was over at Richland Center last night where they had a banquet and I told them about this Christmas package. I told the story in very plain English and when I got through the secretary of the

Chamber of Commerce got up and said, say Crump, we would like to meet out in the other room, there are about 30 men there. I remember one man in particular, he runs a clothing store, and he said we have been urging people to eat cheese for five years and we want to take part in a program that will promote Wisconsin's greatest product. He said I will take the clothing out of my window if it is necessary to sell that Christmas cheese, and I think we better sell about 10 thousand pounds right here in Richland Center. They voted unanimously to go ahead and put your product in the stores in Richland Center, and they are going to try to send this package cheese out all over the United States to advertise this great product.

Today I would like to let you know what we are doing this year. Over there is Mr. Horn; he came to me and said, what nights have you got loose, I would like to invite the people of my town and Juneau into a meeting whereby we can help sell this cheese. We want to put it in every single food outlet in that entire community, and I said, I know we will do it because I know the interest there is in this thing.

I had another man call me from Watertown, and he said, Watertown is very much interested in this program. He said the Chamber of Commerce is going to meet and we are going to do a swell job selling that cheese.

Do you know what Marshfield did? They sold 18 thousand pounds, and right here in the city they are trying to sell 25 thousand pounds. We have gone into a city and inside of a week sold 47 thousand pounds of cheese. Cheese can be sold if you are really interested in it, and this is the thing I want you to do today. This is one way—this says "This Christmas give cheese".

We are running an ad in every single newspaper in Wisconsin on this Christmas program—every newspaper where the cheese is available in retail stores. Does it mean anything to you? In Milwaukee alone there are 2,500 food stores that can handle Christmas cheese. Do you realize that Christmas package going out as a gift from the state, from 2,500 stores with all these people interested and sending them out and doing one big job for the cheese industry. Do you realize that? Now, that is the advertising of it.

There won't be a radio station in the state of Wisconsin that won't be telling the story, that the ideal gift this Christmas is to give away a Christmas cheese.

Here is the first drawing of a store counter card. On each side of this we will have what we call dummy packages that will show this package of cheese. For those of you who don't know what this is, we would like to say that we are selling this cheese weigh-

ing 2½ pounds. I think most of you have seen this package. It is an all-year round carton with dairy scenes of Wisconsin on it, with cellophane put on afterwards and it can be sold as a souvenir package throughout the entire year. I think all you people have seen this package. I think you people realize this is a glorious opportunity for the cheesemakers to go out and do a job selling their own product such as you never have had before, an opportunity that will produce results in advertising and actually selling cheese. We are crazy enough to think we can sell a million pounds this year. One industry has purchased 250 thousand pounds already. I think we are going to have a million pounds of this cheese sold if we can get the cooperation we need.

Wherever they buy this cheese this sign goes on the counter with the proper display and we hope that every single merchant that puts that in will attempt to sell it.

Now, there is an outside carton over this cellophane that permits a sticker to be placed on it and for one dollar you can send out a gift that the recipient will appreciate and if you do send it, I think you will get back more thank you letters than any other present you ever sent out.

I wasn't supposed to be on the program but I am very much enthused about this thing and this is what I would like to have you do. There are probably 250 to 300 people in this room. I am going to make contacts—as many contacts as I can. I will go anywhere you say, and I challenge you boys to start working, and ladies, too, if you please. I would like to have you do this, when you get home, I would like to have you go to the secretary of the chamber of commerce and tell them about this campaign. We want to sell cheese in every store in Fond du Lac. We believe in the cheese industry; we believe in the cheesemakers. We want to do something about it. I told you of other cities, Marshfield, Richland Center.

It is almost the end of November and we have got Christmas Christmas coming on. The entire state can be centered on this as a Christmas gift, if you will help now. This is what I want you to do. There are 250 people in this room. I want you to go home and contact your local chamber of commerce; I want you to get your business people together, and I want to have an opportunity to talk to them. I want to have an opportunity to get them to cooperate on a program we think will do some good for the cheese industry.

Now, I am going to have five men in my department and we are going to every one of the 39 big cities in Wisconsin and get together with the Chambers of Commerce and show them the cheese and its importance in the state of Wisconsin. It is the gold stand-

ard of the cheese industry. I don't know why I shouldn't expect all of you to do a job on this one product. First of all, it will teach the buyer the value of the product. Secondly, it will teach them the importance of the package. Third, it will put it in the hands of people all over the United States and it will begin to make you people think that you must have a quality product, that it must be packaged, and that the women must be able to identify that package, and then we are ready to go out and spend five thousand dollars because we believe in it; we are ready to spend five thousand dollars and put it across. The officers of your association believe in this to the point that there isn't anything that can't put it over and this deserves your support.

In Madison we will be waiting for your Chamber of Commerce meeting or the Lions Club meeting, and I promise you regardless of the time that you make your contacts, I don't care when it is, somebody from the department will be there to tell them the gospel story of Christmas cheese. We want to put this thing over. As I told you before, that goal we would like to reach of a million pounds—we want your help and hope you will give it to us. Thank you.

**PRESIDENT WHITING:** Again I want to announce we have a number of nice presents to give away. This session, you must be in the room to get them.

You will notice in your program book report of "Activities of your Association through its Officers during the Past Year", by the president of your association.

The activities of our state association—my recollection brings me back to 13 years ago when I was elected a director of the state association. The duties of the officers and directors were to meet about once or twice a year and that was all that was needed at that time. As time went on the duties became more and more. The organizing of branch associations took place and to me, gentlemen, this is a step forward in the right direction because through the co-operation of the county branches it has certainly strengthened our state association, and I want to say at this time many of the associations have paid in their five dollars membership fee to the state organization, and I want to congratulate Calumet County's local as being one of the first to send their full membership of five dollars into our state organization. And from the locals we organized the Cheese Makers' Mutual Insurance Company.

There was a time when it was hard for cheesemakers to get insurance on their factories in some localities. About five years ago we organized the Cheesemakers Mutual Fire Insurance Company and after we had gone along with that for a year we saw the necessity of the formation of a casualty company and that was organized.

## PRESIDENT'S REPORT ON ASSOCIATION ACTIVITIES DURING THE YEAR

By Earl B. Whiting

Because many cheesemakers do not realize or understand what service the State Association is rendering to them, I feel it advisable at this time to make a more detailed report of the year's activities than has been the practice of the President in the past.

**1. Christmas Package:** Your Board of Directors and a special committee for the purpose, gave much time to the promotion of a Christmas package, which was widely sold and distributed last year and about which we tried to keep you informed through the newspapers. This necessitated many meetings of committee members and also received fine cooperation from participating cheesemakers who manufactured smaller packages for Christmas use.

The success of the 1938 Christmas cheese package convinced us that this was a worthy project for the Association, and, in preparation for the 1939 Christmas campaign, we commenced early last Spring by the formulation of plans and the selection of cheese to be used now. During all of this time, the Wisconsin Department of Agriculture gave us much valuable assistance as well as supporting the program and creating wide-spread interest through publicity. The Department is again working with us, and we expect this year to reach total sales far in excess of a year ago. Plans in detail, which have been completed, have been or will be given to you during this convention.

**2. Wisconsin—75th Jubilee Anniversary:** With other officers of the Association and cheesemakers, we cooperated with the Wisconsin Department and the Wisconsin Agricultural Authority in celebrating the founding of the first cheese factory in Wisconsin, which was held at Ladoga in Fond du Lac County last April. The 75th Anniversary has been tied in with all 1939 activities, and we believe this year marks a distinct step forward in the promotion of Wisconsin's cheese industry.

**3. Radio Broadcast:** It was my privilege to speak over a national hook-up on a radio program in Chicago, and, in the few minutes allotted to me, I took advantage of the opportunity to briefly outline Wisconsin's cheese industry from a cheesemaker's standpoint, as well as a general discussion of the industry.

**4. Legislation:** Early this year we held a state-wide conference at Oshkosh for the purpose of discussing pending or proposed legislation in Wisconsin. This conference gained state-wide interest and publicity as a result of statements made by one of the

speakers in particular, and during the months following had an important effect on the official set-up at Madison. It will be our aim to again hold conferences for a like purpose, and we hope that the interest of cheesemakers in any meeting to which they are invited in the future will not only be encouraging to those who sponsor the meetings, but also the number who attend should be such as to remove any doubt as to whether or not they are speaking for Wisconsin's cheese industry. This is not only an opportunity for the cheesemakers of the State, but it is a responsibility on their shoulders as cheesemakers of the State.

The Oshkosh conference that I have referred to went on record favoring a Dairy and Food Commissioner in sole charge of the dairy industry and directly responsible to the Governor.

May I briefly discuss some of the bills in the last session of the Wisconsin Legislature which affected cheesemakers in this state. In a sincere attempt to represent you, we opposed certain bills and favored the passage of others, depending upon their provisions and their effect upon the industry:

(a) Opposed a bill compelling one day rest in seven for cheesemakers because if the bill had become law, there would not have been enough licensed cheesemakers in our State to have permitted the legitimate operation of our 2,000 factories. When this fact was called to the attention of the sponsors of the bill, the situation was immediately recognized and an amendment introduced to exempt cheesemakers and buttermakers from its provisions.

(b) Opposed a bill limiting the hours of truck drivers to 48 hours per week.

(c) Opposed a bill prohibiting employers from deducting loss or damage from the employees pay.

(d) Opposed all bills creating a seven man commission or Department, favoring a one man Commission.

However, we favored an amendment to the pending seven-man bill which would permit a cheesemaker to be appointed to the Board. If the bill passed, a cheesemaker with experience in farming could be appointed. I think all of the cheesemaker associations in the State of Wisconsin agreed upon one man whose nomination was sent to the Governor and his appointment urged; but as you all know, our efforts in that direction were unsuccessful, although we had every reason to believe our single request for representation on the Board would be granted.

(e) Opposed a bill requiring a license to operate a steam boiler, which would have applied to nearly all of the cheese factories in



Wisconsin. The license fee would have been \$3 per year, as well as an additional \$3 for your assistant, if you left him in charge of the factory during your absence. We believe defeat of this bill alone has saved you more than the cost of the present membership dues in the State Association.

(f) Opposed repeal of the law creating the Wisconsin Agricultural Authority until it had opportunity to complete plans then in progress.

(g) At the request of Governor Heil, I represented the Wisconsin cheesemakers at a conference at Rhinelander and Antigo during the summer.

(h) We favored the bill commonly referred to as the "check-off" bill, which would provide for raising funds to be used in advertising dairy products both of this State and also dairy products in general throughout the nation.

(i) We opposed the milk control bill, and, as you recall, it passed in the closing days of the session applicable to counties having 70,000 population or over.

(j) We opposed a bill intended to repeal the law which now permits the oiling of roads passing or near dairy plants to relieve the dust problem.

(k) We favored a bill to exempt cheese up to 60 days old from taxation.

(l) We opposed the bill which would take from the Wisconsin Department of Agriculture its appropriation for the advertising of dairy and agricultural products. We were of the opinion the funds appropriated for this purpose should not be mingled with other funds for advertising or promotional work, because the fields are entirely different.

(m) We opposed a bill which was intended to repeal our present statute which permits the re-use of a cheese box providing the box is clean and free from mold or odors.

(n) We favored a bill to repeal the present statute which permits the teaching of the co-operative movement in our public schools.

(o) We opposed the bonding bill, which finally became law and effective January 1st, all dairy plants must furnish security for the payment of dairy products.

(p) We opposed Joint Resolution 45-S, which, you recall, requested permission to incorporate 45% moisture in American cheese.

It is not necessary to go into detail in explaining our opposition,—briefly, we did not feel an increase of moisture from 39% to 45% was for the best interest of the industry. The resolution did not pass, but I should report that its strongest supporter was recently made a colonel.

(q) Appeared in support of a resolution introduced in the last session recommending the re-instatement of J. W. Moore as Chief Grader in the Department of Agriculture.

5. We had several meetings to complete plans for the installment of a cheese factory unit at the State Fair grounds, and during the Fair we again operated a complete cheese factory for the benefit of the interested public. We have received many encouraging reports on this demonstration, which satisfies us the cost was not only justified, but we feel that type of instruction and education is one of our jobs and should not be overlooked in the future.

As your president, I want you to know that the duties of the office are increasing each year, and the demands upon the President's time makes the office not only one of responsibility, but makes the operation and conduct of his private business a problem, because of the amount of time necessarily given to the duties of the office of President. I have attended many meetings of the Board of Directors, the different committees appointed during the year on problems of general concern, such as Christmas package, convention plans, etc.

Progress of the Committee organized to promote the Christmas package this year was seriously handicapped because of the inability of the Wisconsin Department to make any commitments as to the extent of its participation in and support of the program. This unfortunate situation was the result of failure of the Legislature to adopt the Department's appropriation until late in the summer. This statement is made in fairness to the Department and the cheesemaker committee members who started early this spring with their plans. However, Mr. Gordon Crump of the Wisconsin Department has been throwing his entire energy into our program for the past two months, and it is receiving commendable support throughout the State and beyond the State, and all he needs to make plans and results complete is your active support. Don't wait for him to get in touch with you,—you get in touch with him immediately if you have not already done so.

Your Directors met in Fond du Lac in September for the purpose of discussing recommendations to be made to the Federal government at a hearing to be held September 25, 1939, at which time a hearing on proposed definitions and standards was to be held. Your Board delegated me to represent the Wisconsin Cheesemakers'

Association at that hearing which I attended September 25th, 26th and 27th and presented, at the hearing, the recommendations made by your Board of Directors. At the time of our meeting in Fond du Lac, there were representatives from other cheesemaker associations in Wisconsin who also joined in and supported the recommendations just referred to and that fact was also made known at the time of the hearing. I returned from Washington satisfied that hereafter on questions of importance to the cheese industry, whether local, State or Federal, the cheesemakers of this State should be represented at those hearings.

A week ago I attended a hearing in Madison, called by the Department for the purpose of districting the State of Wisconsin under the new bonding bill to which I referred a few moments ago.

Chapter 471, known as the bonding bill, is now the law of this state and we will all have to qualify on or before January 1, 1940. Do not wait until the last minute, but make your application early, and I am satisfied that you will find little difficulty in complying with the provisions of the law.

This report may seem long, but in fairness to the officers and directors of your Association, it should be longer in order to completely cover all of the many things which the Association and its officers and members have done or tried to do for the cheesemakers of Wisconsin. I hope that this brief resume of the year's activities will serve as an inducement to the cheesemakers to join the Association.

Many of the meetings referred to above were attended by several of your officers and others by your President, your Vice-President, Secretary or Treasurer and members of the Board of Directors. It is gratifying for me to make this report. I am proud of the fine assistance rendered by all of my officers and others in the Association, and it affords the opportunity of complimenting them by telling you what has been done.

May I close by simply thanking each of you who have helped lighten my burdens as President during the past year.

I thank everyone for helping make this a fine convention and the officers join me in that. It has been said and we have heard it, what does the state association do any way? I have tried to give you a picture in my report of the activities, and if you men feel that you haven't received your dollar's worth of protection, why we would be glad to hear about that and we would like to hear any suggestion you may have to give us, because after all we want the suggestions from the local branches and regional conventions and we will do our part in carrying out your wishes. I want to thank you

all at this time.

I would like to call on Mr. Wallenfeld at this time.

**MR. WALLENFELD:** Mr. Whiting, ladies and gentlemen: It is a real pleasure to be a small part of this convention. I have certainly enjoyed being here today. I am sorry I couldn't be here yesterday. I certainly would have been here if I had known of the dates of your convention and if I hadn't promised to be at another place.

This subject that has been assigned to me, the subject of "Mastitis" has probably been discussed more than any other of the diseases of the dairy cow. Mastitis really means inflammation of the mammary glands, if we look up the definition of it. In the broad sense as we have become accustomed to use the term, we have included quite a large number of different infections. It includes the miscellaneous infections with what we call micrococci, staphylococci and may also include the bacteria of the coli type.

Some have considered infections with certain types of bacteria as mastitis but for the purpose of this discussion it might be more practical to include all of these disorders that the layman has considered as mastitis, but the farmer in other words is inclined to call garget.

We might consider these disorders from the physical effect that they have on the cow, and secondly from the effect that they have on the properties of the milk itself. Abnormal swellings of the udder and in some cases quarters that have completely withered are the result of the mastitis with which some of you are quite familiar. Reduced flow of milk always seems to come from mastitis. The physical appearance of the milk may or may not appear abnormal. Watery, flakey and cloudy milk, of course, is common from mastitis infected cows but much infected milk cannot be detected by just observation alone. The physical and chemical nature of the milk is changed. Delayed coagulation is quite common. A change in mineral composition is also a usual occurrence which may cause certain difficulties. The disease is quite prevalent.

Russell, a Canadian experiment station worker, estimated that 25 to 50 per cent of the dairy herds in North America were infected with mastitis. Others have given different estimates. Olson of the Dairy Department at the South Dakota Agriculture College has estimated that the herds in that section had infections varying from 20 to 90 per cent. I just mention that to show that the disease is quite widespread.

One tendency on the part of the farmer is to blame most of his quality troubles to mastitis. It is always much easier to lay the blame on the cow than to take the blame ones self. I have discussed this with a lot of dairy men who have had trouble with their milk supplies. Sometimes some sections especially for some reason or other, the farmer will say right away, "Oh, it must be some cow in the herd," when more often the trouble is really from slack methods somewhere along the line, but it is much easier to blame the poor cow than to find out the facts. Maybe some of us are to blame for that by stressing mastitis at times without bringing in the other quality factors.

The importance of mastitis may be considered from several angles. We might first consider the angle which we speak of as the aesthetic angle or the angle of distastefulness or you might say common decency on the part of the consumer. None of us like to eat any animal products that come from animals that are not absolutely healthy. That is one thing I think all of us need to consider. We can't emphasize this factor too much in getting more consumption of dairy products.

The health aspects of mastitis have been discussed a great deal in the city milk markets. Health department officials have been quite interested in it. You usually hear the statement that it is of practically no significance, from the health standpoint. These cases where human disease has resulted are so rare that that should not be over-emphasized. To the farmer I think we should probably emphasize the economic importance more than anything else.

Quite a number of the experiment station workers have done quite a lot of investigating of mastitis. Shaw and Beem for example in Pennsylvania have found that with quite a large number of cows they studied mastitis infections caused a reduction of 24 per cent in total fat content and a reduction of about 22 per cent in total amount of milk produced. Some other investigators at Kansas in a study of about 370 lactic periods found that mastitis reduced the yield by almost a thousand pounds in the production of the cow.

Another factor that we need to emphasize as far as the farmer is concerned is that the mastitis is likely to eventually impair or destroy the milk secreting function permanently. Once a quarter is lost it is likely to remain lost as far as milk production is concerned, and the cow's producing ability is permanently impaired. Another thing about mastitis, it does give trouble in most milk areas and may give trouble to the small fluid milk dealers in the small towns where raw milk is sold, and that is that mastitis milk has a tendency to go rancid much more quickly than milk which is normal.

We might summarize then our concern about mastitis from three angles—human healthfulness which we must consider because we don't want any consumers to get any impressions that we are not always concerned with that as the danger of infection from that source as far as human infections are concerned. Then secondly, this appeal, this aesthetic appeal of the consumer—I use that term because it is hard to find another term to describe it. I might say the distastefulness of consuming any animal products that are from animals that are not entirely healthy. That factor has to be considered as far as the consumer is concerned, and I think we will all do well to keep that in mind whenever we discuss that in consumer groups. Thirdly, the money angle involved can't be over-emphasized. We just can't talk about that any too much. The reduced yield to the cheesemaker from mastitis milk is well-known to you all. I don't need to go into that. The additional trouble and time due to delayed coagulation is also quite familiar to you. The reduction in productivity of the cows to the farmer, as mentioned before, is a strong selling point of mastitis prevention but you men are quite well acquainted with those things.

I think what you are interested in primarily is a practical solution of the problem. What is the best procedure to follow? What can we do about it? We talked a lot about mastitis but we have done probably less to eliminate mastitis than any other major disease in dairy cows.

First, we might all of us emphasize the reduction of fat content as well as the reduction of total milk due to mastitis infection. We might show by example that cows producing about 280 pounds of butterfat, if they become infected with mastitis according to some of these figures I have given you, approximately 80 pounds of that butterfat would be lost through mastitis infection. That amounts to quite a lot even with the low price of butterfat at the present time. Even at about 30 cents that makes a difference of about \$20 a year in the returns from that cow. That would go a long ways towards paying for the difference between the returns of the cows that are sent to the butcher and the cows that have to be bought to replace them.

The importance of keeping mastitis from spreading, that is by milking the infected animals last and refraining from milking the first few squirts on the floor is something that should be emphasized. I think we could all stress the importance of guarding against practices that are conducive to mastitis, that is for example, kicks, bruises or injuries to the others, driving the cows with distended udders, thus breaking down the mammary tissues should be guarded against.



You men who are at the receiving plants of cheese factories can do a lot to help the farmers by calling some of these things to their attention. Undue exposures to cold and heat—concrete floors has a lot to do with increasing mastitis. Poor judgment in certain concentrates has in many cases been held responsible, and of course, the spreading of infection, spread of bacteria that are a known cause, spread through the milking machine where judgment isn't used.

How can we get farmers to detect so that they know when their cows have mastitis? In years past some members from our department or the Department of Agriculture—last year I understand Dr. Larson talked to you on mastitis and pointed out the number of tests that are available. I am not going to discuss those because I do think that if the average farmer is alert he can detect a lot of the mastitis, at least the largest percentage of it by carefully watching the cows every day.

I realize that I am taking a little more time than I am allotted to me so I am going to sign off with just this statement again—let me emphasize the danger of talking too much about mastitis without talking about the other quality factors at the same time because if we do, as I stressed before the farmer is too likely to want to lay the blame on the cows and shirk the responsibility himself when in reality so much of our poor quality troubles are not from mastitis but from just lack of proper care in every step in the production of milk.

It has been a pleasure to be here. Thank you very much.

PRESIDENT WHITING: Now we will have the final report of the resolutions committee, presented by A. H. Graf of the resolutions committee.

MR. GRAF: Mr. Chairman, ladies and gentlemen, I have been requested to read a letter from the Sheboygan County Cheesemakers' Association, Plymouth, Wisconsin.

November 6, 1939

Mr. C. J. Ebert, Secretary,  
Wis. Cheese Makers' Association,  
Gresham, Wis.

Dear Mr. Ebert:

The Cheese Makers Association of Sheboygan County voted on October 27, to send the following communication to the State Cheese Makers Association. And request that it be read at the State Convention, at Fond du Lac.

We request that some action be taken on the appointment of Mr. Edward Horn of Beaver Dam, Wisconsin, to the Advisory Board of the Department of Agriculture. Mr. Horn is eligible. The exact wording of the qualifications for appointment, of this law, Chapter 85, of the Wisconsin Statutes, published May 13, 1939; are, "all members of the board shall be persons experienced in farming."

We suggest that Governor Heil be requested to make the appointment of Mr. Edward Horn to this board upon the first vacancy of any member of this board.

We further suggest that our Governor give an explanation of why Mr. Horn was not appointed to this board, with his first appointment.

Yours very truly,

Cheese Makers Association of  
Sheboygan County  
E. J. CONGER, Sec'y.

**PRESIDENT WHITING:** The Sheboygan cheesemakers asked that we have some action on this at this convention. What is your pleasure?

**MR. THOMPSON:** I move that be accepted and acted on by our state association.

(Motion seconded.)

**PRESIDENT WHITING:** It has been moved and seconded that it be accepted and acted on by the officers of the state association. (Motion carried.)

**MR. GRAF:** I will now give you the report of the Resolutions Committee. We have spent a great deal of time preparing these resolutions and we never realized it was such a big job as it was. We at least spent seven hours and I don't know whether we accomplished anything, but we at least tried.

Resolution No. 1—

**RESOLVED,** that the Wisconsin Cheese Makers' Association, assembled in our 48th annual convention, do hereby extend our sincere appreciation to all the officers and directors for their efforts in our behalf during the past twelve months, to the equipment and supply men for their generous support, to all the speakers who have given us timely messages, and to the officials and citizens of Fond du Lac for their warm hospitality, and to all others who have helped in making this an outstanding convention.

**PRESIDENT WHITING:** Gentlemen, you have heard Resolution No. 1; what is your pleasure?

(Moved and seconded that the resolution be adopted; carried.)

Resolution No. 2—

RESOLVED, that we wish heartily to thank all donors of prizes, cash or otherwise, and especially the National Cheese Institute for its generous gift of \$175.00 in cash, which we believe did much to increase the attendance at this convention.

PRESIDENT WHITING: Gentlemen, you have heard read Resolution No. 2. What is your pleasure?

(Moved and seconded that the resolution be adopted; carried.)

Resolution No. 3—

RESOLVED, that WHEREAS, Almighty God has removed from our midst fellow members A. L. Janssen, Edmund; B. H. Baker, Chicago; and Arnold Widmer, Hartford, and any others whose passing may have escaped our attention,

THEREFORE, be it resolved that we hereby extend our sincere sympathy to the families of the deceased.

(Moved and seconded that the resolution be adopted; carried.)

PRESIDENT WHITING: At this time I would like to ask the audience to rise in silent tribute to our departed members.

Resolution No. 4—

RESOLVED, that the Wisconsin Cheese Makers' Association endorses the program of the Wisconsin Dairy Industries Association in its efforts to increase the consumption of all dairy products.

(Moved and seconded that the resolution be adopted; carried.)

Resolution No. 5—

WHEREAS, the state department of agriculture has selected additional inspectors and graders, under the provisions of a law enacted at a recent session of the legislature,

THEREFORE, be it resolved that we request the state department of agriculture to publicize the names of these men, the territory assigned them, as well as the background and qualifications of each.

(Moved and seconded that the resolution be adopted; carried.)

Resolution No. 6—

WHEREAS, we believe that the cheesemakers of Wisconsin are deserving of representation on the state board of agriculture, and

WHEREAS, this was definitely and specifically promised us prior to the election last fall,

THEREFORE, be it resolved that we condemn the action of our governor in refusing us this representation.

(Moved and seconded that the resolution be adopted; carried.)

Resolution No. 7—

RESOLVED, that this convention recommend to the Board of Directors that they consider Wisconsin Rapids when selecting the 1940 convention city.

(Moved and seconded that the resolution be adopted; carried.)

Resolution No. 8—

RESOLVED, that this association in the 48th annual convention assembled, go on record endorsing the quality improvement program as outlined by the Department of Agriculture and Markets.

(Moved and seconded that the resolution be adopted; carried.)

Resolution No. 9—

WHEREAS, the State of Wisconsin is recognized as a source of high quality cheese, and

WHEREAS, the Cheese Industry of Wisconsin has won this recognition by producing cheese made from pure whole milk, and

WHEREAS, the fat content of the whole milk in the cheese-making areas of Wisconsin is generally well adapted to the economical production of cheese, and

WHEREAS, cheese with the minimum legal fat content would be difficult or impossible to use in the manufacture of process cheese which is now absorbing a large proportion of the cheese production of Wisconsin,

THEREFORE, BE IT RESOLVED, that we, the members of the Wisconsin Cheese Makers' Association recommend the opposition to standardization of milk for American cheese which has been offered by the Wisconsin State Department of Agriculture and Markets, the 19-man cheese advisory board and the directors of the Wisconsin Cheese Makers Association.

(Moved and seconded that the resolution be adopted; carried.)

Resolution No. 10—

WHEREAS, it is our duty as cheese makers, licensed by the State of Wisconsin, to accept only pure, sanitary milk as defined by the laws of the State of Wisconsin; and

WHEREAS, we believe that milk which satisfied these standards of purity and sanitation does not require pasteurization for the protection of the public health; and

WHEREAS, we believe that when pure, sanitary milk is processed by clean, healthy and skillful operators under the conditions of factory sanitation required by the laws of the State of Wisconsin that much milk produces palatable, healthful nutritious cheese which conforms in every respect with the legal requirements of the State of Wisconsin and the federal government; therefore

BE IT RESOLVED, that we, the members of the Wisconsin Cheese Makers Association, in convention assembled, are opposed to any legislative acts or regulations which would forbid licensed or otherwise qualified cheesemakers to manufacture into cheese pure, sanitary milk in its natural, raw, unpasteurized condition.

(Moved and seconded that the resolution be adopted; carried.)

Resolution No. 11—

BE IT RESOLVED, in the interest of advertising dairy products and more particularly cheese, that the Wisconsin Department of Agriculture be encouraged in a program that will put dairy advertising on the barns of Wisconsin farms. We believe these barns offer an ideal means of acquainting thousands of our own citizens and tourists with our famous products—milk, butter, cheese and ice cream.

(Moved and seconded that the resolution be adopted; carried.)

PRESIDENT WHITING: In Resolution No. 10 I slipped up a little bit. That is in regard to pasteurizing or in regard to non-pasteurizing milk for cheese. I would like to ask for a few comments from Mr. Price on that.

MR. PRICE: Ladies and gentlemen, this loud speaker gives me the sensation of spitting about a mile. This resolution No. 10 which had to do with pasteurizing of milk for cheese was inspired by some events which took place at one of the hearings in Washington. Some of you men who were there were amazed to hear some member of the cheese industry outside of Wisconsin ask that all cheese should be made from pasteurized milk by force of law.

That was so startling not only to me but to them also that they asked me to prepare this resolution which you have just heard and which you have just approved. I think Mr. Whiting asked me to talk to you quite simply, to make clear the feeling of these men in respect to this matter, and in view of that I want to just point out one or two things that you might think about in connection with this resolution.

Now, some types of cheese can be made from pasteurized milk. Some types of cheese have not yet been made from pasteurized milk, while there are other types that should be made from pasteurized milk and are made almost 100 per cent. Under those circumstances and the varying conditions in the cheese industry it is ridiculous, it seems to me, to ask for a law compelling the manufacture of all cheese from pasteurized milk. The only justification for a law which would compel manufacturers to pasteurize all milk would be one which would be inspired by the protection of public health.

At a recent hearing on cheese standards in Washington, D. C., the question of compulsory pasteurization of milk for cheesemaking was discussed. Such a question naturally should attract the attention of the members of this association.

It is known that certain types of cheese can be made on the commercial scale from pasteurized milk, that certain other types are usually made from pasteurized milk while some types have not yet been successfully made from such milk. The idea of compulsory pasteurization of all milk to be used for cheese making is not equally applicable from the commercial standpoint to all types of cheese. The only justification for a law compelling pasteurization for all cheese seems to be based on the necessity of protecting the public health.

Dr. C. D. Kelly of the New York State Experiment Station at Geneva, N. Y., in a discussion (Circular 175 Aug. 1, 1937) presents the following summary of the status of pasteurization from the public health standpoint:

"The early studies on the survival of pathogenic organisms in cheese were largely concerned with the tubercle organism and it was shown at that time that the bacillus of tuberculosis died out before the cheese would normally be consumed. Because of this it was felt that pathogenic organisms in cheese did not have the significance that they have in market milk. Now, however, with cheese going on the market much sooner than previously, and since recent investigations have shown that certain pathogenic bacteria not only survive but grow in cheese, there has been a revival of interest on the part of public health authorities in the pasteurization of cheese milk. As tuberculous cows have largely disappeared in the United States, public health men are more concerned with other types of pathogenic bacteria.

"In studies on septic sore throat made at this Station, some of the causative organisms were added to cheese milk and not only survived over a considerable period in the cheese but increased in numbers. During the summer of 1936, a scarlet fever outbreak in a summer camp was studied and was traced to the milk of one shipper



which had been brought in from a cheese factory to help out in a week-end shortage. A study of the cheese in the factory showed the organisms present in the cheese on the days previous to the weekend and on the days after, but not during the time the milk was going to the camp.

"In recent years food poisoning epidemics have been studied more extensively, and though the cause has seldom been traced to cheese, there have been a sufficient number of cases to warrant consideration.

"It is not surprising that these findings have raised a question whether it may not be desirable to pasteurize milk for cheese making as a public health precaution."

Pasteurization destroys organisms which contaminate the milk before the making process begins. Contamination of the cheese by unhealthy cheesemakers, graders or grocery clerks may occur after pasteurization. From such infections the consumer must rely on government agencies that are responsible for the protection of the public health through regulation of all food industries or the consumer must depend upon the integrity and reputation of the manufacturer to guarantee the healthfulness of his product. The consumer, however, **must be protected** by some means.

Our present laws define pure, sanitary milk in a very clear manner. The enforcement of these laws should be adequate protection against disease for the consumer. If there is any reason to question the purity or sanitary quality of the milk then pasteurization of such milk would be justified and might well be regarded as mandatory both by the American cheese industry itself as well as by those governmental agencies which are dedicated to the protection of the public health. In November, 1937, I addressed this Association on the desirability of producing and advertising a certified type of cheese under sanitary control measures which would satisfy the requirements of any food regulatory bodies. That explanation might well have been given today for your consideration.

I am personally convinced of the merits of pasteurizing milk for American cheese. I believe that under ordinary circumstances the chief benefits to be derived are control of quality, uniformity, keeping properties and yield. Under unusual circumstances pasteurization may be necessary to guarantee the healthfulness of the milk used in making the cheese. But the condition of the cheese industry and the degree of law enforcement in Wisconsin today do not require compulsory pasteurization of all milk to protect the health of the consuming public against the possibility of violations of our existing laws. Why should the American cheese industry be saddled with compulsory pasteurization of milk when no other branch

of the dairy industry is compelled by law to pasteurize its raw material?

**PRESIDENT WHITING:** Thank you, Professor Price. We will have the amendments to the constitution at this time. We have one here:

**BE IT RESOLVED,** that the members of the Southeastern Wisconsin Cheese Makers Association recommend that the Wisconsin Cheese Makers Association amend its constitution and by-laws to increase the board of directors from five to seven men.

That is the only one that we have.

**MR. KOPITZKE:** Isn't it a fact that all the officers are now directors? They would have to increase it from nine to eleven because they are all directors.

**MR. E. F. HORN:** Mr. Chairman, the intention in making this request of the state organization was that we believed a better service could be rendered all over the entire state of Wisconsin. The West, Northwest, and the extremely Southwest is not represented by this organization insofar as the directorship is concerned. We have members in that section and we could possibly increase our membership if we gave them a director in their section. There was nothing particular they wanted outside of giving better service to these people. That is the object of introducing that amendment.

**MR. THOMPSON:** Mr. Chairman, I believe the effect of that amendment was also there was to be provision made in there to elect the officers from the directors.

**PRESIDENT WHITING:** Well, gentlemen, we will get under way with this amendment. What is your pleasure, you heard the reading of this amendment?

**MR. THOMPSON:** I move the amendment be adopted.

(Motion to adopt the amendment seconded and carried.)

**PRESIDENT WHITING:** Mr. Peters has another amendment to offer. It was also brought up yesterday.

**MR. PETERS:** Ladies and gentlemen, this amendment which was read yesterday afternoon is the one that has been misplaced and lost somewhere. I will endeavor to tell you what this amendment consisted of. It was brought up at the council meeting yesterday afternoon. Under the present constitution and by-laws we elect a president, vice-president, secretary and treasurer and five directors. The proposed amendment was going to do this—instead of electing these four officers from the floor, we proposed the amend-

ment read so that we would elect nine directors, so that would be 11 directors now and these directors will elect the respective officers of this association.

Our reason for this was, there was considerable discussion for hiring a full time secretary. It was sidetracked last year, and because of the fact that we raised our dues and we would not know how many memberships we would receive. Under this proposed amendment the directors would be elected from this floor and they in turn would elect the officers. We thought the board of directors would be more qualified to decide whether or not this association could afford a full time secretary and what salary they could pay him. We felt they would be in a better position to judge rather than the people on the convention floor. I am not qualified to speak as to the financial situation of the association, and we felt therefore it would be a good idea and as I said before, it was decided a year ago that we introduce the amendment. It was read here yesterday and has been misplaced. But that is the sum and substance of the proposed amendment.

**PRESIDENT WHITING:** Gentlemen, you have heard this amendment; it was read yesterday. You may act on this. We have the amendment some place but it isn't here right now. That is the meaning of the amendment; what is your pleasure?

**MR. PETERS:** I move its adoption.

**MR. GRAF:** I would just like to say a few words on this subject to express my personal opinion on it, not that it means so much but I would like to have you know how some of the boys feel. We feel that the group of cheese makers that are assembled in the convention is well qualified to elect their officers as they have done in the past years, and we don't feel that we are ready for a new deal at this time. We have made one change in the by-laws and we believe it should be enough for this year. Possibly 1940 we can take this amendment up again and I hope you boys turn this amendment down and keep the election of officers to us. I believe you are as well qualified as the board of directors is to elect them, I think.

**MR. RAASCH:** I agreed with what Mr. Graf says. We don't believe in a new deal at this time. We have one in Washington and we know what kind of experience we have there. This association has been run for 48 years—this is the 48th convention. Why should we have a new deal at this time. Why not try this new amendment for one year and if we have to have a new deal, let's have it next year. I for one make a motion to table this resolution.

PRESIDENT WHITING: We have a motion before the house now to favor it. Is there a second to it?

MR. THOMPSON: I second it.

PRESIDENT WHITING: It has been moved and seconded that we adopt this amendment to our constitution. Are you ready for the question? Motion is lost.

I don't think there are any other amendments. There are no other amendments to our constitution so we will have the report from the nominating committee now or from the chairman of the nominating committee, Mr. Johns.

MR. JOHNS: Ladies and gentlemen, fellow cheese makers: The nominating committee has met with the exception of one member, Mr. Yordi, who was not present, and we have agreed on the following officers: First, your president, we have renominated Earl Whiting of Gillette. We believe he has served you well and we believe he is entitled to re-election.

PRESIDENT WHITING: Are there any other nominations from the floor? If there are any, we welcome them.

SECRETARY EBERT: Ladies and gentlemen, you have heard the nomination for president. Are there any other nominations from the floor? We certainly welcome the nominations from the floor.

MR. HORN: I move the nominations be closed.  
(Motion seconded and carried.)

SECRETARY EBERT: What is your pleasure now, since there is only one nominee, do you want to vote by ballot or suspend the rules?

MR. GRAF: Mr. President, I move the rules be suspended and that the secretary be instructed to cast the unanimous ballot for Mr. Whiting for the succeeding year.

(Motion seconded.)

SECRETARY EBERT: It has been moved and seconded that we suspend the rules, and that the secretary be instructed to cast the unanimous ballot of the association for Mr. Whiting as president for the ensuing year. All those in favor of this motion signify by saying aye. Carried. Mr. Whiting is elected.

PRESIDENT WHITING: I thank you, ladies and gentlemen, for placing this confidence in me. All that I ask is that if you have any suggestions to make, please let me have them, and at any time I can be of service in any way to any of your local groups or in any other way, I will be happy to do so. I thank you.

**MR. JOHNS:** The nominating committee has placed for vice-president your former vice-president, Mr. Leonard Kopitzke.

**PRESIDENT WHITING:** Are there any other nominations from the floor?

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

**MR. THOMPSON:** I make a motion that the rules be suspended and the secretary cast the unanimous ballot for L. E. Kopitzke, vice-president of this association for the ensuing year.

(Motion seconded and carried.)

**MR. KOPITZKE:** Earl just informs me you have again re-elected me vice president. I certainly want to thank you and I will do all I can for the association.

**MR. JOHNS:** For secretary your nominating committee has felt that Mr. Ebert has been such a faithful secretary that they have renominated him for the same position.

**MR. THOMPSON:** I move the nominations be closed.

**SECRETARY EBERT:** Mr. President, I want to say that if anybody feels they have anyone they would like to nominate from the floor in opposition to me, I will have absolutely no ill will toward anyone. I would like to have you nominate anyone you see fit.

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

**MR. GRAF:** I make a motion that the rules be suspended and that the president be instructed to cast the unanimous ballot for Mr. Charles Ebert as secretary for the ensuing year.

**SECRETARY EBERT:** Gentlemen, I want to thank you for again endorsing me. I will admit that this year we were a little bit late with our books. I will try to bear in mind next year to get the books out a little earlier. There were a few complaints registered and they were justified. Although I did get the books in the mail on the first of November, some of the makers didn't get them, according to their statements, before the sixth of November. It seems to me that in five or six days mail ought to reach the other end of the continent, but I will manage next year so that there will be no question in your getting the books on time.

**MR. JOHNS:** For the election of treasurer, your committee has nominated your former treasurer, Walter R. Schmidt.

**PRESIDENT WHITING:** Are there any nominations from the floor? If not a motion will be in order.

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

MR. RAASCH: I move the rules be suspended and the chair declare Mr. Schmidt elected as treasurer for the ensuing year.

(Motion seconded and carried.)

MR. SCHMIDT: Ladies and gentlemen, I surely appreciate the honor but I wish you would have picked on somebody else so he could have had the fun I had this year. It was a real pleasure; but the ideas some people have as to why they are paying the membership dues! They say, "What, five dollars? For just going in there, the heck with you." They think the five dollars is only for attending the convention and for a blow out. They should be educated to the fact that the \$5.00 is to cover the cost of association activities. I again thank you; I will try to do the best I can for you.

MR. JOHNS: Now, for one director, John H. Peters; we have again nominated John H. Peters.

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

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

PRESIDENT WHITING: There being only one candidate to be elected, there will be a motion in order to suspend the rules.

MR. THOMPSON: I move that the rules be suspended and the secretary be instructed to cast the unanimous ballot for John Peters, as director of our association for three years.

(Motion was seconded and carried.)

MR. JOHNS: Gentlemen, for the director to fill the vacancy, we have nominated E. W. Marten from Spencer. We felt there was little representation in the central and western part of the state, and therefore we have nominated E. W. Marten from Spencer. Your president says nominations from the floor are always welcome and I am sure we might get some nominations from the floor if anyone asked for them.

MR. GRAF: Mr. Chairman, I move that Mr. Parsons of Dorchester be nominated.

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

(Secretary's note: Ballots were distributed and the following ballots were cast:



Marten 62; Parsons 28; blank 1.

PRESIDENT WHITING: Ladies and gentlemen, I will give you the result of the ballot. There were 91 ballots cast, 62 being for Emil Marten, 28 for Mr. Parsons and one blank. Mr. Marten received a majority.

SECRETARY EBERT: Mr. President, I move that the informal ballot be declared formal and Mr. Marten declared elected.

(Motion was seconded and carried.)

(Thereupon the prizes were awarded.)

The convention adjourned sine die.

CHARLES J. EBERT, Secretary  
Gresham, Wisconsin

A. J. KAEMPFER,  
Convention Reporter,  
Madison, Wisconsin.

## LIST OF CHEESEMAKER MEMBERS OF 1939-1940

Ausloos, D. J., Coleman  
Altman, Milford, Hilbert  
Anderson, Jens Peter, Denmark  
Albrecht, Arthur, Edgar  
Abegglen, Emil, Watertown  
Abegglen, Henry, Fall River  
Alderman, Herman, Richland Center  
Anderegg, Otto, Basco  
Ansay, Arthur, Belgium  
Badger Consolidated, Shawano  
Brandt, August, Kewaunee  
Benecke, H. W., Denmark  
Benecke, Raymond, Denmark  
Behrens, H. W., Plymouth  
Bentle, Leonard, Hortonville  
Buboltz, Reuben, Hilbert  
Buss, F. R., Caroline  
Baker, F. B., St. Cloud  
Bassuener, Arno, Sheboygan Falls  
Blanke, Walter, Plymouth  
Behrens, Wilbert, Plymouth  
Burke, Gordon, Cascade  
Baeten, Martin, De Pere  
Berg, Joseph, Edgar  
Blankschien, Walter, Clintonville  
Bleuer, Fred, Cambria  
Bruni, Milton, Iron Ridge  
Balmer, Fred, Juneau  
Balsiger, Jake, Pardeeville  
Bruni, Carl, Iron Ridge  
Babler, John, Campbellsport  
Bieri, John, Jackson  
Balsiger, Vern, Markesan  
Broeniman, Ernst, Burnett  
Buroff, Jack, Doylestown  
Bachofen, Bert, Cambria  
Boss, Gottfried, Waupun  
Berger, Carl, Juneau  
Bergner, Emil, Bonduel  
Buleau, Earl, Stevens Point  
Buschor, J., Plymouth  
Burke, Harold, Richland Center  
Brauchi, Alfred, Belleville  
Beisner, E. G., Dorchester  
Brunner, Lyle, Seymour  
Brick, C. C., Brillion  
Conger, E. J., Plymouth  
Clarson, C. A., Boscobel  
Conger, Ira, Greenbush  
Chapman, Fred, Sheboygan Falls  
Ciha, Joe, Appleton  
Clark, Roland, Greenleaf  
Doehring, John, Ixonia  
Dehn, H. W., Bonduel

Davis, H. G., Plymouth  
Damrow, O. A., Sheboygan Falls  
Ditter, E. W., Random Lake  
Dieck, A. A., Marion  
Dvorak, Wm., Edgar  
Dittberner, George, Horicon  
Daulder, Fred, Woodland  
Drachenberg, Gust, Watertown  
Drachenberg, Max, Watertown  
Drachenberg, Carl, Hartford  
Dederich, L. A., Plain  
Dickrell, Theo., Junction City  
Diener, Harold, Kewaskum  
Deicher, Ervin, Adell  
Doperalski, Victor, Kewaunee  
Doperalski, Leo, Kewaunee  
Dedow, A. E., Waupaca  
Eiler, P. H., DePere  
Ebert, C. J., Gresham  
Euler, Edwin, Lowell  
Engelbert, Gilbert, Brussels  
Friday, Guy, Viola  
Forbes, Curtis, Bridgeport  
Fuhrman, H. W., Hilbert  
Fiedler, N. C., Brillion  
Fischer, E. H., Cedar Grove  
Fischer, Donald, Saukeville  
Fiedler, A. H., Plymouth  
Friedli, Gottfried, Neosha  
Feutz, Alfred, Watertown  
Feutz, Werner, Waterloo  
Feutz, Fred, Waterloo  
Feutz, Walter, Cambria  
Feutz, John, Lake Mills  
Fish, Con, Viroqua  
Fischer, John, Boaz  
Foelsch, George, Greenwood  
Gurtner, Adolph, Rubicon  
Gruendeman, C. F., Kewaskum  
Grunwald, Ewald, Sheboygan Falls  
Grebe, Raymond, Glenbeulah  
Gimmel, Chris, Juneau  
Grainger, Louis, Reedsville  
Gertsch, Emil, Juneau  
Gurtner, Fred, Hartford  
Graf, A. H., Zachow  
Gasche, Wenzel, Luxemburg  
Guth, Clarence, Algoma  
Goderstad, Torge, Mazomaine  
Giese, Art, Greenleaf  
Gossner, Ernest, Darlington  
Gafner, Albert J., Prairie Farm  
Hodges, Fred F., Wausau  
Horn, E. F., Beaver Dam  
Herold, Jos. J., Maribel  
Heberer, Adolph, Kewaskum  
Hoppe, E. C., Abrams

Holzbach, E. J., Manitowoc  
Hernke, George, Chilton  
Hernke, Armin, Hilbert  
Hoffman, Alfred R., Edgar  
Haas, Alfred, Sheboygan Falls  
Hubert, W. F., Sheboygan  
Howe, H. J., Nye  
Hrabik, Roy J., Luxemburg  
Hitske, Elmer, Hamburg  
Haesler, Henry, Eldorado  
Hobi, Henry, Horicon  
Huggli, Walter, Juneau  
Heim, Fred, Clyman  
Haesler, Peter, Waterloo  
Hanni, Alfred, Mayville  
Hanni, Gottfried, Mayville  
Huck, H. F., Beaver Dam  
Hilfiker, John, Pardeeville  
Hilficker, Paul, Watertown  
Harwood, Noel, Richland Center  
Hoffman, F. J., Coleman  
Hamilton, Otto, Viola  
Hertel, Leo, Millador  
Herman, Victor, Whitelaw  
Heim, A. H., Hortonville  
Hoffman, S. P., Chilton  
Heuvel, Alex Vander, Seymour  
Heinz, John, Cleveland  
Heckman, C. F., Newton  
Haffenon, F. W., Oshkosh  
Heisler, Peter, Theresa  
Herrmann, Clarence, Branch  
Horneck, Herbert, Elkhart Lake  
Huser, Fred, Rice Lake  
Indermuehle, E. A., Woodland  
Indermuehle, Ernest, Fox Lake  
Indermuehle, Theodore, Woodland  
Inabnit, John, Randolph  
Jung, Ernest W., Juneau  
Johns, Arthur, Luxemburg  
Jaehnig, Rudolph, Two Rivers  
Jorgenson, R. C., Denmark  
Johnson, A. M., Blanchardville  
Jung, Fred, Juneau  
Johnsrud, L. E., Avoca  
Jegerlehner, Walter, Darlington  
Krummenacher, Fred, Kaukauna  
Klug, Edwin H., Greenleaf  
Kupsch, Wm., Hilbert  
Korth, Alex, Menasha  
Kaufman, H. C., Plymouth  
Kowski, Clarence, Watertown  
Kohlman, Henry, Calvary  
Kuschel, H. J., Pound  
Kasper, L. W., Bear Creek  
Kubitz, Martin, Athens  
Kuschak, I. J., Willard

Kolarik, Adolph, Kewauna  
Kellenberger, Ernest, Verona  
Kropf, Jake, Beaver Dam  
Kleman, Art, Oconomowoc  
Kohli, Alvin, Mayville  
Kuepfer, Walter, Hustisford  
Kohlman, Elmer, Rosendale  
Kusta, Wm., Bonduel  
Krebsbach C. J., Cumberland  
Kanzenbach, Alvin, Sobieski  
Kriewaldt, Richard, Bowler  
Kleinhans, John J., Campbellsport  
Koenig, Steve, Fond du Lac  
Krueger, F. G., Marion  
Krause, A. H., Oconto Falls  
Koepsell, G. P., Mayville  
Kautz, August, Clintonville  
Kopitzke, L. E., Marion  
Kust, Edward, Oconto Falls  
Knaus, Edwin, St. Cloud  
Kroeger, Otto P., Tigerton  
Kohlman, Val, Malone  
Koten, Stanley, Sheboygan  
Krummenacher, Emil, Dale  
Kohlman, L. B., St. Cloud  
Kielsmeier, Hugo C., Kingston  
Linder, Walter, Beechwood  
Loehr, H. J., Calvary  
Laske, Gust, Seymour  
Lensmire, Jos. A., Manitowoc  
Liebzeit, H. G., Hilbert  
Lau, G. R., Brillion  
Lauer, Mike, Dundas  
Liebetau, W. A., Chilton  
Lamm, L. J., Hilbert  
Lemkuil, Edward, Cascade  
Lensmire, Math., Cascade  
Lemkuil, John, Plymouth  
Lindner, Fred, Belgium  
Lensmire, John, Marathon  
Levash, Leo, Polar  
Laubmeier, George, Mineral Point  
Levash, John, Coleman  
Luethy, H. B., Byron  
Lensmire, Richard, Whitelaw  
Muetzenberg, Jake, Atwater  
Midwest Creamery, Manitowoc  
Michels, Edward, Brillion  
Mohr, George, Plymouth  
Meyer, Wm., Oostburg  
Moenning, Gustave, Sheboygan  
Meinhardt, Art, Sheboygan  
Mullins, Melvin, Edgar  
Marquardt, H. W., Marathon  
Muentzlaff, George, Watertown  
Mader, August, Cambria  
Miller, Carl, Randolph

Malueg, Victor, Shawano  
Mattes, R. W., Chilton  
Mathews, Joe, Lancaster  
Mauthe, W. L., Cuba City  
Mellenthin, O. A., Marshfield  
Meyer, Herman, Oconto Falls  
Matthias, Henry, Cleveland  
Mehlberg, H. L., Bonduel  
Meisnest, Walter, Port Washington  
Mueller, Val, Lavallo  
Madding, C. W., Richland Center  
Major, Louis, Little Suamico  
Mueller, Herbert, Shawano  
Meinhardt, Ed., New London  
Metzig, Henry, Fremont  
Morris, Charles, Clintonville  
Miller, Rudy, Shawano  
Mitchell, Eugene, Mt. Sterling  
Mulvey, Francis, Fennimore  
Mellen, Jack, Richland Center  
Malueg, Wm., Tigerton  
Marten, E. W., Spencer  
Neuser, Oscar H., Brillion  
Neuman, George, Plymouth  
Nussbaumer, W. O., Sheboygan  
Neiderost, Alois, Eldorado  
Netson, Emil, Viroqua  
Nogel, Arthur, Cobb  
Neumann, A. E., Berlin  
Olm, Roland H., Newton  
Otto, Earl M., Dale  
Ohlrogge, Arnold H., Denmark  
Olsen, Clarence, Colby  
Olm, Herman, Brillion  
Olm, Otto, Malone  
Paulson, Alvin, Lena  
Pagel, Alfred, Denmark  
Pfund, Wm., Sherwood  
Plate, Gust E., Brillion  
Perronne, Louis F., Plymouth  
Peters, John H., Plymouth  
Peters, E. E., Plymouth  
Peters, Milford, Plymouth  
Preisig, Jake, Stratford  
Parsons, M. H., Dorchester  
Peters, Emil H., Sugarbush  
Peters, L. W., Bear Creek  
Paulsen, L. M., Seymour  
Panzer, E. H., Pine River  
Pingle, H. R., Appleton  
Rakowski, Stanley, Wausaukee  
Roegner, Leo, Poy Sippi  
Rief, J. L., Peshtigo  
Rehben, H. E., Larson  
Risse, Charles, Random Lake  
Raeder, Harvey, Sheboygan Falls  
Roegner, Henry, Poy Sippi



Rechsteiner, John, Mt. Horeb  
Rott, Edward, Maribel  
Rambeau, Edward, Woodland  
Ryser, Alfred, Cambria  
Raether, Aug. H., Watertown  
Radloff, Max, Hustisford  
Radloff, Roland, Hustisford  
Rechsteiner, Werner, Fox Lake  
Reimer, Adolph, Valders  
Raasch, Obert, Shawano  
Rinfleis, Walter, Marshfield  
Roesler, O. W., Shiocton  
Rommel, Wm., Mayville  
Ruetten, Bert, Dodgeville  
Roesler, A. A., Wisconsin Dells  
Ritter, Adolph, Oconto Falls  
Reber, Fred, Rice Lake  
Ringel, Louis, Shawano  
Scray, E. J., De Pere  
Schroeder, Elmer, Greenleaf  
Sonnenberg, E. K., Cato  
Schneider, M. J., Linden  
Salathe, Fred, Darlington  
Suidzinski, Steve, Denmark  
Suidzinski, Harold, Denmark  
Schmidt, Arno, Sheboygan Falls  
Schroeder, E. H., Glenbeulah  
Stecker, Norman, Reedsville  
Stoltzman O. H., Hilbert  
Schaefer, John, Sheboygan  
Schmidt, W. R., Sheboygan Falls  
Schockmel, Dennis, Glenbeulah  
Sass, Arno, Plymouth  
Strub, Jacob, Plymouth  
Scannel, John, Plymouth  
Specht, George, Sheboygan Falls  
Schmitz, Norbert, Plymouth  
Stange, C. W., Elkhart Lake  
Sleger, B. C., Stanley  
Spaeth, George, Stratford  
Simonson, Eddie, Bonduel  
Schroeder, W. D., Seymour  
Schneider, Earl, Denmark  
Stieman, Ernest, Pardeeville  
Schmid, Joe, Beaver Dam  
Schreiber, E. E., Cecil  
Schreiber, Earl H., Seymour  
Sonnabend, Theodore, Reedsville  
Schultz, Albert, Reedsville  
Schroeder, F. H., Abrams  
Spieles, J. J., Loyal  
Steinhardt, G. J., Shawano  
Strong, Robert, Boscobel  
Streblow, William, Cecil  
Sibilsky, John, Algoma  
Sibilsky, Herman, Algoma  
Stemper, A. G., Clintonville

Schermetzler, E. E., Athens  
 Scannell, George, Eden  
 Schroeder, Arthur, Chilton  
 Schuler, Ray, Van Dyne  
 Schneider, Oswald, Hortonville  
 Speich, F. G., Pittsville  
 Sommerfelt, Leon, Shullsburg  
 Stoller, Emil, Argyle  
 Stettler, John, Joel  
 Thiel, A. M., Menasha  
 Thielman, Edgar, Chilton  
 Thompson, P. J., Arena  
 Truttschel, Arthur, Sheboygan Falls  
 Tracy, E. A., Plymouth  
 Thompson, O. R., Rib Lake  
 Thew, H. E., Madison  
 Tesh, Elmer, Friesland  
 Tesh, J. A. Friesland  
 Luethy, Fred A., Fond du Lac  
 Thielman, Otto, Basco  
 Voith, John J., Junction City  
 Viktora, Paul, East Dubuque, Ill.  
 Vogel, Carl, Beaver Dam  
 Vandernause, Ben, Casco  
 Valleskey, W. R., Kiel  
 Voight, Edwin, Kiel  
 Witt, A. R., Gilman  
 Wrensch, Louis A., Menasha  
 Wifler, Ray, Glenbeulah  
 Webb, Charles, Glenbeulah  
 Woldt, Art H., Reedsville  
 Whiting, Earl B., Gillett  
 Weiss, Glen C., Eden  
 Wolfgang, Arthur, Plymouth  
 Wunsch, Erwin O., Cleveland  
 Wenger, John, Merrimack  
 Wenger, William, Rubicon  
 Wenger, Fred, Juneau  
 Walter, Clarence, Mayville  
 Widner, John, Theresa  
 William, Ben, Cambria  
 Wirz, Eugene, Rice Lake  
 Wendtland, Frank A., Neenah  
 Winter, Harold, Birnamwood  
 Wiskerchen, L. M., Auburndale  
 Wyss, Gottlieb, Watertown  
 Wuethrich, Fred, Doylestown  
 Wuethrich, Fred, Rice Lake  
 Westphal, F. C., Randolph  
 Wegner, Arthur, Juneau  
 Wegner, Frank, Oakfield  
 Winters, Ed., Cecil  
 White, Joe, Arena  
 Wiskow, H. G., Red Granite  
 Winter, Charles, Neenah  
 Wegner, Hilbert, Pulaski  
 Wagner, H. J., Greenleaf

Zietlow, W. A., Marion  
Zwisky, William, Columbus  
Zimmerman, Erwin, Plymouth  
Zuphe, Adolph, Randolph  
Zemp, Fred, Beaver Dam  
Zurbuchen, Gottfried, Fox Lake  
Zuberbuhler, Carl, Juneau  
Zuberbuler, Ernest, Fox Lake  
Zeichert, Fred, Weywauga  
Zbaren, Fred, Blanchardville  
Zillmer, E. J., Shawano

LIST OF ASSOCIATE MEMBERS OF 1939

Adamski, Joe, Seymour  
 Alt, Edward, Spring Green  
 Adams, C. M., Chicago, Ill.  
 Albrecht, Gordon, Van Dyne  
 Barry, H. A., Milwaukee  
 Bramstedt, O., Fond du Lac  
 Brown, E. C., Mosinee  
 Bennett, E. W., Milwaukee  
 Bingham, H. C., St. Paul, Minn.  
 Bergstron, L. A., Escanaba, Mich.  
 Braun, A. W., Platteville  
 Breiman, Mrs. C. F., Juneau  
 Breiman, C. F., Juneau  
 Burkhardt, Walter, Monroe  
 Beisser, Fred, Plymouth  
 Baumeister, W., Madison  
 Beger, Monroe, Fredonia  
 Bertrand, C. D., Green Bay  
 Buss, George, Marshfield  
 Bush, M. G., Green Bay  
 Brown, R. J., Fond du Lac  
 Brandt, Erhart, Kewaunee  
 Burt, V. C., Fond du Lac  
 Boll, Ernest, Sheboygan Falls  
 Blaser, Jacob, Verona  
 Biskobing, Joe, Plymouth  
 Bibby, H. F., Beaver Dam  
 Beich, Walter, Merrimack  
 Brown, Robert A., Antigo  
 Buss, F. J., Clintonville  
 Bartel, Amendus, Hilbert  
 Brockmen, A. J., Sheboygan  
 Blanke, Walter, Plymouth  
 Buehrens, Herb. F., Dorchester  
 Becker, W. L., Marshfield  
 Boettcher, George, Pulaski  
 Becher, O. W., Appleton  
 Bauer, Robert, Fond du Lac  
 Christophersen, J. I., Green Bay  
 Cannon, C. J., Neenah  
 Clemons, Floyd, Medina  
 Caterina, J., Chicago, Ill.  
 Campbell, George E., Muscoda  
 Cramtom, B. L., Oconomowoc  
 Corniea, F. A., Plymouth  
 Cooley, W. E., West Bend  
 Callahan, John J., Plymouth  
 Davenport, L. E., West Bend  
 Druess, Arnold, Neenah  
 Doherty, Mike, Cascade  
 Druckrey, Marvin, Brillion  
 Diecher, J. H., Beaver Dam  
 Diedrich, Walter, Sheboygan  
 Damrow, E. C., Fond du Lac

Donovan, Paul, Chicago, Ill.  
Daun, Richard, Green Bay  
Dillon, H. P., Oshkosh  
DeCoster, J. T., Fond du Lac  
Debauche, Louis, Green Bay  
Eifler, Victor, Plymouth  
Erbstoesz, A. C., Plymouth  
Eisenmann, Fred, Green Bay  
Eichl, Emil, Plain  
Erickson, Elmer, Shawano  
Entringer, J. W., Beaver Dam  
Eckardt, F. W., Sheboygan  
Frome, M. R., Sheboygan  
Flaven, J. L., Milwaukee  
Falck, M. L., Manistique, Mich.  
Frey, John A., Monroe  
Fiebrink, Arnold, Glenbeulah  
Finucane, John, Chicago, Ill.  
Fleming, Fred, Chicago, Ill.  
Flatley, D. F., Green Bay  
Fleming, Ira, Eau Clair  
Frenzke, Walter, Kaukauna  
Franzen, Arnold, Sheboygan  
Farrell, J. H., Madison  
Gevaart, T. C., Keil  
Gabrielse, Wm., Oostburg  
Gray, Ben, Muscoda  
Grauber, Wm., Spring Green  
Grimm, Ed., Two Rivers  
Gherbaz, Joseph, Fond du Lac  
Grasse, Walter, Sheboygan  
Gaffney, J. J., Plymouth  
Giffin, S. J., Green Bay  
Green, Phil, Chicago, Ill.  
Green, W. S., Kiel  
Gerken, Kurt, Merrill  
Galyen, W. A., Cassville, Mo.  
Hawlay, Ray, Chilton  
Haas, Frank, Adell  
Huibregtse, George, Fredonia  
Handrich, Lyle, Green Bay  
Hall, S. A., Washington, D. C.  
Halverson, H., Madison  
Holbrook, E. T., Milwaukee  
Howe, D. F., Milwaukee  
Hennen, N. J., Sheboygan Falls  
Haeck, Edward, Luxemburg  
Hiller, Ralph, Boltonville  
Hiller, Herbert, Boltonville  
Hiller, George, Boltonville  
Hanke, Charles J., Milwaukee  
Hales, Mike, Milwaukee  
Huebner, Ed., Neenah  
Hodach, D. J., Muscoda  
Hicks, John, Madison  
Jeske, R. C., Dodgeville  
Jogerst, E. F., Madison

Jameson, Herbert, Kiel  
Jeanblanc, Charles, Lee Center, Ill.  
Johnson, Henry, Avoca  
Janke, E. A., Monroe  
Jenkins, James C., Shelbyville, Tenn.  
Jacobs, I. R., Wittenberg  
Jackson, W. F., Chicago, Ill.  
Julius, E. H., Appleton  
Jung, E., Fond du Lac  
Jergenson, Melvin, Kewaunee  
Jaschob, A. E., Green Bay  
Kirkpatrick, John, Richland Center  
Klosterman, Alfred, Bonduel  
Kirchway, C. H., Minneapolis, Minn.  
Krahn, Fred, Appleton  
Krueger, B. V., Watertown  
Keenan, J. E., Madison  
Kopitzke, Lawrence, Weyauwega  
Kramer, W. J., Madison  
Knickel, H. O., River Falls  
Knorr, George, Shelbyville, Tenn.  
Knorr, Emil, Shelbyville, Tenn.  
Kellogg, H. B., Green Bay  
Keel, John, Eland  
Kemp, Rudy, Beechwood  
Knudson, O., Cobb  
Kalisch, A. H., Decatur, Ill.  
Kampa, W. J., Burlington, Vt.  
Kirkscher, E. H., Milwaukee  
Koss, John F., Green Bay  
Lammers, A. J., Sheboygan  
Loehr, Anton, St. John  
Lemberg, C. P., Neenah  
Laske, Theodore, Plymouth  
Lubach, Edward, Beechwood  
Lindemann, Oscar, Manitowoc  
Linzmeier, S. J., Green Bay  
Lenz, Alfred, Spencer  
Larson, H. C., Madison  
Lehmen, Alfred, Mayville  
Loehr, Claude, Calvary  
Lutze, Ed, Cleveland  
Leeseberg, R. W., Lena  
Leschit, Paul, Manitowoc  
Luchterhand, Clarence, Reedsville  
Miller, S. J., Marshfield  
Margelofsky, Harold, Juneau  
Miller, H. A., Madison  
Mock, Frank, Beaver Dam  
Meister, G. P., Richland Center  
Mooney, George, Plymouth  
Marten, E. W., Spencer  
Meek, A. R., Madison  
Marschall, A. J., Madison  
Mandt, Paul, Milwaukee  
Muitzlaff, William, Cedarburg  
Madigan, L. A., Green Bay  
McCormick, Scott, Princeton



Meixelsperger, Tony, Plain  
Meixelsperger, John, Plain  
Mickle, P. H., Madison  
Mollet, Earl, Kaukauna  
Monamara, C. P., Milwaukee  
Marten, H. A., Greenville  
Meyer, A. F., Plymouth  
Magedanz, A. C., Readfield  
Mensch, A. J., Fond du Lac  
Mellon, Frank, Viola  
Michels, Matt, Fond du Lac  
McWilliams, B. E., Green Bay  
Mitchell, L. C., Marinette  
Mueller, Reinhard, Monroe  
Meyer, Henry, Plymouth  
Morrow, Clyde, Shawano  
Mertz, Laverne, Lowell  
Miller, Arthur, Kewaunee  
Martin, Carl, Oshkosh  
Millar, Don, Madison  
Naparalla, Adeline, Madison  
Nelson, T. C., Kiel  
Nusbaum, Dave, Madison  
Ohlhausen, A., Chicago, Ill.  
O'Hearn, James, Manitowoc  
Olsen, Lauritz, West DePere  
O'Brien, J. P., Milwaukee  
Ogi, Fred, Salem, Mo.  
Peterson, Ben E., Wausau  
Palm, J. E., Antigo  
Pieper, Harry, Cascade  
Pomering, George, Fond du Lac  
Pauly, William, Manitowoc  
Priebe, H. W., Kewaunee  
Petersen, Andrew R., Appleton  
Pfund, Rudolph H., Appleton  
Pevonka, James J., Wausau  
Plisch, Walter, Hamburg  
Pech, A. J., Two Rivers  
Pauly, E. T., Manitowoc  
Pelkey, Clarence, Stevensen, Mich.  
Pedersen, Henry, Milwaukee  
Ritter, Roland, Watertown  
Radtke, Walter, Neenah  
Raudenbush, S. W., St. Paul, Minn.  
Rehm, Louis O., Kiel  
Radke, W. E., Watertown  
Radke, Richard E., Appleton  
Reiter, Florent, Hilbert  
Ronk, Mike J., Sheboygan  
Reid, Stuart, Oconomowoc  
Richter, Joe, Watertown  
Rabe, W. J., Madison  
Royer, K. M., Mayville  
Reisner, Walter, Shawano  
Reisner, C. F., Shawano  
Rosman, John J., Green Bay

Risdon, R. H., Green Bay  
Scott, E. H., Fond du Lac  
Schuknecht, H. E., Chicago, Ill.  
Slater, E. K., Milwaukee  
Scott, B. E., Eldon, Mo.  
Steinbach, Ed, Mayville  
Sprenger, Arnold, Sheboygan  
Subora, E. J., Milwaukee  
Spicer, Glen, Beaver Dam  
Steinfeldt, R. G., Green Bay  
Schneider, N. W., Appleton  
Stecker, W. L., Fond du Lac  
Smith, C. E., Spring Green  
Swanson, Bill, Cherry Burrell  
Schneider, Harvey, Luxemburg  
Schultz, Bernard, Cascade  
Salk, Herbert, St. Cloud  
Seeldt, H. W., Manistique, Mich.  
Schmit, H. J., Marinette  
Schoen, L. M., Pulaski  
Siehs, Phillip, Kiel  
Schwenzen, Erwin, Plymouth  
Seyfert, J., Sheboygan  
Schils, George, Sheboygan  
Specht, Theodore, Sheboygan Falls  
Seefeldt, John, Seymour  
Solvrud, N. L., Green Bay  
Schnell, Lester, Kiel  
Schuler, G. H., Phillips  
Schulte, A. J., Marshfield  
Stecker, Robert, Reedsville  
Stein, Bruno, Madison  
Stoelting, Otto, Kiel  
Schuster, A. G., Bangor  
Schmitt, Carl, Richland Center  
Truenfelder, Ben, Waldo  
Tibbetts, H. L., Green Bay  
Tebay, W. C., Chicago, Ill.  
Thiel, Edwin, Weyauwega  
Trier, Edward H., Sheboygan  
Tack, R. J., Spencer  
Trier, Paul, Sheboygan  
Thompson, Don, Richland Center  
Voechting, Walter, Sheboygan  
Voechting, Mrs. Walter, Sheboygan  
Voechting, Victor, Sheboygan  
Valleskey, Adolph, Manitowoc  
Voigt, C. A., Watertown  
Vercouteren, J. P., Wausau  
Vansistine, L. N., West DePere  
Weber, Earl, Beaver Dam  
Walther, G., Ed., Platteville  
Walther, R. C., Platteville  
Wagner, Raymond, Green Bay  
Wilbert, Herbert, Sheboygan  
Wussow, George, Cedarburg  
Wheeler, J. H., Chicago, Ill.

Wetak, J. J., DePere  
Wolfe, S. A., Green Bay  
Wohlt, Ed., Fremont  
Wenger, Chris, Mayville  
Westger, George, Sherwood  
Wilson, C. H., Chicago, Ill.  
Wilhelm, Ambrose, Algoma  
Zwygart, Otto, Monroe  
Zelm, A. F., Plymouth  
Zimmerman, Erhard, Mayville  
Zimmerman, F. W., Sheboygan Falls  
Zorn, E. A., Plymouth  
Zelm, Robert, Plymouth

**FINANCIAL STATEMENT FROM NOVEMBER 1, 1938,  
TO NOVEMBER 1, 1939**

**REVENUE**

Cash on hand	November 1, 1938.....	\$2,055.00
Oct. 28, 1938	The Dairy Supply Co., ad.....	9.00
Oct. 29, 1938	Creamery Pkg. Mfg. Co., ad.....	17.50
Oct. 29, 1938	Chr. Hansen's Laboratory, booth and ad....	52.50
Oct. 31, 1938	Cheese Box Institute, ad.....	17.50
Oct. 31, 1938	Midwest Creamery Co., ad.....	17.50
Oct. 31, 1938	Morton Salt Co., booth and ad.....	44.00
Oct. 31, 1938	Marathon Paper Mills Co., ad.....	17.50
Oct. 31, 1938	Marschall Dairy Laboratory, booth and ad	52.50
Nov. 1, 1938	De Laval Separator Co., booths and ad.....	92.50
Nov. 1, 1938	General Laboratories, ad.....	9.00
Nov. 2, 1938	Cherry-Burrell Corp., ad.....	17.50
Nov. 2, 1938	Schwartz Mfg., ad.....	17.50
Nov. 2, 1938	Ohio Salt Co., booth and ad.....	52.50
Nov. 3, 1938	Reynolds Metals Co., ad.....	17.50
Nov. 4, 1938	Blatchford Calf Meal Co., booth and ad.....	52.50
Nov. 7, 1938	Wisconsin Dairy Supply Co., ad.....	20.00
Nov. 7, 1938	Howard A. Barry, one-fourth booth.....	17.50
Nov. 7, 1938	R. C. Jorgensen, prize money \$18 and three memberships .....	21.00
Nov. 7, 1938	Ernest Kellenberger, entry fee and membership .....	2.00
Nov. 10, 1938	Sprinkman Sons Corp., prize money.....	3.00
Nov. 10, 1938	E. H. Fischer, membership.....	1.00
Nov. 10, 1938	William Kupsh, membership.....	1.00
Nov. 10, 1938	Alex Hoerbuerger, membership.....	1.00
Nov. 10, 1938	Ullerich Naef, membership.....	1.00
Nov. 10, 1938	P. H. Eiler, membership.....	1.00
Nov. 11, 1938	Republican Hotel, ad.....	17.50
Nov. 11, 1938	Memberships .....	6.00
Nov. 11, 1938	L. W. Kasper, membership.....	1.00
Nov. 11, 1938	Retail cheese sale receipts.....	149.09
Nov. 11, 1938	Joseph Konrad, membership.....	1.00
Nov. 11, 1938	Cheese Makers Mutuals, booth and ad.....	55.00
Nov. 11, 1938	Diamond Crystal Salt Co., booth and ad.....	44.00
Nov. 11, 1938	Candy and Co., ad.....	9.00
Nov. 11, 1938	Citizens State Bank, Sheboygan, ad.....	9.00
Nov. 11, 1938	Bingham and Risdon Co., booth and ad.....	44.00
Nov. 11, 1938	Stoelting Bros. Co., booths and ad.....	87.50
Nov. 11, 1938	Convention memberships .....	436.00
Nov. 14, 1938	Cheese Maker Book Co., ad.....	9.00
Nov. 14, 1938	Milwaukee Cheese Co., exhibit cheese.....	980.94
Nov. 15, 1938	Reisner Dairy Supply Co., ad.....	9.00
Nov. 15, 1938	Frigidaire Div. G.M.C., booth and ad.....	62.50
Nov. 15, 1938	Diversey Corp., ad.....	9.00
Nov. 17, 1938	Cleveland Cliffs Coal and Iron Co., ad.....	9.00
Nov. 19, 1938	Topp Oil and Supply Co., booths.....	70.00
Nov. 19, 1938	Colonial Salt Co., ad.....	9.00
Nov. 19, 1938	The Heil Co., booth.....	35.00
Nov. 22, 1938	F. Hurlbut Co., ad.....	9.00

Nov. 29, 1938	Damrow Bros. Co., booths and ad.....	120.00
Dec. 6, 1938	W. D. Carpenter Co., ad, one-half booth and ad .....	24.00
Dec. 6, 1938	John Rechsteiner, cheese sale.....	.95
Dec. 7, 1938	Memberships .....	3.00
Dec. 14, 1938	Cheese Reporter, ad.....	17.50
Dec. 29, 1938	Suhm Co., booth and ad.....	52.50
Dec. 31, 1938	State Treasurer, balance state aid.....	45.00
Jan. 5, 1939	Carl Greiner, membership.....	1.00
Jan. 14, 1939	J. B. Ford Co., ad.....	9.00
Jan. 18, 1939	Verley Products Corp., ad.....	17.50
Jan. 23, 1939	Kusel Dairy Equipment Co., booths and ad.....	122.50
Jan. 31, 1939	National Cheese Institute, prize.....	25.00
Feb. 9, 1939	E. C. Hoppe, membership.....	1.00
Feb. 9, 1939	Olsen Publishing Co., ad.....	17.50
Apr. 17, 1939	Mills Novelty Co., booth.....	35.00
May 31, 1939	\$5.00 memberships received during May.....	215.00
June 30, 1939	\$5.00 memberships received during June.....	155.00
July 1, 1939	Erwin Schwenzen, booths and ad.....	87.50
July 1, 1939	Membership .....	5.00
Aug. 24, 1939	Memberships .....	10.00
Aug. 28, 1939	State Treasurer, state aid.....	600.00
Sept. 23, 1939	Memberships .....	15.00
Oct. 20, 1939	Memberships .....	260.00
Oct. 23, 1939	Morton Salt Co., prize.....	5.00
Oct. 23, 1939	Fairmont Creamery Co., ad.....	9.00
Oct. 23, 1939	Walter Voechting, booth and ad.....	44.00
Oct. 23, 1939	R. C. Jorgensen Co., prize money.....	18.00
Oct. 23, 1939	Chippewa Cheese Corp., prize money.....	10.00
Oct. 23, 1939	Midwest Creamery Co., ad.....	9.00
Oct. 23, 1939	Sheboygan Bandage Factory, ad.....	9.00
Oct. 23, 1939	The Buehrens Co., ad.....	9.00
Oct. 26, 1939	Memberships .....	30.00
Oct. 26, 1939	Sheboygan Falls Creamery, ad.....	9.00
Oct. 26, 1939	Membership .....	5.00
Total Receipts.....		\$6,667.98

## DISBURSEMENTS

Nov. 9, 1938	Fred Krenz, labor.....	\$ 1.00
Nov. 10, 1938	Paul Guenther, labor.....	11.05
Nov. 10, 1938	Austin Sommerville, decorations.....	20.25
Nov. 10, 1938	Curt Berger, entertainment.....	25.00
Nov. 10, 1938	W. J. Merrity, printing.....	14.50
Nov. 10, 1938	Racine Office Supply, Co., supplies.....	1.05
Nov. 10, 1938	Joe Ott, Inc., badges.....	70.53
Nov. 10, 1938	Peter Hussinger, labor.....	1.00
Nov. 10, 1938	Lauer Signs, signs.....	9.25
Nov. 10, 1938	Cheese Reporter, printing.....	323.13
Nov. 10, 1938	Milwaukee Auditorium Co., rent.....	328.50
Nov. 10, 1938	August Merkkala, labor.....	10.00
Nov. 10, 1938	Wisconsin Council of Agriculture, literature.....	3.85
Nov. 10, 1938	Marggi Sisters, entertainment.....	25.00

Nov. 10, 1938	A. J. Kaempfer, convention reporting.....	50.00
Nov. 10, 1938	E. K. Sonnenburg, prize money.....	3.00
Nov. 10, 1938	Earl Schneider, prize money.....	6.00
Nov. 10, 1938	John Kowalczyk, prize money.....	5.00
Nov. 10, 1938	Joseph Herrold, prize money.....	4.00
Nov. 10, 1938	Chippewa Cheese Corp., refund prize money	5.00
Nov. 12, 1938	O. W. Uecker, convention supplies.....	6.15
Nov. 12, 1938	S. P. Hoffman, prize money.....	25.00
Nov. 12, 1938	H. J. Ball and Sons Co., drayage.....	4.50
Nov. 12, 1938	Maddy Horn, entertainment.....	10.00
Nov. 12, 1938	Republican Hotel, hotel expenses.....	60.75
Nov. 12, 1938	O. W. Uecker, labor.....	69.00
Nov. 12, 1938	Cheese in class 1.....	68.51
Nov. 12, 1938	Cheese in class 2.....	62.31
Nov. 12, 1938	Cheese in class 3.....	67.44
Nov. 12, 1938	Cheese in class 4.....	26.06
Nov. 12, 1938	Cheese in class 5.....	449.82
Nov. 12, 1938	Cheese in class 6.....	9.34
Nov. 12, 1938	Cheese in class 7.....	8.38
Nov. 12, 1938	Cheese in class 8.....	26.56
Nov. 12, 1938	Cheese in class 9.....	8.42
Nov. 12, 1938	Cheese in honor class.....	22.62
Nov. 12, 1938	Bert Bachoven, cheese.....	1.34
Nov. 12, 1938	John Faeh, cheese.....	1.58
Nov. 26, 1938	Milwaukee Auditorium Co., rent.....	10.00
Nov. 26, 1938	E. F. Horn, director expense.....	36.90
Nov. 26, 1938	Katherine Hoffman, labor.....	66.00
Nov. 26, 1938	J. D. Cannon, expense.....	16.50
Nov. 26, 1938	C. J. Ebert, expense.....	126.60
Nov. 26, 1938	Citizens Insurance Agency, bonds.....	10.00
Dec. 3, 1938	Urban Telephone Co., service.....	13.80
Dec. 3, 1938	Cheese Reporter, convention ad.....	13.00
Dec. 3, 1938	A. L. Janssen, director expense.....	54.80
Dec. 3, 1938	A. M. Johnson, director expense.....	69.25
Dec. 3, 1938	W. V. Price, scoring cheese.....	10.00
Dec. 8, 1938	Henry Nolte, adjustment.....	1.00
Dec. 8, 1938	L. F. Seyler, convention prizes.....	105.00
Dec. 10, 1938	A. J. Kaempfer, balance convention reporting	25.00
Dec. 10, 1938	Montgomery Ward and Co., supplies.....	3.96
Dec. 21, 1938	L. E. Kopitzke, prize money.....	5.00
Dec. 21, 1938	Wm. Kupsh, adjustment.....	1.00
Dec. 23, 1938	Chas. Wehrman and Son, convention prizes.....	55.55
Dec. 23, 1938	J. D. Cannon, scoring cheese.....	20.00
Dec. 27, 1938	L. E. Kopitzke, director expense.....	64.50
Dec. 27, 1938	R. C. Jorgensen Co., prize refund.....	3.00
Dec. 30, 1938	Erwin Schwenzen, convention supplies.....	9.59
Dec. 31, 1938	H. J. Ball and Sons Co., drayage.....	1.00
Dec. 31, 1938	C. J. Ebert, part salary.....	300.00
Jan. 7, 1939	Soo Line Ry. Co., telegram.....	1.26
Jan. 7, 1939	The Parker Co., stationery.....	1.90
Jan. 14, 1939	E. B. Whiting, president expense.....	224.93
Jan. 16, 1939	Gresham State Bank, bond.....	5.00
Jan. 23, 1939	W. R. Schmidt, salary \$50, expense \$35.95.....	85.95
Jan. 23, 1939	Steve Siudzinski, director expense.....	50.90
Jan. 23, 1939	H. J. Ball and Sons Co., drayage.....	5.00
Jan. 30, 1939	Olson Publishing Co., convention ad.....	17.50
Feb. 10, 1939	F. J. Mader, postage.....	5.00



Jan. 17, 1939	Secretary of State, legislative bills.....	25.00
Mar. 14, 1939	Western Union, telegram.....	1.01
Mar. 14, 1939	Soo Line Ry. Co., telegram.....	1.86
Apr. 4, 1939	Western Union, telegram.....	2.00
Apr. 4, 1938	F. J. Mader, postage.....	10.00
Apr. 18, 1939	O. T. Saether, flowers.....	5.00
Apr. 18, 1939	F. J. Mader, postage.....	30.00
Apr. 22, 1939	Volksbote Printery, stationery.....	23.75
Apr. 22, 1939	P. H. Eiler, adjustment.....	1.00
May 4, 1939	John H. Peters, director's expense.....	27.02
Apr. 27, 1939	F. J. Mader, postage.....	25.00
June 17, 1939	Cheese Reporter, printing.....	304.45
July 14, 1939	Soo Line Ry. Co., express.....	4.40
July 14, 1939	The Greenwood Co., stationery.....	3.65
July 14, 1939	C. J. Ebert, telephone and telegrams.....	64.55
July 14, 1939	Badger Printing Co., printing.....	11.00
Aug. 12, 1939	F. J. Mader, postage.....	10.00
Aug. 23, 1939	Badger Printing Co., printing.....	12.00
Aug. 24, 1939	E. B. Whiting, president expense, telephone, telegrams, etc. ....	259.18
Sept. 21, 1939	E. E. Peters, telephone.....	1.15
Sept. 30, 1939	Birnamwood News, printing.....	4.50
Oct. 5, 1939	F. J. Mader, postage.....	60.00
Oct. 7, 1939	E. H. Schroeder, adjustment.....	5.00
Oct. 19, 1939	E. F. Horn, director expense.....	30.00
Oct. 24, 1939	Soo Line Ry. Co., freight.....	.97
	Total Disbursements.....	\$4,186.27

## SUMMARY

Total Receipts .....	\$6,667.98
Total Disbursements .....	4,186.27
Balance on Hand Nov. 1, 1939.....	\$2,481.71

We, the undersigned, have this 15th day of November, 1939, audited and found correct in every detail this account.

Signed: E. F. HORN  
A. M. JOHNSON  
JOHN H. PETERS  
STEVE SIUDZINSKI

**NAMES OF EXHIBITORS AT THE 1939 CONVENTION  
AND THEIR RESPECTIVE SCORES**

**CLASS 1**

	<b>Exhibitor</b>	<b>Address</b>	<b>Score</b>
101	W. J. Kusta,	Bonduel.....	96.00
102	W. B. Schroeder,	Seymour.....	95.75
103	Earl B. Whiting,	Gillett.....	95.75
104	Arthur Wolfgang,	Plymouth.....	94.50
105	E. H. Schroeder,	Glenbeulah.....	95.50
106	Val. Kohlman,	Malone.....	94.75
107	H. L. Mehlberg,	Bonduel.....	96.25
108	L. E. Kopitzke,	Marion.....	91.30
109	J. L. Reif,	Peshtigo.....	91.00
110	Robert Papendieck,	Plymouth (Comp.).....	94.00
111	August Brandt,	Kewaunee.....	95.25
112	Arno J. Schmidt,	Sheboygan Falls.....	91.50
113	Earl Schneider,	Denmark.....	96.00
114	E. K. Sonnenburg,	Cato.....	97.50
115	Alvin H. Kanzenbach,	Sobieski.....	93.50
116	Arthur Johns,	Luxemburg.....	97.00
117	Edward J. Kust,	Oconto Falls.....	93.25
118	John F. Lensmire,	Marathon.....	95.75
119	P. J. Thompson,	Arena.....	96.50
120	W. A. Zietlow,	Marion.....	94.50
121	John Babler,	Campbellsport.....	93.50
122	C. W. Stange,	Elkhart Lake (Comp.).....	94.25
123	H. W. Behrens,	Plymouth.....	91.25
124	Steve Siudzinski,	Denmark.....	98.00
125	Erwin O. Wunsch,	Cleveland.....	93.75
126	E. E. Schreiber,	Cecil.....	96.50
127	Walter Blankschien,	Clintonville.....	94.50
128	John Wenger,	Merrimac (Comp.).....	88.25

**CLASS 2**

	<b>Exhibitor</b>	<b>Address</b>	<b>Score</b>
201	E. H. Peters,	Sugar Bush.....	94.75
202	John Levash,	Coleman.....	91.50
203	John Lensmire,	Marathon.....	93.00
204	Hugo C. Kielsmeier,	Kingston.....	93.50
205	E. F. Winter,	Cecil.....	93.50
206	Victor Malueg,	Shawano.....	95.25
207	E. H. Schroeder,	Glenbeulah.....	94.50
208	Adolph Kolarik,	Kewaunee.....	95.50
209	Roy J. Hrabik,	Luxemburg.....	94.75
210	W. A. Zietlow,	Marion.....	95.25
211	Otto H. Yordi,	Hortonville.....	95.50
212	W. B. Schroeder,	Seymour.....	95.00
213	E. K. Sonnenburg,	Cato.....	95.50
214	P. J. Thompson,	Arena.....	90.50
215	E. B. Whiting,	Gillett.....	97.50
216	O. A. Mellenthin,	Marshfield.....	91.25
217	H. L. Mehlberg,	Bonduel.....	96.50

218	J. L. Reif, Peshtigo.....	94.50
219	Joseph A. Lensmire, Manitowoc (Comp.).....	92.50
220	Arthur Giese, Greenleaf.....	95.50
221	Leon Sommerfelt, Shullsburg.....	91.50
222	August Brandt, Kewaunee.....	96.00
223	Wm. J. Kusta, Bonduel.....	95.50
224	Henry J. Loehr, Calvary.....	93.75
225	Earl Schneider, Denmark.....	95.50
226	Joe Matthews, Lancaster.....	91.50
227	H. J. Kuschel, Pound.....	92.00
228	Alfred R. Hoffman, Edgar.....	94.00
229	Val. Kohlman, Malone.....	92.50
230	Ray Grebe, Glenbeulah.....	92.50
231	Norbert Schmitz, Plymouth.....	91.50
232	Fred J. Chapman, Sheboygan Falls.....	91.50
233	Joseph J. Herrold, Maribel.....	94.25
234	John F. Hinz, Cleveland.....	92.75
235	W. C. Behrens, Plymouth.....	92.00
236	Steve Siudzinski, Denmark.....	95.75
237	Lester W. Kasper, Bear Creek.....	95.25
238	Walter Blankschien, Clintonville.....	95.50
239	Walter R. Schmidt, Sheboygan Falls.....	93.50
240	A. H. Woldt, Reedsville.....	96.25
241	E. E. Schreiber, Cecil.....	95.50
242	L. E. Kopitzke, Marion.....	97.00
243	Joseph A. Lensmire, Manitowoc (Comp.).....	93.50
244	E. J. Scray, De Pere.....	95.50

## CLASS 3

Exhibitor	Address	Score
301	Edward Rott, Maribel.....	94.50
302	Henry J. Loehr, Calvary.....	92.00
303	August Brandt, Kewaunee.....	95.00
304	John F. Lensmire, Marathon.....	94.50
305	Joe Matthews, Lancaster.....	91.50
306	E. H. Schroeder, Glenbeulah.....	96.00
307	Arthur Wolfgang, Plymouth.....	92.00
308	Martin Kubitz, Athens.....	93.00
309	Otto H. Yordi, Hortonville.....	95.00
310	I. J. Koschak, Willard.....	93.75
311	P. J. Thompson, Arena.....	93.25
312	Arthur Johns, Luxemburg.....	94.50
313	E. G. Everson, Bangor (Comp.).....	91.50
314	Milford Peters, Plymouth.....	95.00
315	Val. Kohlman, Malone.....	90.00
316	John Levash, Coleman (Comp.).....	91.75
317	Herman E. Mayer, Oconto Falls.....	93.00
318	W. J. Kusta, Bonduel.....	94.00
319	Alvin H. Kanzenbach, Sobieski.....	90.00
320	Arnold A. Drews, Neenah (Comp.).....	92.00
321	Arnold Zumbach, Mineral Point (Comp.).....	92.50
322	W. B. Schroeder, Seymour.....	96.25
323	John Levash, Coleman (Comp.).....	94.75
324	H. L. Mehlberg, Bonduel.....	95.00
325	Alfred R. Hoffman, Edgar.....	94.50

326	Walter A. Treptow, Cambria (Comp.).....	91.50
327	Edward J. Kust, Oconto Falls.....	94.75
328	Gerald Jentz, Dunbarton (Comp.).....	93.50
329	Ray Grebe, Glenbeulah.....	91.50
330	Charles L. Webb, Glenbeulah.....	94.75
331	E. K. Sonnenburg, Cato.....	94.00
332	Gilbert Engelbert, Brussels.....	92.50
333	E. H. Fischer, Cedar Grove.....	90.50
334	Paul Viktora, East Dubuque, Ill.....	94.50
335		
336	Fred J. Chapman, Sheboygan Falls.....	95.00
337	H. W. Behrens, Plymouth.....	95.75
338	C. W. Stange, Elkhart Lake.....	93.25
339	Richard A. Lensmire, Whitelaw.....	95.50
340	John F. Hinz, Cleveland.....	91.00
341	H. J. Kuschel, Pound (Comp.).....	92.50
342	Carl Schueller, Neenah (Comp.).....	90.50
343	Steve Siudzinski, Denmark.....	97.00
344	A. H. Woldt, Reedsville.....	95.00
345	H. J. Kuschel, Pound (Comp.).....	95.00
346	E. E. Schreiber, Cecil.....	96.75
347	Earl Schneider, Denmark.....	94.50
348	L. E. Kopitzke, Marion.....	96.00
349	Leon Sommerfelt, Shullsburg.....	90.50
350	E. H. Peters, Sugar Bush.....	96.00
351	E. J. Scray, De Pere.....	97.25
352	Walter Blankschien, Clintonville.....	94.50

CLASS 4

	Exhibitor	Address	Score
401	Martin Baeten, De Pere.....		94.75
402	Albert Schultz, Reedsville.....		95.25
403	Arthur Truttschel, Sheboygan Falls.....		93.50
404	Carl Vogel, Beaver Dam.....		93.75
405	Walter Huegli, Juneau.....		93.00
406	Henry Haesler, Eldorado.....		93.00
407	O. A. Mellenthin, Marshfield.....		92.50
408	L. E. Kopitzke, Marion.....		95.50
409	A. G. Stemper, Clintonville.....		92.50
410	Werner Feutz, Waterloo.....		92.75
411	Henry J. Loehr, Calvary.....		92.75
412	John F. Lensmire, Marathon.....		96.00
413	Peter H. Eiler, De Pere.....		95.00
414	Chris. Dethlefsen, Colby (Comp.).....		90.50
415	Chris. Dethlefsen, Colby (Comp.).....		90.50

CLASS 5

	Exhibitor	Address	Score
501	Fred Reber, Rice Lake.....		94.00
502	Eugene Wirz, Rice Lake.....		95.50
503	Emil Stoller, Argyle.....		92.50
504	John Stettler, Joel.....		91.50
505	Fred Huser, Rice Lake.....		95.00
506	Walter Jegerlehner, Darlington.....		96.25
507	Fred Wuethrich, Rice Lake.....		90.50
508	Albert J. Gafner, Prairie Farm.....		91.00

## CLASS 6

Exhibitor	Address	Score
601	Alfred Brauchi, Belleville.....	96.00
602	Emil Stoller, Argyle.....	95.00
603	Fred Zbaren, Blanchardville.....	94.00
604	Sylvan C. Kneubuehl, Verona (Comp.).....	94.75
605	John Rechsteiner, Blue Mounds.....	97.00
606	Fred Salathe, Darlington.....	96.50

## CLASS 7

Exhibitor	Address	Score
701	Walter Mueller, Verona (Comp.).....	95.00
702	Walter Minnig, Monroe (Comp.).....	94.75
703	Emil Gertsch, Juneau.....	93.75
704	Chris. Gimmel, Juneau.....	96.50
705	Julian Kuechli, Monticello (Comp.).....	94.25
706	Fred Gurtner, Hartford.....	93.00
707	Ernest Kellenberger, Verona.....	94.50
708	Clarence Walter, Mayville.....	97.00

## CLASS 8

Exhibitor	Address	Score
801	Gust Drachenberg, Watertown.....	91.50
802	Gottfried Hanni, Mayville.....	92.50
803	Fred Bleuer, Cambria.....	92.00
804	Eddie Simonson, Bonduel.....	94.50
805	Gottfried Zurbuchen, Fox Lake.....	95.00
806	Ben R. Williams, Cambria.....	91.00
807	Karl Minnig, Mt. Horeb (Comp.).....	91.50
808	Bert Bachofen, Cambria.....	91.00
809	E. A. Indermuehle, Woodland.....	94.00
810	Carl Bachofen, Beaver Dam (Comp.).....	93.50
811	George Dittberner, Horicon.....	92.50
812	Fred Wenger, Juneau.....	95.50
813	Fred Heim, Clyman.....	93.50
814	Adolph Gurtner, Rubicon.....	92.50
815	A. H. Graf, Zachow.....	93.50
816	Ernest Steinmann, Pardeeville.....	91.00

## CLASS 9

Exhibitor	Address	Score
901	Ernest Steinmann, Pardeeville (Comp.).....	93.50
902	Gottfried Zurbuchen, Fox Lake.....	95.00
903	Fred Bleuer, Cambria.....	93.00
904	Alfred Reper, Cambria (Comp.).....	94.00
905	Gottfried Hanni, Mayville (Comp.).....	94.50
906	Jake Muetzenberg, Atwater.....	92.50
907	Fred Wenger, Juneau.....	95.50
908	Fred Heim, Clyman.....	93.00

## HONOR CLASS

Robert Hermann, Dallas.....	98.50
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**WINNERS OF HIGHEST HONORS IN EACH CLASS**

Steve Siudzinski, Denmark.....	Class 1	Score 98.00
Earl B. Whiting, Gillett.....	Class 2	Score 97.50
Edward J. Scray, De Pere.....	Class 3	Score 97.25
John F. Lensmire, Marathon.....	Class 4	Score 96.00
Walter Jegerlehner, Darlington.....	Class 5	Score 96.25
John Rechsteiner, Blue Mounds.....	Class 6	Score 97.00
Clarence Walter, Mayville.....	Class 7	Score 97.00
Fred Wenger, Juneau.....	Class 8	Score 95.50
Fred Wenger, Juneau.....	Class 9	Score 95.50
Robert Herrmann, Dallas.....	Honor Class	Score 98.50

Cheesemakers of twenty-six counties entered cheese in the 1939 contest. Sheboygan county, having the greatest number of entries, was only two jumps ahead of Dodge and Shawano counties.

County	Entries	County	Entries
Sheboygan .....	21	Dane .....	6
Dodge .....	19	Lafayette .....	5
Shawano .....	19	Marinette .....	5
Manitowoc .....	14	Grant .....	4
Columbia .....	10	Clark .....	3
Marathon .....	9	Green .....	2
Brown .....	9	Washington .....	2
Fond du Lac.....	8	Door .....	1
Oconto .....	8	Green Lake .....	1
Outagamie .....	8	Jefferson .....	1
Waupaca .....	7	Juneau .....	1
Kewaunee .....	7	Polk .....	1
Barron .....	6	Winnebago .....	1

Seven exhibitors did not state the county in which their cheese was made.



## AMENDMENTS TO THE ARTICLES OF INCORPORATION

The 1938 convention voted to change age of cheese in classes 1, 2 and 3 to the following order:

Cheese in Class 1 is to be made in the year prior to the year of convention.

Cheese in Class 2 is to be made prior to August 1st in year of convention.

Cheese in Class 3 is to be made on or after August 1st in year of convention.

### SECRETARIES OF REGIONAL AND BRANCH ASSOCIATIONS

Northeastern Wisconsin Cheese Makers' & Butter Makers' Assn., A. H. Graf, Zachow.  
 Southeastern Wisconsin Cheese Maker' Assn., E. A. Indermuehle, Woodland.  
 Central Wis. C., B. & Dairymen's Advancement Assn., M. H. Parsons, Dorchester.  
 Shawano County Cheese Makers' Association, Louis Ringel, Shawano.  
 Northern Wisconsin Foreign Type Cheese Makers' Association, John Erb, Rice Lake.  
 Platteville Cheese Makers' Association, Paul Viktora, East Dubuque, Ill.  
 Kewaunee County Cheese Makers' Association, Leo Doperalski, Kewaunee.  
 Boscobel Cheese Makers' Association, C. A. Clarson, Boscobel.  
 Thorp Cheese Makers' Association, W. F. Winger, Lublin.  
 Fond du Lac County Cheese Makers' Association, Glenn C. Weiss, Eden.  
 Spring Green Co-Op Cheese Makers' Association, L. A. Dederich, Plain.  
 Cheese Makers' Association of Sheboygan County, E. E. Peters, Plymouth.  
 Calumet County Cheese Makers' Association, Gus. E. Plate, Brillion  
 Clintonville Cheese Makers' Association, O. R. Schwantes, Clintonville.  
 Marinette County Cheese Makers' Association, William Champeau, Beaver.  
 Outagamie County Cheese Makers' Association, Milton Sachs, Seymour.  
 Lincoln County Cheese Makers' Association, Earl Rindt, Merrill.  
 Manitowoc County Cheese Makers' Association, Rudolph Jaehnig, Two Rivers.  
 Edgar Cheese Makers' Association, Herman Marquardt, Edgar.  
 Gillett Cheese Makers' Association, Ray Nelson, Oconto Falls.  
 Dodgeville Cheese Makers' Association, Robert Flynn, Dodgeville.  
 Price County Cheese Makers' Association, L. Telsman, Phillips.  
 Richland County Cheese Makers' Association, L. S. Adsit, Richland Center.  
 Highland Cheese Makers' Association, Clem Imhoff, Highland.  
 Foreign Type Cheese Makers' Association, Werner Stauffer, Riley.  
 Fremont Cheese Makers' Association, J. H. Wagner, West Bloomfield.  
 Marshfield Cheese Makers' Association, J. A. Boehnlein, Auburndale.  
 Brown County Cheese Makers' Association, Peter H. Eiler, De Pere.  
 Osceola Cheese Makers' Association, Fred S. Sommers, Amery.  
 Sturgeon Bay Cheese Makers' Association, Mrs. Arthur Klessig, Brussels.  
 Soldiers Grove Cheese Makers' Association, W. G. Price, Soldiers Grove.  
 Friesland Cheese Makers' Association, Elmer Tesch, Friesland.  
 Abbotsford Cheese Makers' Association, H. H. Solie, Curtiss.

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