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Proceedings of the Wisconsin Cheese Makers' Association forty-fifth annual convention November 11, 12, 13, 1936 assembled in the City of Fond du Lac, Wisconsin. 1937

Wisconsin Cheese Makers' Association
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PROCEEDINGS

OF THE

WISCONSIN CHEESE MAKERS' ASSOCIATION

FORTY-FIFTH ANNUAL CONVENTION

NOVEMBER 11, 12, 13, 1936

**Assembled in the city of Fond du Lac,
Wisconsin**

C. J. Ebert, Secretary



Gresham, Wisconsin

1937

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

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WISCONSIN CHEESE MAKERS'
ASSOCIATION

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1937

FORTY-FIFTH ANNUAL MEETING OF THE WISCONSIN CHEESE MAKERS' ASSOCIATION

In Armory E, in the City of Fond du Lac,

November 11, 12, 13, 1936

OFFICERS AND DIRECTORS

EARL B. WHITING, President	-----	Gillet, Wis.
L. E. KOPITZKE, Vice President	-----	Marion, Wis.
C. J. EBERT, Secretary	-----	Gresham, Wis.
W. R. SCHMIDT, Treasurer	-----	Sheboygan Falls, Wis.
A. M. JOHNSON, Director	-----	Blanchardville, Wis.
STEVE SUIDZINSKI, Director	-----	Denmark, Wis.
E. F. HORN, Director	-----	Beaver Dam, Wis.
J. H. PETERS, Director	-----	Plymouth, Wis.
M. M. SCHAETZL, Director	-----	Athens, Wis.

1936 JUDGES OF CHEESE

American Cheese

J. D. CANNON	-----	Neenah, Wis.
A. T. BRUHN	-----	Madison, Wis.

Foreign Type Cheese

EDWARD REGEZ	-----	Plymouth, Wis.
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SUPERINTENDENT OF CHEESE EXHIBIT

O. W. UECKER	-----	Oconto, Wis.
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LIFE MEMBERS

E. L. ADERHOLD, Neenah
P. H. KASPER, Bear Creek
J. D. CANNON, Neenah
J. W. CROSS, Milwaukee
JACOB KARLEN, Monroe

AL. WINCKLER,
Cumberland
FRED MARTY, Monroe
W. F. HUBERT, Sheboygan
MATH MICHELS,
Fond du Lac

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

1935 HONORARY MEMBERS

JOHN H. PETERS, Plymouth	A. H. GRAF, Zachow
M. M. SCHAEZTL, Athens	L. E. KOPITZKE, Marion
E. F. HORN, Beaver Dam	E. F. WINTER, Cecil
F. J. CHAPMAN, Sheboygan Falls	

Official Reporter, ALEX J. KAEMPFER, Madison, Wis.

OFFICIAL ORGANS

The Cheese Reporter, Sheboygan Falls, Wis.
The National Butter & Cheese Journal, Milwaukee, Wis.

OFFICIAL COLD STORAGE

The Dow Cheese Co., Fond du Lac, Wis.

TABLE OF CONTENTS

	Page
Invocation by Rev. B. J. Stecker, Fond du Lac -----	13
Address of Welcome by Mayor A. J. Rosenthal -----	14
Response by E. F. Horn -----	14
Financial Report of Secretary -----	15
Letter of Condolence to Mrs. J. D. Beck -----	16
Introduction of Machinery Exhibitors -----	16
Address by Dr. Walter Wisnicky -----	17
Addresses of Presidents of Other Associations -----	28
Introduction of Amendment to the Constitution -----	31
Discussion on Cheese Grading and Branding -----	32
Address by Prof. H. C. Jackson -----	34
Address by K. G. Weckel -----	39
Discussion Sectional Prizes, E. F. Horn -----	47
Address by Chas. L. Hill -----	48
Invitation from Green Bay by Al. Murphy -----	52
Address by John Hicks -----	52
Appointment of Committees -----	55
Address by Congressman M. K. Reilly -----	55
Discussion on Cheese Maker's Guarantee -----	62
Discussion on an Allied Convention -----	63
Address by J. W. Moore -----	67
Address by Dr. E. W. Gaumnitz -----	73
Address by John H. Lemmon -----	87
Address by W. G. Carlson -----	94
President's Annual Address -----	103
Discussion on Factory Refrigeration -----	104
Vote on Amendment -----	104
Invitation from Fond du Lac by Wm. Petersen -----	105
Presentation and Disposition of Resolutions -----	105
Election of Officers -----	107
Convention Invitations -----	110
Three Highest Scores in Each Class, 1936 -----	111
Names and Scores of Exhibitors -----	112
Financial Statements -----	117

LETTER OF TRANSMITTAL

Office of the Secretary,
Wisconsin Cheese Makers' Association,
Gresham, Wis., 1937.

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

I have the honor to submit the report of the forty-fifth 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, in November, 1936.

Respectfully submitted,

C. J. EBERT, Secretary.

LIST OF HIGHEST HONOR CLASS A CHEESE MAKERS

American Cheese, P. H. KASPER, Bear Creek
Block Swiss Cheese, GOTTLIEB WERREN, Blue Mounds
Brick Cheese, OSWALD SCHNEIDER, Appleton
Drum Swiss, ROBERT HERRMANN, Dallas
Limburger Cheese, EMANUEL HESS, Belleville
Brick Cheese, E. J. SCHNEIDER, Appleton

In 1928, this association, in order to do *greater honor* to our best prize-winning cheese makers, voted that:

1. A special class of honor cheese makers shall be created from our membership during the past 12 years.
2. Every cheese maker who, by the records in the secretary's office, is shown to have received either three first sweepstake prizes on American cheese, or three first prizes on Swiss cheese, or three first prizes on Brick cheese, 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.

ARTICLES OF INCORPORATION OF THE WISCONSIN CHEESE MAKERS' ASSOCIATION

Incorporated February 2, 1899

Article I

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

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

Article II

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

Article III

The association shall be a corporation without capital stock.

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

Associate Membership

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

Article V

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

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

Section 3. The principal duties of the secretary of this association shall be to keep a complete and accurate record of the proceedings of the Board of Directors and of the association and to attend all meetings, keep a correct account of the finances received, pay all moneys into the hands of the treasurer and receive his receipt therefor, and to countersign all orders for moneys drawn upon the treasurer. He

shall keep a record book and suitable blanks for his office. He shall make a full and complete report at each annual meeting of the correct state of the finances and standing of the association. He shall also procure certificates of membership, and every person joining the association shall receive one signed by the president and countersigned by the secretary.

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

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

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

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

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

Article VI

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

Article VII

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

Article VIII

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

Article IX

(Adopted 1931)

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

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

Amendments Adopted

(See Annual Reports)

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

(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-FIFTH ANNUAL CONVENTION OF THE WISCONSIN CHEESE MAKERS' ASSOCIATION

Held at Fond du Lac, Wisconsin

November 11, 12, 13, 1936

(The first session was called to order by President Whiting November 11th, 1936, at 2:30 P. M.)

INVOCATION

REV. B. J. STECKER

Our gracious heavenly Father, we meet on a momentous day in the world's history, when peace was restored to the nations of the world; and when in the ensuing years which have followed there have been let loose upon the face of the earth scourges of one type or another that have kept the human race in turmoil and in uncertainty and anxiety.

We come to Thee, our gracious God, citizens of the land in which men are free, in which there are free institutions, in which there is liberty under the law, in which there is opportunity for all. The land that does not fortify its borders, that lives at peace with its neighbors and has given to this world an expression of that type of life and opportunity and government by which only universal peace is common. And so we pray on this day, as citizens of America, that our hearts may be deeply touched with gratitude for the form of government under which we live, and its free institutions, and we would pray upon that land of ours Thy richest blessings and benedictions and upon all its citizens a feeling of righteousness to serve as citizens of that land.

We invoke Thy blessings upon this body of men in their convention, and pray that the ethics which they practice and believe in, shall be of the highest order, and that the profession in which they are engaged shall be richly blessed to Thee. And so we turn to Thee with hearts full of gratitude asking upon ourselves, our homes, and our land Thy richest and divine blessing, in the name and for the sake of Christ, we ask it. Amen.

THE PRESIDENT: It is with pleasure that I introduce to you Mr. Rosenthal, the Mayor of Fond du Lac.

ADDRESS OF WELCOME

MAYOR ALBERT J. ROSENTHAL

Mr. President, ladies and gentlemen: I feel highly honored to have the privilege of greeting you, the Wisconsin Cheese Makers' Association, on your 45th annual convention, and to extend to you the greetings and the hearty welcome in behalf of the city of Fond du Lac.

It is significant to note that you have started your convention on this day—on Armistice Day, and I think we should say just a word in honor of Armistice Day. Eighteen years ago when this day had its inception people were filled with wild rejoicing—wild rejoicing over the victory of one and the defeat of another. People did not realize what the future held for them and what had transpired just previous to that day. But today, friends, the whole nation has come to realize and they have realized what has happened. We stand in silence with bowed heads in memory of those who followed the call of their country, who so bravely laid down their lives and sacrificed their all for the preservation of liberty, freedom and peace.

Friends, it is not very pleasant to talk about war and conflicts with our neighboring nations. Far less pleasant is it to think of conflicts among our own groups within our own nations. We have just concluded one of the most bitter conflicts following a most deplorable and ruining depression within our nation. Now that conflict is over, friends, and the victory is won, let us join the victor until the work is done and may He, who guides the destiny of man, guide the transactions in your convention at all times and that they will prove a great benefit to your association and a blessing to us all.

Now friends, in conclusion, I once more wish to extend a hearty welcome to you and I assure you all the courtesies which good citizens may expect, and when your convention either through its members or its executive committee chooses its next convention city, choose Fond du Lac, Wisconsin, the city of opportunity and courtesies.

THE PRESIDENT: Ladies and gentlemen, I take great pleasure in introducing to you Mr. E. F. Horn, who will give the response.

RESPONSE

E. F. HORN

Mr. Chairman, ladies and gentlemen: In behalf of the organization I wish to thank the Mayor of the city of Fond du Lac, Mayor Rosenthal, for the welcome extended to this organization for the second time. We must admit that the city of Fond du Lac did fulfill all promises and gave us a wonderful reception a year ago, and that we all went home satisfied to again come back to Fond du Lac.

Just one short year has made some changes. This being the 45th year, I believe even today there is some member here who had belonged to this organization at least very close to that many years. Others that were with us a year ago just won't appear this year, and

again we will have new faces here that have never been here before. Those will be the younger men that will carry on long after we have finished our work. So gentlemen, you older members, it is up to you to carry on and pave the road for the younger men that are to follow.

There has been much accomplished in the dairy business—cheese especially, in the last number of years, although there are always some new problems that arise that need your attention. It used to be just a few years back that practically each and every individual cheese maker, butter maker, really classed himself as independent of his neighboring maker. Those days have really passed because of outside forces that do gang up and you are obliged today to seek your neighbor's help. Regardless of what your opinions may be, you cannot accomplish alone what an organization of this kind can accomplish. We have no way of predicting as to what might take place in the coming year. We can only hope that no more serious consequences will develop to further depress that very important crossroad cheese factory. When I say very important, I simply mean that it is very important for the simple fact that it originally was the foundation of the dairy farmer of the state of Wisconsin. That was the only market that he had at the time. In later years other markets were developed only because of the fact that the little cheese factory taught the farmer to milk cows and the farmer was very quick in realizing that this was the dairy state and he couldn't very well raise oranges or bananas and hope to live.

I am not going to tell you just what you should do here. I hope that you will take part and create discussions of some of the things that you have in mind. Here is the place where I believe you can get an intelligent answer from someone in the audience that possibly has had the same difficulties you have had.

And again I say thank you to the Mayor of the city of Fond du Lac and its people and the hope that the members will enjoy themselves as they did a year ago. I thank you.

THE PRESIDENT: We will next have the Secretary's report. I think you all know Mr. Ebert, the Secretary, but I take pleasure anyway in introducing to you, those who don't know him, Mr. Ebert.

FINANCIAL REPORT OF SECRETARY

C. J. EBERT

Mr. President, ladies and gentlemen: The following is the financial report for the past year beginning November 12th, 1935, and ending November 10th, 1936. We brought forward in the fund deposited with the State Treasurer last year, November 12th, \$2,369.64, and we deposited on November 16th, \$705 for membership dues, at \$1 a piece. That made a total revenue of \$3,074.64. We had only two disbursements up to the time this money was turned over to the secretary's fund. There was one little item of \$1.01 and another one of \$4.50,

and on January the 28th there was turned over to the secretary to deposit in the secretary's fund by the state \$3,069.13. The other two little items with the balance of the fund turned over to the secretary totalled \$3,074.64, so that fund is closed out.

In the secretary's fund November 12th, we had a balance of \$759.72. Our total revenues for the year including the check from the State Treasurer of over \$3,000 is \$8,839.25 and our total disbursements were \$5,837.07, which leaves a balance on hand November 10th of \$3,002.18.

Here is the report of the Auditing Committee of yesterday: We, the undersigned, have audited the secretary's report and found it to be correct and very satisfactory: Steve Suidzinski, John Peters, Ed. Horn, Matt. Schaetzl, and A. M. Johnson.

THE PRESIDENT: Ladies and gentlemen, you have heard the Secretary's report; what is your pleasure in this?

MR. SCHAETZL: I move its adoption.

(Motion seconded and carried).

THE PRESIDENT: The next on the program is the treasurer's report. At this time it is just the same as the secretary's report, as you know the secretary handles all the money. So there really is no report from the treasurer.

Ladies and gentlemen, perhaps there are a number of you that know our Commissioner, Mr. Joe Beck, passed away. We have a letter of condolence that the secretary will read.

THE SECRETARY: It is a letter we sent to Mrs. Beck today:

"Mrs. J. D. Beck,
Madison, Wisconsin.
Dear Mrs. Beck:

The Officers and Directors of the Wisconsin Cheese Makers' Association wish hereby to convey to you their regret at the sudden departure of a public official whose sincerity of purpose was above reproach.

Very truly yours,

WISCONSIN CHEESE MAKERS' ASSOCIATION,

C. J. EBERT, *Secretary.*"

THE PRESIDENT: I would like to ask you to rise and have a prayer of silence for about one minute.

Ladies and gentlemen, next on our program is the introduction of the men who have brought about this convention. We also have a list of the names. These men have contributed every year and made it possible for us to put on our convention and I hope that each and every one of you when considering placing an order for any machinery or other supplies of any kind that you need, that you will consider the men who have made it possible for us to carry on with our work and to have a balance in our treasury such as we have.

I will read the names of these gentlemen, and after I am through reading I would like to have all those who are in the hall stand up.

Stoelting Brothers Company, Kiel, Wis., Mr. Otto Stoelting, Manager and Vice President; De Laval Separator Company, Chicago, Ill., Mr. A. H. Kalisch, Supervisor; Gueder, Paeschke, Frey, Milwaukee, Wis., Mr. L. J. Hois, in charge of development work; Chr. Hansen's Laboratory, Inc., Milwaukee, Wis., Mr. Henry Pedersen, Manager Dairy Division; Bingham & Risdon Company, Green Bay, Wis., Mr. R. H. Risdon, Vice President; Diamond Crystal Salt Company, St. Clair, Mich., Mr. F. W. Eckhardt, State Representative, Mr. W. D. Pecotte, State Representative, and Mr. E. Jogerst, State Representative; W. D. Carpenter Company, Inc., Syracuse, N. Y., Mr. Chas. W. Jeanblanc, Wisconsin Representative; Marschall Dairy Laboratory, Inc., Madison, Wis., Mr. J. H. Farrell, Vice President; Kellogg Rennet Company, Green Bay, Wis., Mr. Harry Kellogg; Wisconsin Cheese Publicity Association, Mr. C. C. Brick, Mr. H. P. Mulloy; Cheese Reporter, Sheboygan Falls, Wis., Mr. F. W. Zimmerman; Mr. Erwin Schwanzen, Plymouth, Wis.; General Laboratories, Mr. J. A. Keenan; D. & F. Kusel Company, Watertown, Wis., Mr. H. J. Herreman, Salesman; Damrow Brothers Company, Fond du Lac, Wisconsin, Mr. E. C. Damrow; Walter Voechting, Sheboygan, Wis., Mr. and Mrs. Walter Voechting; The Heil Company, Milwaukee, Wis., Mr. L. C. Steffen, Sales Representative; Cheese Makers' Mutual Insurance Company, John Hicks, Secretary, R. J. Clark, Special Representative; Kiel Woodenware Company, W. S. Green; A. Barry.

THE PRESIDENT: I would like to call on Mr. L. J. Hois, if he is in the room. If not, I will call on Mr. C. C. Brick of the Cheese Publicity Association.

C. C. BRICK: Mr. Chairman, we are happy to have an exhibit up here; it shows a sample of our work. We also have a booth down in the basement and hope that every one of you will look it over before you go home. About two years ago the Marschall Dairy Laboratory donated a car to us and we are happy to announce at this time, last night a new car was delivered to us with the compliments of the Marschall Dairy Laboratory.

THE PRESIDENT: Our next speaker on the program is Mr. John Hicks, but I have a telegram from Mr. Hicks stating that he can't be here this afternoon, so we will have to hear him tomorrow morning. Gentlemen, we have with us at this time Dr. Walter Wisnicky from the Department of Agriculture & Markets, Madison, who is going to give us an address. I take great pleasure in introducing to you Dr. Wisnicky.

ADDRESS

DR. WALTER WISNICKY

Mr. Chairman and friends: On this memorable day the members of the Department of Agriculture & Markets are steeped in sorrow. I know that people of Wisconsin generally and particularly those engaged in agriculture will regret the passing away of our dear Commissioner Beck.

Mr. Beck, as you know, has been with the Department of Agriculture and Markets for approximately four years. Those of you who are familiar with him know of his indomitable courage and of his great interest in the various phases of agriculture. He has sponsored many programs and movements which tend to improve agriculture of Wisconsin and the nation will truly miss Commissioner Beck.

The reason I am here is because Mr. Beck was scheduled to speak to you today on the subject of Bang's Disease. His interest in this problem was profound. Four years ago when Commissioner Beck came to the Department of Agriculture and Markets one of the things that he asked me the first day that he was there, was, "What can we do for Bang's disease", and that question led to a prolonged discussion, and I told him of the program that we were carrying on, and he told me of his own problem.

Commissioner Beck, as you know, was a farmer in addition to being a public servant. He had two farms (or has even at the present time), one in Viroqua and the other in Waukesha County. In Waukesha County he has a fine herd of Guernsey cattle. He also had a fine herd of Guernsey cattle on his Viroqua farm but both of these herds like the majority of the herds in Wisconsin, were menaced with Bang's disease.

In our discussion that day he told me of the various remedies and methods and the various advice which he followed in trying to cope with that disease, but to no avail. It was only a few weeks after that discussion that we undertook to eliminate Bang's disease from Commissioner Beck's herd. We went through the procedure of elimination. One of his herds he disposed of but the other herd which constitutes about 83 animals is entirely free from Bang's disease at the present time. It took us about a year to eliminate this disease from this large herd. He watched the procedure step by step. He was thoroughly convinced that Bang's disease could be practically and successfully eradicated from a herd, and when he was convinced of that he got back of the program and took every interest and gave every attention within his power to that program.

It was Commissioner Beck with others who were responsible for securing appropriations from the United States Congress for the carrying on of the extensive Bang's control program which is in effect at the present time. I am here today for one reason, and that is, that

Commissioner Beck would like to have this part carried on in the same manner and in the same tradition that the stage people pursue, and that is, regardless of what happens, the show must go on.

This Bang's show must go on, and I know today that Commissioner Beck, wherever his spirit may be, he is happy by the fact that it is possible for me to be here with you and to discuss with you in a brief way this subject of Bang's disease.

Now, in talking of a problem that is not connected very intimately with your daily lives, I think it is necessary that I tell you something about Bang's disease—what is Bang's disease. Many of you may know, but I think we better just have a brief sketch so that you will know what I am talking about. Bang's disease is only one of the many diseases which plague the dairy industry. In past centuries devastating plagues have annihilated the cattle industry of various countries. In this country today by virtue of and the science of veterinary medicine, we do not have the spectacular plagues which devastated and destroyed a large fraction of the dairy industry, but we do have diseases of an insidious kind such as tuberculosis, Bang's disease, mastitis, and a number of others which in an insidious, non-spectacular way, still continue to exact an enormous toll from the dairy industry.

Bang's disease is very destructive and the live stock industry, the dairy industry of this state, suffers a loss in excess of five million dollars annually from this one disease alone. Now, what is this disease produced by? It is produced by a germ organism. You cheese makers know what bacteria are because I think you know they are helpful to you in some respects, and then I think in other respects they probably are harmful to your activities, to the cheese making activity.

Well, there are countless numbers of bacteria, definitely bacteria. There are some helpful ones and some that are not so helpful and others that are destructive. Bang's disease happens to be an organism which is of a destructive kind. It affects cattle and it particularly affects the reproductive system. It is a little organism that measures about 1/25th of a thousandth of an inch. If you can conceive of anything that small—those of us who haven't got the best kind of eye sight, will perhaps have difficulty in seeing a measurement when we speak of 1/32nd of an inch or 1/16th of an inch; but when you speak of 1/25 thousandth of an inch, you know you have an organism that is extremely small. It is so small that it isn't visible to the naked eye, and this germ gets into a herd and it is contagious. It is transmissible from one animal to another, and it takes its hold in the way of destroying the calf crop, reducing milk production and causing low quality of milk, sterility trouble in cattle, and so forth.

This little germ lives usually in the reproductive organ such as the womb or the udder and there it has its habitat, and there it does its

damage. It is so small you can't see it. It has no flag to wave, saying I am here. It is insidious. You may have it in the herd and you may not recognize it.

You know, I think Bang's disease is one of the most misunderstood diseases we are dealing with at the present time. Perhaps 15 years ago very few of us heard a great deal of Bang's disease. It is only within the last decade that very emphatic attention has been given to that disease. There is so much misunderstanding, first, because it is a new problem. People haven't had much experience with it generally. That is, herd owners generally haven't had a great deal of experience in the control of this disease. They had a tremendous amount of experience with the losses that this disease produces. I was reading in a journal, a rural journal published in New York just about one hundred years ago where they described that disease in a very interesting and definite way, and if I hadn't looked at the headline of that article I would think that I was reading an article that was written just a few days ago. They described it as perfectly 100 years ago as any one could describe it at the present time.

Now, when any new program is launched such as the Bang program, that involves so many people. We have 180 thousand farmers and then there is a large group of people that are surveying the dairy industry like you men in the manufacturing and processing of their dairy product, that when a program is launched with that many people involved, naturally we will have a lot of misunderstandings and those misunderstandings, of course, are honest misunderstandings. Some people have a certain amount of information and others have more information. Some people have a little experience and others have a great deal of experience, depending upon the amount and kind of information and the amount and kind of experience, will in some degree depend upon the viewpoint which you hold in respect to any particular problem.

In respect to this Bang problem, since it is a new problem and involves a large number of people, we are bound to have all kinds of viewpoints and theories in connection with various aspects of this problem. When I speak of that I am reminded of the story where a one ring circus came into a town located in the Ozark mountains and the inhabitants of the little village recognized the various instruments in the band excepting one. I don't think any of them ever before had seen a trombone. One of the old settlers over there was watching this fellow performing his antics with the trombone and kept on watching him and finally he turned to his son and said, "Son, don't let them know you are watching him." He says, "there's a trick in it. I don't believe he is swallowing it."

Now, of course, that same principle applies to this problem of Bang control. Now, you men in the position which you occupy in your community, I know that you are more than cheese makers or those interested in the processing and manufacturing of cheese. You men are looked up to for advice in the community. You contact the farmers

perhaps daily, a large number of them, and they ask you many questions, and I think that you can be helpful in this great program for Bang's control because it is a real problem with the dairy industry.

Bang's disease, although it has been known for a long time, is now receiving very definite attention because the competitive element in dairying compels us to go ahead with that program. You know the dairy industry of Wisconsin cannot afford to lose in excess of five million dollars as a result of destruction from this disease. It just can't afford it. Other sections of the country are going ahead and are freeing their herds from this disease and if they step ahead of us it means that we are competing with them at a disadvantage. So whether we like it or not, we must go ahead and free our herds from this disease because we must compete with other dairy sections that are giving definite attention to this disease, and if we are competing with them we must cut the corners of loss, we must produce efficiently and therefore, we must give attention to this disease.

Now there is another reason why we are giving very definite attention to this disease at the present time, and that is the consuming public is in an increasing way demanding that milk and dairy products come from disease-free animals. Now, there may be no element of danger as far as the human being is concerned who consumes dairy products, but there is a state of mind among the consumers that makes a demand for dairy products from disease-free animals, and therefore, we must give attention to this problem from that angle.

At the present time, some of you men know, there are cities and villages and states which have promulgated laws and ordinances providing that they will not accept certain types of dairy products unless they originate from Bang free animals, and that tendency is growing. In talking with medical men, human physicians, and getting their viewpoint, I realize that the time is at hand when we must go ahead and free our herds from Bang's disease in order to stay in the business at all. Other sections are doing it in perhaps a more increased way than we are. In Wisconsin our dairy industry is our chief agricultural activity. We derive our chief source of income from dairying and we must carry on from the standpoint of economical production and from the standpoint of giving the consumer the type of product that he wants in order to do the very best kind of a job in carrying on our dairy industry.

About three years ago Congress made the first appropriation for Bang's control. I think up to the present time the various states in the Union have utilized about forty million dollars in the control of Bang's disease. In Wisconsin we have used about four million dollars of that fund to eradicate Bang's disease.

It is gratifying when we review the results to know that the program which we are conducting at the present time is proceeding on a very efficient and satisfactory basis. We are making real progress in the control of this disease. We have tested about 700,000 cattle in 30 thousand herds in Wisconsin up to the present time. We find that

approximately 50 per cent of our herds are infected with this disease. When one out of two herds are infected with a disease, you know that you have a real job on your hands to make headway in eradicating the disease.

In Wisconsin we are committed to the policy with Bang's disease just like we are with cattle tuberculosis of eradicating the disease and keeping it out of our state rather than trying to find some way or method of living with the disease. Therefore, we are proceeding in Bang's control in about the same way that we proceeded in bovine tuberculosis control.

We have a specific test for the detection of Bang's disease. This test has proven very efficient when properly applied and administered and you people can appreciate that in your own work which is both a science and an art, that you have to conduct your operations in an intelligent way, that your judgment has to be right in following out the various procedures in order that you get the desired results. The same thing is true in applying the Bang test. It must be properly applied and the results properly evaluated in order to bring about the accurate result.

We have found that we have a very excellent test to detect Bang infected animals. I think that the Bang test is perhaps as efficient, if not more efficient, than any other test which we have for the diagnosis of any other animal disease or any kind of human disease. Now that is a wonderful thing to have a test that will do as accurate work as that. No one could claim that it is a 100 per cent job but we do know that it is a very valuable and very efficient test.

Now, the results of the test, of course, must be interpreted by human beings and there is no human being that is 100 per cent and therefore, we couldn't have a 100 per cent perfect test, but it is a highly accurate test. It will detect the infected animals and give us an opportunity to proceed on a basis of segregation and elimination of the infected animals, and then following out a sanitary program of cleaning up and disinfection which will result in the cleaning up of complete herds.

We have eliminated in Wisconsin approximately 130 thousand diseased cattle already—cattle that were infected with Bang's disease. That has reduced the reservoir of Bang's disease which we have in Wisconsin, but that is only a beginning. If we have approximately 50 per cent of our herds infected, we have a far way to go yet.

Now, the results which we have received and tabulated present a picture which is very encouraging to go ahead with the program which we are pursuing at the present time. And as you gentlemen know, that program is entirely voluntary. We made a survey of 18 thousand infected herds which contained about 26 per cent infected animals. We find that that 26 per cent infection of one test was reduced to 12 per cent. The next test on the same herds reduced the infection to 7 per cent. The following test reduced it to five and the

subsequent test to two per cent. So we have a very marked and almost spectacular reduction in both animal infection and also in herd infection.

If the job can be done and it can be done in a practical and reasonable way, I think that the thing for us to do is to just go ahead and continue that program, extend the activities of that program and perhaps in ten, fifteen or twenty years from now we can look back and realize the same accomplishment from our Bang control work that we are now viewing from the activities in bovine tuberculosis control.

Some of you older men particularly will remember that fifteen or twenty years ago you heard many arguments and many statements about the bovine tuberculosis control work which would seem almost ridiculous at the present time. We have gone over the hill and have successfully studied the disease. We still have a little tuberculosis infection in this state but it doesn't amount to a great deal. We must continue to make systematic tests in order to keep the advantages gained and finally eliminate all the disease from cattle in our state but that will be carried on in a routine manner and it doesn't present any big problem, although we are doing a large amount of work in bovine tuberculosis control.

We center our chief attention on the Bang control because that is a big job that is ahead of us. We made a wonderful start in the last three years but we have still a far way to go. We could spend the entire afternoon perhaps discussing various phases of this Bang problem, and I don't know just how much time I have, Mr. Chairman. He says I can have all the time I want, so that is certainly a situation that one doesn't meet very often.

Well, I just want to touch on one phase of this Bang problem for the reason that sooner or later you are going to come in touch with it. That is the relationship of Bang's disease in cattle to human health. Now, about seven or eight years ago some of you people will recall, there were published in the Good Housekeeping magazine and in the Saturday Evening Post some very alarming articles on Bang's disease, being a human health menace. What happened? People read those articles, they are aware of the scare head type articles and they are afraid to use milk or other dairy products, so we immediately took it upon ourselves in the department to try to counteract that unfavorable publicity for dairy products. We didn't feel that the people who wrote the article had sufficient advice or information to make any of the statements which they have made and to warrant a type of an article that would scare people away from dairy products. So we used whatever facts and information we had on hand and countered those articles in order to prevent people from drawing away from the consumption of dairy products.

Now those articles in the main claim undulant fever in the human people came from the milk of dairy cattle. That, of course, sounds logical. You know Bang's disease in cattle has two relatives. It has a

similar disease in swine which we call contagious abortion. You see this word contagious abortion was the original name for Bang's disease.

It is only about nine years ago when the name was changed from contagious abortion to Bang's disease. Well, we have the Bang's disease or contagious abortion in swine. It isn't produced by the same kind of bacteria but by very closely related bacteria. In fact, they are so closely related that they look exactly alike in the laboratory or culture media. They look exactly alike and you have to use very delicate tests to differentiate the difference. So we have that one close relative.

Then we have another close relative that carries the name Malta fever. Malta fever is a fever that is not prevalent in this portion of the country but it is a disease produced by a little organism that is very closely related to the Bang organism, and there again it is very difficult to differentiate the organism of Malta fever from the Bang organism of cattle.

About the year 1850 or thereabouts on the island of Malta they quartered some British soldiers and those soldiers were dying from a peculiar disease and finally a few years later Dr. Bruce, an English army surgeon, went down to investigate the disease and he found the disease came from an organism that the soldiers got from drinking goat milk, and they called it of course, Malta fever, and found the cause of the organism and the fact that it came from milk. Naturally, when you recall undulant fever, particularly in this state, the medical people will draw an analogy between what happened in those early days on the Island of Malta, and the fact that the soldiers got the disease from drinking milk.

Whenever we have a case of undulant fever in Wisconsin they figure it came from milk. There is no denying the fact that cattle do shed the germs of contagious abortion. There are some statistics which show that more than half the milk produced in this state, the pooled milk, say for instance the milk in your shed after your patrons deliver the milk, that more than half of that milk contains Bang organisms.

How dangerous that organism is to the human being, I don't think that there is enough definite information to make any specific claims at the present time, because if a case of undulant fever occurs, we don't know whether it comes from swine or cattle. The swine type is a little more severe on human people than the cattle type, according to the information on hand. In reported cases of undulant fever it is not known whether they are the swine type or bovine type, but they would be one or the other in this state because we don't have the third type, the Malta fever type.

I checked up the other day with the State Board of Health and they advised me there were one hundred cases of undulant fever in the past year and five deaths. That isn't a great deal. I think you can

take any human disease regardless of how mild it is, five deaths is extremely small, particularly when you take into consideration the large amount of infection we do have in cattle.

Now I am telling you about this human health connection for a very definite purpose. I don't think, in my own opinion, that undulant fever will ever be developed to be a significant health factor as far as many human cases originating from cattle. Nevertheless the public is conscious of it and the demand is increasing for milk from Bang free cattle, and whether we like it or not, we must recognize the situation as it is; we must recognize what is in the mind of the consumer of dairy products. Then we must readjust our operations accordingly in order to satisfactorily meet that consumer demand.

Now, I think I have covered some of the principal points in connection with this Bang's control and I know that we can't take enough time to go into the various details but in the way of review I just want to say this, that we have an effective and practical program for the control of Bang's disease, and regardless of what any one may tell you, I think you can take it for certain that we can control and eradicate Bang's disease with definiteness and without any undue difficulty, and that every herd in the state can afford to undertake the control of this disease.

Now, the federal funds that are available for the control of that disease at the present time take care of all the operating cost of the farmer who submits his herd for test, and it is entirely voluntary; he does not have to stand any operating cost, and then in addition for the diseased animals which are eliminated from his herd he receives an indemnity payment from the federal government in the maximum amounts of \$25 for grade animals and \$50 for pure bred animals.

So you see that the government of the United States and of the State of Wisconsin—the two governments deem it sufficiently important to give their attention to this Bang's disease to provide funds for the elimination of this disease and to indemnify the farmer for the animals which are eliminated, and that is the way it should be, because you know the farmer isn't entirely responsible for that disease being in his herd. He is in some degree and to a considerable degree he may not be. You know contagious germs spread in devious ways. As I told you, they don't carry any banner announcing their coming. A neighbor may have an infected herd and this disease may be spread to the next farm and as a result he must likewise experience economic losses from it. He likewise experienced a difficulty in selling his cattle and selling his dairy products because the purchasers of this cattle and products don't want them if they are diseased, so it wasn't his fault if the disease was introduced onto his farm.

A disease control problem is not an individual problem of an individual farmer. It becomes a community problem and community problems become problems of state and nation, and therefore, the people who want to get protection as far as animal diseases are concerned, want a certain type of protection. And if they make such demands in

relation to products that must be protected, why the public money can be used for that and they justify the expenditure of funds for that purpose.

Now, the federal program is still in effect and there are funds available until July first, and I have every reason to believe that congress will again appropriate adequate funds to continue the work. Just yesterday when I was in St. Paul talking with Dr. John R. Mollin of the Federal Bureau of Animal Industry, he told me they have a request in their budget this year asking for an appropriation for the continuance of that work, and I am quite sure that funds will be provided for the continuation of this work.

We have about 20 per cent of our farmers voluntarily enrolled in our program. Those who have not as yet enrolled have the opportunity to do so at the present time. They may secure the applications from the county agricultural agent or writing direct to the Department of Agriculture and Markets at Madison.

You people who are in key positions, seeing your patrons almost daily if not every day, can be helpful in advancing this program because if we can keep ahead of the procession in the production of dairy products that will meet the consumer demand, we will be in a more favorable economic position, and I think we should—the big dairy state that we are—do everything that will work in the direction of producing a clean, wholesome dairy product, and a product that will show up favorably when competing with similar products from other areas, and any help you may give to this Bang control, I am sure will be in your best interests and in the best interests of the dairy industry of the state. I want to thank you for your kind attention.

MR. MICHELS: I would like to ask Dr. Wisnicky one question. You spoke of the \$25 indemnity on grades and \$50 indemnity on pure breds. Does that include the money received from the markets when the cattle are shipped?

DR. WISNICKY: No, that does not include that market, that is in addition to the salvage beef price which the owner receives from the animals when they are sent to market. So you see the average salvage price on animals has been running in the proximity of thirty dollars per head, so you get that for grade animals plus the twenty-five.

THE PRESIDENT: Are there any other questions you would like to ask? I think this is very educational, the talk that Dr. Wisnicky has given us and I have been in touch with the Department of Agriculture and Markets and I know we all know what is coming. It is simply voluntary now but there are many of our neighboring states that are rejecting dairy products shipped into their state unless they come from Bang free tested herds, and I think I am safe in saying, sooner or later we will have to clean up on this Bang disease.

I called on some of the representatives of these different booth exhibitors downstairs and they weren't in the room. I am going to ask for some of the names again. Mr. Charles W. Jeanblanc, have you something to say at this time?

MR. JEANBLANC: I would like to mention, in our advertisement in the program it mentions our trailer exhibit. Since that time we have been fortunate enough to get a booth in the hall and I would be glad to see any one or all of you at the booth. I also notice in your program there is going to be a speech given by Mr. M. G. Weckel on mastitis. Our company, the W. D. Carpenter Company, is manufacturing chemists and they have a remedy. We have literature we would be glad to give any of you cheese makers to post in your factories. This is sold with a money-back guarantee, even though in certain cases of mastitis it is incurable. We also handle the double strength fly spray and wash powder. We only ask the customers to prove our superior quality. Everything is sent out and you are given ninety days time for the investigation. I want to thank you for the opportunity of speaking.

THE PRESIDENT: Now, on account of some of our speakers not being here today, I am just wondering if we have some of the presidents of the local associations who are scheduled to speak tomorrow morning, if we have any of those in the room who would like to give us a few words at this time. Will any presidents in the room get up, presidents of local branches of the cheese makers?

You will notice we had on the program entertainment scheduled for this afternoon, and I am sorry to announce that we just couldn't get the entertainment we had engaged for today. Tomorrow and Friday we are going to have plenty of entertainment.

At this time is there any discussion on any subject anyone would like to bring up and discuss? It is early and due to the speakers not being here, we would like to have some discussion if there is any one who has anything of any importance he would like to bring up at this time.

Well, gentlemen, if we have no other discussion, we will have to adjourn our program until tomorrow morning at 9:45. I am sure we would like to see you all back here tomorrow and we will have plenty of program and entertainment for you tomorrow.

SECOND SESSION

November 12, 1936

EARL B. WHITING, *presiding*

9:45 A. M. Entertainment at this time was supplied by the Blanchardville Clown Band.

MR. WHITING: We are going to call this meeting to order. All those in the back please come to the front. The first on our program this morning will be the following three-minute addresses by the presidents of the three major regional associations: Gottfried Friedli—Is he in the room? (No answer). Is E. W. Martin in the room? (No answer). Is Mr. L. E. Kopitzke in the room? (No answer). I'll call upon the presidents of the local associations. Is Herman Alterman in the room? (No answer). Is Mr. Robert Herman in the room? (A voice from the audience): He will be in a little while. Is Mr. R. J. Clark, from Greenleaf, in the room? (No answer). Is Mr. H. G. Leibzeit in the room?

MR. WHITING: Ladies and gentlemen: It is my pleasure to introduce Mr. Leibzeit, President of the Calumet County local.

H. G. LEIBZEIT: Ladies and gentlemen: I have not been thinking of coming up here to give a talk. So far our county association is going along nicely. We are still working along as in other years.

We had another little picnic last summer with good success and we have a nice treasury, about sixteen hundred dollars. This money we are planning to spend this winter to try to work on the legislative bills. So far as we have figured we have a lot of improvements to make. Even the state association can help along in this work. I know all of you fellows are hard workers and put in your time over the vats. We ourselves are improving our factories and our neighbors are, but at the same time we feel we still have no protection for our life's work, and we are trying to work along that line. It is up to us to do something. We have depended upon our department, but still we fail to see that the department has given us any protection along that line and we are working on that in our county. I thank you.

MR. WHITING: I would like to call on Mr. Horn, President of the Southeastern Wisconsin Cheese Makers Association.

MR. WHITING: Ladies and gentlemen: It is with pleasure that I introduce Mr. E. F. Horn, of Beaver Dam, President of the Southeastern Wisconsin Cheese Makers Association.

E. F. HORN: Mr. Chairman, Ladies and Gentlemen, and Fellow Cheese Makers: It has been indeed an honor to me that the group down in Dodge and the adjoining county elected me as their president. That is one title that I've never had in my days and I don't know exactly what the duties of that office might be. I may be called upon to do things not to my liking, but I suppose the president will have to do that and like it. The cooperation of the entire membership

of the Southeastern, the Northeastern, the Central and all the other local units of the State of Wisconsin is vitally necessary to further the dairy industry of the state. We have so many things in common, regardless as to whether they are in the American Type, in the Foreign Type, in the butter or in the whole milk, so that we can readily afford to support one another. We shouldn't be too selfish as to our little locals. After all we hope to carry what we have agreed upon in the locals to the state convention where we expect to get support to accompany the facts that have been set forth. No doubt many things will come before this convention this year, and let's hope that all the locals, particularly my bunch from Dodge and the adjoining county, will come forth and bring out their grievances that exist, and I believe they can be ironed out to a certain extent to the satisfaction of all. I thank you.

MR. WHITING: I would like to call upon Mr. Leonard Kopitzke, President of the Northeastern Wisconsin Butter Makers and Cheese Makers Associations.

MR. WHITING: Ladies and Gentlemen: It is with pleasure that I introduce Mr. L. E. Kopitzke.

L. E. KOPITZKE: Mr. President and friends: I am very happy to be able to report to you that we had a very successful convention. The attendance the first day was not so good, but I noticed at all conventions it is about the same way. It takes a day to get started. We had many more the second day. I want to congratulate our Secretary, Mr. Graf, who did a good job of advertising the convention and also the other officers from whom we received splendid cooperation. I feel it is necessary to get together at conventions to discuss our problems. It is still more important that after the convention we practice what we preach. I'm not used to talking to a group like this, but I want to express my hopes for a successful convention. The crowd is growing right along and I hope we have plenty of discussion. Thank you.

MR. WHITING: Is Mr. E. W. Martin in the room? (No answer). Is Mr. Herman Alterman in the room? (No answer). Is Mr. Robert Herman in the room?

MR. WHITING: Ladies and Gentlemen: It is with pleasure that I introduce Mr. Robert Herman, who represents the Northern Wisconsin Foreign Type.

ROBERT HERMAN: Friends and Cheese Makers: As a member and chairman of the Northern Wisconsin Foreign Type Cheese Makers Association I am happy to convey our greetings and best wishes for a successful convention to this honorable body. This association is about the youngest of all associations, we might say, and it is not a very big association either, but whenever we have a meeting up there those meetings are mostly all pretty well attended. So far we have really done very well in our northern part of the state. The association has not the regular monthly meetings that are usually held, but

still we can say that we had very good success in the short time we have had our association. At the present time we have about fourteen or fifteen foreign type cheese factories up in Barron County and our product is selling very well. There are even some buyers who say that it is hard to beat the cheese from the northern part of Wisconsin. I hope we have a pretty fair future and our association will have a long life. I thank you.

MR. WHITING: Is Mr. Joe Henseler in the room? No answer. Mr. J. L. Mauthe? No answer. Mr. C. C. Brick? No answer. Mr. August Mautz? No answer. Mr. H. C. Hackbarth? No answer. Mr. S. G. Schweiss? No answer. Mr. George H. Scannell? No answer. Mr. Mike Ley? No answer.

MR. WHITING: I guess these boys are late.

Is Mr. John Newhouse in the room? No answer.

Is Arthur Johns in the room?

MR. WHITING: Ladies and gentlemen: It is with pleasure that I introduce Mr. Arthur Johns, representing the Kewaunee Local.

ARTHUR JOHNS: Mr. Chairman, Ladies and Gentlemen, and Fellow Cheese Makers: I want to say the Kewaunee County Local is still hammering away the same as other locals have been doing. We have had picnics and dances and had a float down at the State Fair this year. That float was made up of pressed wallboard so that it could be dismantled and used for roadside signs. We felt that was a mighty good way to line up our float because we could derive some benefit out of it after it was dismantled and posted on the roadside. We have done things along the line of bettering the dairy industry considerably. We have had this much ambition, that is we have had a candidate for the Assembly this year, who went out and agitated so strongly the farmers got scared of him, they gave him a licking in the election. I want to say that I believe it will be a fine thing that when things are said here that those statements be held in confidence, so that a man wouldn't be able to go home the following day and see his name splattered all over the front page of the newspaper. I think most of you will recall that the newspapers were ready to jump at the remarks that Johns made last year about licensing the farmer. Those remarks were made to arouse your interest in an all dairy program, which I think is the most important thing we can do. I think you will all agree that that link in that chain in the dairy program is the weakest between the farmer and the maker. It's one of the greatest troubles we have to contend with, when the farmer comes into the intake with his milk and it isn't the way it should be. Too many of us don't come out and say, "Mr. Farmer, that milk isn't right." I'm sure that if we had better cooperation—I think the WPA inspection is a move in the right direction. We should have more of it. We haven't enough to notice it. I know in Kewaunee County where I make cheese there are a number of neighboring factories, they have had a WPA man in to make one inspection, and not in the morning. Not one solitary farmer has been investigated who showed up on tests of having

had inferior milk. Of course, the WPA program is intended to do fine work and I think it has done a whole lot of good. The only thing is Kewaunee County is mighty unfortunate. They haven't enough on relief to have the department pick out enough men so we could get results. I think if this program were pushed along a little more we would get better results. I think the farmer still has his heart in the right place. He knows there must be a connecting link between the maker and the farmer. I think that at our conventions whenever anything is said that seems to deal with the farmers that we should have some sort of check on the release of such statements to the newspapers, so that a man wouldn't have to go home and read in the newspapers some misinterpretation of his statements expressed at the convention. I thank you.

MR. WHITING: Is Mr. J. H. Felton in the room? No answer. Is Mr. H. C. Coffman in the room? No answer.

MR. WHITING: Ladies and Gentlemen, we haven't a list of all the presidents of the different locals. If there are any other presidents from any locals in the state here I would like to have them stand up so we may have them come up here and say a few words. Are there any presidents from any locals in the state that I haven't called upon? No answer. I will ask again if E. W. Martin is in the room, from Central Wisconsin? No answer. Is Herman Alterman in the room? No answer. Is Mr. R. J. Clark in the room? No answer. Is Mr. Joe Henseler in the room? No answer. Is J. L. Mauthe in the room? No answer. Is C. C. Brick in the room? No answer. Is Mr. H. C. Hackbarth in the room? No answer. Is Mr. August Mautz in the room? No answer. Is George H. Scannell in the room? No answer. Is Mike Ley in the room? No answer. Is J. H. Felton or H. C. Coffman in the room? No answer. I would like to ask at this time if there is any one with any amendments to hand in for the constitution?

MR. MULLOY: I have a proposed amendment to Section 1 of Article 4 which now reads that the Board of Directors shall consist of five members. I submit the proposed amendment to include that it shall consist of five members and the general officers. In other words, make the president, the vice president and the secretary and treasurer also directors.

MR. WHITING: I would like to ask Mr. Mulloy how he would intend to elect the officers then, at the convention or for the directors to elect their own officers?

MR. MULLOY: It is immaterial to me. I have considered it from both angles. So far as I am concerned, I think it is all right for the assembly to elect the officers once each year and not disturb the present method of electing the other directors. It could also be handled the other way by electing nine directors and have them elect the other officers. We have a set up for electing the five directors now and the four officers, but I think it is wrong for those four officers not to participate in the doings of the Board of Directors.

MR. WHITING: Ladies and gentlemen, you have heard the reading of this amendment. We will act on that tomorrow afternoon. Could we have a copy of that, Mr. Mulloy?

MR. MULLOY: I have a copy of it here. If anyone is interested in discussing this I shall be glad to discuss it at any time with individuals or before an audience.

MR. WHITING: According to the constitution and by-laws we must read amendments 24 hours before discussion. Tomorrow afternoon we will take it up and discuss it. Are there any other amendments at this time?

MR. WHITING: Next on our program is a discussion on cheese branding, grading and price differential. We should have some discussion on this cheese branding.

MR. SUIDZINSKI: My opinion is that quality improves consumption. Consumption is the only thing to raise the price. I believe that price cannot be made for a half cent differential. Most of you will agree— (At this point Mr. Suidzinski is called to the platform by Mr. Whiting.)

STEVE SUIDZINSKI: Ladies and Gentlemen: I'm not much of a speaker, but I'll try my best. I believe we can raise the price of cheese through the demand of the consumer by quality. I have heard a number of people say when they get a good pound of cheese they eat it and come back for more. It's reasonable to believe that a poor pound of cheese will create just the opposite reaction. One way to get bigger differential between the standard and state brand, which we have now, is to enforce the grading as close as can possibly be done. I know it means work and trouble, but I believe we should try our best. I would like to hear from some of you other fellows on that. Thank you.

MR. WHITING: Any other discussion on this? Certainly we should have some more on this subject.

MR. SCHWANTES: I would like to ask a question. I don't know whether it can be answered, but if we put on a bigger differential in our grades, will the Federal Government recognize our grades as to a higher price? I understood, during the course of this last political campaign when a lot of stuff was brought up, that the next move would be the Federal Government setting a low price on cheese and it would go from there up, but couldn't come down anything below that, if it were the government would take it. Now in that event would the state price be standard? Would they recognize our brand at all?

MR. WHITING: Has anyone else anything to say about this?

MR. HORN: I heartily endorse the move started here by Mr. Steve Suidzinski. He surely knows what he is talking about, because it has been recognized not only in the State of Wisconsin but in other states where Steve's cheese goes that he has quality. We have the same trouble in Dodge County with foreign type cheese. We have a couple

of men who absolutely do not care about the consumer. They are merely interested in the dollars that they can get out of their factories. They are working for quantity and care very little about quality. The man actually manufacturing quality does suffer by the small differential in price between that state standard. I venture to say this, that in many grocery stores the state standard lies side by side with inferior cheese with the same price to the consumer. Mr. Schwantes mentioned a rumor that the Federal Government will step in and fix the price. I hope that day will never come, because the State of Wisconsin and its cheese makers can take care of their own business without the Federal Government mixing in the affair. You are the men in the factories that can provide for this. Make quality cheese and you are more apt to get quality price. Ignore the man with the poor cheese and it won't be long and he will be licked, that's sure.

MR. EBERT: I think if you want to go out and sell cheese It would be a good idea to educate the man that's selling the cheese. For a number of years now the price of cheese in stores sold in Milwaukee, and I have seen it, was 33 cents a pound on cheese that was only two weeks old; and the farmer was only getting 16. I believe that cheese in the cities is a loss at those prices. That's one reason that not enough cheese is consumed by the consumer.

MR. WHITING: Is there any further discussion on this problem? If not our Secretary will read a letter.

C. J. EBERT: Ladies and Gentlemen: The representative of the D. & F. Kusel Company could not be here, so I am going to read this letter.

"We extend herewith our sincere greetings. It is our hope that this convention will be bigger and better than ever before.

"May your program, on which many interesting subjects will be given and discussed by able and qualified speakers, prove interesting and helpful to everyone present.

"It is also our hope and desire that the fellowship exhibited and felt among cheese makers by contact, may strengthen the association and its purpose.

"We invite you to come to our booths where we have on display some of our equipment. Our salesmen who have been calling on you at your factory will welcome you.

Yours for continued success,

D. & F. KUSEL COMPANY,

By B. V. KRUEGER."

MR. WHITING: Is Mr. Keenan in the room? (No answer). We will hear from Mr. George L. Mooney at this time. (Apparently Mr. Mooney is not present).

MR. WHITING: Is Mr. Kellogg in the room? (A voice from the audience). Not now.

MR. WHITING: At this time we will be entertained by the Clown Band.

MR. WHITING: Ladies and Gentlemen: I have just received a telegram from Mr. Mooney. It reads as follows: "Best wishes for a successful and constructive convention. Very sorry business prevents my attendance." Signed, "George L. Mooney."

MR. WHITING: At this time I'll call on Professor Jackson. It is my pleasure to introduce to you Professor Jackson of the University of Wisconsin.

PROFESSOR H. C. JACKSON: Mr. President, Ladies, Members of the Cheese Makers' Association and Friends: (Professor Jackson presented an address entitled "The Sources of Extraneous Material in Cheese and Methods of Detecting It.")

Before discussing the question of extraneous material in cheese it may be well to review the history of this subject in relation to the creamery industry. Late in 1933 a test for determining sediment in butter was devised by W. S. Green of the Food and Drug Administration, Washington, D. C. Soon after the test was perfected shipments of butter were seized by inspectors of that department because they contained in the words of the inspectors extraneous material foreign to butter. The claim was made and substantiated that the butter had been made from cream which contained undesirable material.

At once the creamery industry became aroused. A meeting was called at Chicago on April 5, 1934 which was attended by representatives of the creamery industry, state departments of agriculture, and dairy schools of the various states. Plans were laid for carrying out a nationwide quality improvement campaign. Programs were then worked out in each state represented for getting their industry in such a shape as to meet all types of inspection. With a knowledge of what had transpired in the creamery industry it was realized that the time would soon come when similar tests would be applied to cheese. Some delay was experienced in working out a satisfactory sediment test for cheese. Today different methods have been developed for conducting such tests on this product. The time is at hand for every one who has the good of the industry at heart to inform himself concerning this development.

Extraneous material may be defined as any foreign matter or material found in cheese which is not a natural constituent of milk or cheese. Usually the insoluble sediment is given the only consideration although it is known that certain materials which may be in solution are equally undesirable.

There are two general sources of extraneous material in cheese. The first is the sediment or material that gets into the milk prior to its delivery at the factory. The second is the material that finds its way into the milk and cheese during the manufacturing process.

All of you are familiar with the sediment test as applied to milk and know of the kind of material that may be present at the time of

delivery. The cheese maker has little control over this phase of the difficulty except to enlist the aid and cooperation of the producer and to point out to him the seriousness of the situation.

Milk which has not received proper care on the farm may contain a variety of such material. Leaving the cans uncovered and the milk exposed to the air will account for the presence of flies and other insects, dust which may be blown in by the wind, chaff, straw, feathers, weed seeds, and the like. Cows with unclean udders and flanks are sources of contamination. The use of large open top pails for milking will allow more chaff, straw, cow hairs, and the like to fall into the milk if they are present on the cow's body or floating in the air. It is obvious that the first source of difficulty may be overcome by keeping the cans covered. In the second instance, the entrance of undesirable material may be prevented by brushing the cow's udder and flanks prior to milking and wiping off the udder with a damp cloth. This does away with any loose material clinging to the cow. The use of a small top milk pail aids in preventing material from falling into the pail while milking. A clean ceiling and sidewalks and feeding the cows hay after the milking means that there will be less dust in the air to fall into the milk. Leaving the empty cans in exposed places where dust may blow into them accounts for some trouble. Rinsing the cans with drinking water just prior to milking is a good plan and frees the cans from this sediment.

It is surprising how many chances there are for materials to get into milk while it is being made into cheese. The location of some factories at crossroads which are graveled makes it difficult to prevent dust from settling in the vats. It is hard to prevent dust from getting into the factory. One method is to treat the road so that dust does not rise. During the past year or two during the drought considerable dust was blown from plowed fields into the factories. Rinsing the vat out with water just prior to running the milk in and keeping it covered as much as possible is a good plan.

Unless factories are well screened and some method is provided for fighting flies it is difficult to prevent these insects from getting into the milk. The construction of the intake in some factories makes it very difficult to keep flies out of the factory.

Splinters from wooden rakes, broom splinters, pieces of steel wool or abrasives from mystic mits and the like find their way into the milk. This may be prevented by rinsing the vats with water.

Fibers from brushes are difficult to rinse off the sides of vats. Cinders from the boiler often find their way into milk. Broken glass from thermometers, small bits of rubber from the inside of the hose, bits of scale from steam lines and sand from the water supply are the sources of undesirable foreign material.

Salt may be a source of sediment. The manufacturers of this product are alive to this situation and have cooperated with the industry in providing a sediment free salt. In emptying bags of salt into a barrel there is always the opportunity for any loose material on the

outside of the bags to fall into the container. Such material is later transferred to the curd in salting. Wearing a cap will prevent hair getting into the milk. When some vats are examined closely, it will be seen that there are places where the tin has been scraped off. These scrapings stay in the curd and are plainly visible when examined with a microscope.

When agitators are used care should be taken to see that the chains are free from accumulations of grease and dirt. It is a good plan to wash them thoroughly and then apply a coating of thin light oil to the chains and moving parts. The ceilings, too, should be free from anything that might fall into the vat. Where agitators are fastened to the ceiling the vibrations which they set up loosen material which may fall into the vat. In factories where the storage space is immediately above the make room trouble is likely to occur from material sifting through.

Many of you have encountered other sources of extraneous material. Those that have been mentioned point to the vigilance that is necessary if entry of undesirable material is to be prevented.

The following method for detecting extraneous matter in cheese has been worked out in our laboratory by D. W. Spicer under the direction of Dr. W. V. Price. It has been pointed out it is easier to make a sediment test of butter than of cheese. This is true because butter is composed largely of fat. The large amount of casein in cheese makes it rather difficult to get this material into such a condition that it may pass through a filter pad. If solvents are used that are too strong some of the sediment may go into solution thus preventing its collection on the pad. The test devised works out satisfactorily.

The equipment needed is as follows: Meat grinder, cream balance, cheese knife, clean 200 cc beakers, clean quart milk bottles, parchment paper, water bath equipped with mechanical stirrer, and sediment pressure tester with pads.

Solvent solution: 150 grams sodium citrate dissolved in 850 cc distilled water making a solution of 15% concentration.

Procedure: Cut the rind from the end of the cheese: then cut a piece for the test of such size which will give about 100 grams when the rind is removed. Lay this piece of cheese on a clean parchment square (6" x 6" used) and remove the rind with the knife, rotating the parchment with the cheese stationary upon it to avoid picking up crumbs of paraffin on it; also cut the cheese into strips of such size which will pass through the grinder.

Make sure the grinder is clean, free from rust and sediment. Remove the knife from the grinder to avoid cutting the cheese too finely and to merely crush the cheese by forcing it through the perforated end plate which is fastened into place after removal of the knife. Catch the crushed cheese in a clean 200 cc beaker.

Weigh 100 grams of the crushed cheese into another clean 200 cc beaker on the cream balance and transfer the sample to a quart milk bottle which has been thoroughly washed and rinsed with distilled or filtered water.

Add 200 cc of the solvent solution to the sample in the milk bottle, place in the water bath which has been heated to 140 deg. F., place the stirrer in the bottle and stir 15 minutes, then add 100 cc distilled water and 100 cc of the solvent and stir 15 minutes longer.

At the end of 30 minutes filter the sample in the pressure sediment tester dividing the sample in half, that is, filter half on one sediment pad and the remainder on another pad. The tester must be thoroughly rinsed down with distilled or filtered water onto each pad.

One filter pad may accommodate the entire sample but in general it is more rapid to use two pads, and crowding of sediment is avoided. The filter pads are reversed in filtering, that is the more compact side of the pad is filtered upon to avoid driving of the sediment into the pad where it may become hidden.

Remarks: The water bath temperature should not be in excess of 140 deg. F. since there seemed to be a tendency for heat coagulable proteins to give a slimy filter pad as a result of coagulations of these proteins at higher temperatures.

If trouble is experienced with curd which will not go into solution it may be necessary to stir the sample in the water bath slightly more than 30 minutes. It was found, however, in the samples tested under this method that 30 minutes in the water bath was sufficient to effect solution in nearly all cases.

Only 200 cc of the solvent are used when the sample is first stirred in the water bath. It was found that in this more concentrated cheese mixture stirring was made more effective by the abrasive action of the curd upon itself and hence solution was hastened.

Use of a small amount of hydrochloric acid in the solvent was formerly advocated but there was some indication that use of acid increased the likeliness of a slimy pad through which the solution would not pass.

It was found desirable to remove the perforated end plate and auger from the grinder between samples and to wash them in order to prevent contamination of samples.

It is necessary to make sure that no oil, rust, or dirt enters the samples from the mechanical stirrer. In certain cases where a motor is mounted directly above the stirrer it is necessary to place a guard plate on the stirrer which will protect the mouth of the sample bottle.

Identification and Classification of Filter Pads

The pads were examined under 25 and 75x magnification.

Classified the results of sediment tests in cheese as follows:

Good: A pad that is practically clean to the eye and is microscopically free from material pertaining to animals and insects.

Fair: A pad that to the eye shows the presence of a small amount of sediment but is microscopically free from material pertaining to animals and insects.

Unsatisfactory: A pad that to the eye shows the presence of an appreciable amount of sediment, no hairs and is microscopically free from material pertaining to animals and insects.

Bad: A pad that contains material pertaining to animals and insects and hairs.

I thank you.

MR. WHITING: Is Mr. Kellogg in the room? Will you give us a little entertainment please?

Mr. Kellogg came to the platform and sang "Trumpetor." The accompaniment was played by Mrs. H. R. Kellogg.

MR. WHITING: Ladies and Gentlemen: I would like to ask at this time how many will attend the council dinner this evening. Please raise your hands so that I may get an idea of how many will be there. (The presiding officer made a note of the number who signified their intention to attend the dinner.)

MR. WHITING: At this time we will adjourn until 1:45 P. M.

THIRD SESSION

November 12, 1936

EARL B. WHITING, *Presiding*

1:45 P. M. Entertainment at this time was supplied by the Blanchardville Clown Band. Immediately following Mr. H. R. Kellogg sang "Lassie O' Mine." The accompaniment was played by Mrs. H. R. Kellogg on the piano and by Mr. Kellogg, Jr., on the violin.

MR. WHITING: Ladies and Gentlemen: We will now call this meeting to order. I will now call on Mr. K. G. Weckel of the University of Wisconsin.

MR. WHITING: Friends, it is with pleasure that I introduce to you Mr. K. G. Weckel, of the University of Wisconsin.

MR. K. G. WECKEL: Mr. Chairman, Ladies and Gentlemen: The subject I have to discuss with you is "Mastitis, Its Effect on Milk and Tests for Its Detection."

Mastitis is a term used medically to indicate inflammation of the breast. In a board sense, it is inflammation of the mammary gland. The disease is also termed garget, caked udder or mammitis. The disease occurs most frequently in the dairy cow because in this animal the udder has been developed by careful breeding to large proportions, which renders it more susceptible to infection.

Milk from an udder so infected is frequently referred to as gargety milk, mastitis milk, or mastitic milk.

Mastitis, as a disease problem, has been given inquisitive attention for several reasons: first, because there has been an infrequent relationship between the disease and human infection, as observed in septic sore throat: second, because of the economic implications wherein both the usefulness of the animal and the usefulness of the milk are involved: and third, because aesthetic consideration precludes that the milk should not be used in foods used for human consumption.

The disease mastitis has probably been prevalent for many years. Reference to its effects on the composition of milk was made over fifty years ago. Recent investigations have indicated that the disease is established in many herds. Estimations have placed the incidence in herds as ranging from 15 to nearly 50 per cent. In any event, the incidence of the disease is sufficiently great to warrant the consideration of all branches of the dairy industry, even though they do not purvey the milk from the cows as fluid milk.

The presence of mastitis in herds supplying milk to cheese factories is of economic importance to the producer and cheese maker alike. Minett and Martin in some recently reported studies observed in the analysis of the production of milk by two herds of Ayrshires and Friesian cows covering 373 lactation periods that the average reduction in yield per lactation was 954 pounds. The decreased production

due to mastitis among the Ayrshires was 10.8 per cent or 892 pounds, and among two Friesian herds, approximately 18 per cent, or 1602 pounds.

Shaw and Beam have reported, from an analysis of the milk from opposite infected and non-infected quarters of 86 cows, that mastitis infection apparently reduced milk production approximately 22 per cent and butter fat production 24 per cent after allowing for the maximum variation found in the milk and butter fat production of non-infected quarters. A summary of their study is given in the following table:

Quarter	Average Milk	Average Butter	Average
	Production	Fat Production	Butter Fat
	Lbs.	Lbs.	
Non-infected -----	3.1	.1280	4.13
Infected -----	2.1	.0798	3.80

Hadley and co-workers at Wisconsin have observed also that the presence of mastitis interferes with the production of milk.

The severity of mastitis of an animal will determine generally, the amount and condition of milk secreted. Mastitis may be diagnosed in one of two forms; acute, or chronic.

Acute or clinical forms of mastitis are evidenced by toxemia, suspended rumination, prostration of the animal and the presence of a highly inflamed and swollen udder, from which no milk can be drawn. The milk may be bloody, stringy, or contain purulent discharges. In less severe cases the milk may be lumpy or stringy, dark in color, and upon standing, separates into curdy layers with suspended watery brownish yellow layer. When mastitis has reached a severity that it may be diagnosed as acute or clinical, permanent damage to the udder may be anticipated.

Subclinical or chronic mastitis may be evidenced by changes in the composition and properties of milk or by changes in glandular structure. In severe chronic or subclinical mastitis the normal glandular tissue may be replaced by fibrous tissue whence the secretory function of the gland is impaired. The quarter of the udder thus affected is sometimes referred to as "light" or "blind" quarter.

Subclinical or chronic mastitis of less severe character is less consistent in its effects. It may become apparent for a period of time by reason of chemical or bacteriologic changes in the milk, and then subside completely, the cow exhibiting normal, secretory activity. The disease is sometimes said to "flare" up. On the other hand, milk of abnormal character may be secreted indefinitely. Mastitis of this character is often associated with the presence of an organism known as *Str. agalactiae* (*St. Mastitidis* Group A). Subclinical mastitis may be caused by a number of factors, such as increase in number of organisms within the udder through infection, bruising of the udder either by mechanical injuries or by pressure exerted upon the udder by the movements of the cow, incomplete or mismanaged milk, and stimulation from high protein level feeding.

Subclinical mastitis is often observed in a latent state by a slight difference in the properties of milk secreted by one quarter of an udder as compared with other quarters. Upon this fact lies the value of certain tests for the detection of the presence of mastitis.

The changes which may be observed in milk from cows affected with mastitis are shown in Table 1. The changes which occur in any case are dependent upon the severity of the infection, or the cause of the mastitis condition.

COMPARISON OF NORMAL MILK WITH MASTITIS MILK

Properties	Changes in Mastitis Milk	
	Increase	Decrease
Water -----	X	
Fat -----		X
Solids not fat -----		X
Casein -----		X
Albumin Globulin -----	X	
Milk Sugar -----		X
Lecithin as % of fat -----	X	
Ash -----		X
Chlorides -----	X	
Sodium as Na ₂ O -----	X	
Calcium as CaO -----		X
Potassium as K ₂ O -----		X
Titratable Acidity -----		X
Acidity (pH) -----	Above 6.9	Below 6.4
Curd Strength -----		X
Rennet Coagulation (Time) -----	X	
Catalase -----	X	
Body Cells -----	X	
Bacteria -----	X	
Pathogenic Streptococci -----	X	
Viscosity -----		X
Cream Layer -----		X
Quantity -----		X

The changes shown in the table are all probably of interest to the cheese maker because in some way they all probably affect the cheese making process, or the cheese produced. Thus a reduction in fat or solids not fat, and an increase in albumin and globulin may affect not only the cheese yield, but the cheese composition as well. Albumin and globulin are whey soluble proteins, and while they increase in amount in mastitic milk, they are lost with the whey. The proportion of the salts of sodium, potassium and calcium in milk when changed, affect the coagulation of casein with rennet. The decrease in titratable acidity is probably not significant as such since it is a reflection of the change in composition of the milk. The change in acidity expressed as pH is, however, significant, since this reflects a condition which influences the curd strength and rennet coagulation.

The effect of mastitis milk on the cheese making process, and the resultant cheese has been investigated by several workers. Probably one of the first effects of mastitis observed upon the physical response of milk was that termed as curd strength and time of rennet coagu-

lation. The results of such a study as carried out by Sommer and Matsen is summarized in the following table:

Source of Milk	Curd Strength (Tension in grams)	Coagulation Time (In minutes)
Normal udders (94 tests) -----	46.81	7.56
Infected udders (51 tests) -----	37.87	10.61
Normal quarters* -----	45.35	9.70
Infected quarters* -----	23.65	43.79

* Quarters of 18 cows examined.

The effect of mastitis milk on the cheese making process was investigated by Price who used milk from cows infected in one or more quarters of the udder. The use of mastitis milk altered the process in many ways as illustrated in the data in the following table:

	Normal Milk	Abnormal Milk
Milk fat -----	3.7	4.4
Coagulation time (minutes) -----	8.	18.
Setting to cutting (minutes) -----	21.	40.
Cutting to dipping (minutes) -----	199.	230.
Fat in whey (per cent) -----	0.24	0.60
Fat in cheese (per cent) -----	36.0	34.0
Moisture in cheese (per cent) -----	35.3	38.7
Cheese yield, lbs. per cwt. of milk		
(Actual) -----	9.86	11.24
(Theoretical) -----	9.7	11.80

In general, increased time and handling were necessary to prepare the curd, and a significant loss of fat in the whey was observed. The latter probably accounted for the relatively lower yield of cheese from the milk. The cheese made from the abnormal milk was of relatively inferior quality.

Detection and Selection of Mastitis Milks

Milk from cows suffering from acute or clinical mastitis will probably have a distinctly altered physical appearance. Without question milk having either a flaky, stringy or watery appearance, a dark or abnormal color, or a distinct salty taste should be excluded from use.

Milk from cows suffering from chronic or subclinical mastitis may appear to be normal, yet will have to a greater or lesser degree an altered composition, either chemically or bacteriologically. Consequently, chemical or bacteriological tests must be employed.

The tests used for the detection of mastitis in cows may be classified generally into two groups: barn or field tests, and laboratory tests.

The barn or field tests have been selected or devised because of their convenience and rapidity of use.

Palpitation of the udders, by which the presence or development of fibrous tissue can be detected, is used for detection of mastitis. The method, however, is generally useful only in the hands of veterinarians or trained workers.

The *strip cup test* is one wherein the first few streams of fore-milk are milked through either a small black cloth placed on a metal screen in a cup or through a 110-120 mesh wire screen supported in a cup. The presence of flakes, clots, or strings of milk when observed on the cloth or screen is evidence indicating that pronounced infection is present. Absence of flakes, clots, etc., is not proof of absence of infection, since all infected quarters do not give a positive reaction to this test.

The *bromthymol blue test* is used to detect a change in the reaction (acidity as pH) of milk. The pH of freshly drawn normal milk is from 6.3 to 6.7. In mastitis the normal process of transfer of constituents of blood to milk through the mammary gland is impaired. The faulty transformation may, therefore, cause in milk a reaction which approaches that of blood, about pH 7.4, Bromthymol blue, because it assumes varying shades of color with change in reaction of a solution, is conveniently used to indicate the reaction of milk.

Five cc. of milk from each of the quarters of an udder are stripped into four test tubes properly labeled for the quarters. To each tube is added 1.0 cc. of bromthymol blue solution. (The indicator solution is prepared as follows: Dissolve 1.0 gram of bromthymol blue in 250 cc. of 95% alcohol, add 18.75 cc. N/10 sodium hydroxide and make up to a volume of 750 cc. with distilled water). The color of the tubes containing milk from the four quarters is compared with each other. The following colors indicate the condition of the milk.

Color of Milk of Various Reactions in the Presence of Bromthymol Blue

1. Greenish yellow -----pH 6.2, milk more acid than normal
2. Yellowish green -----pH 6.5, normal milk
3. Light green -----pH 6.9, milk with slightly alkaline suspicious mastitis
4. Dark green-greenish blue --pH 7.0, milk alkaline, mastitis present

A fresh normal milk gives a greenish yellow coloration, the shades varying from a yellowish green to a greenish yellow. Dark green, green blue and blue colorations—shades very easily recognized and indicating a pH of 6.8 to 7.6—are definite proof of mastitis. A lowering of the pH value (less than pH 6.7) indicating an increase in acidity, as shown by the presence of a yellow color ordinarily indicates mastitis in some form, particularly if this occurs in separate quarters. In the last periods of lactation some cows give a pH of 6.7 to 6.9—a shade of deep green—for each quarter (old milk or retention milk) and cows in the first period of lactation give a pale yellow coloration for each quarter; also colostrum milk. When a pH of 6.8 or more (color, green-blue with bromthymol) is found in separate quarters, the presence of mastitis is strongly indicated.

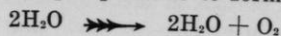
The bromthymol blue color test may also be conducted by the use of *bromthymol blue impregnated paper*. The papers, prepared by use of filter papers impregnated with the dye, and dried, may be conveniently used in conjunction with the strip cup test. One to two drops

of milk from each quarter of the udder are placed on the end of four strips of the paper, care being used not to over-saturate them. The color of the four strips is compared with each other, and with a color comparison chart or rod, as for the test tube method.

The chloride test is used to detect an increase in the chloride content of milk which may be the result of mastitis. The chloride content of blood is relatively high and through impairment of the secretory function of the mammary gland is excessively transmitted in the milk. A rapid chloride test may be made by drawing 5 cc. of milk from the four quarters of an udder into four labeled test tubes. To each tube is added 8 to 10 drops of 10% potassium chromite solution, and 4 cc. of freshly prepared N/20 silver nitrate solution. (8.4945 grams silver nitrate in 1000 cc. solution). The immediate appearance of a reddish color is indicative of a chlorine content of less than 0.14 per cent, and is therefore a normal reaction. If the color of the yellow milk mixture remains unchanged upon the addition of the silver nitrate, the quarter from which the milk was obtained is diseased. Since this is a qualitative reaction, the addition of 1 or 2 cc. more silver nitrate solution may indicate the extent of the increase above normal of chlorine. The larger the amount of silver nitrate necessary to produce red color, the more chlorine is present, and probably the more intense the disease. It should be remembered, however, that milk from the cow late in the lactation period may usually have a high chlorine content.

The chlorine content of milk from cows with infected udders is usually high. Further, milk from "stripper" cows is usually high in chlorine as well as in the enzyme lipase. The latter frequently imparts a bitter and rancid flavor. The chloride test serves, therefore, a double purpose. Normal milk usually contains not over .16% chlorine, and this figure is often used as a basis for rejection of undesirable milk or for the detection of mastitis in the herd. The test should be used to detect *differences* in the chloride content of milk from the four quarters of the udder.

The *catalase test* indicates the relative numbers of leucocytes in the milk. When an udder is infected, or injured, leucocytes, both through normal physiological reaction to the infection, and to impairment of the udder, increase in numbers in the milk. The enzyme catalase is secreted by the leucocyte cell. The enzyme catalase causes the decomposition of hydrogen peroxide to form oxygen:



In practice, therefore, the presence of mastitis may be detected by mixing hydrogen peroxide with milk and measuring the volume of oxygen which displaces the milk. It is necessary that the test be conducted under controlled conditions of which the following is a frequently used procedure. To 15 cc. of *fresh* milk in a clean beaker add 5 cc. of freshly diluted 1 per cent hydrogen peroxide and mix thoroughly. Promptly transfer the milk-peroxide mixture to a Smith fermentation tube, filling completely the closed arm of the tube. The

tube and contents may be incubated for 2 hours in an incubator at 100° F. or at 10 hours at room temperature. Volumes of gas in the closed arm of the tube exceeding 1.5 cm. length may be considered evidence of mastitis, while volumes over 0.5 cm. may be considered suspiciously.

A rapid field test involving catalase may be made as follows: Mix five or six drops of milk with two or three drops of freshly prepared 9% hydrogen peroxide solution on a piece of flat glass over a dark background. The appearance of bubbles within a few minutes after mixing may be considered a positive reaction.

The catalase tests are quite sensitive in the detection of mastitis. The field test as described is suitable for the detection of advanced stages of mastitis, while the laboratory procedure is more suitable for the detection of mastitis of chronic or subclinical form.

There are a number of other tests for the detection of mastitis. These in general, however, require special laboratory equipment, and training for their interpretation. Among these may be cited the macroscopic and microscopic tests of the sediment of centrifuged samples of milk and chemical and bacteriological analysis of milk.

Recently Hadley at Wisconsin has devised a test for the detection of mastitis by measuring the time of coagulation of milk from the four quarters of an udder. If a significant difference, as indicated by an increased time of coagulation required for milk from one of the quarters as compared with the others, is obtained, the presence of mastitis in that quarter is suspected or indicated.

The rennet test is conducted as follows: Draw 5 cc. of fore milk from each quarter into four labeled test tubes graduated for 5 cc. Carefully add from a graduated pipette 0.1 cc. of rennet solution (1 cc. rennet extract mixed with 50 cc. distilled water). Mix the contents of the tube by inverting. Promptly place the tubes in an incubator or a room either having a temperature ranging between 72—82° F. for one hour. Normal milk will coagulate within this period. Samples that fail to coagulate may be considered abnormal. Coagulation is determined by tilting the tubes to a horizontal position.

The rennet test may be used as presumptive evidence of mastitis. The intensity of the disease may be ascertained by noting the trend of coagulation at fifteen minute intervals following the first hour of coagulation period.

Summary

When milk is obviously of abnormal composition, the presence of acute mastitis may be accepted. The milk should be withheld from use, and immediate steps should be taken to aid the producer to eliminate and control the disease in the herd.

In subclinical mastitis the production and composition of milk are affected to the extent that producer and cheese maker are both economically affected. The employment of methods to detect abnormal milk of this character will serve to present difficulties in the manufacture of cheese, as well as aid in prevention of spread of disease in the

herd of the producer. Because of the recurring nature of subclinical forms of mastitis, it is necessary that tests be used for its detection frequently.

When examining milk for the purpose of detecting abnormalities, more than one test should be used. It is preferable, in cases of subclinical mastitis, to compare the milk from four quarters of an udder, one with the others, when any one test is used. In the cheese factory, where herd milk is received, the tests must be interpreted in the light of their limitations, and here again, it is important that more than one test be used. When the tests give results which indicate that the herd milk is abnormal, the patron should be promptly notified and assistance given him in determining which cow or cows are infected. I thank you.

MR. WHITING: Does anyone have any questions he would like to ask Mr. Weckel?

MR. SUIDZINSKI: I would like to ask how it hits a herd.

MR. WECKEL: The spread is dependent on a number of factors. In Connecticut it has been found that approximately 87% of infections are caused by a type of bacteria that gets in the udder. Mastitis may also be caused by mechanical injuries, for example, kicking the cow, or if a cow should happen to step on the udder of another when arising. The incidence of mastitis in certain quarters varies. The rear quarters have more mastitis than the fore quarters. Those quarters are more subject to injury. The rear quarters of the udder produce the most milk. When you attempt to force cows for a greater production mastitis might creep in. When you feed high protein rations to cows mastitis might creep in. Quite frequently when you attempt to force cows in high production records those cows which are forced will become affected with mastitis. Mastitis might be prevented by observing the rations of the cow. Such a thing as following hygienic practices of placing those cows at the end of the line. It is also advisable not to permit the first few streams to go onto the barn floor. Such a practice as used with hand milking is very apt to spread the organisms very quickly. Unsanitary condition is favorable to the spread of the disease. In general it is due to the presence of an organism or the type of rations or mechanical or inflicted injury. I might say the knowledge of mastitis is in no ways complete. We might compare mastitis to a common cold. We think it is from bacteria but don't know exactly. It is frequently said mastitis is a cold in the cow.

MR. WHITING: Are there any other questions?

MR. HORN: I would like to ask him whether it is carried in cheese after the cheese is produced.

MR. WECKEL: To my knowledge I don't think anyone has attempted to trace mastitis through the cheese. There is some question in my mind as to whether mastitis organisms would thrive in cheese very long. Mastitis is due to a number of organisms. There are dif-

ferent kinds of mastitis and one of a number of bacteria causing it. However, there is one type of organism which causes septic sore throat and causes an epidemic. Now the numbers of epidemics due to this organism are mighty few. Anywhere from 15 to 60 per cent of the cows are infected but few due to this disease causing sore throat. The unfortunate thing about septic sore throat is that it is a rather grim reaper and causes death almost unfailingly. To my knowledge I don't know of any cases where septic sore throat has been traced through cheese. In the younger type of cheese it is quite possible that disease causing bacteria might be transmitted through cheese. These organisms, so far as we know, do not affect the human being. There are, however, different types of bacteria that cause mastitis and one may cause disease. There has been a serious outbreak in several large cities and some cases here in Wisconsin, but in general the organism is considered not disease producing unless this particular type of bacteria is found.

MR. HORN: It isn't considered a public health problem at the present time?

MR. WECKEL: We look upon it as an economic problem more than a health problem. It affects the reduction of milk. That's of more significance now than disease. We do find it is serious, but very infrequent as to disease.

MR. HORN: Why are these problems not made a public health problem?

MR. WECKEL: They are made a public health problem. There are a large number of laboratories now studying mastitis. Experimental stations throughout the country are studying that. They know that it is important and that it is serious. However, up to the present time it has not been a serious public health problem. It is an economic problem. In the cities mastitis is not a public health problem because the milk is pasteurized and the organisms are destroyed. So far mastitis milk is not a public health problem as would apply to the cheese making industry.

MR. WHITING: Are there any other questions?

MR. WHITING: We thank you.

MR. WHITING: Ladies and Gentlemen: At this time we will have a special number. Loretta Lutsi, the wife of a cheese maker from Rochester, Indiana, and who formerly sang on the W.L.S. Barn Dance program, is with us and will sing a number. Mrs. Lutsi sang "The Martins and the Coys" and for an encore sang "Old Pal."

MR. WHITING: On our program next is a discussion on dividing the state into districts for convention prize competition. I'll call on Mr. Horn.

MR. E. F. HORN: Mr. Chairman: A year ago there was a resolution introduced that called for a division of the state into different groups for prize competition. After considerable discussion it was moved that the decision on this particular resolution be left to the offi-

cers of the organization. The officers did seriously consider every angle of this resolution and they have found that they couldn't do full justice to all exhibitors by this kind of a division,—of establishing districts; so they have agreed to drop that particular resolution until they had more and better information as to the working of it. Therefore, insofar as the directors and your officers are concerned, that particular resolution does not exist at this time. If you so wish, those who are interested and feel that they want to carry this matter further, will have to introduce a new resolution or bring it on the floor for discussion.

At this time Mr. H. R. Kellogg sang a selection entitled "Drummer Dune." The accompaniment was played by Mrs. H. R. Kellogg.

MR. WHITING: I will now call on Mr. Hill.

MR. WHITING: Ladies and Gentlemen: I take pleasure in introducing to you Mr. Charles L. Hill, Commissioner of the Department of Agriculture and Markets.

MR. CHARLES L. HILL: I feel very delighted indeed to have been asked to address this organization. No organization in the state, I am sure, has had as great an influence on its own business as this organization in the last three or four years in particular. I can't imagine a group of men more devoted to the interests of their profession than this group of men, and for that reason I am delighted to talk to you about the WPA cleanup campaign.

Some of you may have heard me talk about it at Marshfield or may have heard Joe Beck speak about it at the butter makers' convention. I want to express my appreciation of the interest Mr. Beck was taking in the butter making particularly, because he took the butter making end of the industry in the state instead of the cheese, but as some of you know he was interested in the cheese also and he was determined to help us. I wish also to express the regrets of Mr. Schultheiss that he cannot be here tomorrow, but he was to represent the Commissioners of the state for "Cheese Week" in New York.

Probably no other group has been more interested in the production of quality milk than the men who have to take that milk and make cheese of it. I noticed the interest you manifested on mastitis control. That's a problem we have to face in this state. We have in this state 14 regular dairy inspectors and over three thousand dairy plants. If you stop to think of the chance each one of those men has to visit each of 220 plants, which would be his share divided up for the number per man, you would know how impossible it was for him to give very much time to the factories. Every once in a while one of these men spends a week or two in factories where there is mastitis milk, finding out what is wrong with the milk coming through that factory that makes it impossible to make good cheese. Every now and then you people are dragging one away for some other problem. Tomorrow afternoon one is speaking at a village fair. One other night this week one of the others is speaking somewhere. It doesn't give them very much chance to do much work at the factories.

I think no group has been more insistant than this one that the milk supply be cleaned up, but during this depression it has been impossible to get an appropriation sufficient to do that job. I will say in advance that possibly this WPA might not continue, and the department attempted to make the legislature take notice and put 86 more inspectors on, making a total of 100. They could adequately do the job. We think it is time that the state realized the dairy industry is the greatest and the foundation of the financial success of all the citizens of the State of Wisconsin and not of the farmers alone. During the last session of the legislature we proposed a tax of 25c on all the cows in the State of Wisconsin, which would have produced one-half a million dollars to be spent in a cleanup campaign. That bill didn't get much consideration. We didn't expect that it would, but it did have a marked influence on the thinking of everybody in the state about the necessity of this cleanup campaign. It was largely the result of that talk that brought about an appropriation of twenty thousand dollars for advertising. That came about by the work of one or two members of the legislature on their own initiative. The Governor had promised, if his Works Bill went through, that we would have any amount necessary up to five million dollars for a cleanup campaign and advertising campaign as well. That, for obvious reasons, didn't go through; and what was the next best thing? WPA came along and made it possible to get work done along very many lines—new school buildings, and sewer systems, and swimming pools and road work all over the state. I want to say that I was to blame for this thing and want to take the blame and not the credit for it, because I knew when it was suggested it had danger in it. When it became public that we asked for WPA dairy inspectors a large number of people said, "We don't want any men on relief tinkering around our barns and factories." My answer always was, and Mr. Beck's and Mr. Schultheiss', "We ought not to condemn the project until it has been tried." Three hundred fifty men were put to work. It was months after we talked about it until we got the first project to work. We did find some wonderful men who were so good we were unfortunate because we lost 22 of the best of these men to private industry. They got jobs selling separators, making butter or cheese, or health authorities in local towns; and certainly President Roosevelt should consider that it fulfilled the purpose of WPA when it put men to work in private industry. I wish I had time to tell you the time we spent finding the best men in the county. We have increased our force of men by two men to work in a new county this last week.

Now it has not been 100%, nor 75%, nor perhaps not 50% perfect. To hamper this program the most was the cutting of the hours of labor allowed. These men worked, to start with, 140 hours and now it has been cut from 80 to 100 hours because they changed the rule every three or four days. It is rather difficult because those men are supposed to be working so many hours a week and the people who control the WPA projects don't realize that these men must be at the factories when the milk is taken in. That's just one of the little de-

tails or things that Mr. McCabe is struggling with every day. Mr. McCabe is the man to whom the project was turned over to for supervision. He is conferring with our office because it is a joint project, and everybody connected with our department is trying to give his best attention to the matter. It is working better all the time. One of the things we must do is impress well on all inspectors that there never was such an opportunity and that there might never be again such an opportunity to have help enough to visit all the factories and take samples of the milk and make tests, and with some help go on to the farms and inspect the milk and take steps to correct it. The department is primarily interested in the quality of the milk as it comes to the factory. A man who is determined to produce good milk can do so even without the best facilities. What we are particularly interested in is the quality of the milk that comes to the plants, so that you will be able to make a high quality cheese. Our dairy inspectors now have been instructed to give practically all their time to this project and not divert any time without special permission. That is necessary because these men have not been used to doing this work. Some of the men are not used to bossing themselves or planning work; so the itineraries of these men are planned now each week for the dairy inspectors, and I think you can expect continued improvements in the milk of Wisconsin. It is just as likely as not that other states will follow our example, and we have to be on our toes if we are to maintain our standard of having our milk and cheese a little better than any other state in the nation.

I heard somebody the other day taking a crack at our milk supply, and he said certain other states have a better milk supply than we have. That's not true. I wish you could see the plans—the first improvement plans from two other states, a copy of which we received in the department last week. They are the very rudiments of improvement—things we passed long ago. We know how to do it. The trouble is that we don't do it all the time. I am sure you people are anxious to cooperate in this project because most of you see it is a grand chance to make an improvement. I don't know of anything that pleased me so much in a long time as their asking for a continuation of this project at the butter makers' convention at Marshfield. Whether it is continued or not will depend upon the requests you people might make in this locality, especially those who do not have a full crew of men. If you will go to your county WPA office and talk about their men or suggest any men who might be better it will be a great help. Some people keep taking a crack at me by saying our cheese isn't good enough to advertise. I wish you would go out in some other states and see what they think of Wisconsin cheese. Just pick up a St. Louis paper and you will find that Wisconsin cheese is several cents higher than other states.

We know that it is better, but let's make it still better.

I thank you.

MR. WHITING: Does anyone have any questions to ask Mr. Hill? He will be glad to answer them.

MR. SCHWANTES: Do you suppose that if you should ask for an appropriation for inspectors it would get further if it were based on a health problem, and thereby get proper advertising which would be good for the dairy industry?

MR. HILL: It is just the question of time in which we could do it, yes. I said I didn't want to take much time for giving reasons for this. Our milk is being barred from states and cities because the milk from which the product is produced or the milk itself doesn't come from Bangs-free cows. You will remember Mr. Beck's statement. He said he didn't believe Bangs disease was a serious health problem. He said it was an economic problem. There subsequently came from the State Board of Health three severe cases in one of the institutions and it was found the milk from that institution came from cows that had not passed the Bangs test and was sent to that institution without thought of danger and given to the patients without being pasteurized. All those problems will continue and we shall continue our work on them as fast as we know how.

MR. SCHWANTES: As it is they shut off the Wisconsin milk supply. Are those laws worded in a way so that cities cannot take the milk out of their own state and that foreign milk must comply with those city ordinances? Are they protecting their own farmers in their own states?

MR. HILL: You know what happened in New York a few years ago when they passed regulations that no dairy cattle could come into the State of New York unless from Bangs accredited herds. They didn't have any in New York at that time. Take the State of New Jersey. They said they wouldn't allow any cream to come into the state that was inferior to cream produced in the state. I think they are being fair in that matter. I think almost every state would want to take the attitude of New Jersey. However, in many states they are trying to shut out our stuff for their own selfish gains.

MR. JOHNS: I would like to ask Mr. Hill whether it is possible for counties that do not have enough WPA men listed who are suitable for this work to get men through some counties where they have enough?

MR. HILL: The answer is no. However, we have been getting by with a little bit of that.

MR. JOHNS: I hope you can get by with some in Kewaunee County.

MR. HILL: We have some now and some who are not on relief, but we do need your help to impress on your local WPA authorities the necessity of this kind of work. We want this kind of work and our Governor has said that there is no project that he is as much in favor of as this one. Mr. Torkelson said the same thing.

MR. WHITING: Are there any other questions? Thank you, Mr. Hill.

MR. WHITING: I'm going to call on Mr. Murphy at this time. Mr. Murphy will not be able to be here tomorrow and has asked to say a few words today. Mr. Murphy is the Secretary of the Association of Commerce of Green Bay, Wisconsin.

MR. AL. MURPHY: Mr. President, Ladies and Gentlemen: Just before coming to this platform I thought of several mottos, "Perseverance always wins," "If at first you don't succeed, try, try again," and the last one is probably the one that fits me, "The bad penny always returns."

This is the fourth straight year that I have invited this convention to Green Bay for its next meeting. I heard a story that I want to repeat to you here today. An elderly woman had called her granddaughter to her early in the fall for a conference. She told her granddaughter that she was about to enter high school and that she would learn many good things there and some things that weren't so good. She said that one of those things that weren't so good was slang. She also said I hope you will promise me that you will never use these two words; one of them is "swell" and the other one is "lousy." The granddaughter who had been listening very attentively turned to her grandmother and said, "Grandmother, what are the two words?"

I think probably my other invitations were lousy. I hope this one will be swell. Everyone in Green Bay wants this convention to come there next year. We will be every bit as nice to you as is Fond du Lac. I'll turn over my whole office force to work for you while there. I sincerely hope you will accept this invitation and come there. Thank you.

MR. WHITING: Next on our program is a discussion by Foreign Type Cheese Makers. Is there any discussion by Foreign Type Cheese Makers?

Everything must be going swell with the foreign type boys, then.

MR. WHITING: I will now call on Mr. John Hicks.

MR. WHITING: It is with pleasure that I introduce to you Mr. John Hicks, Secretary of the Cheese Makers Mutual Fire Insurance Company.

MR. JOHN HICKS: Members of the Wisconsin Cheese Makers Association, Ladies and Gentlemen: This is the third state convention which I have had the privilege to attend. Every year I am more impressed with the enthusiastic attendance, the sincerity of your officers and the value of your program. The enthusiastic attendance shows clearly that you are a progressive people who pay attention to your industry through statewide and nationwide channels. The sincerity of your officers and the success of your work shows they are outstanding men who are well fitted to lead you through the difficulties that beset you. The value of your program is established by your speakers who have spent their lives in studying your problems. They are nationally known authorities in the cheese industry. When I hear them talk so wisely and so well on conditions of vital interest to you I cannot help feeling that the few words I am privileged to say to you are of small consequence compared with what you can learn from them.

However, even though you have spent many years in building up your business; even though you have applied the best principles to

your work; even though your product is of the highest quality; all of that avails you nothing if it is suddenly destroyed by unexpected fire or by a claim of many thousands of dollars on account of an automobile accident. You all have good clean factories and you take every precaution to prevent a loss, but still you know that your factory may be destroyed by fire through conditions beyond your control; and for that reason you all carry fire insurance. The rate that you pay is very much in the manner of a bet. If your rate is one dollar per one hundred dollars of insurance you will receive in case of loss one hundred dollars for every dollar in premium that you have paid. The annual premium from 100 factories would pay only one loss, or it would take you 100 years to pay enough premiums for the loss on your factory. Your insurance company simply bets with you one hundred dollars to one dollar that you will not burn. If your rate is higher or lower than one dollar you can easily figure out the odds you receive from your company. After you have figured the odds you will very likely feel that you have the long end of the bet. During the past ten years there has been an average of one factory burning out of every hundred factories in the state. That's not a large percentage. Comparatively few people ever have a fire loss. That means that most people do not know exactly what to do in case of fire loss or what their responsibility is. The Wisconsin standard form of insurance policy puts considerable responsibility on the policy holder. Immediate notice, of course, must be given to the company and you cannot abandon the damaged property. You are required to separate the damaged from the undamaged and put it in good order. Also you are required to make complete inventory listing the quantity and cost of all articles and the amount claimed thereunder. Within sixty days after the date of your fire you must render the insurance company a signed sworn proof of loss which contains the day, the origin or cause of the fire, your interest in the property, the interest of all other people, all encumbrances or other policies of insurance whether valid or not, also all changes in title, use, or occupancy of said property. The company can also insist upon other requirements, but I shall not name them because you will probably think that you surely have earned your money if you have followed the points I already mentioned. It is not so bad as it sounds, because within a couple days after a factory burns an adjuster will call and get most of the details from you. He will fill out the proof of loss from the information you give him. After you and the adjuster agree on the amount of loss, the adjuster sends his report to the insurance company and your check is soon mailed to you. In case you and the adjuster do not agree, then the amount of your loss is determined by an appraiser. You select one appraiser and the company selects one. Then those two appraisers select a third man called an umpire. The decision of any two of those three men is final in determining the amount of the loss. Also the decision is binding upon both you and the insurance company. All this detail in adjusting a loss may seem needless and unfair to you, the policy holder. However, the companies and the adjusters have their

side of the problem. An adjuster called one morning to adjust a loss. Upon going over the ruins of this house with the policy holder, the policy holder's wife called out from the garage asking for help in moving a piano. The adjuster, wondering why a piano was stored in the garage, investigated and found that building full of furniture and household goods. He congratulated the wife upon saving so much of their property. She said, "Yes, I don't know what we would have done if my husband had not insisted upon moving so much of the property the day before our loss."

Whether you carry fire insurance or not is entirely your own affair. You own your property and can do with it as you please. If it burns without fire insurance nobody is hurt but yourself. However, that's not true of automobile insurance. An automobile insurance claim may be a loss not only against yourself, but on account of injury that you have done to some other party and for which you are liable. Insurance companies pay two hundred fifty million dollars a year for insurance settlements resulting from automobile accidents. Only one-third, in fact less than one-third of all automobiles are insured. That means that the total loss from automobile accidents is seven hundred fifty million dollars a year. Then when you consider the loss of time and lives as a result of these accidents, that figure is more than doubled. It is estimated that the total loss from automobile accidents each year is over two billion dollars. Automobile accidents cause the temporary injury of one million people each year. Over one hundred thousand are permanently injured and over thirty-five thousand are killed. During any one year in the World War there were not that many Americans killed by the war. What I mean is the total amount of injuries and deaths from the World War in any one year were not as great to the American people as the number killed and injured each year by automobiles. And the sad part of it is that many of those who are permanently injured wish that they also were dead. Every newspaper on its front page carries accounts of automobile accidents. We read them casually and perhaps turn over to the sports page or some advertisement. An enterprising judge sometimes passes a sentence on reckless drivers to go down and visit the accident victims in the morgue in the city. We all drive automobiles and it is a treacherous business. There are collisions, cars side swiping one another or turning over, and each of these accidents is apt to result in flying glass, twisted steel and stupefying shock. We can eliminate a number of those accidents by observing the rules of the road and not passing on curves or through stop signs. Be sure that you and your passengers carry identification cards.

The number of automobile accidents may be reduced, but they cannot be eliminated entirely as long as the automobile is the principal means of transportation. One state, Massachusetts, has compulsory automobile insurance. Twenty-two other states have financial responsibility laws. In spite of those laws the number of automobile accidents has not been materially reduced. Whenever you drive your car on the highway there is some chance of suffering those horrors or in-

flicting them on somebody else. If that should happen to you or to me, we or our heirs rightfully or legally demand compensation from a responsible party. If caused by you or me, the victim or his heirs rightfully and legally demand compensation from us. That is the least that should be done. Still less than one-third of all automobiles are insured, and the reason generally given by the owner is that he cannot afford it. If a man cannot afford to spend twenty-five or thirty dollars a year for automobile insurance, how can that man afford to pay the property damage, or for injury to a person, or the death which he may cause you or me to suffer. If that man cannot pay for the injuries or death which he inflicts, that man has no right to drive a car on a highway. I thank you.

MR. WHITING: I would like to ask how many plan to attend the council dinner. Please raise your hands; about 35, thank you.

MR. WHITING: I will announce the Resolutions Committee appointed: Mr. H. P. Mulloy, Chairman, Mr. August Janssen, Robert Reitz, Mr. Ed. Scray, and Mr. C. C. Brick.

MR. WHITING: The nominating committee will be Mr. A. H. Graf, Chairman, Mr. Edgar Peters, Mr. Clair Thoreson, Mr. E. W. Martin, and Otto H. Yordi.

I shall ask the chairmen of those two committees to get together with the other members immediately following this session.

MR. WHITING: At this time I have the pleasure of introducing to you Congressman M. K. Reilly, of Fond du Lac.

CONGRESSMAN M. K. REILLY: Mr. Chairman, Ladies and Gentlemen: I don't know just why I am on this program. I have no great message to deliver to you people today, but I have been requested and as a public official I presume I have the right to respond to any draft my fellow citizens make upon me.

I'm not going to make a long speech, but I'm going to try to trace the development of our country from the beginning until this day to bring home to you the idea that we are living in an entirely different world than our forefathers lived in.

When our forefathers gave to us the Declaration of Independence in 1776, they laid down to the people of the nation the fundamental idea that all people were born free and equal and entitled to enjoy certain inalienable rights that no government had a right to take away from them. That was a revolutionary idea in striking contrast with doctrines of kings and emperors. That was the idea formulated in the Constitution of the United States, the corner stone of our industrial democracy advocating the idea of individualism, uncontrolled individualism—the right of an individual to go out in the world in competition with fellow men and win for himself and family all his ability would entitle him to. That was in striking contrast to the philosophy of the old world, where a man or boy was born to live and die as his ancestors lived and died. We threw open the field of opportunity to all men in our country. For 150 years we traveled the highway of prosperity with success. From a small band of three million

people, scattered along the Atlantic coast, we have grown to over a hundred million covering a great continent from ocean to ocean. From an insignificant factor in the family of nations we have become the guiding star in the great world of ours. We have accumulated more money in that time, or up until 1929, than practically all the others together in that time. Though in 1929 we were only one-sixteenth of the population of the earth we had accumulated 40% of the total wealth of all the nations of the earth. But in October of 1929 our somewhat marvelous prosperity passed into an eclipse, and since that memorable date millions and millions of our citizens have suffered the agony of privation, of blasted hopes and loss of accumulations, more so than our country had ever before experienced. Since before the beginning of the panic the farmers of the country had had their panic. They had gone down from the high peak of 1919 pretty low before the panic finally claimed them. The men and women who tilled the acres of America, the farmers who produced the foodstuffs, did not enjoy the marvelous prosperity that came to industry during the periods from 1922 to 1929. When our whole industrial and financial system appeared to collapse in the periods from 1926, '27 and '28, six thousand farmers went into bankruptcy every year. That was a rate six times what it ought to have been in the ordinary situation.

Now when we come to this era today, after seven years of industrial depression, the people of this country are badly mixed. One great trouble with our country today is that our economic doctrines do not agree with existing conditions of the world today. I know we all cannot agree alike. It would be a funny world if we all agreed. I am reminded of a little story. A couple farmers were fighting one day over a line fence and the fight began to get pretty hot. One of the farmers thought he would pour oil on the troubled waters and he said, "Neighbor, it's a good thing we don't all think alike, because everybody would want my Mary Ann for his wife." The other farmer said, "Yes, it is a good thing we don't all think alike, because if we all thought as I did, nobody would want your Mary Ann." The more educated we become the more independent we become and the more we are going to differ in policy on the whys and wherefores of various problems. Today I am assuming that we are all independent and all trying to find the solution to the problem that will make this land of ours the greatest country in the world.

From the beginning of the panic there have been three periods, or I might say four periods as to how to help our country get back on its economic feet once more. One theory was the theory of the Constitution, the theory of individualism, the theory of the right of man to do what he wanted as long as he was within the law, and the theory of the law of supply and demand. The theory that government could not and should not interfere with the program of that economic law. That theory was supported by Democrats and Republicans. Some of the leading Democrats joined with the Republicans on the grounds that as the government had never done anything in the past to help agriculture and as the government had never done anything to help

business, all we had to do was wait and let the laws of economics take their courses and we would come up out of the valley of the depression just like we had come into the panic.

We had another theory of how to make ourselves independent and better and that was the printing press theory. The theory was that the way to normalcy was to print more money and bring about a situation in this country where there would be more money and the debt of the country would be liquidated.

Another theory represented by highly educated people was the theory that there was no way to save this country except by abolishing the capitalistic system, that it is wrong in theory and cannot be saved and should not be saved.

Another theory is that this is a new economic day. That we are living in a new country very much unlike the world of the men who framed the Constitution of the United States. That in the past quarter of a century a marvelous change came into the economic world of our time.

Now the question comes up today, what are we going to do? What can we do, if anything, to bring prosperity to agriculture and also to the men and women who live in the great cities of our country. Here we are met again by the hand of theory. Let agriculture alone as some leaders of agriculture say. We are met by the theory that you can't interfere with the law of supply and demand, or that government has no right to go into a farmer's farm yard and tell him what he has to do and what not to do.

In 1929 the farmers of this country produced a crop said to be worth twelve billion dollars. In 1932 the farmers' crop was said to be worth but five billion dollars. In that period of seven years the purchasing power of the farmers, the earning power of the farmers had been cut seven billion dollars. That was the time that the farmers of the country were running as they saw fit to run. That was the time when the farmers of this country were running their own business and before the government of the United States put its hands on the industry of the farmers. The same thing happened in the cities. The wages fell in the cities from 11 billion dollars to five billion dollars—only one billion dollars less.

The farm problem never became a serious problem in this country until after the great world war. The farmers were the great suckers of that great conflict. When the World War began agriculture was fairly prosperous. The demand for foodstuffs increased. A patriotic appeal was made to the farmers to produce because food would win the war. Under the impulse of an appeal to save our country, under the impulse to make our boys victorious on the battlefields of Europe, under the impulse of high pressure the farmers plowed under 50 million more acres of land, pasture land, to produce larger crops in order to meet the demand. The war came to an end and for eight or ten years, through money loaned to Europe, we were able to sell our products abroad to foreign countries. We practically gave away millions of bushels of wheat, millions of pounds of pork and beef and

lamb and millions of pounds of cotton, for which our country never received anything. About 1930 we ceased to loan money to Europe and Europe ceased to buy, that was where the farmer had his misfortune. They were producing from 50 million acres greater than before the World War, but the demand was gone. Up until that time the farmers of the country were prosperous, and one unfortunate thing that came about as a result of the war was that land prices went up beyond reason. I remember a man who came into my office shortly after the war and wanted to buy 40 acres of land and pay fourteen thousand dollars for it. The land was equipped with cattle and machinery. I didn't happen to be in, but when I returned I sent for him. I said, "What do you want to buy that land for?" I said, "That'll not last. You can't continue to get 20c a pound for pork in this country." This man who had the war time profits in mind, of course, said that he just wanted to get out in the country where he could get good fresh air to live on.

Now when Mr. Hoover came into office everybody recognized the farm situation as serious. Everybody recognized the low purchasing power of the farmers had its effect on the city and the men looking for work in the city because the men on the farms of the country didn't have any money to buy with. So when the question came up at that time they decided they would help the farmer by raising the tariff—that was the idea, and we are going to keep the home market for the farmers of the country. The tariff was boosted and 40 nations of the world brought about retaliatory tariffs against farm products. And after the war European nations developed the idea of self-sufficiency. In any event the tariff failed. Then Mr. Hoover tried the Farm Board. The idea was that the Board would buy cotton and wheat and control the market and raise the price. Whenever cotton or corn would fall on the market the government would buy it in an attempt to keep the market up. That proved to be a failure and cost the government 350 million dollars. Then the farmers themselves had their own theory, the McNary-Haugen Bill, export debentures. When a man sent wheat or cotton he would get from the treasury certain debentures that he could sell to people importing goods and get a higher price. That bill passed Congress twice and was vetoed. I don't know whether that bill would have worked out or not.

Now when Mr. Roosevelt came into office the farmers were in Washington demanding relief. Now the question comes up today, and I think it is the only real question in this country today, is it or is it not necessary for the government of the United States to put its hands on the throttles of the engines of industry and agriculture in order that they may function in the general direction of the welfare of the country? I know that doctrine—or that idea is contrary to the doctrine of the uncontrolled individualism. I know it is contrary to the ideals we have followed in this country and developed as we have. However, the problem today is to decide whether or not it is possible for the country to go along following the lines of allowing a man to do what he wants to do regardless of its effect on his fellow men. I

think it is generally recognized today and the last election showed that the majority of American people believe in controlling the individual. The idea is a mass works program involving the general welfare of the great masses of our citizenship today. I believe it is generally recognized today that the farmer is a peculiar institution. The farmers' plant is there. He can't lay off men; he can't shut down. He must run his plant 365 days a year and as many hours per day as are necessary for him to perform his work.

Now the manufacturer is in an entirely different field. The manufacturer can close down a week or two weeks or months and let the men who worked for him go and shift for themselves. They can lay off some and keep others. I think it is recognized today by the great mass of the American people that agriculture is our principal fundamental industry and there can be no lasting permanent prosperity in our cities unless there is prosperity with the 32 million men, women, and children who live on the farms. In the program of 1932 both parties declared for crop control. Both declared in favor of some way by which the amount of produce could be adjusted to the consuming possibilities of the country. That was recognized as the fundamental idea of the two great parties of the country. That the agricultural institution was in such condition that it was necessary either through their own efforts or the efforts of the national government to adopt the productive capacity to the consumptive capacity of the country.

Now the NRA was written with that aim in view, and, of course, when the Supreme Court said agriculture was a local industry and Congress had no right or authority to legislate on that, then the AAA went down. I have no desire to criticize anyone, but it doesn't seem in accord with the modern developments of agriculture to hold that it is a local industry. Way back in our early constitutional life 90% of the products of the farm were sold in the local community. Today 85% of the products of the farm go into foreign lands or into interstate commerce. But the Supreme Court of the United States declared agriculture is a local industry and the American people stood back. One of the wonderful things about our Supreme Court and Constitution is that when the Supreme Court speaks the people back of it have never been given to disregard its judgment in all our history.

Now today we have one of two theories upon which agriculture can progress, or rather three. We can go out and regiment the farmers, through farm organizations and limit what they will produce. We can put up higher tariff laws and keep, as they say, the home market of this country for the farmers of this country. The peculiar fact is that we have never kept the home market of the country for the farmers of the country. The first three years of Mr. Hoover's administration there was imported into this country farm produce of three million dollars more than was imported in the first three years of the Roosevelt administration. No party has ever dared to advocate the idea that we would put up a tariff law to shut out the imports not competitive. We import a great many products not competitive now,

and recently Mr. Hull developed the idea of reciprocity ideas. The idea of getting back to the good old days when we sold three billion dollars of farm produce in foreign lands. I know there is opposition to that theory, and one good thing about this election is this, we will now have an opportunity to try out whether or not reciprocity treaties are helpful to agriculture. If there is any class of our citizens who are dependent and vitally dependent on foreign trade, that class is the men and women who constitute the agricultural industry of our country. They got to limit their crops unless they have foreign trade. For instance, we produce 14 million bales of cotton a year. We can use only seven million at home. We have to find a market certainly for seven million bales of cotton. If you cut down the cotton crop those people go into the competitive lines. One of the ideas in opposition to the AAA was that if you took people out of one line of work you put them into another. There was a great protest that the AAA did not protect the dairy interests of the country. One reason the dairy, butter, and cheese interests did not come under the AAA was because the leaders of those industries did not want it under the AAA. The government, on the other hand, bought millions of pounds of milk and cheese and all those things to protect the market. There is a question today whether or not that might not be the best manner to control the cheese prices, the butter prices and the milk. Whenever the production or surplus gets too great go out in the market and buy it up and give it to the different relief agencies of the country.

We have seven million people out of work in this country and probably 15 million on relief. There will always be three million unemployed because we have always had that many in the best of times, and there will always be a need for food to care for these people.

Now I don't know whether or not you people are going to have a speaker on the platform that will say anything about the reciprocity treaties, but I want to make this observation. I think there was a great deal of misrepresentation about the importation in this country of cheese and other farm products. The price of cheese in this country today bears a good comparison with the price of cheese before the reciprocity treaties with Canada. A lot of cattle, etc., came into this country from Canada, but the feed that came in from Canada was a Godsend to the country because of the drouth. I don't believe the importation of ten or 15 million pounds of cheese will have any effect on the price of cheese in this country. To counteract that, millions and millions of dollars worth of automobiles and millions of dollars worth of farm machinery was sent to Canada and other places. And the reason you are getting a good price for cheese is because there is work in the cities in producing this equipment. Consequently those people in the cities have the purchasing power to pay a good price for cheese. I am pleased now that there will be an opportunity to try out the reciprocity trade agreement and see whether or not they can be worked to an advantage. Industry has increased a great deal. I might say that in the first year of our treaty with Cuba, agricultural exports increased from six million dollars to 14 million dollars. The only

way we will know whether agricultural prosperity can be returned by reciprocity treaties is to try it. We talk about war today and we talk about the great World War of the past. One of the best preventives of a World War is international trade. One thing that will prevent World War is that there is a good relationship between the different nations of the earth. In order to accomplish that we must develop the situation where we will trade with foreign countries and they trade with us. However, it is just an experiment. I have found no authority on agriculture that says agriculture has been injured by our treaty. The treaties are for only two years and they can be changed. What will come of it we don't know, but we do know that there is a large market for American goods and produce in foreign countries and we should be able to take advantage of it without injury to ourselves.

I have another plan proposed to me to help agriculture, and that is for the government to fix the price of farm products on the basis of cost of production and a decent profit. John Swanson, the head of the Farmers' Union, brought that up. That is a difficult problem for the reason that the situation in the different states and different counties are such that it is absolutely impossible to make such an adjustment. If we are going to fix the price of farm produce we have to go the next step and fix the price of what we buy from the factories of the country. I think it is much better to work out the farm problem by controlling production and adapt production to consumption and develop a wider field of agricultural products by developing farm trade. I thank you.

MR. WHITING: I have been requested to announce by the Chairman of the Nominating Committee that he would like to have the members of that committee meet in room 106 of the Retlaw Hotel tomorrow noon. The Chairman of the Resolutions Committee asked me to announce that the members of his committee will meet up here in front of the platform immediately after this session.

MR. WHITING: We have some more discussions to take up at this time. There is to be a discussion on the cheese manufacturers' guarantee.

MR. KOPITZKE: I would just like to know whether Mr. Reilly feels it is fair to regulate production on the farms at home and then take off the bars and allow Russia to ship butter over here for 18c a pound.

MR. REILLY: I will say there is no concession of tariff on butter on any reciprocity treaty. I understand we are importing butter. However, there is no reciprocity treaty that includes butter.

MR. KOPITZKE: I don't believe you fellows regulate butter. You allow them to import it at a low cost.

MR. REILLY: The last tariff bill on butter was in 1930. The tariff is the same. It is my opinion that they are bringing in too much butter. I know there has been no reduction of the tariff on butter on any reciprocity treaty. They have been dropping butter on our market

for years. If it is injuring and lowering the price of butter I think there should be some arrangement made where it is eliminated. They say preserve and keep the home market for the farmers—it has never been done in our country, just as soon as prices get up farm produce comes in. There was very little farm produce brought in in 1931, 1932 and 1933 because they couldn't import it for less than the cost at home.

MR. KOPITZKE: Don't you agree with me that the standard of living over there is so low that we don't want to put our farmers down there?

MR. REILLY: There is no butter reduction in the reciprocity treaty.

MR. KOPITZKE: Not butter, but cheese. One million pounds came in in October. Do you realize we tried to increase consumption by advertising? Mr. Carlson spent our money to try to sell more dairy products.

MR. REILLY: Do you realize that six million dollars worth of farm machinery went abroad and that automobiles have increased 24 million dollars since that started? And do you realize that that produces buying power in the cities for your cheese here at home.

MR. KOPITZKE: What do the farmers pay for a binder today?

MR. REILLY: I introduced a resolution for an investigation of the manufacturers of farm machinery by the Federal Trade Commission last year, and I don't think you will be paying so much for it now. They were to investigate the price of farm machinery, and I claim no little credit for that investigation. There isn't any question but that the farm problem is the same as all our problems at present. We have to try out these reciprocity treaties to find out how they work. If they don't work we'll scrap them. We tried the tariff and it didn't work. We tried control. Some like it and some don't. I understand a great many farmers and farm leaders are now down at Washington asking them to give that another form.

MR. KOPITZKE: Didn't you say the reciprocity agreement didn't affect butter?

MR. REILLY: Yes, absolutely not. No butter is coming in from Canada. An insignificant amount of cream comes in—not a large amount. The only competition was in cattle and farm feed as a result of the drouth. There is some cheese, but not to any great extent.

MR. SCHWANTES: I would like to ask the Congressman one question. Has the President the right to increase the tariff 50% or lower it 50% on any product?

MR. REILLY: Under the old system he could do that.

MR. WHITING: We have an important discussion on the cheese maker's guarantee. Is there any discussion on that?

MR. HORACE DAVIS: I want to speak to you as farmers, as cheese dealers, and as manufacturers of cheese. As a former cheese dealer we had several notices from various parts of the country that suit had been brought against us because there were foreign substance

found in the cheese we shipped out. There was glass in the cheese. Rather than take the suit we paid damages. We found hooks, bottles and all kinds of foreign substances in cheese. It was through carelessness of the makers or some young fellow who wanted to get in touch with some girl in some other part of the country giving his name and address in a bottle and asking whoever found it to write to him. You would be surprised in the amount of cloth hooks and other things that are in cheese. The national government took the notion here last that they would investigate any cheese so found. We have had a pure food law in the United States for many years, under which all wholesalers could demand the pure food guarantee on the products they purchased. We signed hundreds of them. And when this requirement to the cheese dealers came up first asking for a guarantee of the purity of the product I refused to sign it. However, after relating some of the grievances he had gone through as a dealer I believed the only just and right thing the manufacturer should do was to sign that pure food guarantee and I did sign it. I think it is a fair proposition to be called on by the dealers for us manufacturers to sign that guarantee. Thank you, Mr. Chairman.

MR. WHITING: Are there any questions to be asked?

MR. WHITING: You will notice on our program that we are to have entertainment by Mr. H. M. Slater, of Milwaukee. We received word that he could not be here because of illness.

MR. WHITING: We have time left this afternoon on our program. I have been requested to announce for discussion a proposal to have the Wisconsin Cheese Makers' Association meet with other associations, the Butter Association and other associations of the dairy business of the state. I would like to hear from some of the members as to how they feel about a proposition of this kind.

MR. MULLOY: I think it would be a pretty good idea for this association to establish some sort of a committee to stand by and meet with other similar committees of other associations that might link with the cheese industry. I think a committee of two, three, or five would be appropriate. At least somebody you could definitely point a finger to and say that man is representing all the members of the association.

MR. DAVIS: Why not have our directors constitute themselves a speaking committee?

MR. WHITING: Is there any further discussion on this question?

MR. HORN: In the last two years there have been requests made by the exhibitors of dairy supplies and machinery. After all, they are the supporters of the convention here for the cheese makers and also for the butter makers, and they have made a request that the members of this organization seriously consider arranging our dates so that it would take place practically in one week. We could have a two or three day convention for each under one roof in one week. I believe

that can be accomplished and be quite economical for the exhibitors and give both conventions a fair turnout and a better show from the supply exhibitors.

MR. RISDON: The suggestion of Mr. Horn we believe is a timely one. I had better define what I mean by we. I represent six of the exhibitors at this convention. We feel that were such a program arranged we would be enabled to present better exhibits and more extensive ones for your inspection. We feel that if the occasion demands in connection with our exhibits we could bring experts to inform members of the convention about new developments. We as a group would more than recommend a combination whereby we can serve both groups a little more fully to say nothing of course of a considerable expense. We are all budgeted as you are and operate our business on a close margin; and we feel we have a certain amount on our budget for those occasions and would like to make as much of it as we possibly can. I thank you.

MR. MULLOY: We are heartily in accord with the movement suggested by Mr. Horn.

MR. WHITING: Are there any more questions?

MR. SCHWANTES: Mr. Chairman, different cheese makers as well as myself feel we should at least try it for one year and hold the convention so the exhibitors would be together with their exhibits for both meetings. Their convention would be separate. I feel that would attract any cheese maker to come to the convention.

MR. WHITING: Has any other member anything to say about this. I would like to hear from all of you. We have time to discuss this. We would like your views.

MR. WHITING: Is there any question any member would like to bring up at this time for discussion?

MR. LEIBZEIT: Up in our county we feel this state has a big enough interest in the cheese business that the cheese makers ought to be represented during the session of the legislature by a lawyer or spokesman who can say that he represents the association.

MR. HORN: I'm asking whether or not any definite move has been made as to what we should do to get together with the butter makers in another year at a convention. I would move that the chair appoint at least five men to correspond or contact the butter makers and see what program can be worked out for the 1937 convention.

MR. WHITING: Is there a second to that motion?

MR. MULLOY: I second the motion.

MR. DAVIS: I believe the Good Book says the lion and lamb should lie down together, but it doesn't say whether the lamb should be inside or outside the lion. Now we have conducted the cheese makers' convention for a good many years successfully. We haven't accomplished quite as many good results as we would have liked, but are still laboring along the line of benefit for the cheese maker. We used

to have three days, then two days, and now back to three days. In a joint convention of three days we may have one. I think with the interests of the cheese business in the State of Wisconsin we are large enough to conduct our own convention once a year or oftener if necessary. And therefore, being the lamb in this case I don't want to be inside the lion.

MR. WHITING: There is a motion before the house and it has been seconded. Are you ready for the question?

MR. MULLOY: I would like to understand what Mr. Horn's motion lead to—whether or not it was just to contact them. The best way to handle it is for some fellow to write up a resolution and get it up there tomorrow.

MR. HORN: I just didn't want to let this thing go to sleep. I give Mr. Davis credit for giving the cheese makers the honor of carrying on our conventions all by themselves. That is the thought that should be uppermost in our minds. However, we wouldn't lose anything by connecting up with the butter makers. If we wanted a three-day convention and they wanted a three-day convention they could have theirs first and vacate and we would have ours after. The point is that it would give the supply makers a better opportunity to show their stuff and a chance to leave their supplies and everything under one roof for the entire duration of both conventions. It wouldn't be one convention. There would be two separate conventions.

MR. DAVIS: That's entirely different. I had a different idea at first. If the butter makers want a convention three days prior, I know nothing on earth to stop it. If that benefits the exhibitors that's fine. But I just felt that a joint convention between the butter makers and the cheese makers would be unjust to the cheese makers of Wisconsin. I think the cheese makers appreciate what the supply men are doing. They have something to sell and we want to buy something. I think we should help them all we can along that line. I would suggest that the officers of this association prior to their next meeting take up with the butter makers' association and see if they will join two or three days prior or subsequent at the point where we decide to have our meeting and if they will have their convention at the same city and about the same time.

MR. MULLOY: Since our Board of Directors sets the place of the next convention, I suggest they get together with the Board of Directors of the Butter Makers' Association. If it can be worked out that way, I don't think we need to pass a resolution to that effect at all. I wouldn't be in favor of joining conventions, but I think they are in favor of it.

MR. HORN: It pleases me very much that we have struck on a subject that really is discussed. I want to withdraw my motion if the second will withdraw his. Then if it pleases the assembly here they may draw a resolution or fix it in any way they see fit, but I believe it should be taken care of.

MR. WHITING: Mr. Mulloy, will you withdraw your second to the motion?

MR. MULLOY: I'll withdraw it.

MR. WHITING: Motion withdrawn.

MR. KELLY: I was just wondering whether a city the size of Fond du Lac or Green Bay could handle that or would it have to be in Milwaukee.

A MEMBER: If Green Bay or Fond du Lac can't handle it, come up to Kiel.

MR. WHITING: Is there any further discussion? Has any member or anyone in this room any problem he would like to discuss at this time?

MR. DAVIS: Mr. Chairman, I still got something on my mind. The State of Wisconsin asked you to improve your cheese factories. I received the other day a lot of pictures of various factories in the State of Wisconsin that got first prizes for improvements. I realize that that cheese maker has spent a great deal of work, time and money improving his factory. He pays a license to the State of Wisconsin. He has put his life's savings into that factory to improve it to make better goods with better machinery, but what has the State of Wisconsin done to insure your safety on your investment. I believe as I have stated to the convention in former times that cheese factories and butter factories are public utilities and should be so protected that after you get a nice building put up you can be reasonably sure that someone won't go right across the way and put in a cheap factory and compete with you, and you have no recourse. If a law were passed in the State of Wisconsin making cheese and butter factories utilities entitled to a definite territory as long as they performed their work properly; and that no one else could operate in that territory without first coming to an agreement with the factory. As it is today you have no protection. You have your investment jeopardized every day, and you know the small factory is a thing of the past. You cannot operate it against the modern methods. I believe that if we could have such recognition from the state in return for the taxes we pay and for the protection of our investment, that we could then have better factories and improve our factories and get along much better and with a better feeling of security. Thank you, Mr. Chairman.

MR. WHITING: Does any other member have anything to discuss at this time? Are there any questions to ask Mr. Davis? If not we will stand adjourned until tomorrow morning at 9:45.

FOURTH SESSION—FRIDAY AFTERNOON

November 13, 1936

THE PRESIDENT: Ladies and gentlemen, we will call this meeting to order. We are getting started a little late. We will try and get through with our program by noon. Ladies and gentlemen, on our program this morning we have with us J. W. Moore from the Department of Agriculture and Markets. I have great pleasure in introducing to you Mr. Moore.

BETTER BRANDING OR LABELING OF WISCONSIN CHEESE

J. W. MOORE

Mr. Chairman, Ladies and Gentlemen: It gives me pleasure to meet with you this morning, and I would much rather speak if we had as good an attendance as we had yesterday, although I imagine some of the boys are other places probably now and probably were out late last night. The cheese makers are generally used to putting in long days, so I am not surprised if they take it a little easy now and refrain from coming around early this morning.

My subject is something that you have all heard a lot of and it is something that I think is needed although we may not handle it just right, and that is the marking of cheese. The marking of American cheese was first worked out in the present office about five years ago, and when that was first talked of we had many American makers that told us it was impossible and too much work to the already burdened American maker to put identification marks on his cheese, but today we don't have any complaint coming from that.

We find makers putting on their marking a little carelessly and some that will occasionally get to leaving out part of the marking, but we feel there is no part of the marking there but what is needed in proper marketing of cheese. First we have the word "Wisconsin" on in plain type; that was demanded by the cheese makers all over the state in general saying they wanted to advertise Wisconsin Cheese, and that is one way they could do it with the factory identification mark. Then we have the number of the factory. A number is given to each factory to identify it as the manufacturer. Then we have the number of the month and number of the day and year. Those were all important in the marketing of cheese, and I think you will all agree with me. If there is any trouble that comes from a maker having slowed up in quality in any way, it can be traced back to the maker and what day he made that error on, and what factory made the poor cheese. And likewise, if a maker is a real good cheese maker, it allows the party that found that good cheese to find his way to the factory or other warehouse that handles that cheese and obtain the stuff he wants, and for marking of American cheese I think we are all agreed we have a system that answers the purpose well enough.

It might be well to consider some changes but I don't know of any. Then we come to the marking of Swiss cheese. The marking of Swiss

cheese was started in about 1933. No, the factory marking of Swiss cheese was earlier—about 1929. That is applied with a stencil and it is applied just as soon as the cheese is taken from the press, the same as American cheese is or should be. Then we have the problem of marking brick cheese. By the way, the year does not appear on Swiss cheese for the simple reason that the difference between the cheese that is currently made and held can be told from the cheese holes and it is hardly ever held until it is more than a year old. In the case of American cheese we have cheese that is held as much as two or three years. In fact, commercially handled it is as much as two or three years old. It is important to have the year on American cheese, and I might say right there with American cheese, that when these stamps were first issued, there was five year marks that came with the stamp and the 1937 is not in the hands of most makers. The last year they came out with the first stamps that were issued was 1936, so between now and the first of January most of the factories will have to get the 1937 year stamps. We have had correspondence with makers all over the state regarding that, and we will probably call their attention to it again in the paper, each year mark costs 30 cents if you get a single one from the stamp maker that has the die for making these stamps.

Now, the worn out stamps or the stamps that are out of shape we surely would recommend the maker investing \$1.85 in a new stamp and if there is any of the inserts in there worn out or out of shape they can be gotten by ordering them through the Department or from the Schwab Stamp & Seal Company or any company that will make a stamp of the right size to fit in your rubber stamp that receives the inserts. If you have quite a number of those that are bad I would recommend getting a new outfit and new insert which costs \$1.00. The new factory stamp alone costs \$1.00; it is a dollar for the stamp and \$1.25 for the inserts alone but if you order the whole outfit it is two dollars.

Now, the reason we mention the Schwab Stamp and Seal Company as the maker is because they have a die for making a solid rubber stamp, while if you order the ordinary stamp made where they haven't the die they will use the cushion rubber, and the cushion rubber doesn't last as long because it takes up the oil and the alcohol that is in the mixture that gives you the coloring matter, so the cushion rubber doesn't last as well.

Now, regarding the marking of the cheese, American cheese especially, we were strong of the idea that the federal meat branding was right for the coloring matter but we have made up our minds we are wrong on that. The use of alcohol and turpentine and glycerine are satisfactory in marking a product like cheese but we thought that the alcohol wasn't good because it evaporated. Now, we have learned since that a more satisfactory fluid for marking is the glycerine mixture with enough of violet and that is called the Excelsior ink. If

anybody wants to order that, they should order the Excelsior ink. It doesn't gum on the stamp and even though it costs more it goes much farther and stays in uniform shape and soft on the pad.

Now with the Swiss, as I said before, we have the stencil that is applied when the cheese comes from the press same as the American cheese and that stamp is satisfactory. There are very few makers but what put a stamp on with a stencil that will stay during the life of the cheese, and yet the Swiss cheese you know is handled and washed a good deal but most of them do a fine job. Then we come to the Brick and Münster. The Brick and Münster is something we are not exactly satisfied with the method of marking that we have recommended. We all know we had quite a lot of opposition in marking Brick and Münster. Some claim it couldn't be done, that due to the wet and smeary surface of the cheese the marking wouldn't stay, and that is true of so much of our Brick and Münster. There is quite a lot of it that the marking gets blotted but there are others that are doing a fine job and I know we will get to learn how to use these stamps and do a good job of marking the same as we have with other varieties of cheese and it is surely worth while.

With all these makes of cheese we ask that the factory marking and the grade marking appear on the package. Now especially is this important and necessary with Brick and Münster, for you see every brick cheese is encased with 20 to 24 cheese to the case and there may be two days cheese in there and there may be only one. If you have the grade mark and the factory mark on the case, and there are three or four cases that bear the same date of cheese, then in examining the cheese we have only got to open one case and it is an advantage all the way along the line on marketing cheese. And another thing, if your marking happens to be poor on your cheese and it is blotted on account of the wet surface and you have a mark on the wood, the mark on the wood is invariably good and that means that we can get back to the maker and suggest that he be a little more careful in marking, while if there is nothing on the case there is nothing that they can determine by where that cheese came from and that means that will go on until we find some other way to find where the cheese came from.

In applying the mark poorly or applying them in a way that blots easily due to the wet surface of the cheese, that is quite a factor. We have not recommended the use of the word "Wisconsin" on Brick cheese for two reasons. One, it is a small cheese and doesn't lend itself well to marking because of its being made soft and irregular, having an irregular surface, but the number of the factory and the number of the month and number of the day is all that appears on the factory marking and that is in one line of type and there are some of you who wonder why we don't use the word "Wisconsin." Well, just because we thought we would only put the markings absolutely necessary to identify the cheese, and after we work out some method that is more dependable and more definite on the cheese, why it might be well to add to the stamp if it is considered to be necessary.

There was a maker yesterday spoke to me about why we use the number of the month on Brick cheese in the place of the abbreviation of the month as we do on American cheese. I don't know; there is no good reason for that that I know of at all, and I believe every one can improve on that stamp and get something that is more readable and more legible in the way of a marking, we would surely be glad to work with them. I have told this gentleman if he wanted to have a stamp made up that way we would like to have him inform us what he put on it and if it appears to be better than the other stamp we would be glad to suggest a change.

Now when it comes to the grade marking of cheese, that is somewhat different. We have talked about the things that will identify the cheese and the maker that made it and when it was made—that it was made in Wisconsin. Now, when we talk about grades, they are quite a different thing. They are not all they should be. Our grading system as it is, we all know has its weaknesses for various reasons. One thing probably is, we didn't know as much about grading when this system was inaugurated as we do now. Another thing is that the grades have gotten results that are not satisfactory to some people, although I believe that the number of grades we have in American cheese are fairly satisfactory to the majority of the cheese industry.

All right for numbers. Then we have the grades, the three grades. What do they mean? What does grading mean? To me it means just this, that it is useless unless each grade carries a different price. If it doesn't carry a different price, there is nothing to grading at all. Grading should be the separating of different qualities of cheese, and they may have a different value in the eyes of the consumer. We hear some people talking about having six grades of American cheese. I would awfully hate to see that, because we find more trouble with marketing six grades than we do with three, and in fact we have now only two grades that go on the market regularly, state brand and standard. The undergrade generally finds its way into the channels that do not go out as natural cheese.

We have most of our cheese graded at warehouses by a party that did not make the cheese and there are about two hundred factories of the two thousand American cheese factories that grade their own cheese, and we think that there is too much tendency for the party that owns the cheese or has any interest in the value of the cheese to grade properly. We find misgrading with the American cheese. We find it is graded too high and the standard has the state brand stamp and the standard stamp on probably an undergrade. With Swiss cheese when we find misgrading it is generally the other way. If we find people misgrading we find the grading too low. We often wonder why that is. My impression of why it is is this: the American cheese, the dealer starts in in spring with so much help and so much storage space and so much warehouse space and so much overhead in general, and he will say I have got so many factories to take care of that overhead and he will prize everyone of those factories as part of his business. When he starts out he will try to hold those factories

and not lose his volume and he is likely to try to please the maker and in cases he does grade to please the maker and raise the grade and pass that on to someone else, he has a misgraded product. In cases where he does that the retail grocer or consumer suffers. Well, if he does not misgrade it and grades it properly, so many times he will fail to pay the full price for it, and that does damage at the other end. That encourages the makers who made a standard under-grade cheese to feel he can get as much money for that, so either one is bad. We don't know just what the remedy is but there are many people who are thinking about getting away from those weaknesses in our grading system.

There is another problem I would like to discuss with you this morning, and I have got the consent of the officers of this association to try to show you some of the bad effects of remedying poor milk that enters the factory. We have two cheese here. I don't know whether you will be able to see very much in these cheeses here as we saw them from the platform but we have samples down here on the table that we would like to have every cheese maker and dealer take interest in, in these samples. We would be glad to pass them out to the audience but we know there is cheese you won't eat and we don't know what you would do with it if you were to get a sample and couldn't eat it. We know that there are people that are interested commercially in putting out material to correct evils from poor milk, especially in the summer months, and I even heard makers say that a certain material he added to his milk in the summer time—and he added it every day in the year—he said there wasn't a cheese maker in Wisconsin ever had a vat of milk but what that milk could be helped, and his day's work made easier by adding this foreign matter which is in violation of the law. The definition of cheese doesn't permit of adding of any such material in the manufacture of cheese. That isn't the sorry part of it. There is a small per cent of the makers in Wisconsin resort to this material such as salt peter or some such trade name product that is expected to help or improve the quality of cheese made from poor milk. I think you will all agree with me here that there is no better way to correct the quality of cheese than to correct the quality of milk. If you will get reasonably good milk at your factory there is nothing in the world that will make a good cheese except good methods of making it and good quality milk. There is no dope you can put into it and I call it dope because I feel sorry if Wisconsin ever resorted to any such methods, such as trying to correct poor milk by adding a material in the vat or in the curd. The best way is to go to the intake and try to correct your milk supply, and if you did correct it it would be encouraging, but I have never seen a case yet but what it made a poor cheese. There are many makers who are not aware of that. They make up the cheese and probably it looks something like this. This is a pretty nice looking Horn. Outwardly I would say it is perfect. It has some

gas but I have seen them without any gas but it has a horrible flavor. That cheese, if a person didn't taste it, would go to the consumer; it is marked undergrade by the dealer, and it is undergrade.

Now, this particular cheese here—we have three or four more but what I have brought here, being a Long Horn with this appearance, was found marked undergrade. We went to the maker and asked him what he used. Here is a young America that is very poor. It is muddy in color now; it was red at one time and red on the outside and red inside. Now it is a kind of muddy red. Here is one place on it that is a fairly natural color and it is full of gas holes. It is a firm cheese, though. This cheese anybody would say by looking at it wasn't fit for human food. This cheese was made in July, and maybe when that was four or five days old it did not show any of these defects at all. There is a difference in the length of time it takes to show the spots.

First, you will notice the spots and then it will begin to turn pink and then red and finally when it goes on farther it will be a muddy color. It has bad texture and bad flavor, and I know there is none of you that would eat this cheese. The man that made this cheese—that showed very much worse at one time than it does now, I mean in appearance. We went to his factory and he said he didn't use anything. There was only one day in his life he ever used any material to correct that gasy milk. He said he was told why they had pin holes, and he said that the man who sold him this material said, I will give you a dollar for every hole you find, and the man said it would take a millionaire, and he had a 25-pound package of this and he insisted on it being taken back and he not pay for it. He says the material was taken back but we found in his factory a 25-pound pail partly used at the time. So I am thoroughly convinced and you will be, that there was something added to make this American cheese, and we will have samples of the Young America and the Long Horn for you to examine. One of them looks very bad and has bad flavor and the other you have to taste it in order to tell that it is a very bad cheese—not a very bad color and not a very bad appearing cheese at all. I don't believe that the cheese makers of Wisconsin—I don't know that I ever met one face to face that I thought would resort to the use of anything like this salt peter on any of the different manufactured products that have this effect. I don't believe he would ever use it intentionally if he knew what the bad effect was.

We have to realize this, that if we make bad cheese from bad milk or try to correct bad milk and make bad cheese, it is the result of such material as this and it all strikes back at the producer of milk. The dealer is going to go out of business if his losses are too great and he pays full market price for cheese he can't sell for human food, and there is some of this that has gone to this extreme.

I asked this association to allow me to speak on this for a few minutes just for the simple reason I believe every maker will come up here and examine this cheese and see what it looks like and what the results are in two or three months. While the cheese might have ap-

peared all right when the dealer accepted it, they will think twice before they try this method of correcting. The place to correct bad cheese is at the intake or on the farm.

I believe we have lots of poor milk delivered at the factory, but it is on account of competition that they sometimes are receiving poor milk while we find others that feel they can sell their milk and get co-operation with the patrons by doing that. I know there are problems of that kind that are serious and they look serious to the maker and they are serious and maybe something can be done to protect him. I believe if I were a dealer and I suspected a maker of using the material that gives the result in this cheese and I found it in his possession I would want that maker to guarantee me against any such loss. It is pretty good evidence when you get a cheese like this, and I believe the maker should stand the loss. I do believe we are having much worse losses from this dope being added to curd than we would have if we left well enough alone.

It was my thought last spring when bad milk was ahead of us to go to factories and use these different materials that are added in one cheese and not in another, and then see what the defective milk would make in a normal way and what it would make with the dope added to the curd, and that would give you very definite ideas whether the maker made the bad matter worse or not.

I think I have taken all the time you can spare for me and if there are any questions you would like to ask, I would like to answer them.

MR. KOPITZKE: How old is that cheese?

MR. MOORE: The oldest was made in June 22 and the newest was made August 23. Now, I wish you would take pains to come up here and look at this cheese and we will put these two pieces of cheese down here as well as the cut particles and don't be afraid to taste it. There are some people who tell us they have treated the cheese in the same manner like they treat the city water supply by adding chlorine. If it clears the water it will clear the cheese. But where the trouble comes in, cheese is only a curd and does this chlorine or whatever else might be put in, or salt peter, interfere with the natural curing of the cheese. It does without a doubt.

THE PRESIDENT: According to our program the next speaker was to be Mr. Fred Schultheiss. I have a telegram from him which reads: "Greetings for the first annual cheese club dinner. Wisconsin souvenir cheese at every plate heartily appreciated. Ham Fisher crowned cheese king of nation. Fred Schultheiss, Wisconsin Commissioner of Agriculture and Markets."

Our next speaker will be Dr. E. W. Gaumnitz, Chief of the Dairy Section, Agricultural Adjustment Administration, Washington, D. C. I have the pleasure of introducing to you Dr. Gaumnitz.

ADDRESS

DR. E. W. GAUMNITZ

I am sorry I wasn't able to attend all the phases of your convention. I did get in last night however, and judging from the group I saw at the hotel dance and also judging by the fact there weren't any rooms available, I take it that your convention must have been a success as far as numbers were concerned. I slept in the dining room.

I am also sorry I didn't get here for your entire proceedings because I have been interested in certain of the topics which were presented by some of the speakers and I would like to take just a few minutes, and I understand the time is getting rather short, to comment very briefly on one or two of the topics which were presented previously. The first one is the matter of Bang's disease.

When you realize that the federal expenditures for that disease since 1934 in July by way of indemnities and expense total about 25 million dollars, you will appreciate that it is a disease which should receive quite a lot of attention. Certainly when we consider means of improving, we turn to dairy farmers and we have all an interest in that subject. The matter of disease is something that should have attention.

Likewise you discussed the matter of mastitis, and in the eyes of some people that has some relation to Bang's disease. We should all combine to boost for programs looking toward the elimination of disease and programs looking toward more economical handling of farms as well as production on farms and also the marketing systems.

Another item that has received considerable attention is the matter of branding and labelling extraneous material and the like. Since you have given that subject so much attention I wouldn't like to comment at all except to pass on to you a little bit of gossip. It has been my pleasure to have the opportunity to travel over quite a large part of the United States in the last year and a half and this question of better quality of all dairy products and I think especially cheese, is receiving a lot of attention.

Your state being so important in cheese manufacture has to recognize that certain other states are not willing to concede you very much by way of quality. I am passing that on as a matter of gossip. That is what they tell me; I don't know anything about it. However, I do think from your own angle, whether it is true or not, doesn't make any difference, but as a matter of fact this question of quality is one that is going to be—attention is going to be paid to and certainly an industry the size of yours in this state can afford to give it a lot of attention.

I might make some remarks there just from the standpoint of some consumers I have talked to in various territories. Many people tell me they would eat cheese—and I have tested it out to this extent, having secured some good cheese from certain of you people in Wis-

consin and passed it around to people in the office in the department and the like. You would be surprised of the number of those people who come back and say, where can we get that cheese, and I don't know where they are going to get it.

One other thing to which I would like to draw some attention. I noticed you had on the discussion the agricultural situation. I suppose we all heard a lot about the agricultural situation just before the recent election, so perhaps we shouldn't touch it at all. I would like to make only one comment casually. The dairy industry is inclined to forget that it is a part of the agricultural industry.

Now, I think we can't overlook the fact that following the World War our exports of agricultural commodities decreased by the equivalent of some thirty million acres, that is, taking the commodities which we were exporting around the time of the world war, and then taking the commodities which we were exporting around about 1933, and we find that the change in acreage required to produce those commodities previously exported amounted to about thirty million acres. Now, granting that those acres are for the most part in terms of cotton, hogs and wheat, and therefore, some of us are inclined to say in commodities which don't make any difference to us, the fact seems to be this, we are interested in the fact the hog man has had to reduce his exports or that the wheat man has reduced his or the cotton man has reduced his. So we do have an interest in the rest of the agricultural industry and we shouldn't be too fast in passing off their problems as not being our problems.

It is not necessary to emphasize to this group the close relationship between the Wisconsin cheese industry and the national dairy industry. As you know, the prices of Wisconsin cheese not only are closely related to the prices of cheese produced in other parts of the country but they also tend to vary with the prices of other principal dairy products. Wisconsin producers and manufacturers of butter, cheese, and evaporated milk, therefore, necessarily are interested in the general situation for the dairy industry as a whole. Accordingly, I propose to discuss what seem to be the highlights of the general dairy outlook and the prospective cheese situation, first, for the coming winter season, and second, from the longer-time standpoint. Then I would like to discuss the dairy products purchase program of the Agricultural Adjustment Administration.

Winter Outlook

In general the dairy outlook for the next few years appears to be quite favorable. It probably is the most favorable of any year since 1930. The winter outlook, however, has its unfavorable as well as favorable features.

The trend in milk cow numbers is one of the basic factors in the dairy situation. The number of milk cows reached a peak in this country early in 1934 when there were more cows per 1,000 people

than at any time since the beginning of the century. Milk cows have decreased 6 or 7 per cent and now the number per 1,000 people is about the same as the long-time average.

The Department of Agriculture's mid-year livestock survey indicated about 1 per cent fewer milk cows in June this year than in June 1935. It showed increases in the Northeast, which is primarily a fluid milk area, and in Michigan and your State of Wisconsin, but decreases in most other areas. The increase for Wisconsin was 3.5 per cent.

The drought apparently is resulting in a further slight decrease in cow numbers. Available evidence indicates that there are barely enough replacement heifers to offset ordinary culling, whereas cattle slaughter under Federal inspection has been heavy this year. It has been particularly heavy in recent months and has consisted of a large proportion of female stock. For the country as a whole, the number of milk cows this coming winter is expected to be about 1.5 per cent smaller than last winter.

The feed situation constitutes one of the major factors in the winter outlook. The hay supply per animal, for the country as a whole, is about a third larger than in 1934 and only about 5 per cent below last year and the 1928-32 average. Hay supplies here in the Middle West are particularly greater than in 1934, since this year's drought developed later than the 1934 drought. The feed grain supply per animal, however, is only a few per cent larger than the extremely low supply in 1934 and is about three-fourths of last year's supply and the 1928-32 average. This low feed grain supply will be supplemented by a more nearly average supply of protein feeds, such as wheat mill feeds, cottonseed meal, linseed meal, and soybeans, which ordinarily constitute around one-tenth of the total grain feeds. It also will probably be supplemented by imported feed grains primarily from Argentina. However, although imports may partially relieve the feed situation in coastal areas, it probably will not greatly affect the national feed grain shortage.

As we come to a consideration of prospective milk production per cow, the outlook becomes somewhat uncertain. However, the importance of this factor is evidenced by the 12 per cent variation in yearly average production per cow during the last 12 years. Some of the important factors affecting production per cow appear to have been the relative numbers of milk cows, feed supplies, and the relative prices of the various livestock products. Unless influenced by such factors as unusual feed conditions, farmers apparently have tended to feed liberally when the number of cows per 1,000 people has been considerably below the long-time average and to restrict feeding when the number has been above average. Consequently the trend in total milk production has tended to correspond more closely to the trend in population than have the changes in milk cow numbers and milk production per cow. As I have indicated, the number of milk cows per 1,000 people now appears to be about in line with the long-time trend.

Milk production per cow declined sharply during the summer throughout most of the drought area which included large parts of the major dairy products regions. As a result of record low pasture conditions in the principal dairy states, milk production per cow on September 1 averaged for the country as a whole about 7 per cent below last year and about the same as in 1934. However, the situation changed considerably during September. Milk production per cow increased 2 per cent from September 1 to October 1 in contrast to the 10-year average seasonal decline of about 6 per cent for that time of the year. Increase in the North Central and North Atlantic regions more than offset seasonal declines in other regions. October 1 production per cow averaged for the country as a whole nearly 5 per cent above last year and, except for 1928, it averaged the highest in 12 years. Such a high level of production per cow apparently resulted from several factors, chiefly the marked recovery of pastures, particularly in your Lake States region, the close culling of dry cows, and rather liberal feeding in response to the favorable prices of dairy products for that season of the year.

You remember that following the 1934 drought milk production held up surprisingly well in the fall months as pastures improved but was low in the mid-winter months when the feed shortage apparently exerted its greatest influence on production. It appears reasonable to expect that milk production may follow a somewhat similar course this season with a somewhat greater than usual seasonal decline from the October level as the winter progresses. However, it may be well to keep in mind that milk production per cow averaged relatively low in the last few winter seasons. Although there were about average feed supplies last winter, production per cow averaged only a few per cent above the low production of the 1934-35 winter season. In view of the somewhat more favorable feed situation, particularly in respect to roughage supplies, there seems little reason to expect milk production per cow to average so low as in the winter of 1934-35, unless the coming winter is a particularly severe one. However, hog prices are expected to average much higher relative to dairy products prices than in the 1934-35 winter and there probably will be rather keen competition for the available feed grain supplies. It seems probable that milk production per cow will likely average at least as low as or slightly lower than last winter. With milk cow numbers probably showing a slight decrease from last winter, the outlook now appears to be for total milk production to be below last winter and around the same as in the winter season of 1934-35.

Since the members of this group are particularly interested in the probable course of cheese production, I wish to discuss some of the apparent trends in production of the various dairy products. As you know, there appears to be a rather strong tendency over a period of time for the production of the principal dairy products to be kept in adjustment with respect to each other as the result of shifts in utilization of milk in response to the relative prices of the different products. However, the production of those products may be somewhat out

of line with each other for several months at a time, because of such factors as regional variations in milk production and the time lags in ascertaining the courses of production for the country as a whole, in the reflection of prices and in shifts in utilization of milk.

Prior to 1934 the trends in production of butter, cheese, and evaporated milk were all upward. However, creamery butter production declined in 1934 and 1935 while the trends in cheese production and evaporated milk output continued upward.

Although creamery butter production in the first half of 1936 was slightly above last year, it decreased sharply during the summer and in July was 17 per cent below last year. In September it was still 7 per cent below last year, but trade reports seem to indicate that October butter production probably was well above last year.

Cheese production has been relatively high compared with butter production in most every month since early 1934. Cheese production during the first half of 1936 was the highest on record and for the first 7 months of the year the trade output was 11 per cent above 1935. Although the drought restricted production during the summer months to substantially below last year it was above any other preceding summer season. Total cheese production in September was 11 per cent below last year's record volume for September but 12 per cent above the previous record for that month in 1934.

The trade output of evaporated milk has continued to establish new records and production in August and September was the largest on record for those months.

The increase in cheese and evaporated milk production relative to butter production in recent years apparently has been due partly to a particularly marked increase in demand for those products and partly to the greater decreases in milk cow numbers in some of the important butter areas than in the leading cheese and canned milk producing areas.

While the low feed grain supplies are expected to restrict the total volume of milk used this winter in factory production of the principal dairy products to below last winter, the relative production of butter, cheese, and evaporated milk is somewhat uncertain. The trends during the last few years seem to indicate that the trade output of cheese and evaporated milk probably will continue relatively high compared with the trade output of butter. However, it may be noted that current storage holdings of butter and evaporated milk stocks are low while cheese stocks are fairly high. There may be some tendency to divert milk from cheese production to butter production. It seems reasonable to expect that butter production and probably cheese production likely will be slightly lower than last winter and that evaporated milk production probably will equal or exceed last winter.

One of the most encouraging developments in the dairy situation is the marked improvement which appears to have occurred in demand conditions in the last few years, inasmuch as changes in consumer incomes probably have been the most important factor affecting dairy

products prices since 1929. Indices of industrial activity, factory pay rolls, and national income indicate an almost continuous upward trend in consumer incomes since the middle of 1933. In August this year the national income (excluding farm income) was 13 per cent above August last year and 32 per cent above August 1933, although still 23 per cent below 1929. In view of this upward trend in consumer incomes, it seems reasonable to expect a somewhat improved demand for dairy products this coming winter over last winter.

As you who have occasion to follow the courses of dairy products prices know, the dairy industry in general has experienced a marked improvement in the price situation during the last few years. In 1929 the price of cheese (twins) on the Wisconsin Cheese Exchange averaged 140 per cent of the prewar level. By early 1933 cheese prices had declined to less than half of the 1929 prices and to around 60 per cent of prewar. Except for short-time fluctuations the trend in cheese prices has since been upward. In October 1934 the seasonally adjusted index was 74 per cent of prewar; in October 1935 it was 92; and in October this year it was up to 106. Butter prices have followed a somewhat similar course.

As the drought curtailed milk production during the summer, both butter and cheese prices showed sharp increases. Butter prices reached the highest level for August since 1930 and cheese prices were the highest for that month since 1929. Such favorable prices for that season of the year apparently stimulated feeding which, with the improvement in pastures, resulted in an increase in milk production and some recession in butter and cheese prices during late September and early October. However, in October the price of twins on the Wisconsin Cheese Exchange averaged 16.3 cents or practically the same as in October 1930 and 14 per cent above last year. October butter prices showed about the same relative increase over last year.

The apparently improved demand situation and the prospects of somewhat restricted milk production appear favorable for dairy products prices during the coming season to average at least as high as or higher than last winter.

While prices of butter and cheese tend to show a fairly close relationship over a period of time, the relative prices of those products this winter may be influenced somewhat by the degree to which the relative supplies of butter and cheese are kept in adjustment by shifts in the utilization of milk, changes in storage stocks, and imports.

October 1 storage holdings of butter were the lowest for that date since 1923, except in 1931 and 1932, and were 27 per cent below last year. October 1 cheese stocks were about average compared with the last few years but rather large compared with most earlier years.

The United States foreign trade in butter has been relatively unimportant in most years since the World War. Imports of significant quantities have been made only when domestic butter prices have exceeded foreign prices by more than the tariff, as in the winter and spring following the 1934 drought. The tariff now is 14 cents per pound. Considering such evidence as is available in regard to the

prospective foreign butter situation, it seems likely that an increase of a few cents a pound might stimulate imports of butter this coming winter.

In cheese the United States shifted from an import basis to an export basis during the World War and then back to an import basis at the close of the war. In the decade following the World War annual cheese imports increased to a peak of 81 million pounds in 1927 and then declined to about 47 million pounds in 1934. In 1935 they were 49 million pounds. Total cheese imports in the first half of 1936 were approximately the same as in the first half of 1935, larger imports from Canada being about offset by smaller imports from other foreign countries. With the sharp increase in domestic prices during the summer, cheese imports from July to September were nearly 7 million pounds above the same period last year.

In most years practically all of the United States imports of cheese have been of Swiss and other foreign types. During the last six years imports of foreign types, other than Swiss, have held fairly constant, while imports of Swiss cheese have declined. In the fiscal year 1930-31, 27 per cent of the cheese imported was Swiss cheese. By 1935-36 the proportion of that type had declined to 13 per cent of the total. Practically the only imports of Cheddar type cheese have come from Canada. In all but three of the last twenty years imports from Canada have been less than six million pounds. The largest quantity imported from that country was 17 million pounds in 1926-27. By 1929-30 it had decreased to about six million pounds. From 1930-31 to 1934-35 imports from Canada were about a million pounds a year.

Considerable interest has been shown in the reciprocal trade agreement with Canada. As you know, the duty on cheese from 1922 to 1930 was 5 cents a pound but not less than 25 per cent ad valorem. In June 1930 it was increased to 7 cents but not less than 35 per cent. The agreement with Canada reduced the duty on Cheddar cheese to 5 cents but not less than 25 per cent, effective January 1, 1936. During the first half of 1936, imports from Canada were 4 million pounds, equal to about 1.6 per cent of the production of Cheddar cheese in this country in that period. From July to September, when domestic cheese prices increased sharply, about 5.6 million pounds were imported from Canada.

The current domestic price of cheese and the present duty are more favorable to imports from Canada than last year. However, January 1 will start the second year under the new trade agreement. Whether cheese imports from Canada, as well as total cheese imports, during the first half of 1937 exceed imports during the first half of 1936 apparently will depend to a considerable extent upon domestic cheese prices compared with that period. I might add that in 1935 Canada exported about 56 million pounds, or about half of her domestic cheese production. The bulk of Canadian exports have gone to the United Kingdom.

Long-time Outlook

As I indicated at the start, the general outlook for the dairy industry for the next few years appears to be quite favorable.

A marked change in milk cow numbers does not seem likely during the next few years. It probably would be two or three years before the number of milk cows could be affected much by an increase in heifers. Furthermore, with favorable beef prices in prospect for several years, it is not expected that there will be a strong tendency to retain beef-type cows for milking purposes. Favorable beef prices also probably will encourage rather close culling by many farmers. Under the disease elimination program cattle are being eliminated at the rate of over a quarter of a million more per year than before the expansion of the disease work in 1934, and most of the diseased animals eliminated are milk animals. Offsetting factors probably will be the efforts of many farmers to build up their herds, which were depleted as the result of the recent droughts and the elimination of diseased animals, as soon as possible.

The net effects of a general shift from soil-depleting fiber and feed grain crops to soil-conserving grass crops on dairy production are somewhat uncertain and apparently will depend a good deal upon the extent of the shifts from various crops. An increase in hay and pasture, compared with several years ago, may provide an incentive for some farmers to eventually increase their cow numbers. This apparently would tend to be offset by somewhat lower feed grain supplies. However, it is not expected that the soil conservation program will have a great effect on dairying or other livestock production during at least the next year or two.

The feed situation probably will have an important influence on milk production per cow and total milk production for several years beginning next summer. Average weather conditions probably would result in favorable pasture conditions, and at least average feed grain supplies per animal and rather large hay supplies per animal until livestock numbers can be substantially increased. Unless there is another drought, it appears probable that total milk production next summer will be considerably above this last summer. More nearly average feed supplies also would be favorable for a higher level of milk production in the winter season than is in prospect for this coming winter.

Continued business recovery probably would tend to further strengthen the demand for dairy products. Although that would tend to offset an increase in milk production, it seems too optimistic to assume that prices of dairy products would be as high next summer as this last summer. However, it does seem reasonable to expect that, with a continued improvement in demand conditions, the upward trend in prices of dairy products since 1933 likely would continue at a moderate rate for several years. At least, there appears to be little reason at this time to expect a downward trend in prices during the next few years.

Dairy Products Purchases

Most of you recall that the government purchases of dairy products began in August 1933 after leaders in the dairy industry appealed to the Secretary of Agriculture for immediate action to relieve a price situation resulting from large supplies and an extremely low level of demand.

With funds appropriated by Congress, under the Jones-Connally Cattle Act and other measures, the Agricultural Adjustment Administration has been able to continue the purchase program as one of the activities to help the dairy industry. The Jones-Connally Cattle Act authorized the appropriation of funds for various purposes including the reduction of surpluses in the dairy and beef cattle industries, the support and balance of the markets for those industries, the purchase of dairy and beef products for relief distribution, and the elimination of diseased cattle. Congress, in August 1935, also made an additional appropriation for the purchase of dairy products and elimination of diseased cattle. The unexpended balance of the funds appropriated for such purposes under those measures is about \$29,000,000 which is to remain available until June 30, 1937.

The total quantities of dairy products purchased with Agricultural Adjustment Administration funds since August 1933 are approximately 72 million pounds of butter, 19 million pounds of cheese, 53 million pounds of evaporated milk, and 17 million pounds of dry skim milk. The total expenditure for those purchases are approximately \$24,000,000. These figures do not include 5,908,000 pounds of butter and 400,000 pounds of condensed milk purchased by the Federal Surplus Relief Corporation with its funds.

The 19 million pounds of cheese purchased since August 1933 include 2.8 million pounds of Swiss cheese purchased in late 1934 and early 1935. The remainder has all been Cheddar cheese.

Since May 1, of the current 1936-37 butter storage year, purchases have included 1,324,000 pounds of butter, 932,000 pounds of cheese, 6,160,000 pounds of evaporated milk, and 721,000 pounds of dry skim milk. These purchases were made before the drought became serious and curtailed production.

In operating the program the Administration has been faced with the problem of making the purchases when it appeared that they would be of most benefit to the industry. It, of course, has been necessary to take into consideration the current and prospective supply and price situations, the usual seasonal changes, and the possibility of imports, as well as the needs for relief distribution. Attempts have been made to avoid interference with the so-called normal seasonal variation in prices, but to make the purchases at times when unusually heavy supplies appeared to be exerting a depressing influence on prices for those seasons of the year. The recent droughts have complicated the problem.

The diversion of dairy products from commercial channels to relief channels undoubtedly has had a beneficial effect on the dairy industry.

Although the exact benefits cannot be precisely measured, it appears probable that the returns to producers have been increased by much more than the 25 million dollars spent on purchases. The program undoubtedly has tended to strengthen the prices of the products of which purchases have been made at times when prices were sagging, and, in view of the general relationship between prices of all dairy products, it seems reasonable to conclude that the program has been beneficial to milk producers as a group.

That the purchase program alone does not represent a final solution of the problems of the dairy industry is well recognized. It supplements other programs, such as the disease elimination program and the programs designed to improve the marketing conditions for the fluid milk, evaporated milk, and dry skim milk industries.

Many other problems of the dairy industry are receiving greater attention than ever before by producers and processors. One of those pertains to the improvement of quality, which is recognized as an important factor in stimulating demand for dairy products. The producers, cooperatives, and other manufacturers here in Wisconsin, which is by far the leading state in volume of cheese production, should be congratulated on their constant efforts and progress in turning out a quality product.

TABLE 2.—EXPORTS OF CHEESE BY PRINCIPAL EXPORTING COUNTRIES, CALENDAR YEARS 1916 TO 1935

Year	Italy	France	Nether-	Switzer-	Canada ^{1/}	New Zealand	United States ^{2/}
	1,000 Pounds	1,000 Pounds	1,000 Pounds	1,000 Pounds	1,000 Pounds	1,000 Pounds	1,000 Pounds
1916	39,323	11,704	199,599	47,215	168,962	106,335	55,841
1917	2,333	7,493	123,634	12,861	180,733	99,203	55,115
1918	1,938	4,438	32,893	2,680	169,531	98,944	50,260
1919	1,810	6,159	27,372	1,369	152,207	176,099	15,384
1920	2,790	12,710	99,738	3,202	126,396	136,370	19,642
1921	16,664	13,331	115,279	10,596	133,620	153,304	14,988
1922	32,057	13,486	143,769	46,152	133,850	130,054	8,131
1923	50,389	27,308	136,646	39,046	114,549	161,444	11,461
1924	74,110	25,891	170,852	43,776	116,777	178,582	8,138
1925	86,228	35,689	175,711	51,728	126,963	154,196	12,659
1926	72,947	31,451	185,705	61,972	134,657	163,693	7,275
1927	70,078	25,595	214,565	75,058	167,193	167,193	6,431
1928	80,466	35,122	202,989	62,692	110,533	175,584	4,379
1929	72,454	34,110	211,234	69,726	114,158	199,258	4,292
1930	80,973	32,694	206,735	66,143	102,946	203,054	3,671
1931	88,947	28,854	190,457	54,305	80,164	183,271	3,706
1932	66,397	24,536	170,059	43,700	84,788	200,528	3,491
1933	52,561	21,029	140,899	45,347	74,169	222,090	3,504
1934	55,282	25,972	134,891	39,144	61,168	222,964	3,843
1935		24,628	135,586	41,746	55,719	193,486	1,152

Compiled for 1916 to 1925, from United States Department of Agriculture, *Statistical Bulletin No. 25, Dairy Statistics*, pp. 138-39, and, for 1925 to 1935, from compilations of the Bureau of Agricultural Economics.

^{1/} 1916 to 1925, year ended March 31.

^{2/} Includes shipments to Puerto Rico, Hawaii and Alaska.

TALBE 3.—IMPORTS OF CHEESE BY PRINCIPAL FOREIGN IMPORTING COUNTRIES, CALENDAR YEAR 1916 TO 1935

Year	France	Italy	Germany	United Kingdom ^{1/}
	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds
1916	24,189	252	2/	291,662
1917	12,047	9	2/	329,959
1918	11,185	746	2/	263,996
1919	15,238	11,151	2/	237,244
1920	21,231	5,893	50,344	308,029
1921	35,146	1,780	59,974	315,556
1922	50,643	15,571	51,984	297,847
1923	45,690	10,228	24,930	317,917
1924	32,792	4,156	96,702	323,401
1925	40,559	3,868	148,699	347,055
1926	34,673	7,920	141,345	333,187
1927	36,856	13,123	158,740	325,891
1928	36,694	10,206	135,530	333,182
1929	42,899	13,975	146,569	331,744
1930	55,036	12,562	137,458	345,227
1931	69,560	10,115	120,403	319,916
1932	43,904	8,806	108,686	333,118
1933	38,729	9,952	90,922	337,754
1934	32,440	10,190	74,487	331,335
1935	34,806		61,661	300,658

Compiled from 1916 to 1925 from United States Department of Agriculture, *Statistical Bulletin No. 25*, Dairy Statistics, pp. 138-139, and for 1926 to 1935, from compilations of the Bureau of Agricultural Economics.

^{1/} Includes re-exports.

^{2/} No statistics published for the war period.

FIFTH SESSION

Friday, November 13

THE PRESIDENT: Gentlemen, we will call this meeting to order. We have with us this afternoon Mr. John H. Lemmon of the KlauVan Pietersom-Dunlap Company, and it is with pleasure that I introduce to you Mr. John H. Lemmon.

THE FUTURE OF THE CHEESE INDUSTRY

JOHN H. LEMMON

Mr. Chairman, Ladies and Gentlemen: I assure you it is a pleasure to be with you today and to add what little I may to the proceedings of your convention.

The subject assigned to me is the "Future of the Cheese Industry." That is a pretty big subject for a little fellow like me but we will do our best to present at least one angle of the future of your industry which I consider important.

Someone has said, tell me your past and I will predict your future. I think it might be well while we are considering the future of your industry to take a look into the past. Suppose we go back ten years and see what the record discloses and perhaps that will give us some indication of what we may expect in the future.

The particular phase of the subject which I would like to touch on today is Wisconsin's competition in cheese production in other states. Now, I know that is not a new subject. It has been discussed and commented upon for a good many years. However, I saw the latest figures just the other day and to me they were very, very enlightening. I might say that in my travels up and down the State of Wisconsin I have noticed an opinion which I think is altogether too prevalent throughout the cheese industry. As a matter of fact, one cheese maker about a year ago expressed himself thus: "Don't worry about the millions of pounds made in the other states; don't forget, we are living in Wisconsin."

We not only have the finest land, lakes and streams but also some of the finest dairy farms on which the best breeds of dairy cattle are owned by progressive farmers. I find that opinion held pretty generally throughout the state, and at the risk of being severely criticized I would like to say this: Any man who makes that statement to my way of thinking either speaks unthinkingly or is misinformed, and I am inclined to think the latter. Such an opinion evidences a very dangerous attitude. That is an attitude of self-satisfaction.

Self-satisfaction is the first sign of decay in the affairs of society, whether it be a nation, a state, an individual business or an individual person. No business can ever stand still or no industry can ever stand still. It either goes forward or it goes backward and once we are self-satisfied, it means we are on the verge of going backward.

We dare not disregard cheese production in other states, whether we like it or not, it is a problem we must face. Why? Let's analyze

the record and see. In 1925 the United States produced 443 million pounds of cheese. Ten years later in 1935 the United States produced 620 million pounds. That, friends, is a 40 per cent increase in production and that cannot be regarded lightly. That is a very vital situation whether we like to admit it or not.

Did Wisconsin get her share of that increase? I am sorry to say she did not. As a matter of fact, from 1925 up to 1934 Wisconsin showed a steady decline in cheese production and it was only in 1934 that Wisconsin again hit her stride and produced the same amount of cheese that she did back in 1925.

When we analyze the figures further and ask ourselves, did this increase in production come from those states which in 1925 were considered Wisconsin's competitors, the answer is again no. It would be a logical thing to assume that such states as New York, who is Wisconsin's number one competitor, was up in the front ranks of those states showing an increase, but such is not the case. Then, where did the increase come from. And again our figures are very illuminating. New York, which as I say is Wisconsin's number one competitor, produced 55 million pounds in 1925 and fifty million pounds in 1935. Wisconsin's number two competitor which was Oregon, produced ten million pounds in 1925 and 16 million pounds in 1935, a rather healthy increase.

Wisconsin's competitor number three, which was Minnesota, produced 9 million pounds in 1925 and only 11 million pounds in 1935; and Wisconsin's number 4 competitor, strange as it may seem, was the State of Idaho. Idaho produced seven million pounds in 1925 and only eight million pounds in 1935. In other words, Wisconsin's competition today is not what it was ten years ago. Something new has happened on the horizon, and let's see what it was.

We might assume in the second place that this tremendous increase in cheese production came from those states which in 1925 were considered the leading dairy states of America, but again the answer is no. It would be a logical thing to assume that such states as New York, Massachusetts, Pennsylvania, Ohio, Michigan, Minnesota, and Iowa, which are all big milk producing states, would represent the increase in cheese production. If such were the case it would be a natural condition, but such is not the case. Those states with the exception of Ohio and Iowa show practically no increase in production during the ten year period.

Then where did the increases come from? Here are some figures which to me are literally astounding, and certainly something that should give pause for thought. The great State of California, known the world over as the producer of citrus fruits, has now become dairy conscious. In 1925 California produced pretty close to four million pounds of cheese. Ten years later the four million had jumped to fifteen million.

The State of Illinois, famous for its grain, has now gone into the dairying business. Illinois produced six million pounds, about 6% million pounds in 1925, but in 1935 produced 24 million pounds of

cheese. Why, the great corn state produced in 1925 just about a half a million pounds of cheese, but in 1935 the great corn state produced about three million pounds of cheese.

The State of Kentucky, known for its tobacco, the center of the tobacco growing industry, produced in 1925 not even enough cheese to become a matter of record. But in 1935 the great tobacco state produced over five million pounds of cheese. The State of Mississippi, known for its cotton and its sugar, also in 1925, produced such a small amount of cheese that it wasn't even considered necessary to make a record of it, but in 1935 the great cotton and sugar state produced over seven million pounds of cheese.

And so we might show quite a list of other states. Missouri apparently is raising something else besides mules these days, because they are into the cheese producing business to the tune of millions of pounds a year. The state of Oklahoma, noted for its beef cattle, apparently is now also raising dairy cattle, and has become new competition for the State of Wisconsin. The great State of Texas also known for its long-horn cattle, apparently is sharing its pastures today with milk cows. We find in 1925, Texas produced nine thousand pounds; ten years later the nine thousand pounds had become ten million pounds of cheese.

In other words, friends, Wisconsin today has a brand new competition. In the short space of ten years the picture has changed completely. There are two ways in which business can dominate in industry. Method number one is by a preponderance of production. Wisconsin ten years ago dominated the cheese industry by that method, by producing about 74 per cent of all the cheese made in the United States. Method number two, whereby any business can dominate an industry is by establishing a preference for the product of that business.

Wisconsin is beginning to lose its dominance of the cheese industry by means of dominant production. Last year we produced about 57 per cent of all the cheese rather than the 74 per cent which we produced in 1925. We have lost or at least are beginning to lose dominance of the cheese industry.

If the trend which has been going on for the last ten years continues for the next ten, your guess is as good as mine as to how far below the 57 per cent Wisconsin will drop. One of the best illustrations that I know which is parallel and which is familiar to everybody is that of the automobile business. We have only to think back a comparatively few years to remember when Ford dominated the low-priced field in the automotive industry. If you wanted to buy a good low-priced car you had to buy a Ford. There was practically no other choice. Ford at that time dominated the automobile industry as Wisconsin dominated the cheese industry ten years ago. Merely by preponderance of production.

Ford's competitors realized that they could not attack him on that basis, but being merchandising-minded, being experienced merchandising men, they knew that there was an open door. That door was estab-

lishing a preference in the mind of consumers. We all remember how the other low-priced cars began to be advertised, promoted, merchandised aggressively, and we can remember how Mr. Ford much against his published attitude was forced to adopt protective measures, and lo and behold, we woke up one day to find the great Ford car being advertised.

Mr. Ford had always taken the attitude that those who wanted to buy a good low-priced car would have to buy a Ford. He believed in that old worn out statement made by a commercial poet many years ago, "If you build a better mouse trap, the world will beat a path to your door". Mr. Ford found out the fallacy of that statement. Whether he wanted to or not, he was forced to establish consumer preference for his product and he came dangerously close, as we all know, to losing the position which he held at that time, and it was only by superhuman methods that he was able to save that position for himself.

As I say, I think that is parallel to the condition faced by your industry today. And whether we like it or not, friends, we are going to have to face that problem very quickly. We have lost method number one of dominating an industry. Method number two, as I see it, is the only open door to re-establishing Wisconsin's true leadership in the cheese industry, just as Mr. Ford found out that a good car was not enough to maintain leadership, so our industry will find that good cheese is not enough to maintain leadership. Necessary, of course, but not the only thing that will maintain our leadership.

Getting back to cheese, let's analyze for a moment Wisconsin's natural advantages in the industry. Wisconsin has good weather, good soil, good water, rich in lime for producing good bone structure in dairy cattle, cool water for properly cooling milk from which to make good cheese. In other words, nature was lavish in bestowing upon Wisconsin all of the natural advantages necessary to the production of good cheese.

However, science has a way of working wonders, and please let's keep in mind that we are looking into the future—we are not only considering the present. Science may find a way to make Texas soil just as good as Wisconsin soil. Science may find a way to impregnate the water of Mississippi with lime which will do the same job that the natural limestone strata of Wisconsin did for Wisconsin's water. Science may find a way to put on to practically every farm in Oklahoma a mechanical refrigeration plant, and while that may sound very revolutionary at this time, we have only to think back about ten or fifteen years and to recall that any man who would have predicted that practically every home in this country today would have a mechanical refrigeration plant would have laughed at it. Science may find a way to do that and do it economically.

If that should happen—if all those things should happen, where are Wisconsin's natural advantages. They have gone with the wind. If we assume that the cheese made in other states is equal in quality with Wisconsin cheese, then we are facing a very obvious problem,

and I don't think it requires any comment to point out the seriousness of that problem. If, on the other hand, we assume as most of us are inclined to assume, that the cheese made in other states is not equal in quality to Wisconsin cheese, then to my way of thinking the problem is even more serious for this reason.

To the vast army of consumers throughout America cheese is cheese, whether we like to think so or not. People down in North Carolina are eating cheese and they don't care much of a rap whether it is Wisconsin cheese or Texas cheese or cheese from Kansas or any other state.

In our pride I think sometimes we are inclined to overvalue the fact that Wisconsin cheese bears the name Wisconsin. If the other cheese from those states is inferior to Wisconsin cheese an obvious thing is going to happen. People are going to eat that cheese, of course, and not like it, and a person who has eaten some cheese and doesn't like it is very apt to say, well, I guess I don't like cheese. I guess I won't buy any more. In other words, the entire industry will be dragged down with it, unless Wisconsin adopts what I refer to as method number two, establishing in the minds of consumers of this country the fact which we know but which they at this time don't know, and that is that Wisconsin cheese is superior but no matter how good Wisconsin cheese may be, no matter how much better it may be than Texas cheese or Indiana cheese, that fact has no sales significance until the American public knows it. Once Wisconsin has established that consumer preference for her product, it will do those things for the Wisconsin cheese industry. It will act first of all as business insurance against the future. It will mean that the cheese factories of Wisconsin will be able to stay in business. It will mean they will have a market for their product.

In the second place, given such time it will mean a premium price for Wisconsin cheese, something which Wisconsin cheese generally does not enjoy today.

I was interested not so long ago, to discover that the cheese industry in Wisconsin was established by chance. Wisconsin started along early in the sixties as a grain producing state. You perhaps may know that the wheat crop of Wisconsin in 1860 was worth twenty-six million dollars and there was very little thought of converting Wisconsin into the dairy state of the nation. Then along came the little chinch bugs and the chinch bugs really converted Wisconsin into a dairy state. They did it by destroying the wheat crop and Wisconsin had to turn to something else. Over a period of three or four years practically, the entire crop of wheat was destroyed and those farmers who looked out upon the grassy prairies of Wisconsin decided to raise milk cows, and that is how dairying really got its foothold in Wisconsin, by mere chance, and sometimes I wonder if from that day on we haven't left too much to chance regarding the welfare of our industry.

Dairying has enjoyed a natural growth in Wisconsin. There have been very few artificial methods applied to stimulating that

growth, and I wonder if it isn't high time that we began applying a few artificial methods of stimulation. Will we be satisfied to seeing our industry attacked on every side or will we decide to do something about it. Will we wait until Wisconsin's percentage of production has dropped to let's say 30 per cent, and then wake up to the fact that the situation is not merely important but desperate?

Please don't misunderstand me. I am not trying to be an alarmist. I am trying to analyze the situation coolly and sensible and you will agree with me that it pays any business or any industry to anticipate problems instead of waiting until those problems are blocking our path and are staring us directly in the face.

Very well. How can the problem be met. If the problem is serious, if you will agree with me that it is serious, then you would expect some recommendation as to what might be done about it. About two years ago some of you decided to do something about it. You got together, held a meeting and discussed this problem as well as a good many others affecting your industry, and you established what is today the Wisconsin Cheese Publicity Association. Today, friends, that organization is a ready-made piece of machinery functioning right now, and ready to function to an even larger extent. I say it is a ready-made piece of machinery. Perhaps it isn't made exactly as you would have it made. After all, it is a pretty difficult matter to build any machines or any organization or any business or any activity of any kind. It is pretty hard to build it to please thousands of people. The day will never arrive when your own association here, the Wisconsin Cheese Makers' Association—the time will never arrive when the Publicity Association—the time will never arrive when any association in your industry is satisfactory to everybody in that industry. In other words, perfection will never be reached, and if we are going to wait for perfection, I am afraid we are going to lose an awful lot in the waiting.

Perhaps you have some objections to the Publicity Association. You wouldn't be human if you didn't say, well, there is something wrong with it. We all know there is something wrong with it some way or other, but in all fairness if you will say to yourself, after all are my objections major objections or are they really relatively unimportant. The first thing to decide upon, to my way of thinking in your terms of whether or not the Publicity Association is a good thing, is to ask yourselves, do I agree with the principle on which that organization is founded and that principle can be stated very simple. It is merely this, that Wisconsin cheese must build for itself consumer preference throughout America, and the most ready, available means of doing that, the most effective means of doing that is through advertising and merchandising. When we have said that we have told the entire story of the Publicity Association. Therefore, if you will agree with the principle, I would say that you have covered 90 per cent of the ground.

Now, from that point on you may object to this thing or that thing about it. It may not be set up exactly as you would set it up if you

were doing it. However, whether your objections are major ones or minor ones, those objections can never bear fruit as long as you are on the outside looking in. For goodness sake, if you have something to offer for the benefit of the Publicity Association, won't you get into it and help to build it rather than stay out and do nothing about it? In other words, it is your Association, your help is needed, and the only way you can help constructively is on the inside. If you have something to offer, that offering will be welcome by everybody connected with the Association. In other words, we want your help and nobody is going to take the attitude that the thing as it stands today is in its final form. It is going to go through a process of fluctuation and the changes that will be made will be made by the members of the Association.

I can tell you, that based upon my twenty years of experience in merchandising experience, and I don't say that through any view of praising my own personal self, but during twenty years of experience I have learned to size up an organization, and I can tell you very sincerely that I think the Publicity Association is founded in a business-like way. The very fact that it has withstood the tremendous obstacles that it has met means only one thing. It must have some merit, it must have a lot of merit to go through what it has gone through and still survive as a functioning organization. There must be something good or it never could have withstood the storm this long.

I don't know how many of you have familiarized yourselves with just what has already been done by the Publicity Association. If you will come to our booth downstairs, I think you will see some very interesting things. The Publicity Association is no longer an idea. It is an operating fact today, and Wisconsin cheese through the medium of the Publicity Association is being actively advertised and merchandized to about two million people, and what a glorious day it will be when that two million people has been enlarged to 120 million people throughout America.

The Publicity Association is shortly going to begin a drive for permission to have a representative at your annual meetings. Won't you please cooperate and at least give your patrons the opportunity of hearing him—the story of the Publicity Association. Once you have heard it, once they have heard it, say no, if you please; that is entirely up to you, but if you finally decide to say no, at least be fair to us and say I am saying no because I know now what it is all about and my best judgment is no; or say yes, if you please. After all it is a voluntary program. You get in or you get out according to your own personal wishes, but at least when you are contacted and your permission is asked to have our representative at your annual meeting, won't you please give us at least that opportunity.

There are no high pressure methods used. The thing is presented sensibly, in a business like way, and the decision rests with you and your patrons.

In conclusion I would like to make just a few suggestions, if I may. First of all, I was mightly glad to see that the subject of the future

of your industry was made an important part of your convention. No industry can survive on the past. It must look to the future for its production and the fact that you are considering the future of your industry is a healthy sign. Let's continue to keep our thoughts on the future. Let's not overlook anything that affects our industry. Let's look for our problems instead of waiting until they arrive. Let's be honest with ourselves and see our problems as they are, not as we would like to have them. Let's not fall into the disastrous rut of self-satisfaction, and finally, let's continue to insist on action, even though we make mistakes, we will continue to progress so long as we act. Keep alive and forward looking that spirit that has been engendered at this convention. If we will do that we know that Wisconsin's dairy flag will, indeed, continue to fly high. Thank you.

THE PRESIDENT: Ladies and gentlemen, we have next on our program discussion on cheese advertising and merchandising. Is there any one who would like to talk about it at this time? There should be some discussion on that.

I will now call on Mr. Carlson. Mr. Carlson was to be on our program this morning but we got started too late, so I am having him talk at this time. I take great pleasure in introducing to you Mr. Carlson.

ACCOMPLISHMENTS OF THE DAIRY PROMOTIONAL WORK W. G. CARLSON

I met with the Board of Directors of the Cheese Makers' Association last August in Milwaukee when they were going through some of their plans for their convention, and they very kindly agreed to sponsor a little contest in Fond du Lac among the retail grocery men, a sort of preliminary to their convention. We agreed to offer prizes to the six grocery men in Fond du Lac who showed the greatest percentage of cheese sales increases from the week previous to last week or from last week over to the week previous to last week.

This contest was conducted by the use of the counter sales basket which the department has been furnishing to retailers throughout the nation and we have been very well satisfied with the results. Now, I don't know how many of the six men are here who were the winners but I have the names here and as I call them, if the gentlemen will please come up we will award the prizes and I am going to ask if Dolores Keyes from Spencer, Wisconsin's cheese queen, will please come up and present these prizes to the gentlemen.

While the men are coming up here I want to outline the results they got from the use of that cheese basket. The Johnson Food Market showed an increase of 494.8 per cent, merely by taking cheese out of the counter and putting it up on the counter in the basket where the housewife could readily see it when she came in to buy groceries, beans, sugar or bologna sausage. The Central Market showed an increase of 490.4%, Moss's 204.9%, Olson 192%, Brown's Grocery 190%, J. P. Hambuck 180½%.

MISS DOLORES KEYES: I am very glad and appreciate this chance to be here at this convention. I have been to quite a few activities but I have enjoyed this one the most so far. Perhaps some of you are interested in how I was selected through the festival at Spencer, the Spencer cheese festival. This was sponsored by the Cheese Association and a group of girls were entered in the contest and by popular vote one was to be selected and one night we had a program for talent and the girls that were in the contest appeared and they voted for the one they wanted. It happened that I was selected and through this I was supposed to go to the Wisconsin State Fair, where another group of girls would be selected and we would again be in a contest where one would be selected. There was a group of twenty at Milwaukee and we were guests at the Fair and had a grand time there, and then at the contest in the afternoon they selected one, taking five or six out at a time, and it dwindled down until two were left, Mary Fray and I. You can imagine how nervous we were when it got that close and we didn't know which one would win. But we were both satisfied, she was satisfied I would win and I was satisfied she would win but I felt sorry not having her with me.

For being selected cheese queen I was given a trip to Texas. In Texas I presented Gov. Allred with the prize cheese of Wisconsin State Fair and the rest of the time just enjoyed myself. We visited at Dallas and the centennial. The centennial was very beautiful; I couldn't express in words how much I enjoyed it. Then we visited Ft. Worth which is built just like a western town, old taverns and the post office, and it was all very interesting.

On our way back from Texas we were in Chicago for two days. Here we made a broadcast and helped to forward the publicity of cheese, and then back to Milwaukee for the Food Show where I was presented at the Food Show. Then I came back home to Spencer and since then I have been on other activities. I went to Marshfield which is ten miles from Spencer and presented Gov. Landon with a cheese when he went through and spoke there, and then I went to the convention there which I enjoyed very much. I was there in the afternoon and evening. Then I was asked to come down here and you know I appreciate being asked down here to do my part in aiding the publicity for the Wisconsin Cheese Publicity Association, and I hope that next year when you have another cheese queen activity that the girl who is lucky and wins the contest will have as much pleasure and enjoy her activities in aiding you as much as I have. Thank you.

MR. CARLSON: About two years ago the dairy industry through its leaders throughout Wisconsin came before the legislature and made a request that something be done for creating a fund for publicizing and advertising and distributing educational material in relation to Wisconsin's dairy industry. The bill was passed and as most of you undoubtedly know, that has become one of the duties of the

Department of Agriculture and Markets and it is a pleasure indeed, to be here to report to you on our stewardship, because I feel that many of you contributed towards building this program.

Prior to the legislative session of 1935 the Department of Agriculture and Markets had conducted considerable dairy promotion activity. The passage of a resolution in the special session of 1934 was the basis of the efforts made.

The resolution did not make an appropriation for the work; therefore, it became necessary for the department to draw on its general appropriation and on the appropriation of the State Fair to conduct this activity. Fortunately, some funds were available and while very limited, much was accomplished.

Printed matter featuring Wisconsin dairy products was made available in the form of posters, menu blanks, cheese recipe folders, and envelope stickers, in actual quantity, more than one and a quarter million pieces were printed. This material was distributed to the various branches of the state's dairy industry and they in turn used them in their Wisconsin dairy products campaigns throughout the United States. We have specific instances where they were used to splendid advantage in campaigns conducted by others in New York, New Orleans, Chicago, Omaha, Denver, Hot Springs, and several cities in Pennsylvania. Wisconsin cheese factories, creameries, and milk distributors also used the poster to advantage in their campaigns to sell more dairy products.

A typical illustration of the use and value of this material is that of one brick cheese maker who affixed the cheese label to his correspondence. One such piece, in going through the post office at Des Moines, Iowa, was noticed by two postal clerks who since then have been ordering on the average of two five-pound bricks of brick cheese a week.

Other instances too numerous to mention further demonstrate the value of such material being made available to the industry. An example of the popularity of the material can be obtained from the fact that the distribution of the printed pieces mentioned brought additional requests for almost 5,000,000 pieces which the department then could not furnish.

Other interesting activity in connection with the work previous to 1935 was the publicity effort to bring more attention to Wisconsin dairying. The high light of this portion of the work was the dairy queen contest through which Milkland queens were chosen in 31 of Wisconsin's larger cities. Each of these queens came to the state fair as contestants for the State Queen of Milkland. They also took part in a pageant of the dairy industry: "The Glory of Wisconsin" which was written by Ralph Ammon and staged as a special feature in front of the grandstand. During National Cheese Week, November 10-16, the State queen of Milkland presented the grand champion cheese and butter of the state fair at the Whitehouse, and other cheeses to people of prominence in Washington. This stunt secured national publicity for Wisconsin cheese and butter which amounted to over one-half

million lines in the press of the nation. Another of the publicity stunts which proved to be of national success was a story concerning cheese for nervous babies.

In addition to this activity special exhibits of Wisconsin dairy products were held in connection with such celebrations as the Green Bay Ter-Centennial and the Madison Home Shows. These exhibits invariably proved to be outstanding at the respective shows and celebrations.

The 1935 session of the legislature apparently was impressed by previous dairy promotion work because from it came an appropriation to this department of \$50,000 for perpetuating and elaborating on the activity. The passage of the bill was very timely, taking place at the time when arrangements were being made for the opening of the National Dairy Show at St. Louis.

The commissioners decided that an exhibit of Wisconsin dairy products at the National Dairy Show would be a proper inaugural of the new Wisconsin dairy promotion activity. Consequently, plans were laid for conducting an outstanding, colorful exhibit; and also for carrying on a merchandising effort to further acquaint St. Louis merchants with Wisconsin cheese and butter.

Some of the highlights of the Wisconsin work at the National Dairy Show are the following:

The National Broadcasting in their Farm and Home hour which is conducted over 78 stations every day, gave Wisconsin Dairy products as exhibited prominent mention in their program for every day of the show.

Crowds stormed the Wisconsin exhibit at all times impeding passage in the aisle.

During the show over 20,000 registered at the Wisconsin exhibit by signing a questionnaire relative to the number of cows milked in producing a two ton cheese on exhibit. The signatures on the questionnaires were those of people from 31 states.

Excellent publicity in the form of photographs and news stories featuring Wisconsin dairy products was obtained for a two week period in St. Louis newspapers and in addition a mat illustrating the two-ton cheese was sent to the newspapers in Missouri and southern Illinois and clippings demonstrate a coverage the value of which alone would more than pay for the entire cost of the exhibit.

In order to secure national publicity for the exhibit, arrangements were made to announce the dates of National Cheese Week to the nation from the Wisconsin exhibit. This was done in a pictorial style by photographing two comely young ladies in costume and releasing the photo and announcement. Reports from the National Cheese Week committee indicate an even wider coverage than the 500,000 lines of copy procured for the 1934 publicity effort.

The merchandising effort conducted in connection with the exhibit consisted of contacting every retail merchant in the city who sold dairy products. Each was invited to attend the Wisconsin exhibit. In addition all of the wholesale and jobbing outlets were not only invit-

ed, but many were contacted personally. The results were very gratifying. Many retailers conducted special displays in their store and reported an increase in the sale of Wisconsin cheese especially. A wholesaler substantiated this fact and indicated that the sales in the market by his company were much greater after the show.

So far-reaching were the results that one of the largest food markets in St. Louis as late as the Lenten season featured a sign above their dairy department which read: "Cheese! The Ideal Lenten Food. We specialize in Wisconsin cheese." Another market wrote several cheese factories in Wisconsin, starting its letter as follows: "First, we wish to thank you and your state for giving us such a marvelous display of your products which was so nicely presented during the week of the Dairy Show." This letter then went on to make specific inquiries relative to securing a source of supply for different types of cheese. This same market prepared a special Wisconsin cheese demonstration which was conducted for many months featuring a sign above their cheese counter reading: Cheese At Any Time, Ask for Wisconsin Dated, a food rich in minerals for health—protein for energy—and vitamin A for protection.

Subsequent activity in the St. Louis market will be discussed later.

Another exhibit which was conducted by this division was set up for the Wisconsin Centennial at Madison in July, 1936. At this exhibit almost 10,000 people registered and these and the other 30,000 visitors at the exposition were told of the value of Wisconsin dairy products.

The next project conducted was that of a special Lenten dish newspaper advertising campaign within the state of Wisconsin. A series of three advertisements featuring the slogan "Serve Easy Lenten Dishes with Wisconsin's own Milk, Cheese and Butter" were prepared. These advertisements were run in every newspaper in the state of Wisconsin. The funds spent on this campaign were not large, but the amount of cooperation given by Wisconsin newspapers resulted in thousands of extra lines of advertising for Wisconsin milk, cheese, and butter. Additional features were furnished each newspaper. These features included many novel dairy recipes and they proved to be very popular in the food pages of the daily and weekly press of the state. Special exhibits in grocery stores and markets everywhere in Wisconsin were prepared and set up by the advertising representatives of many of the state's newspapers.

The tangible returns that we have from the campaign are those just mentioned plus 5,000 inquiries received from Wisconsin housewives for recipe sets. However, additional cooperation was given upon request and many times voluntarily by cheese and butter maker organizations and many individual cheese makers, butter makers, and

dairymen throughout the state. This portion of our dairy promotion forcefully brought the message of Wisconsin dairy products before the entire population of the state.

The next project conducted was that of the distribution of 8,000 breakfast units on the basis of one to every public school in Wisconsin. This project consisted of a poster featuring breakfasts in different parts of the world. This material had a double educational effect on the students in that it applied both to health study and geography.

Unfortunately, the supply of 8,000 copies was the limit of units available this spring. This delayed the distribution of the project to Wisconsin parochial schools until now we are awaiting instructions for completing the distribution.

Results from the distribution of this material show that by actual statistical check only one-half of the children in fourth and fifth grades in our schools eat what is classified as a good breakfast, while 46½ per cent eat what is classified as a poor breakfast, and the remaining three and one-half per cent eat no breakfast. These conclusions are made by tabulating the reports procured from teachers using the project. The same reports illustrate that an improvement took place after the use of the Breakfast Unit in class. Then the 10,000 children on whom the reports were obtained had improved their breakfast habits with 75 per cent eating the good class of breakfast, with 24.4 per cent remaining in the poor breakfast class, and only 6/10 of one per cent still going without breakfast.

Needless to say, such a condition has brought about much interesting discussion among educators in the state and we have very many satisfactory reports from all sections with reference to the splendid results.

Now we have prepared and are distributing 75,000 dairy products primers "School Days Here and There" to every school in the state on the basis of one copy for each first grade child. These primers carry a message of the value of milk, cheese and butter in the diet in a fashion designed especially by the authors to interest and impress the first grader. The primers were written for us by the State Department of Public Instruction.

To further increase the value of these booklets we have made it possible for extra copies to be available to every department of public instruction in the United States at a very low cost. Even now this offer of the extra supply is being made.

The past success with printed matter in the form of posters, menu blanks, labels, special folders, recipe cards, to be used in conjunction with various advertising and merchandising efforts not only conducted directly by this division, but also by every branch of the dairy industry has demonstrated to us the value to the industry of having such material available. Consequently, material has been received and additional supplies have been ordered to the extent that we have a potential supply of 13,000,000 pieces of dairy advertising printed material for national distribution. Every day we

receive requests for this material from wholesalers, retailers, women's clubs and others. These requests come from every state in the nation. It is interesting to note that cheese material is the most popular.

The success of special demonstrations and the ready cooperation which is available to us from wholesale and retail outlets for dairy products throughout the nation has suggested the preparation of the following material: Baskets for counter exhibit, window display pieces, special cheese glassine wrappers, and special price dial posters featuring Wisconsin cheese and butter. This material now is available to the extent that 67,500 pieces will be used for displaying Wisconsin cheese and butter in addition to the one million glassine wrappers for wrapping cheese to be displayed in the counter baskets.

In mentioning the display baskets the manner in which they will be used will be of interest. These baskets are placed on a counter and in them are laid typical sizes of cuts of cheese in one-half, three-fourths, one pound and other odd sizes. This display on the counter has, by actual test, increased cheese sales of from 100 to 600 per cent in many test stores.

Right in this neighborhood, for instance, the Appleton "Post Crescent" conducted a cheese sales increase contest for us among the retailers in Appleton. This activity was carried on in connection with the summer meeting of the Wisconsin Dairymen's Association. Reports from the stores that were in the contest showed a gain of from 25% to 400% in cheese sales by use of the counter sales plan and the baskets.

The message of Wisconsin dairy products is being further brought to the eyes of the American housewife by paid advertising in two women's magazines. These magazines have a total paid circulation of 4,600,000 readers per month. Housewives from every state in the union and 12 foreign countries have requested recipes using Wisconsin dairy products in response to the first advertisements. Requests emanate from Japan, Ireland, Costa Rica, Palestine, Mexico, Philippine Islands, Haiti, and several others from Canada and Alaska. Among the interesting statements found in these letters was a plea to "Please rush the recipes as my doctor has placed me on a cheese diet." A re-settlement home management supervisor also wrote requesting 308 samples of cheese and as much dairy literature as could be spared for distribution among her re-settlement clients.

Another effort bringing the story of Wisconsin dairy products before the eyes of the nation has been the erection of roadside signs as follows:

Twenty-five signs within the state of Wisconsin which were furnished to the department by the National Butter Industry committee through the activity of members of the department working with this committee. These signs are erected on barns and standards on main traveled highways within the state and tell the message "More Butter—Better Meals".

Two illuminated signs have been erected on main arteries of travel near Madison, one featuring cheese, and the other butter.

Ten signs, duplicates of these last are being erected in the following cities: Chicago, Pittsburg, Louisville, Philadelphia, Cincinnati, Indianapolis, Cleveland and Milwaukee.

It is estimated that 40,000 people pass these signs every day. We have received many compliments on these signs and their message from men in the industry in the East.

One large illuminated sign is telling the Wisconsin dairy message on a main traveled street in St. Louis. This sign will be at work for 24 hours a day throughout the year. It is estimated that 80,000 people pass it daily.

A letter and recipe contest on "Why We Like Cheese" was conducted in the St. Louis area from August 18th to September 15th. Newspaper advertisements and grocery store window streamers carried the story. St. Louis housewives responded and the 200 winners received their prizes last week.

Naturally, we already had made an impression on this market, but in spite of the early gains as shown after the National Dairy Show last year, the reports on the recent campaign are very gratifying. The principal distributors on the market report very good results. In fact, the leading one states that his October sales this year are going to be his largest month in 1936, in the face of the fact that October usually is a very poor month in the St. Louis area.

We now plan to follow up by the distribution of much material to the home economics classes of the St. Louis public schools.

We have just concluded our dairy queen activity for this year which included a colorful day of dairy promotion activity throughout the city of Milwaukee on Dairy Day at the State Fair and which was concluded by the selection of Miss Delores Keyes of Spencer as Wisconsin's dairy queen. Miss Keyes is here today and I think you will all agree with me that she is every inch a queen.

The dairy queen took the prize cheese and butter from the Fair to the Texas Centennial at Dallas and made presentation of these Wisconsin dairy products to Governor Allred of Texas during the National Dairy Show last month. Needless to say the activity created a

great deal of public attention and much was gained by Wisconsin's dairy industry through the prominent mention made of this program in the newspapers throughout the nation.

Some agitators would have us believe that agriculture in the South is very hostile toward Wisconsin dairymen. The reception that was accorded the Wisconsin party and the tremendous amount of mention that was given the activity by newspapers throughout the southwest certainly seems to put the lie to the claims that such a wide difference exists between the North and the South. As a good-will gesture alone we feel that the dairy queen's trip paid for itself a hundred-fold. In order to secure additional national mention of the dairy queen activity the announcement of National Cheese Week was officially made by her from the National Dairy Show.

Additional publicity efforts have included the distribution of information with relation to Wisconsin dairy products and their consumer appeal into the wholesale and retail grocers and food merchants' magazines. As a result of this publicity we are flooded with requests from coast to coast for information and material to assist merchants in promoting Wisconsin dairy products, especially cheese.

Neither does time permit nor do I feel that your patience could endure a detailed report of the vast number of publicity activities that we have embarked upon and that we have had thrown at us through our dairy promotion work. I want to show one of the outstanding. A Wisconsin distributor of canned goods let it be known that his entire line of labels was being revised. This company was receptive to the suggestion that each can label might well bear an appropriate recipe. The outcome was the adoption of recipes which had been tested and approved by a home economist that we engaged particularly for this project. Each of the articles used were tested and found worthy of the approval of the department, and the outcome was the production of a complete new line of canned goods labels each of which bore a definite dairy products mention and use which will come to the attention of the housewife at a time when she is actually using the product. In quantity we are advised by this distributor that they have purchased two and one-half million can labels. This means but one thing to us: That we have been successful in procuring two and one-half million contacts for dairy products at the point of use in the kitchen in the home.

Now that we have developed these recipes, we plan to offer them to any canner or wholesaler whose product is worthy of our approval and by this will be gained many additional point of use contacts.

The results of our dairy promotion activity as it has been conducted might well be said to be three-fold:

First, the aim of creating a greater interest in Wisconsin's great dairy industry has been achieved to a maximum degree at a minimum cost, and second,

The dairy industry of Wisconsin has found one line of action on which factions usually opposing each other can align themselves for the betterment of all, and third,

Everyone in the industry has begun to see more than ever the necessity of producing a consistently high quality of dairy products.

THE SECRETARY: The Northern Wisconsin Products Company of Manitowoc is offering two cash prizes, the winner must be here when his number is drawn or forfeit his right to the prize. The first prize is ten dollars, the second prize is five dollars. There is 125 pounds of wash powder offered by the W. D. Carpenter Company of New York and Mr. C. W. Jeanblanc of Illinois. The winner must not necessarily be here to receive that prize. The D. F. Kuzel Company are offering a prize also which will be awarded before the close of this convention. It will be awarded here from the stage. This prize consists of ten dollars cash credit toward some of their merchandise.

PRESIDENT'S ADDRESS

EARL B. WHITING

LADIES AND GENTLEMEN: On behalf of the Wisconsin Cheese Makers' Association, I want to thank the City of Fond du Lac for their warm hospitality and the generous extension of their facilities for our use, which has done much in making this convention a success.

The officers and directors join with me in expressing pleasure over this fine attendance of good cheese makers from all parts of the state, and over the splendid co-operation of the supply houses in using our booths.

During the year that has passed since we last assembled, much has been done in your behalf by the officers of your Association. Many things have not been publicly broadcast, which may sometimes be good diplomacy. There have been meetings with the Governor, legislative hearings, and conferences with officials of the Department of Agriculture and Markets.

These meetings and conferences have had your welfare as their purpose and the officials of the Department are especially to be thanked and congratulated for the fine results they have achieved. Also I want to thank the Wisconsin Cheese Publicity Association for their successful activity in your behalf.

The work of the National Cheese Institute has been of great value and interest. I think that their sponsoring National Cheese Week and making it successful has been one of their great accomplishments. One of their most interesting activities has been that of erecting a monument at Rome, New York, to Jessie Williams who was the first man in America to build and operate a cheese factory. That man provided a place for nearby farmers to bring their milk and have it made into cheese. Other men followed suit, and the cheese industry grew from that humble beginning to what it is today,—the greatest industry in the State of Wisconsin.

I have attended numerous conventions and have heard a great many speakers. The keynote of those meetings and speeches is always

"Improved Quality." That is a very fine thing, and it produces good results. We have in Wisconsin some of the best cheese makers that there are, and they produce the finest quality cheese that there is. That fact is proven by the cheese exhibits at the National Dairy Shows and other conventions. The leading scores at those exhibitions are given to Wisconsin cheese and the biggest prizes are won by Wisconsin cheese makers.

Friends, we do produce in Wisconsin the best cheese that there is, but, I am sorry to say, not all Wisconsin cheese is the best. There is too great a difference between our best factories and our poorest factories. I want to see that difference eliminated by bringing the poorest factories up to the level of our best factories. One step in that direction would be to have legislation enacted raising the qualifications of new makers before they could be granted their license or permit.

Another step in that direction would be more rigid requirements as to suitability, maintenance and sanitation of a building before a permit is granted to open its doors as a cheese factory. I sincerely hope that a resolution to that effect will be presented here today.

I have enjoyed being president of your Association for the past three years, and it has been a pleasure to work with your directors and other officers. We have tried hard to keep all financial affairs in sound condition, and, I am proud to announce that at this time there is over \$3,002.18 in our treasury.

I look forward to what the future may hold for our great industry, and I am willing to join hands in any capacity with you in solving our mutual problems and helping carry our industry on to greater heights.

THE PRESIDENT: The next on our program is, "How many have installed refrigeration systems in their plants in the past year". Will you please tell us, Mr. Graf, how you have enjoyed it and how you like it?

MR. GRAF: As I told you last year at the convention, I intended to build the cold storage. Last summer we built this cold storage 12 x 22 with an 11 foot ceiling, and we are cooling this room with the old ice machine. We have a brine tank in the adjoining room and we force the air over this brine tank and circulate it back into the other room. We have enjoyed it very much and feel that it is something that every cheese factory in the state should have because in the summer time your cheese certainly is in good shape when you take it over to the cheese cold storage.

THE PRESIDENT: Thank you. Has any other maker installed a refrigerating system or built a cooler this year? Is there any further discussion on this question? If not, the next on our program is the second reading and disposition of amendments. An amendment to section 1, of article 4, the Board of Directors shall consist of five members and the general officers. Gentlemen, what is your pleasure with this amendment?

MR. MULLOY: Mr. Chairman, I move the amendment be adopted.

MR. SUIDZINSKI: I second it.

THE PRESIDENT: It has been moved and seconded that this amendment be adopted. Are you ready for the question? All those in favor manifest by saying aye.

Mr. Petersen, the Secretary of the Association of Commerce of Fond du Lac has a word to say to you.

MR. PETERSEN: Mr. President, Ladies and Gentlemen, Cheese Makers of Wisconsin: I asked your president for the privilege of coming before you at this time and telling you on behalf of the business and professional men of this community how much they have appreciated being host to the cheese makers of this state.

We are all conscious of the fact that cheese represents one of the leading, if not the leading, industries in this immediate trade area. So we are always gratified of the opportunity of being host to you men at your annual convention each year. You have been here two years in a row; our mayor gave you the key to the city when you came and I told your president and secretary, and I tell you now, you can throw that key away. You don't need to give it back; the city is always open to you, and if in your deliberations you can see your way clear, and if it is conducive to your best interests to come back again, we would like to have you come back and become an institution of this city. Come next year again; we will take care of you. We have learned how to overcome and iron out some of the little differences we have had, and I think last year and again this year you have had the best conventions you have had in your history.

It has been a real pleasure to know your officers and directors. They have been here various times during the year, and they have worked hard for your interest and we hope to be your host again.

THE PRESIDENT: We will now have the report of the Resolutions Committee.

MR. MULLOY: Mr. Chairman, Ladies and Gentlemen: One good thing about being chairman of the Resolutions Committee, it seems to me, the job is getting lighter every year. This job has been wished on me the last half dozen years. I have only seven resolutions to put over today and present them for your approval in rapid fire order.

Resolution No. 1

Resolved, That the Wisconsin State Cheese Makers' Association at its annual convention in Fond du Lac, November 13, 1936, extend their thanks and appreciation to the City of Fond du Lac and its officials, the exhibitors, to the many speakers who appeared on the program, and to all who helped make this Convention a success.

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

Moved, seconded and carried to adopt Resolution No. 1.

Resolution No. 2

WHEREAS, All Mighty God in his Wisdom has taken from our midst during the past year Joseph D. Beck, Madison, P. H. Peacock, Sheboygan, Byron Rowe, Plymouth, Charles Dietch, Plymouth, Philip Schwingel, Madison, Chris Abegglen, Marshfield, and Otto Rohde of California, formerly of Manitowoc,

WHEREAS, these gentlemen had each devoted a large part of their lives for the best interest of our cheese industry,

Therefore, Be It Resolved, That this convention stand with bowed heads for the period of one minute as a tribute in their memory.

I move the adoption of Resolution No. 2. Moved, seconded and carried to adopt Resolution No. 2.

Resolution No. 3

Resolved, That this convention go on record as recommending to his excellency, Governor Philip F. La Follette, the appointment of Mr. Ed F. Horn of Beaver Dam to fill the vacancy caused by the recent demise of Joseph Beck.

Mr. Chairman, I move the adoption of Resolution No. 3. Seconded and carried to adopt Resolution No. 3.

Resolution No. 4

Resolved, That we commend the Department of Agriculture and Markets for the splendid work done by the W. P. A. inspectors, that we hope they will receive appropriations to continue this work.

Mr. Chairman, I move the adoption of Resolution No. 4. Seconded and carried to adopt Resolution No. 4.

Resolution No. 5

Resolved, That we recognize the existence of a serious condition in the dairy industry which has been disclosed by the investigations of the Federal Food and Drug Administration. We believe that a Wisconsin Cheese quality improvement program is necessary to inspire and justify consumer confidence in Wisconsin cheese. We believe that such a program must involve the co-operation of farmers, cheese makers, cheese dealers and the law enforcing bodies of the State.

It is Therefore Resolved, That the Wisconsin Cheese Makers' Association should support such a program with every other such organization in Wisconsin, and that a committee of three be appointed by the President to represent this Association in other participations in the development of this program.

Mr. Chairman, I move the adoption of Resolution No. 5. Seconded and carried to adopt Resolution No. 5.

Resolution No. 6

Be It Resolved, That we congratulate Mr. Wilbur Carlson and the Department of Agriculture and Markets for the commendable way in which they have helped to further the consumption of cheese through the medium of advertising.

Mr. Chairman, I move the adoption of Resolution No. 6. Seconded and carried to adopt Resolution No. 6.

Resolution No. 7

Resolved, That we congratulate the Wisconsin Cheese Publicity Association for their commendable way in furthering the consumption of Wisconsin natural cheese through the efforts put forth thus far.

And Be It Further Resolved, That we urge every cheese factory in Wisconsin not yet a member of the Association to give its moral and financial support.

Mr. Chairman, I certainly recommend the adoption of resolution No. 7. Seconded and carried to adopt Resolution No. 7.

Mr. Chairman, that is all the resolutions we have and I certainly want to thank the dozen or dozen and a half people in the audience that voted on the resolutions.

THE PRESIDENT: Thank you. I would like to hear from Mr. Horn at this time on Resolution No. 3.

MR. HORN: Mr. Chairman and Gentlemen: I don't know as I have a great deal to say at this time but if the appointment is possible, I assure you that the cheese and butter and the general dairy industry will not lose by placing their faith in me. I thank you.

MR. MULLOY: Mr. Chairman, with your permission I would like to say just a word or two about that resolution No. 3. I can very readily assure you that the Committee on Resolutions are only too glad to have some such resolution, but despite the fact that we passed a resolution today, I don't feel that is sufficient. I am going to make the special request of every cheese maker in this audience and of every cheese maker in the state of Wisconsin to personally write a letter of recommendation to your Governor recommending that he appoint Ed. F. Horn for that position. You have known him for as many years and some of you longer than I have known him. I have known him for the past twenty-five years and met him year after year; we saw him fight for the betterment of the cheese industry and the least we can do for our cheese industry is to write that letter of recommendation to Gov. La Follette.

THE PRESIDENT: We will have the report from the nominating committee, Mr. E. W. Martin, secretary of the nominating committee.

MR. MARTIN: Mr. President, Ladies and Gentlemen: The nominating committee deliberated this afternoon and have placed candidates that we are sure are willing to give their time and effort to promote this association. For your president we have nominated a man that has the personality to lead an organization of this kind. He is honest and sincere in his work, very diligent, and we know that he will carry on the work as a president should of an organization of this kind. The motion that was made you will hear. A motion made and seconded that we unanimously nominate Mr. Earl Whiting as president, carried.

THE VICE PRESIDENT: Ladies and Gentlemen, you have heard the nomination made by the nominating committee for president. Are there any other nominations from the floor?

MR. M. M. SCHAETZL: Mr. Chairman, I move the nominations be closed. Motion seconded.

THE VICE PRESIDENT: It has been moved and seconded that the nominations be closed. All in favor of the motion signify by saying aye. Carried.

MR. MULLOY: Mr. Chairman, in view of the fact that we have only one nominee, I move the secretary be instructed to cast the unanimous ballot for Mr. Writing as president for the coming year. Motion seconded.

THE VICE PRESIDENT: You have heard the motion and the second; all those in favor of that motion signify by saying aye. Contrary? The motion is carried and Mr. Whiting is elected president.

MR. WHITING: I want to thank you ladies and gentlemen, and I will surely try and carry out the work of this association for your benefit as much as possible, and at any time if any member of this association would give us any advice or anything for the benefit of the industry, we will certainly appreciate it and try and carry your wishes out. I thank you.

MR. MARTIN: For your vice president we have nominated a man that is well known to all of you, and has always stood ready to meet at any time, who is none other than Mr. Leonard Kopitzke for vice president.

THE PRESIDENT: Ladies and gentlemen, you have heard the nominations; are there any other nominations from the floor?

A VOICE: I move the nominations be closed. Motion seconded and carried.

MR. MULLOY: Mr. Chairman, I again move that we suspend the rules and have the secretary cast the unanimous ballot for Mr. Kopitzke as vice president. Motion seconded and carried.

MR. KOPITZKE: Mr. Chairman, I haven't very much to say but I will do what I can for the association and what I have done in the past and I will do it again in the future.

MR. MARTIN: Those of you who have had the pleasure of being a secretary of an organization of this kind know what it means to be secretary and to prepare a program. Now, the nominating committee felt that your present secretary was well worthy of re-election and therefore made this motion to nominate Mr. Ebert as your secretary and it was carried unanimously.

THE PRESIDENT: Are there any other nominations?

MR. SCHROEDER: I move the nominations be closed. Motion seconded and carried.

MR. MULLOY: Mr. Chairman, I move again the rules be suspended and the unanimous ballot be cast for Mr. Ebert for secretary of the coming year. Motion seconded and carried.

MR. EBERT: Ladies and gentlemen, I want to thank you for again honoring me with your unanimous selection. Even though the job is

rather heavy, a man has to at certain times sacrifice in his own business. There is considerable work connected with the Secretary's office but on the other hand there is some pleasure connected with it also, and I enjoy these wide contacts that a man gets through an office like that, otherwise probably the burden would really out-weigh the pleasure of the job. I want to thank you again for the honor.

MR. MARTIN: The next is the treasurer. The nominating committee has also made the following motion: Motion made and seconded that Mr. Walter Schmidt be nominated as treasurer. Carried.

THE PRESIDENT: Are there any other nominations?

MR. GRAF: I move the nominations be closed. Motion seconded and carried.

MR. GRAF: I move the secretary be instructed to cast the unanimous ballot for Walter Schmidt as treasurer for the ensuing year. Motion seconded and carried.

MR. SCHMIDT: I thank you for the honor, and I will do the best I can, not for my personal benefits but for the good of the association.

MR. MARTIN: Motion made and seconded we nominate Mr. John Peters as director.

MR. SCHROEDER: Mr. Chairman, I move the nominations be closed. Motion seconded and carried.

MR. MARTIN: I move the rules be suspended and the Secretary cast the unanimous ballot for Mr. John Peters as director. Motion seconded and carried.

MR. PETERS: Ladies and gentlemen, I have had the honor of being a director now for a number of years, and I thank you for the honor again.

MR. MARTIN: For director the motion was made and seconded we nominate M. M. Schaetzel as director. Carried. Then about that time information came to us in case any change be made that they would like to recommend to have a representative in the southwestern part of the state, so we have placed as the second choice, if there should be such, Mr. August Janssen.

THE PRESIDENT: Are there any other nominations? If not I declare the nominations closed. We will have to have the ballots distributed. I will ask Steve Suidzinski, Mr. Graf and Mr. Schroeder to act as tellers.

Gentlemen, I will give you the results of the ballot. There were 82 ballots cast and it is necessary for one of them to have 42, and Mr. Janssen receives 45 and Mr. Schaetzel 37.

MR. GRAF: Mr. Chairman, I move that the informal ballot be declared formal and Mr. Janssen be declared elected for the next three years. Seconded.

THE PRESIDENT: Gentlemen, it has been moved and seconded that the informal ballot be declared formal and Mr. Janssen elected as director for the ensuing three years. Motion carried.

THE PRESIDENT: Next on our program we have the recommendation for the next convention city. I have a couple telegrams to read here. A telegram from Wausau, Wisconsin, to E. J. Ebert, Wisconsin Cheese Makers' Association, Convention Hall, Fond du Lac, Wis. Hotel Wausau extends invitation to hold the 1937 convention in Wausau. Hotel Wausau, R. F. Krusko, Mgr.

Another one from C. E. Broughton to E. P. Whiting, President, Wisconsin Cheese Makers' Association, Retlaw Hotel:

In line with my editorial of Monday, I desire to extend an invitation to the Wisconsin Cheese Makers' Association to hold its 1937 convention in Sheboygan. I will be very glad to meet with the directors and take up the matter of details and finances for that convention. I think you will concede that Sheboygan is an advantageous point for a convention and we assure the officers and members the same consideration we have given in former years. The vast amount of publicity which your association has received since meeting in cities of moderate size is an argument favoring their recognition. On the eve of leaving for a meeting in Chicago may I extend to the convention officers and delegates my best wishes for a very profitable convention in Fond du Lac.

C. E. BROUGHTON, *Editor*.

Is there any discussion for our next convention city? If not, we will award these prizes at this time. I would like to ask the directors and officers after these prizes are awarded to go to the secretary's office to hold a meeting.

The convention will stand adjourned.

A. J. KAEMPFER, *Official Reporter*,
2644 Chamberlain Avenue,
Madison, Wisconsin.

C. J. EBERT, *Secretary*,
Gresham, Wisconsin.

FIRST, SECOND, AND THIRD PRIZE WINNERS IN THE
VARIOUS CLASSES AT THE 1936 CONVENTION

Class I

American cheese any style made before August 1, 1936

No.		Score
101	August Brandt, Kewaunee	97½
157	Steve Suidzinski, Denmark	97
129	Otto Yordi, Hortonville	96¾

Class II

American cheese made during August or September 1936

203	Edward Peck, Pound	96½
247	Wm. Kusta, Bonduel	96¼
220	August Brandt, Kewaunee	96

Class III

American cheese made after September 30, 1936

354	H. J. Kuschel, Pound	96
314	Alfred R. Hoffman, Edgar	95½
346	Emil K. Sonnenburg, Cato	95¼

Class IV

Colby type cheese

420	Henry Haesler, Eldorado	94½
422	Roland W. Mattes, Chilton	94
404	Walter Rindfleisch, Marshfield	93½

Class V

Drum Swiss cheese

509	Ernest Klossner, Clayton	94½
502	Gottlieb Raber, Clayton	94
503	Otto Thalmann, Basco	92½

Class VI

Block Swiss cheese

606	John Rechsteiner, Blue Mounds	93¾
604	John Metzger, Hollendale	93½
602	John Erb, Rice Lake	92½

Class VII

Limburger cheese

706	Joseph Konrad, Monroe	94¾
705	Walter F. Mueller, Riley	94
702	Walter Minnig, Monticello	93¾

Class VIII

Brick cheese

809	Fred Bleuer, Cambria	95
808	Alfred Gurtner, Rubicon	94¾
821	W. F. Schiefelbein, Burnett	94½

Class IX

Muenster cheese

906	Paul Hilfiker, Watertown	93¼
909	John Faeh, Waupun	93
910	Gottfried Moser, Beaver Dam	92½

Class A

Highest Honor Cheese Makers

A1	P. H. Kasper, Bear Creek	94½
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LIST OF EXHIBITORS AT THE 1936 CONVENTION, THEIR
ENTRY NUMBER, SCORE, AND AMOUNT OF CHECK
IN PAYMENT OF ENTRY

Class I

No.		Score	Check
101	August Brandt, Kewaunee	97 $\frac{1}{2}$	\$0.00
102	L. E. Kopitzke, Marion	92 $\frac{1}{2}$	2.30
103	Adolph Dieck, Marion	91 $\frac{1}{2}$	2.63
104	Chas. Risse, Random Lake	93 $\frac{3}{4}$	1.14
105	C. F. Heckman, Newton	92	2.96
106	Fred Krummenacher, Kaukauna	91	1.79
107	Jos. Gubeli, Thorp	92 $\frac{1}{4}$	3.60
108	Adolph Herold, Greenleaf	92 $\frac{1}{2}$	2.79
109	Fred J. Chapman, Sheboygan Falls	94	2.96
110	Alfred Berweger, Sanborn	90 $\frac{1}{2}$	9.36
111	Oscar Stock, Manitowoc	94 $\frac{3}{4}$	2.29
112	Laurence Huss, Suring	94 $\frac{3}{4}$	2.46
113	Alfred Pagel, Denmark	92	12.00
114	Math. Lensmire, Cascade	95 $\frac{3}{4}$	3.12
115	L. J. Blahnik, Two Rivers	94 $\frac{3}{4}$	2.63
116	H. W. Behrens, Plymouth	92 $\frac{3}{4}$	2.96
117	R. O. Freund, Hilbert	91 $\frac{3}{4}$	1.63
118	Paul Viktora, East Dubuque, Ill.	95	4.44
119	Otto P. Kroeger, Tigerton	92	2.30
120	Charles Lecher, Random Lake	91 $\frac{1}{2}$	8.53
121	I. J. Koschak, Willard	91 $\frac{1}{4}$	1.79
122	Theo. Dickrell, Junction City	91 $\frac{1}{2}$	7.25
123	John Lemkuil, Plymouth	92	3.12
124	Earl B. Whiting, Gillett	92 $\frac{1}{2}$	2.30
125	Frank Krizesky, Manitowoc	94	.95
126	Otto A. Klotzbuecher, Clintonville	93 $\frac{3}{4}$	1.30
127	L. H. Reisner, Suring	95 $\frac{1}{4}$	1.46
128	John Levash, Coleman	94 $\frac{1}{2}$	2.30
129	Otto H. Yordi, Hortonville	96 $\frac{5}{8}$	2.63
130	E. J. Conger, Plymouth	94 $\frac{1}{2}$	3.12
131	S. E. Goetschel, Cleveland	92 $\frac{1}{2}$	1.96
132	Arnold Ohlrogge, Denmark	95 $\frac{3}{4}$	1.46
133	William Kusta, Bonduel	94 $\frac{3}{4}$	2.30
134	Oscar Peterson, Bonduel	95	1.30
135	Henry Sylvester, Gillett	95 $\frac{1}{4}$	2.30
136	John R. Reynolds, Kewaunee	94 $\frac{1}{2}$	2.30
137	Henry J. Loehr, Calvary	94 $\frac{1}{2}$	2.46
138	H. L. Mehlberg, Bonduel	95 $\frac{1}{4}$	2.30
139	Edwin H. Schroeder, Glenbeulah	92	2.96
140	Edward F. Lensmire, Cascade	94 $\frac{3}{4}$	3.12
141	Hugo Wenzel, Fredonia	90 $\frac{3}{4}$	2.12
142	Alfred R. Hoffman, Edgar	94 $\frac{3}{4}$	1.30
143	W. F. Meyer, Oostburg	93 $\frac{3}{4}$	3.29
144	Elmer Johnston, Oconto	96 $\frac{1}{4}$	1.30
145	Geo. W. Newman, Plymouth	90	3.96
146	E. P. Mitchell, Clintonville	93	1.28
147	A. H. Graf, Zachow	93 $\frac{3}{4}$	2.46
148	Edward J. Scray, De Pere	96	2.13
149	Henry Bolli, Oshkosh	90 $\frac{1}{2}$	2.46
150	Emil K. Sonnenberg, Cato	94	2.30
151	John F. Lensmire, Marathon	93 $\frac{1}{2}$	3.29
152	Milferd Peters, Plymouth	91 $\frac{1}{4}$	2.96
153	George Sommer, Wausau	94 $\frac{3}{4}$	1.96
154	E. J. Kust, Oconto Falls	94 $\frac{1}{2}$	1.13
155	H. J. Kuschell, Pound	93 $\frac{3}{4}$	1.30
156	E. H. Peters, Sugar Bush	95 $\frac{3}{4}$	4.44
157	Steve Suidzinski, Denmark	97	2.30
158	E. F. Peck, Pound	94 $\frac{1}{2}$	2.46
159	Arthur Ott, Stratford	94	2.12
160	John Bahler, Campbellsport	92 $\frac{3}{4}$	2.46
161	Ray E. Wifler, Glenbeulah	94 $\frac{3}{4}$	2.96
162	Earl Schneider, Denmark	94 $\frac{3}{4}$.98
163	M. Mullens, Edgar	95	2.63
164	Hubert J. Ruetton, Dodgeville	93 $\frac{3}{4}$	2.46
165	Thomas S. Martin, Navarino	91 $\frac{3}{4}$	1.30
166	Armin Hernke, Hilbert	91 $\frac{1}{2}$	11.48
167	Paul E. Ott, Wausau	89	1.30
168	H. C. Kaufman, Plymouth	93	2.63
169	M. M. Schaetzl, Athens	89	2.30
170	Peter J. Heisler, Theresa	90	3.60
171	Geo. Hernke, Chilton	92 $\frac{1}{2}$	3.29
172	Geo. Hernke, Chilton (Complimentary)	92	3.29

Class II

No.		Score	Check
201	Ray E. Wifler, Glenbeulah	92 $\frac{1}{4}$	\$2.96
202	M. Mullens, Edgar	92	3.29
203	Edward Peck, Pound	96 $\frac{1}{2}$	0.00
204	W. F. Meyer, Oostburg	95	3.29
205	E. K. Sonnenberg, Cato	95	2.46
206	Joseph Wunsch, Marshfield	95 $\frac{1}{2}$	1.63
207	Alfred Berweger, Sanborn	91	10.04
208	Alfred Kunz, Stitzer	89	1.46
209	H. J. Kuschell, Pound	95 $\frac{1}{2}$	2.30
210	E. H. Schroeder, Glenbeulah	91 $\frac{1}{2}$	2.79
211	Steve Suidzinski, Denmark	95 $\frac{3}{4}$	2.30
212	G. H. Seannell, Eden	93 $\frac{1}{2}$	2.30
213	John R. Reynolds, Kewaunee	94	2.30
214	Ernest Kropf, Ridgeway	89	4.12
215	Rudolph Jaehnig, Two Rivers	91 $\frac{3}{4}$	2.29
216	H. L. Mehlberg, Bonduel	94	2.13
217	H. C. Kaufman, Plymouth	92	2.63
218	E. J. Scray, De Pere	92	5.24
219	Edward W. Heinen, Junction City	92 $\frac{1}{4}$	1.30
220	August Brandt, Kewaunee	96	1.96
221	I. J. Koschak, Willard	93 $\frac{1}{2}$	2.63
222	C. A. Norlander, River Falls	91 $\frac{1}{2}$	1.96
223	Herbert Free, Cedarburg	91 $\frac{1}{2}$	2.12
224	Jerome L. Reif, Peshtigo	92 $\frac{3}{4}$	2.63
225	Adolph Kalorik, Denmark	93 $\frac{1}{2}$	10.36
226	A. H. Fiedler, Glenbeulah	90	2.63
227	E. H. Peters, Sugar Bush	92 $\frac{1}{4}$	2.46
228	Adolph Dieck, Marion	91 $\frac{1}{2}$	2.46
229	C. J. Krebsbach, Joel	91	1.30
230	E. J. Kust, Oconto Falls	92 $\frac{3}{4}$	2.30
231	Alfred Pagel, Denmark	93	11.32
232	Art M. Clarksen, Lena	94	1.30
233	Ed. Finkelmeier, Newton	95	1.96
234	John H. Peters, Plymouth	92 $\frac{3}{4}$	3.12
235	M. S. Tlachac, Brussels	93 $\frac{1}{2}$	9.04
236	Ed. Vodak, West Lima	93	2.96
237	H. W. Behrens, Plymouth	94	2.96
238	Ray Wadzinski, Edgar	90 $\frac{3}{4}$	1.30
239	W. H. Krumrey, Gillett	94 $\frac{1}{4}$	2.63
240	C. C. Brick, Brillion	91	2.30
241	G. F. Specht, Sheboygan	91 $\frac{3}{4}$	3.12
242	Edward Rott, Maribel	93	2.63
243	L. E. Kopitzke, Marion	92 $\frac{3}{4}$	2.30
244	Paul Viktora, East Dubuque, Ill.	92 $\frac{1}{4}$	4.60
245	C. F. Heckman, Newton	92 $\frac{3}{4}$	3.29
246	Ed. Grimm, Two Rivers	93 $\frac{1}{2}$	3.29
247	Wm. Kusta, Bonduel	96 $\frac{1}{4}$	2.46
248	Henry J. Loehr, Calvary	92 $\frac{1}{4}$	4.28
249	Ernest Niklaus, Weyauwega	92	3.46
250	Rueben Abraham, Van Dyne	93	1.30
251	L. B. Kohlman, St. Cloud	90	2.96
252	Fred J. Chapman, Sheboygan Falls	93	3.12
253	Ernest J. Lemkuil, Plymouth	93 $\frac{1}{2}$	3.29
254	Alfred Seiler, Eldorado	92 $\frac{1}{4}$	3.44
256	J. J. Voith, Junction City	91 $\frac{3}{4}$	10.20

Class III

No.		Score	Check
301	L. B. Kohlman, St. Cloud	91 $\frac{3}{4}$	\$3.12
302	Louis F. Perronne, Plymouth	92 $\frac{1}{2}$	3.29
303	Walter R. Schmidt, Sheboygan Falls	93 $\frac{3}{4}$	5.08
304	Otis V. Kidd, Soldiers Grove	94 $\frac{1}{4}$	4.96
305	Geo. F. Specht, Sheboygan	93 $\frac{3}{4}$	2.79
306	Wm. Albers, St. Cloud	93 $\frac{1}{4}$	2.96
307	Virgil Ammerman, Readstown	93 $\frac{1}{4}$	1.46
308	Joseph J. Foral, Suring	91 $\frac{3}{4}$	1.30
309	Edwin H. Schroeder, Glenbeulah	94	2.79
310	E. J. Conger, Plymouth	93 $\frac{1}{2}$	3.29
311	Art. Clarksen, Lena	94 $\frac{1}{4}$	2.30
312	Elmer Korth, Two Rivers	92 $\frac{1}{4}$	2.12
313	Ed. Grimm, Two Rivers	92 $\frac{3}{4}$	3.29
314	Alfred R. Hoffman, Edgar	95 $\frac{1}{2}$	2.46
315	Leo Biel, Stanley	93 $\frac{3}{4}$	1.30
316	Martin Repitz, Kewaunee (Complimentary)	93	2.12
317	Frank J. Berg, Ridgeway	92	3.60
318	August Brandt, Kewaunee	94 $\frac{3}{4}$	1.96
319	Henry J. Loehr, Calvary	93	2.13

320	Robert Habighorst, Bonduel	93	1.46
321	John Levash, Coleman	93 $\frac{1}{2}$	2.30
322	S. E. Goetschell, Cleveland	93 $\frac{3}{4}$	2.96
323	Frank J. Pavlik, Two Rivers	93	2.29
324	George Spech, Stratford	93	2.29
325	Geo. W. Newman, Plymouth	93	10.04
326	Steve Suidzinski, Denmark	94 $\frac{1}{2}$	3.12
327	Fred J. Chapman, Sheboygan Falls	91 $\frac{3}{4}$	2.96
328	M. M. Schaetzel, Athens	91	2.46
329	H. W. Behrens, Plymouth	91 $\frac{1}{2}$	3.12
330	Paul Viktora, East Dubuque, Ill.	91 $\frac{3}{4}$	4.60
331	John Lemkuil, Plymouth	93 $\frac{1}{2}$	3.12
332	M. S. Tlachac, Brussels	92 $\frac{1}{2}$	4.12
333	Alfred Berweger, Sanborn	95	10.52
334	Fred Lebeck, Marshfield	93	1.30
335	Val. Kohlman, Malone	92 $\frac{3}{4}$	2.46
336	Edward J. Kust, Oconto Falls	92	2.30
337	Edward F. Winter, Cecil	92 $\frac{1}{4}$	9.56
338	A. H. Fiedler, Glenbeulah	89	2.46
339	Richard A. Lensmire, Whitelaw	92 $\frac{3}{4}$	3.12
340	John Greiner, Appleton	91 $\frac{1}{2}$	2.30
341	J. W. Olm, Reedsville	92 $\frac{3}{4}$	1.30
342	Leon Vodak, West Lima	93 $\frac{3}{4}$	2.45
343	Jos. Herold, Maribel	94 $\frac{1}{4}$	3.29
344	Rudolph Jaehnic, Two Rivers	92 $\frac{1}{2}$	3.12
345	E. J. Scray, De Pere	92 $\frac{1}{4}$	5.40
346	Emil K. Sonnenberg, Cato	95 $\frac{1}{4}$	2.46
347	Walter A. Treptow, Cambria	91 $\frac{1}{4}$	2.29
348	Geo. Zimmerman, Newton	93 $\frac{1}{4}$	2.29
349	Hugo C. Kielsmeier, Kingston	93 $\frac{3}{4}$	3.16
350	Arnold A. Drews, Neenah	91	2.46
351	Lester Kielsmeier, Kingston	92 $\frac{3}{4}$	4.44
352	Math. Lensmire, Cascade	92 $\frac{1}{2}$	3.12
353	Peter J. Heisler, Theresa	92 $\frac{3}{4}$	4.28
354	H. J. Kuschel, Pound	96	0.00
355	Herbert Hartman, Oshkosh	92	1.63
356	John F. Lensmire, Marathon	92 $\frac{1}{2}$	2.79
357	George Gauthier, Lena	92	.30
358	Alfred Kunz, Stitzer	89 $\frac{1}{2}$	2.30
359	Edward F. Lensmire, Cascade	92 $\frac{1}{4}$	2.30
360	Harry Morgan, Eden	94	3.12
361	W. F. Meyer, Oostburg	93 $\frac{1}{4}$	3.29
362	Fred Krummenacher, Kaukauna	92	2.63
363	E. H. Fischer, Cedar Grove	92 $\frac{1}{2}$	9.36
364	W. H. Krumrey, Gillett	93	2.30
365	Jerome L. Reif, Peshtigo	92	2.13
366	C. A. Kraak, Richland Center	92 $\frac{3}{4}$	1.13
367	Ernest Kaufman, Calvary	92	10.00
368	Ernest Kaufman, Calvary (Complimentary)	93 $\frac{1}{4}$	11.00
369	Chas. L. Webb, Glenbeulah	91 $\frac{1}{2}$	4.28

Class IV

No.		Score	Check
401	Benjamin R. Hotman, Lake Mills	93	\$1.96
402	John Feutz, Lake Mills	91 $\frac{1}{4}$	2.96
403	Fred W. Nussbaumer, Waldo	91 $\frac{1}{4}$	1.96
404	Walter Rindfleisch, Marshfield	93 $\frac{1}{2}$	3.30
405	Edward F. Lensmire, Cascade	92	2.79
406	David Zobel, Watertown	91 $\frac{1}{2}$	6.68
407	Ernest A. Tracy, Plymouth	91	2.96
408	Jerome L. Reif, Peshtigo	92 $\frac{1}{4}$	2.79
409	Rudolph L. Huegli, Juneau	93	1.79
410	Walter Huegli, Juneau	92 $\frac{1}{2}$	6.52
411	H. P. Mulloy, Kiel	90 $\frac{1}{2}$	2.79
412	Math. Lensmire, Cascade	92	2.79
413	Martin Rohde, Newton	91 $\frac{3}{4}$	5.68
414	Gottfried A. Friedli, Neosha	92	2.96
415	Arthur Truttschell, Sheboygan Falls	92 $\frac{1}{2}$	2.96
416	Harold J. Baumgart, Colby	90 $\frac{1}{2}$	1.13
417	Otto L. Baumgart, Colby	88	1.46
418	Elmer E. Hitzke, Hamburg	91 $\frac{1}{2}$	2.13
419	Oliver Olson, Dresser Junction	92 $\frac{1}{2}$	3.76
420	Henry Haesler, Eldorado	94 $\frac{1}{2}$	0.00
421	L. E. Kopitzke, Marion	92 $\frac{1}{4}$	2.13
422	R. W. Mattes, Chilton	94	2.96
423	A. G. Stemper, Clintonville	92	2.13
424	Jacob Tshan, Reeseville	89	1.63
425	Henry J. Loehr, Calvary	93 $\frac{1}{4}$	2.13
426	Norbert Schmitz, Plymouth	88 $\frac{1}{2}$	2.79

Class V

No.		Score	Check
501	Otto Anderegg, Basco	91 $\frac{1}{4}$	\$28.45
502	Gottlieb Raber, Clayton	94	40.80
503	Otto Thalman, Basco	92 $\frac{1}{2}$	31.63
504	Ray Wadzinski, Edgar	90 $\frac{1}{2}$	32.44
505	John A. Grossenbacher, Clear Lake	91 $\frac{1}{2}$	34.67
506	Ernest Siegenthaler, Darlington	92 $\frac{1}{2}$	29.54
507	Eugene Wirz, Rice Lake	91 $\frac{1}{2}$	35.24
508	B. Buesser, Dallas	91 $\frac{3}{4}$	31.01
509	Ernest Klossner, Clayton	94 $\frac{1}{2}$	31.25
510	Ernest J. Buholzer, Monroe	91 $\frac{1}{2}$	32.01
511	Walter Jegerlehner, Darlington	90	33.53
512	Fred Reber, Rice Lake	91	30.68
513	Fred A. Kuenzi, Rice Lake	92	33.15
514	Gottfried Erb, Rice Lake	86	35.05
515	John Erb, Rice Lake	89	33.58

Class VI

No.		Score	Check
601	John Blickenstorfer, Argyle	90	\$3.13
602	John Erb, Rice Lake	92 $\frac{1}{2}$	2.99
603	Ernest Aschliman, Blue Mounds	92 $\frac{1}{2}$	3.94
604	John Metzger, Hollendale	93 $\frac{1}{2}$	4.94
605	Eugene Wirz, Rice Lake	92	4.13
606	John Rechsteiner, Blue Mounds	93 $\frac{3}{4}$	0.00

Class VII

No.		Score	Check
701	Rudolph Speich, Monticello	92 $\frac{1}{2}$	\$1.10
702	Walter Minnig, Monticello	93 $\frac{3}{4}$	1.10
703	John Minnig, Monticello	93	1.63
704	Warner Salzman, Woodland	91 $\frac{1}{2}$	1.10
705	Walter F. Mueller, Riley	94	.79
706	Joseph Konrad, Monroe	94 $\frac{3}{4}$	0.00
707	Paul Wysbrod, Basco	92 $\frac{3}{4}$	2.25
708	Fred Gurtner, Hartford	92 $\frac{3}{4}$	2.25
709	Werner Thueler, Eldorado	93	0.00
711	Paul Forster, Monroe	93	.63
712	John Wahlen, Fox Lake	89	1.25

Class VIII

No.		Score	Check
801	A. H. Graf, Zachow	91 $\frac{1}{2}$	\$1.75
802	Gottlieb Wyss, Hartford	91 $\frac{3}{4}$	1.90
803	George Dittberner, Horicon	92	1.04
804	Arthur A. Raether, Watertown	90 $\frac{3}{4}$	2.20
805	Muetzenberg, Dane (Jake Muetzenberg)	90 $\frac{1}{2}$	3.35
806	T. C. Indermuehle, Woodland	90 $\frac{1}{2}$.90
807	John Inabnet, Mayville	93	3.20
808	Adolph Gurtner, Rubicon	94 $\frac{3}{4}$	1.75
809	Fred Bleuer, Cambria	95	0.00
810	Elmer Tesch, Friesland	91	.90
811	Hans Tschan, Watertown	92	.75
812	Ernest Wuethrich, Bruce	90 $\frac{1}{2}$	1.04
813	Alfred Ryser, Cambria	91 $\frac{1}{2}$.90
814	Ernest Indermuehle, Fox Lake	92 $\frac{3}{4}$	1.75
815	Ernest Zuberbuecher, Fox Lake	93	.75
816	Jacob Disler, Allenton	92	1.62
817	Emil Neuman, Beaver Dam	94 $\frac{1}{4}$	1.87
818	Werner Salzman, Woodland	92 $\frac{1}{2}$	2.33
819	Fred Haesler, Elkhart Lake	92 $\frac{1}{2}$.90
820	John Faeh, Waupun	92 $\frac{3}{4}$	2.04
821	W. F. Schiefelbein, Burnett	94 $\frac{1}{2}$.90
822	John Bieri, Jackson (Too late to be scored)		3.87

CLASS IX

No.		Score	Check
901	Wm. Milbrand, Beaver Dam	89 $\frac{1}{2}$	\$1.04
902	Jos. Schmid, Beaver Dam	89 $\frac{1}{2}$	3.49
903	Fred Bleuer, Cambria	89	2.48
904	Louis Kneubuchler, Randolph	86	1.33
905	Jacob Kropf, Beaver Dam	91	2.14
906	Alfred Ryser, Cambria	92	2.33
907	Ernest Zuberbuehler, Fox Lake	89	1.90
908	Paul Hilfiker, Watertown	93 $\frac{1}{4}$	0.00
909	John Faeh, Waupun	93	2.19
910	Gottfried Moser, Beaver Dam	92 $\frac{1}{2}$.90
911	Werner Salzman, Woodland	91	1.61

Honor Class A

Al P. H. Kasper, Bear Creek94½ Returned cheese

The cheese entered at the 1936 convention was from the 37 following counties:

Ashland	3	Marinette	8
Barron	8	Manitowoc	24
Brown	10	Oconto	16
Calumet	5	Outagamie	6
Clark	4	Ozaukee	1
Columbia	5	Pierce	1
Crawford	1	Polk	2
Dane	6	Portage	2
Dodge	29	Richland	2
Door	2	Rusk	1
Fond du Lac	16	Shawano	16
Grant	5	Sheboygan	48
Green	6	St. Croix	1
Green Lake	2	Washington	3
Iowa	5	Waupaca	5
Jefferson	4	Wood	2
Kewaunee	7	Winnebago	4
Lafayette	1	Vernon	1
Marathon	18	County not stated	7

Sheboygan County had the greatest number of entries both in 1935 and 1936 and Dodge beat Manitowoc for second place.

The total number of entries in the scoring contest were 287 divided in ten classes in the following order:

Class I	72	Class VI	6
Class II	55	Class VII	11
Class III	69	Class VIII	21
Class IV	26	Class IX	11
Class V	15	Honor Class A	1

Financial statement of funds deposited in State Treasury:

RECEIPTS

Balance in fund Nov. 12, 1935	\$2369.64
Nov. 16, 1936—705 Membership fees	705.00
Total	\$3074.64

DISBURSEMENTS

Nov. Bureau of Purchases, stationery	\$ 5.51
Jan. 28, 1936, Transferred by State to Association treasury	3069.13
	\$3074.64

This account is now closed out and all receipts are carried in the Association treasury.

FINANCIAL STATEMENT OF SECRETARY'S DONATION
AND PROGRAM FUND

Receipts

Balance on hand at Nov. 12, 1935 audit	\$ 759.72
Nov. 13 National Cheese Institute, Book Ad.	17.50
Nov. 13 Reynolds Metals Co., Book Ad.	17.50
Nov. 13 Olson Publishing Co., Book Ad.	9.00
Nov. 13 Cheese Box Institute, Book Ad.	17.50
Nov. 13 Damrow Bros. Co., Booths and Book Ad.	77.50
Nov. 13 General Refrigerator Sales Co., Booth	30.00
Nov. 13 The Peter Fox Sons Co., Book Ad.	9.00
Nov. 13 The Diversey Corp., Book Ad.	9.00
Nov. 13 Marschall Dairy Lab'y, Booth and Book Ad.	47.50
Nov. 13 D. & F. Kusel Co., Booths and Book Ad.	77.50
Nov. 13 Hotel Retlaw, Book Ad.	17.50
Nov. 16 705 Memberships	705.00
Nov. 16 22 Memberships through mail	22.00
Nov. 16 Kellogg Rennet Co., 1/2 Booth	15.00
Nov. 16 Sheboygan Bandage Factory, Book Ad.	9.00
Nov. 16 Midwest Creamery Co., Book Ad.	17.50
Nov. 16 Cheese Sales	151.00
Nov. 16 Cheese Sales	48.51
Nov. 16 S. E. Wis. Cheese Ass'n, Book Ad.	17.50
Nov. 16 Dance Receipts	100.00
Nov. 19 Damrow Bros., Dance Tickets	14.55
Nov. 19 J. B. Ford Co., Book Ad.	9.00
Nov. 19 General Food Sales Co., Booth and Ad.	39.00
Nov. 19 Verley Products Corp., Book Ad.	17.50
Nov. 19 Insulation Service Inc., Booth	30.00
Nov. 22 Toledo Scale Co., Booth	30.00
Nov. 23 F. Hurlbut Co., Booth and Book Ad.	39.00
Nov. 25 C. Reiss Coal Co., Book Ad.	9.00
Nov. 26 Colonial Salt Co., Booth and Book Ad.	39.00
Nov. 26 C. A. Straubel Co., Convention Cheese	1865.88
Nov. 26 Sheboygan County Ass'n, Prize Money	85.00
Dec. 1 Entry fees by mail	41.00
Dec. 2 Cheese Makers' Mutuals, 1/2 Booth	15.00
Dec. 14 D. Picking Co., Book Ad.	9.00
Dec. 14 R. J. Vogt, Membership	1.00
Dec. 14 Retlaw Hotel Cheese	20.32
Dec. 28 Erwin Schwenzen, Booth and Book Ad.	47.50
1936	
Jan. 2 Upstate Chemical Co., Book Ad.	9.00
Jan. 2 Cheese Maker Book Co., Book Ad.	9.00
Jan. 13 Geuder Paeschke & Frey Co., Book Ad.	17.50
Jan. 17 Miller Automatic Service Booth	30.00
Jan. 28 State Treas., Balance of Fund Transfer	3069.13
Jan. 28 Fond du Lac Ass'n of Commerce, Refund	6.69
July 20 Robert Wilbern Ass'n. of Commerce, Refund	53.00
July 29 Kellogg Rennet Co., 1934 Account	26.95
Aug. 29 Harold Suidzinski, Refund	1.00
Aug. 29 Paul Viktora, Cash for Cards	3.00
Aug. 29 Marschall Dairy Laboratory, Book Ad.	17.50
Aug. 29 Midwest Creamery Co., Book Ad.	9.00
Sept. 5 Walter Voechting Co., Booth and Book Ad.	39.00
Sept. 22 Sheboygan Falls Creamery, Book Ad.	10.00
Sept. 24 R. C. Jorgensen Co., Prize Money	18.00
Sept. 25 Morton Salt Co., Prize Money	5.00
Sept. 28 Oconto Falls Creamery, Book Ad.	9.00
Sept. 28 W. C. Bleick Creamery Prize Money	10.00
Sept. 30 Chippewa Cheese Corp., Prize Money, Shawano	10.00
Oct. 1 Chippewa Cheese Corp., Prize Money, Stanley	12.00
Oct. 1 Cheese Sales	9.00
Oct. 20 Scott McCormick, Membership	1.00
Nov. 2 Winnebago Cheese Co., Book Ad.	9.00
Nov. 2 Pauly & Pauly Cheese Co., Book Ad.	9.00
Nov. 2 Dairy Supply Co., Book Ad.	9.00
Nov. 2 Schwartz Mfg. Co., Book Ad.	20.00
Nov. 2 Fairmont Creamery Co., Book Ad.	9.00
Nov. 2 Dept. Agr. & Markets, Annual Appropriation	600.00
Nov. 2 The Heil Co., 1/2 Booth	15.00
Nov. 2 R. & R. Salt Co., Book Ad.	9.00
Nov. 4 C. A. Straubel Co., Book Ad.	17.50
Nov. 4 De Laval Separator Co., Booth and Book Ad.	50.00
Nov. 4 W. D. Carpenter Co., Book Ad.	9.00
Nov. 6 Wis. Dairy Laboratory	9.00
Nov. 6 Howard A. Berry, 1/2 Booth	15.00

Nov. 6	Damrow Bros. Co., Booth and Book Ad.	\$ 47.50
Nov. 6	Cheese Maker Book Co., Book Ad.	9.00
Nov. 6	Reisner & Kohn, Book Ad.	9.00
Nov. 6	Cheese Box Institute, Book Ad.	17.50
Nov. 6	Morton Salt Co., Book Ad.	9.00
Nov. 6	National Cheese Institute, Book Ad.	17.50
Nov. 6	Wisconsin Dairy Supply Co., Book Ad.	20.00
Nov. 6	General Food Sales Co., Booth and Book Ad.	39.00
Nov. 9	Memberships by mail	18.00
Nov. 9	Entry Fees by mail	11.00
	Total Receipts	\$8839.25

Disbursements

Nov. 13	Violet Michels, Office Work	\$ 4.00
Nov. 13	Badger Printing Co., Badges	1.45
Nov. 13	Lichtenberg, Labor	6.50
Nov. 14	C. J. Fokett, Labor	15.00
Nov. 14	Wis. Power & Light Co., Electric Connections	6.69
Nov. 14	Linden Electric Co., Electric Connections	52.50
Nov. 14	W. F. Inglis, Hall Decorations	5.00
Nov. 14	Blanchardville Clown Band	100.00
Nov. 14	A. J. Kaempfer, Reporting Convention	75.00
Nov. 14	J. D. Cannon, Hotel Expense	22.75
Nov. 14	A. M. Johnson, Director Expense	82.00
Nov. 14	Legislative Expense	50.00
Nov. 14	C. J. Fokett, Labor	1.50
Nov. 14	L. E. Kopitzke, Officer Expense	61.54
Nov. 14	M. M. Schaeztl, Director Expense	53.20
Nov. 15	Badger Printing Co., Stationery	14.50
Nov. 16	Wm. Lichtenberg, Convention Supplies	2.50
Nov. 16	J. W. Cross, Freight and Express	4.55
Nov. 16	Jaeger Sign Co., Convention Supplies	10.00
Nov. 16	Anchor Transfer Co., Cartage	1.00
Nov. 16	John L. Mauthes, Prize No. 116	3.00
Nov. 16	John L. Mauthes, Prize No. 117	2.00
Nov. 16	John Kowalczyk, Part of Prizes 161—162	6.00
Nov. 16	Earl Schneider, Part of Prizes 161—162	6.00
Nov. 16	F. J. Drab, Prize 163	3.00
Nov. 16	John Tischhauser, Part of Prize 167	3.00
Nov. 16	Jos. Beaudt, Prize 164	5.00
Nov. 16	Chippewa Cheese Corp., Refund Prize 166	3.00
Nov. 16	Joe Gubeli, Prize 165	4.00
Nov. 16	Chippewa Cheese Corp., Refund Prizes 168—169	7.00
Nov. 16	J. W. Cross, Superintendent Service	63.23
Nov. 16	Wm. Lichtenberg, Labor	21.66
Nov. 16	Wm. Lichtenberg, For help paid for by him	1.92
Nov. 16	Violet Michels, Office Work	10.00
Nov. 17	Retlaw Hotel, Hotel Expenses	107.99
Nov. 19	St. Louis Button Co., Badges	63.30
Nov. 19	Mildred Ownby Office Work	27.00
Nov. 19	Marie Hoffman, Office Work	27.00
Nov. 19	E. F. Horn, Director Expense	19.90
Nov. 19	Arthur Schabow, Convention Supplies	63.00
Nov. 20	L. F. Seyler, Convention Supplies	76.50
Nov. 20	Steve Suidzinski, Director Expense	40.20
Nov. 20	Cheese Reporter, Convention Books	352.41
Nov. 21	F. J. Mader, Postage	4.00
Nov. 21	Wis. Cheese Publicity Ass'n., Donation	100.00
Nov. 23	John H. Peters, Director Expense	43.07
Nov. 29	State Treasurer, 705 Memberships	705.00
Nov. 29	Leola Mitchell, Entertainment	5.00
Nov. 29	Geravieve Wrensch, Entertainment	5.00
Nov. 29	Viola Wrensch, Entertainment	5.00
Nov. 30	Sheboygan County Ass'n., Prizes	84.86
Dec. 3	Class 1 Cheese	242.96
Dec. 3	Class 2 Cheese	259.12
Dec. 3	Class 3 Cheese	195.51
Dec. 3	Class 4 Cheese	94.45
Dec. 3	Class 5 Cheese	750.04
Dec. 3	Class 6 Cheese	39.20
Dec. 3	Class 7 Cheese	10.75
Dec. 3	Class 8 Cheese	73.08
Dec. 3	Class 9 Cheese	29.64
Dec. 7	A. H. Graf, Cheese (Too late to score)	1.00
Dec. 7	F. J. Mader, Postage stamps	15.00
Dec. 7	E. H. Schroeder, Correction	1.00
Dec. 12	Gilbert J. Blanke, Correction	1.00
Dec. 12	Clem Bennin, Correction	1.00
Dec. 12	Joseph J. Kroll, Jr., Correction	1.00

FORTY-FIFTH ANNUAL CONVENTION

119

Dec. 12	Ernest H. Schauer, Correction	\$ 1.38
Dec. 20	Math. Lensemire, Correction	1.00
Dec. 21	F. J. Mader, Postage Stamps	3.00
Dec. 27	L. E. Kopitzke, 12 Lbs. Cheese	2.76
1936		
Jan. 11	F. J. Mader, Postage Stamps	2.00
Jan. 18	John Tischhauser, Balance of Prize No. 167	2.00
Jan. 22	E. A. Regez, Service as Judge of Cheese	10.00
Jan. 24	Ervin Diecher, Correction	2.00
Jan. 28	Carl Hermann Co., Mailing Tubes	2.35
Jan. 28	F. J. Mader, Postage	1.00
Jan. 29	Stoelting Bros. Co., Cheese Knives	35.45
Jan. 29	State Bureau of Purchase, Stationery	14.97
Jan. 30	C. J. Ebert, Secretary Salary	400.00
Feb. 1	Olson Publishing Co., Electro Type	4.90
Feb. 1	Fred Kuhn, Telephone	1.40
Feb. 1	Shawano Office Supply Co., Letter File Cabinet	16.70
Feb. 8	Marie Hoffman, Office Help	15.00
Feb. 10	Gresham State Bank, Secretary's Bond	10.00
Feb. 10	E. C. Damrow, Refund	5.40
Feb. 15	F. J. Mader, Postage	2.99
Feb. 15	Schmitt Bros., Walther Co., Refund Prizes 114, 115	5.00
Feb. 15	E. B. Whiting, Travel Expenses	233.82
Feb. 19	Walter R. Schmidt, Travel Expenses	40.45
Feb. 20	F. J. Mader, Postage	1.00
Feb. 24	F. J. Mader, Postage	1.00
Mar. 3	C. J. Ebert, Travel Expenses	198.50
Mar. 7	R. C. Jorgensen Co., Refund	1.00
Mar. 11	Cheese Maker Insurance Co., Contribution	300.00
Mar. 20	F. J. Mader, Postage	1.00
Mar. 20	Dave Winter, Legal Advice	1.00
Apr. 4	A. M. Johnson, Travel Expense	26.45
Apr. 9	F. J. Mader, Postage	1.00
Apr. 9	J. D. Cannon, Service as Judge of Cheese	25.00
Apr. 25	Favorite Printing Co., Supplies	1.70
May 9	F. J. Mader, Postage	1.00
May 26	A. W. Figy, Stapler	2.25
June 3	F. J. Mader, Postage	2.00
June 6	Fred Kuhn, Telephone	1.30
June 8	M. M. Schaetzl, Travel Expense	42.66
July 14	Fred Kuhn, Telephone	1.05
July 26	F. J. Mader, Postage	2.00
July 27	Bureau of Purchases, Stationery74
July 28	Montgomery Ward & Co., Office Supplies	1.55
July 30	F. J. Mader, Postage	5.00
July 31	A. M. Johnson, Travel Expense	20.00
Aug. 12	F. J. Mader, Post Cards	1.00
Aug. 15	F. W. Zahringer, Transporting Float	25.00
Aug. 15	Clinton Adderman, Printing	1.25
Aug. 23	M. M. Schaetzl, Travel Expense	20.00
Aug. 29	F. J. Mader, Postage	3.00
Aug. 29	F. J. Mader, Postage	3.00
Sept. 21	F. J. Mader, Postage	3.00
Sept. 29	Bureau of Purchases, Stationery	5.03
Sept. 30	F. W. Zahringer, Transporting Float	15.00
Oct. 1	F. J. Mader, Postage	3.00
Oct. 1	Western Union Telegraph Co., Telegram	3.77
Oct. 17	Herman Knoke, Float Rental	25.00
Oct. 24	F. J. Mader, Postage	50.00
Oct. 26	F. J. Mader, Postage	3.00
Oct. 31	Soo Line Ry. Co., Freight	2.48
Oct. 31	Olson Publishing Co., Printing	5.00
Nov. 2	F. J. Mader, Postage	20.00
Nov. 2	Fred Kuhn, Telephone	24.25
Nov. 2	L. S. Hoffman, Supplies	1.05
Nov. 2	F. J. Mader, Postage	5.00
Nov. 6	O. W. Uecker, Supplies	10.00

Total\$5837.07

WISCONSIN CHEESE MAKERS' ASSOCIATION

Total Receipts -----	\$8839.25
Total Disbursements -----	5837.07
	<hr/>
Balance on hand -----	\$3002.18

These books were audited on Nov. 10, 1936 by the undersigned committee.

STEVE SUIDZINSKI,
JOHN H. PETERS,
E. F. HORN,
M. M. SCHAEZL,
A. M. JOHNSON.

