



LIBRARIES

UNIVERSITY OF WISCONSIN-MADISON

Proceedings of the fiftieth annual convention of the Wisconsin Cheese Makers' Association assembled in the Armory E. Building in the city of Fond du Lac, Wisconsin, November 12 and 12, 1941.

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

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

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

For information on re-use, see


<http://digital.library.wisc.edu/1711.dl/Copyright>

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

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


W-OF
A
CHE,
11
1941

Proceedings
OF THE
Fiftieth Annual
Convention



**Wisconsin
Cheese Makers'
Association**

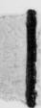
Assembled in the Armory E. Building in the City of
Fond du Lac, Wisconsin, November 12 and 13, 1941.



A. H. GRAF, Secretary
Zachow, Wisconsin

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

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



FIFTIETH ANNUAL CONVENTION OF THE WISCONSIN CHEESE MAKERS' ASSOCIATION

Armory E Building, Fond du Lac, Wis.

November 12 and 13, 1941

OFFICERS and DIRECTORS

L. E. KOPITZKE, President	Marion
E. E. PETERS, Vice-President	Plymouth
A. H. GRAF, Secretary	Zachow
GEORGE HERNKE, Treasurer	Hilbert
C. C. BRICK, Director	51, 52, 53 Brillion
E. F. HORN, Director	50, 51, 52 Beaver Dam
A. M. JOHNSON, Director	51, 52, 53 Blanchardville
JOHN H. PETERS, Director	49, 50, 51 Plymouth
E. W. MARTEN, Director	49, 50, 51 Spencer
H. P. MULLOY, Engaged as Exec. Sec'y.	Sheboygan, Wis.

LIFE MEMBERS

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

JUDGES OF THE 1941 CONVENTION CHEESE

American Cheese

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

Foreign Type Cheese

WALTER V. PRICE	Madison
JOHN FREY	Monroe

SUPERINTENDENT OF EXHIBIT

ALEX E. KORTH	Menasha
---------------------	---------

OFFICIAL ORGANS

Cheese Reporter, Sheboygan Falls

National Butter and Cheese Journal, Milwaukee

OFFICIAL REPORTER

ALEX J. KAEMPFER Madison, Wis.

1941 OFFICIAL COLD STORAGE

Dow Cheese Co., Fond du Lac

LETTER OF TRANSMITTAL

Office of the Secretary,
Wisconsin Cheese Makers' Association
Zachow, Wis., Dec. 1, 1941

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

Honorable Sir:

I have the honor to submit the report of the fiftieth 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 Sheboygan, November 12 and 13, 1941.

Respectfully submitted,

A. H. GRAF,
Zachow Wis.
Secretary.

H. P. MULLOY,
413 Washington Court,
Sheboygan, Wis.
Exec. Sec'y.

PROPOSED ARTICLES OF THE WISCONSIN CHEESE MAKERS' ASSOCIATION

Article I

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

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

Article II

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

Article III

The association shall be a corporation without capital stock.

Active Membership. Any 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 by paying the annual membership fee of \$5.00 in advance to the secretary of the association, for the current calendar year.

Associate Membership. Any other person, not eligible to become an active member may become an associate member of this association and attend all meetings of the association, but not to vote or speak, by paying in advance the annual membership fee of \$2.00 to the association secretary for the current calendar year.

Article IV

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

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

Article V

Section 1. The principal duties of the president shall be to preside at all meetings of the Board of Directors and of the members of the association during his term of office. He shall appoint special committees 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. He shall keep a record book and suitable blanks for his office. He shall make a full and complete report at each annual meeting of the correct state of the finances and standing of the association. He shall also procure certificates or other evidence of mem-

bership and every person joining the Association shall receive one signed by the Secretary, Assistant Secretary or by any proper authorized field man or solicitor of members.

The secretary shall qualify for office by filing with the president a satisfactory bond in the sum of \$1500.00 at the expense of the Association.

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 proper authorization. He shall file with the secretary of the association all bonds required by the articles of information or the by-laws. He shall make at the annual meeting a detailed statement of the finances of the corporation. He shall keep a regular book account, and his books shall be open to inspection at any time by any member of the association.

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

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

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

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

Article VI

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

Article IX

Section 1. To promote united action by all cheese makers and associations within the state, any organized association may become a branch of this Wisconsin Cheese Makers' Association by 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 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 locals, branches in all parts of the state where none now exist.

Article X

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

**FIFTIETH ANNUAL CONVENTION OF THE
WISCONSIN CHEESE MAKERS' ASSOCIATION**

Armory E. Building, Fond du Lac, Wis.

November 12 and 13, 1941

November 12th, 1941, 10:45 A. M.

THE PRESIDENT: We will now come to order please, and I hope you folks will come up to the front. I won't make it quite as bad as Hanson's Laboratory made you believe — I am not going to bust a table, if I can help it.

First we will have a little community singing, and as Mr. Fitch is unable to be with us, I am very happy at this time to introduce Mr. Charles Hanke of Beaver Dam, and Mr. McNamara of the Morton Salt Company.

MR. MC'NAMARA: Mr. Fitch is sick, but he is coming along fine and he will be with you at your next meeting. For our first number this morning we are going to sing "AMERICA".

(Community singing conducted by Mr. Hanke)

THE PRESIDENT: In some of the countries, you know, we haven't got any religion, and we don't have any prayers any more, but we are lucky in America. We still believe in starting our activities with prayer, and at this time I am going to call on Rev. Stecker to lead us in prayer.

INVOCATION

By Rev. B. J. Stecker

Let us rise. Blessed is the man who deliberates in the law of the Lord, and in his law does he meditate day and night; and he is but like a tree planted by the rivers and the waters, that bears his fruit, and whatsoever he doeth shall prosper. Nor shall he be like the chaff, which the wind driveth away. The Lord knoweth the way of the righteous, but the way of the ungodly shall perish.

Within the pattern of this first song, we come to Thee this morning to thank Thee for Thy graciousness and for every blessing bestowed upon us. So we pray Thy blessings upon this group of men in convention assembled, the industry which they represent, and the part he plays in the welfare and the law of this state and the nation as a whole.

We pray Thy blessings upon our lands and people and those who rule over us, and we ask Thy blessings upon us and those who meditate upon the law and word of the law and who because of that knows the righteousness and in his faith serves both his fellowmen and his God. Direct us in these, our meditations, this morning. All this we ask in Christ's name. Amen.

THE PRESIDENT: Thank you very much, Rev. Stecker. I see there are more coming right along, and I think it is a pretty nice gathering for the first morning, especially as long as we had all that bowling last night — after the bowling, you know.

And now I am certainly very happy to congratulate you and to greet you to this our fiftieth and golden jubilee convention. I hope you all have a good time and discuss many serious problems. Fond du Lac has always treated us very nice in the past, and I am sure we will all be glad to have been here for our golden jubilee.

At this time I am very happy to call on Mayor Promen to give his address of welcome.

ADDRESS OF WELCOME

By Mayor Leo J. Promen

Thank you, Mr. Kopitzke. Ladies and gentlemen, I presume this is getting to be more or less a habit with you to have to listen to me every year. I told Rev. Stecker a few minutes ago, you know, it is rather difficult in fact to repeatedly deliver the address of welcome. After all, you have seen me before and heard me before and it is getting more difficult each year to find new things to say.

There are ladies present; therefore, I can't tell you any stories for that reason. Rev. Stecker knows me well enough so that he stays in the back of the room, and that is two reasons. And the third reason, all the stories I know are about preachers. And that is another reason probably that he stays in the back of the room. I don't mind

giving you a little secret. I have already made my contribution to the success of your convention here the other day. Your judges were a little puzzled, I guess, and so they thought they would call in for some professional advice, and I went down there where they were judging the entries of the cheese contest and helped them. I am not going to tell who won the first prize. I am not going to flatter myself, but I understand the cheese I like the best is the one that won first prize, and so from here on I am going to hang up my mantle as mayor and see if I can't be a judge in a cheese contest.

If I say again, on behalf of the citizens of Fond du Lac I welcome you here, that will be superfluous because you know you are welcome here at any time, and more so on the occasion of your Golden Jubilee Convention. If you weren't welcome here, certainly we wouldn't say to you, come back again, not only on the occasion of your convention but any time, 365 days out of the year, whether you have a convention or not. This city is always happy to receive you, and whether your bowling average is high or low — I don't know what your averages were, but some of the reports I got last night were that you established a new record in the city anyhow. I forgot for a moment that some of your wives were here and they are going to get some idea of what you guys are up to, but I will tell you this much, ladies, so far as I know, everything was on the up and up. One or two ladies are out there, not smiling; I don't know what your husbands told you, but I still insist, they were on the level.

I have got to get along now and you want to get on the serious side of your convention, and I hope you will continue to come to the city of Fond du Lac year after year. Let's establish it as a custom. There is no use of discussing where else to go for your convention. Here we have the facilities and here you meet with hospitality and here you meet with people who are always glad to see you come back. Why bother discussing during your convention session where else to go except to say, let's go back to Fond du Lac. If we go back often enough, may be some day they will have a new mayor and we will hear something new. I give you my greetings and say hello again.

THE PRESIDENT: Thank you, Mayor. I want to thank the Mayor very kindly and I am sure he is sincere when he says we are always welcome to Fond du Lac, and I want to thank you very much.

MAYOR PROMEN: Now that Reverend Stecker has gone, may be I ought to tell you just one story I heard about a preacher. It

seems there was a colored preacher giving his congregation one of these hell and brimstone sermons, and there was a little colored boy, one of his parishioners down in the front row just below the pulpit. But anyhow, this dusky preacher with his glasses on his nose, said, Now bretheren and sisters, I understand there are members who are gambling. It is a vice and you are on the road to hell, paved with sin. The young fellow down below said, Hallaluiah Parson, give it to them.

So the parson received inspiration and he went on and said — get them dice out of your pockets. That is sin, and so on. The little fellow jumped up and said Halleluiah, Parson, give it to them.

More inspiration to the parson. And then he says, I know there is men right in this congregation this morning that has liquor in their pockets and all sorts of alcoholic beverages. That is a sin, and that is bad. Rid yourselves of the bad habits. The little fellow jumped up and said, Halleluiah, parson, give it to them, let them have it.

Then the parson going on said, I know there is some of you gentlemen in this congregation that have been running around with other wives. No inspiration from the little fellow. The parson waited thirty seconds but all was silent and then he said: What is the matter, Brother Jones, you ain't added no more comments. Brother Jones said, because an account Parson, who have just gone from preaching to meddling.

If I had more time I would like to go right on about preachers.

THE PRESIDENT: I want to thank the Mayor again for the story. Now the next gentleman really needs no introduction, but I know we have some here from outside the state and there may be some of you who have not met him and just for the benefit of those I want to say he is an owner and operator of a cheese factory and creamery at Plymouth and he is no other than our good friend Edgar Peters, vice president of this organization with whom it has been a pleasure to work this last year.

RESPONSE

By E. E. Peters

Mr. President, Mayor Promen, fellow cheesemen and ladies and gentlemen: It is my first opportunity to be up here before a gather-

ing at this time and try to give the so called response to an address of welcome, but I do want to thank the mayor for the hearty invitation that he has extended to us during our convention here in Fond du Lac. We have come back here numerous times and we have always enjoyed ourselves and I think we will do the same again this year.

Every year the cheesemakers of this state meet at some designated place for the purpose of discussing their problems and trying to work out things that have arisen during the year. During our meetings we have very much discussion and out of these discussions we try to formulate policies which we deem are necessary for the progress of our industry. We have been doing this for fifty years. In this, our fiftieth year, it just goes to prove that our predecessors must have built the foundation of this association on solid ground, otherwise we could not have survived and we could not have progressed as we have for this length of time. They have built the foundation of this association on the solid ground of sound thinking and square dealing, and also on the desire and willingness of the members to assume responsibility. I think that is one thing we must all do, more than we are inclined to do, and that is, assume responsibilities which are necessary in order to further an association and industry such as we have.

After your first meeting of your board of directors after your convention last year, we decided to take a radical departure from what had been done in the past. Your board took upon themselves to hire a full time secretary, as you all know this morning, and this man is Mr. Mulloy. You have all met him, most of you I imagine, in the factories. I don't know what your opinion is, but it is the opinion of the board that he has done a splendid job. We are entering this convention this year with the largest membership which this association has ever enjoyed. That speaks well for Mr. Mulloy's work and we are proud of this membership, but it still is a fact that there are many cheesemakers in this state who do not belong to this association. It is up to all of us as members to try and get our neighbor or anyone whom we might know, who does not belong, to join us. We all know that the closer you come to a hundred per cent membership, the greater your possibilities of meeting your problems and really accomplishing something that we are all interested in.

Now, on your program there are many topics which we think will be interesting. You will hear this afternoon from Mr. Aderhold, who is the only member in this state who has attended all of our conventions. He will be with us again this year. I imagine he will

tell us many of the experiences during these fifty years which should be of interest to you. We shall also hear something on the subject we are all interested in, and that is the quality program. This will be discussed by Steve Suidzinski, and I believe his remarks will be followed with interest. The same applies to the remarks by Mr. E. A. Zorn.

I would like to remind this group right now, we hope when the time for the discussion comes, that you will enter freely into them. Remember, this is your convention, and that whether or not it is a success depends upon your participation and your willingness to get up and follow along with the discussion.

There isn't much more I have to say, except there is just one topic that has been talked about quite a bit in the last years, and that is the topic of Standardization of Milk. The reason in back of it all is that many of our factories are located in a position or territory where they have a milk with very high butter fat, which when incorporated into the cheese gives them a cheese in fat content 55 to 56, and they feel they are not getting proper money for this, and I think they are correct. Sometime during this convention I hope this subject will come up from the floor and perhaps we can do as has been done in the past. There used to be a great deal of discussion years ago on the moisture question in the cheese. Perhaps the same thing can be accomplished with cheese as to butter fat content. Yesterday in the council meeting the subject was touched on, and it was getting late and we decided to leave it over for today. I hope when it come up you will talk freely, and as I said before, remember this is your convention and let's give it all we have got. I thank you.

THE PRESIDENT: I want to thank Edgar Peters very kindly, and I am sure he gave you a very interesting talk and told you quite a bit of what is going to happen in the convention, if you haven't read it. I want to thank him.

At this time we will have the financial report by our assistant secretary, Mr. Mulloy.

MR. MULLOY: Folks, I have been going to conventions for quite a little while, and there is one job I always envied, Charlie Ebert and that was the job of giving the members the financial report. That didn't take very long. That is one nice thing about this job, there isn't very much about the financial report.

Len has told you — the vice president has told you that they put me on as a full time man, and on February first they gave me

the duties of secretary. At that time the old secretary and treasurer turned the books over to the new secretary and treasurer with a balance on hand of \$3547.31. All you paid-up members of last year's convention have that figure in the proceedings book that was mailed to you, on page 137. Starting out with that balance of \$3547.31, we had receipts of \$4591.64, making a total of \$8138.95. Total disbursements during the year were \$4772.82, leaving a balance on hand November 1st, 1941, of \$3366.13, or in other words, just about \$200 less than what we started out with February the first.

I want to say just another word in regard to that. At the time that the accounts were turned over to the new treasurer, the old secretary's salary was unpaid, so he immediately issued a check to him for \$600 which really left the new set-up, twenty-nine hundred instead of thirty-five hundred to work with. I just mention that so that you will not get the impression that we lost money during the year. We haven't. We have run ahead about \$450 over last year's accounting. That is everything I have to say at this time.

Tomorrow afternoon when the crowd is a little larger, we will give you more detailed information on the success of the convention itself from a financial standpoint.

THE PRESIDENT: Thank you a lot, Mr. Mulloy.

MR. MULLOY: I want to say just another word, folks, in regard to the financial statement. At one of the early meetings of the directors way back last spring, they employed the practice of paying the directors each meeting. In other words, keeping our officers paid up to date. That was a practice that hasn't been followed in the past. Your assistant secretary was paid up to last week. In other words, we have no bills payable to amount to anything. In our financial report we don't show accounts receivable or bills payable. We would show bills payable all right enough, but accounts receivable we don't know until we see how many of you fellows come to the convention.

THE PRESIDENT: Thank you, Mr. Mulloy. We will next have the report of the auditing committee by Mr. E. F. Horn, our director. Is Mr. Horn in the room? Is Mr. E. F. Horn in the room? Don't tell me he is still bowling. He isn't here. I wonder if I could call on Mr. Peters, if he could give a report of the auditing committee? Mr. Peters, you were on that committee. Mr. Peters can make a report on that because he was on the committee.

MR. PETERS: I didn't expect to get up here again and talk to you so soon. Your auditing committee audited these books yesterday morning. We went over the vouchers and checks and paid bills and found all of these correct as Mr. Mulloy stated, and that is about all I have to report as a member of the auditing committee.

THE PRESIDENT: Thank you, Mr. Peters. I guess that is all anybody could report. What are we to do about this? Are there any questions on this financial report that anyone wants to ask, or do we want to vote on accepting it. I guess we usually did. If any one has any questions.

MR. EBERT: I move the report be accepted.

(Motion seconded).

THE PRESIDENT: Moved and seconded that the report be accepted as read.

(Motion carried).

THE PRESIDENT: At this time I want to announce the resolutions committee. I want to read the names of them so that if any of you have any resolution to introduce, you will find the names of the resolutions and nominating committees on page 74 of your program book, if you have one. Those are the names suggested by the directors. Your resolutions committee consists of: M. H. Parsons, Dorchester, Chairman; Ernest W. Jung, Juneau; Obert Raasch, Shawano; William Christman, Phillips, and Louis Wrench, Menasha.

We have tried to pick these men from all over the state so that some of you will certainly know one member of them. Besides that, I want to say that we have our attorney Paul H. Raihle with us and if any of you want any help in drawing up a resolution, you can just kindly see him or see any member of the resolution committee, and they will be glad to consider your resolution.

On the nominating committee: C. C. Brick, Brillion, is chairman; E. J. Witt, Thorp, E. J. Scray, De Pere; John Fischer, Boaz, and Fred Bleuer, Cambria.

There again we tried to pick some from all sections, and if any of you have any members that you would like to nominate for any office or for the new directors, you can speak to any one of the nom-

inating committee. We want to give you every consideration to nominate all the fellows you want. You still have a chance to nominate anybody you want from the floor tomorrow.

The resolutions committee, I don't know — is Mr. Parsons in the room? When would you like to meet now? We discussed that this morning, but would you like to meet this noon, to get together? What is your room number?

MR. PARSONS: I do not have a room at the hotel.

THE PRESIDENT: Well, you can meet — the Resolutions Committee can meet at my room, that is 314, because the office might be quite busy. So you can get the key any time you want to meet and if I am not in my room you can help yourselves. You better meet a little while this noon so that you can get organized for tonight.

Now, we have our attorney here with us and he is going to make a few remarks on these by-laws and he already did that yesterday afternoon but there will be some of us here, now who were not here yesterday, and he will make a few remarks about the by-laws at the present time. Mr. Paul H. Raihle of Chippewa Falls.

MR. RAIHLE: I think it would be well if the new articles would be read first. Then I have drawn up a little sketch of the changes. I believe Mr. Mulloy has the new articles or by-laws and I think that they should be read first.

MR. MULLOY: Ladies and gentlemen, you know the articles of incorporation have been amended time and time again for the last fifty years and they got to a point where they were cumbersome and obsolete, and the board of directors engaged Mr. Raihle to sort of revise this thing, rewrite them and simplify them, and that is all that has been done. Now, there are very few changes in the articles in themselves. If you want them read, I will read each and every one of them. It may take me about twenty minutes.

THE PRESIDENT: I would suggest that Attorney Raihle take the changes. You can read them all if you want to, but I think it will be kind of long.

MR. MULLOY: How do you fellows feel about it. Do you want all the articles read or just the changes?

A MEMBER: Just the changes.

MR. RAIHLE: Article 2 is changed to make the principal office the home of the secretary instead of Madison, Wis. If there is any question on these, Mr. Mulloy, we can read the article in full.

Article 3 is changed to strike out that members shall receive all legislative bills and annual reports, and so forth. The annual membership fee is changed from two dollars to five dollars, and the paragraph pertaining to subscribing membership is eliminated.

Article 4 is changed to create a board of directors of five members instead of three, and then change the time of election to conform with the present practice and to make the officers members of the board of directors. I understand the purpose of that change is previously when the officers would meet with the directors, they could only meet in an advisory capacity and have no vote. Under the following you are now eliminating that and they are allowed to vote with the directors.

MR. MULLOY: That change actually was made several years ago, but it was as an amendment. Now it has been incorporated into the article. That change was made several years ago.

MR. RAIHLE: In article 5, section 3 is changed to eliminate the provision that the secretary shall countersign all orders drawn upon the treasurer. Section 4 of article 5 is changed to read, that the treasurer shall pay out money on the proper authorization instead of only by receipt signed by the president and countersigned by the secretary.

Section 5, article 5 is changed to provide that the board of directors in addition to their other duties shall make all rules and regulations pertaining to.

Previously they consisted of a whole series of amendments to your articles which was not workable. The bond of the secretary is reduced from four thousand dollars to fifteen hundred dollars.

There are no changes in articles 6 and 7. Article 8 is merely changed to eliminate a provision pertaining to the meeting to be held in the year 1941. There is no change in article 9.

A new article 10 is added to take the place of several amendments to provide that members of this association who in the future are found guilty of repeatedly violating the state law or whose ac-

tivities are in conflict with the best interests of the association, may be barred from membership in the association at any time by a majority vote of the directors. The amendments previously listed as a part of the articles are entirely eliminated on the ground that the material contained therein are not a part of the article or that the amendments are not germane and pertain to detail, such as type of premium, length of season, exhibit rules, and so on, which should be regulated from time to time by the members and directors instead of being part of the article incorporated. Nothing essential is taken from the articles but they are made more concise and the conflicting section harmonized.

THE PRESIDENT: Thank you, Mr. Raihle. Now, I have a couple of announcements to make. One is that you all know about the banquet tonight, I suppose, and any one who would like to attend it can get their banquet tickets. They have them over here and also at the hotel, and the price of the banquet tickets is \$1.25. I know that is quit high but you know, sometime ago cheese was 12 cents and now it is 24 cents. When we tried to get the banquet cheaper, they reminded us of the price of cheese. They claim if they want to put on a good meal for you they have to hire a lot of extra help, and that is the best they can do. There will be a very interesting speaker, I understand; I don't know who he is. Mulloy just won't tell me. It was left up to him to get a speaker and now he won't say anything about it, and so I will have to wait until tonight, so will you all. We also have some prizes to be given away at the close of this session. The Topp Oil and Supply Company are giving away a clock. They insist that will be the third ticket drawn. The other prizes we usually handle the first ticket wins because when you pull out the first two and announce who they are, you make those fellows feel bad about it, and one happy. I don't think that its the right way of doing at a convention. But we have also a ten dollar prize to be given away by the Northern Wisconsin Produce Company, and you must be in this room to win it. The National Butter and Cheese Journal also offers five yearly subscriptions for the five lucky names drawn. Each will receive a yearly subscription to the cheese journal.

MR. MULLOY: I just want to say another word. Leonard told you we are going to have a banquet over there. We are to have a speaker, no doubt about it. When the board of directors met to formulate plans for this convention we allotted certain tasks to different members of the board and Kopitzke and myself were made a committee of two to make arrangements for the dance and the banquet, and when the committee had a meeting, the chairman of the committee says, well, Mulloy, you get a banquet speaker and I will

take care of the dance. So we did. I have got a banquet speaker, and I am sure you fellows will enjoy it, you will get a kick out of it, but you are not going to find out. Mr. Kopitzke won't find out until he meets him at the banquet. We have tickets over there. Each year the banquet is getting more popular and I guarantee you, you will not be disappointed.

THE PRESIDENT: Next on our program is remarks from branch associations. We have some representatives with us, I know, I think I can call on. Mr. Raasch is here, he can give us a report for the Northeastern of Shawano. Make a few remarks about the Northeastern, and also Shawano. Up until this time he has been president of the Northeastern and also the Shawano local. I am going to call on Mr. Raasch at this time.

MR. RAASCH: Ladies and gentlemen; Mr. Kopitzke said I had been president of the Northeastern. That is correct. I enjoyed being president of the Northeastern and also enjoyed helping all the Northeastern could do toward the State Association. I assure you that we have a president on the state association who works for all the makers, not for just a few. He is a man that I enjoyed working with because he is one of the common cheesemakers.

Now, at this time I want to tell you, we are in a different stage. I am going to tell you that the times have changed. We have need for our state association now more so than before. I am not speaking as a cheesemaker but I will give you an example as a farmer. Our forefathers took the land from the Indians; took it out of the wilderness and created the farms; pulled out the stumps and stones and put up the buildings, and after they had everything as far as improvement is concerned, they didn't know where to go. They had to have a county agent to tell them where to go. We celebrated the fiftieth anniversary of this association today. Here a while ago we celebrated the 75th anniversary of the first cheese factory, and we have the same situation today. We had rules and regulations. We made this state the greatest dairy state in the union and today we don't know where to go. We have got to have rules and regulations. They ask for minimum requirements in the cheese factory; they ask to set up standards after we built this state to the greatest cheese state in the union. So that is why I am telling you, we need fighters in this association, and I think we have them. And it has been a pleasure to work with the state officials as an original representative. I thank you.

THE PRESIDENT: Thank you, Mr. Raasch. I am quite sure, I know he was sincere in what he said. Now, have we some more. I know we have some fellows from branch organizations. Before I go any farther, they elected a new president at the Northeastern Convention this year. I know I saw him at the bowling alley last night, and I know I saw him at a meeting yesterday. If he is here, I would like to introduce him. It is Mr. Louis Ringel of Shawano. If Louis is here, I would like to have him rise and if he wants to make a few remarks, I would be glad to have him do so. He is the new president of the Shawano organization.

I notice we have Mr. Brick present, of the Manitowoc local, its president. I am going to ask Charlie to make a few remarks at this time. You all certainly know Charlie.

MR. CHARLES BRICK: Mr. Kopitzke, ladies and gentlemen: We in Manitowoc are quite proud of our association. We have 79 cheese factories and 76 paid up members for 1942. You know, we never can get one hundred per cent. You never get them all, but I think we are just about up to where we ought to be, but in regard to our accomplishments, just at our last meeting we took up trucking, and also a problem of competition, and I believe the boys in Manitowoc County are willing to co-operate and I think we will go places. Thank you.

THE PRESIDENT: Thank you very much, Mr. Brick. I want to say, I was down to one of the meetings that the boys had at Manitowoc and the co-operations that the state association has received from the Manitowoc boys has been one hundred per cent, and of course, that goes for all — practically all counties, but I happened to be down there at a meeting and they certainly had a very nice interesting meeting. It is a large organization and we should have more of them, and more power to you, Charles.

Now, I am next going to ask the president of the Southwestern, Mr. John Fischer from Boaz. I think most of you know him. They also have a nice organization down there. Mr. Horn of Beaver Dam and myself were down there and I don't remember exactly how many, but I think about seventeen or eighteen men joined that day, and we also received very good co-operation from the Southwestern organization and I am happy to introduce to you now Mr. John Fischer of Boaz.

MR. JOHN FISCHER: Mr. President, ladies and gentlemen: I am here to represent the Southwestern Wisconsin Cheesemakers As-

sociation. We had a nice convention there some time in October, last part of October. The only regrets I have is that there are not more members present here from that section of the state. Thank you.

THE PRESIDENT: Thank you, Mr. Fischer. I would say to Mr. Fischer, it is rather early yet, and I think there may be some more men from your section here, and I want to tell you those who are here are a bunch of live wires. I met two of the gentlemen and their wives last night, and we had just a heck of a time. I want you to be sure to bring your wives to the dance tonight.

Now, I almost forgot another very important organization. I am glad Mr. Mulloy reminded me of it. We have a gentleman with us who is president of that organization and I think they have been going for some twenty-five years. You all know about the organization over at Marshfield, and it so happens their president is also a director of the Wisconsin Cheesemakers organization. May be that is why I almost forgot him, but I am very happy to present to you Mr. E. W. Martin of Spencer, secretary of the Central Wisconsin Cheese and Butter Makers Association.

MR. MARTIN: Mr. President, ladies and gentlemen: I really didn't expect to be called upon. I was just in the door when I heard my name. The time is getting short and I know you have a lot of good speakers to follow, so I am not going to give you a lengthy talk. We had a very well attended convention at Marshfield. The cheesemakers seemed to be more interested this year than other years, just why I don't know, whether it was due to the high prices of cheese or to the low price of butterfat that is being paid today.

According to the price of cheese, I know that the cheesemakers are not receiving the amount of money that they should have, especially with the advancement of prices of supplies. You notice that the rennet has increased 55 cents a gallon; bandages have gone up. Just before I left home I got a card from the box company increasing the price of cheese boxes on horns and cheddars four cents. Now, this is going to mean something, and while at the Marshfield convention we heard a lot about the effect of all this war situation, when it is all over with. We were told there to keep our house in order, because we are going to find a worse depression than we have had. Now, whether it is a good policy to cross the bridge before you get there or not, I don't know, but I still believe that we should consider the future, what it has in store for us because it may mean something to us.

I don't know if there is anything else to report except for one thing — I happened to be downstairs and I noticed there is an advisor there of the social security and yesterday a few makers were speaking about some co-operative factories, whether certain men come under the social security or not. You can get your advice downstairs, if you wish. I thank you.

THE PRESIDENT: Thank you, Mr. Martin. I want to thank Mr. Martin. We will soon have the drawing of the door prizes. I am going to ask Mr. Mulloy to bring the tickets up in front, and in the meantime I see we have some more branch members here. We have a real live organization up at Phillips. They haven't perhaps got so many members because there aren't so many men in that country. They say all good things come in small packages. I was up there last fall and they have got a good bunch up there and I met a number of their members at Madison. I present Mr. Marvin Guth, Secretary of the Phillips Association.

MR. GUTH: Mr. Kopitzke, this is kind of sudden to call on me, and I have got laryngitis and I don't know what the other fellow has got. I think the best way to describe it, I was to a bowling banquet once and everybody had to get up and give a little talk. One guy got up and said whenever he came down to bowl, he couldn't find his ball. So that is the way I feel about it. We have got a pretty good organization up in Phillips. We have about twenty members, and at this time I want to comment and compliment the state officers of our state association for what they are doing. Thank you.

THE PRESIDENT: Thank you, Mr. Guth. Have we any other branches that would like to report at this time? If not, we will continue this after dinner. We will now have the drawing of the door prizes. I think we will have some lady come up here, may be from the Southwestern part of the state and draw the tickets. Mrs. Mitchell of Boscobel will draw the tickets.

Winners of one year subscription to the National Butter and Cheese Journal:

Arthur T. Mueller, Egg Harbor.

George Hernke, Hilbert.

Jerome Reif, Jr., Peshtigo.

E. J. Scray, De Pere.

Marvin C. Guth, Phillips.

The following names were also drawn, but owing to their absence from the convention hall, forfeited the prize:

Fred Heim, Clyman.

John Inabenet, Randolph.

Ed. Decker, Granton,

Winner of the electric clock:

Carl Ruetten, Barnum.

Winner of \$10.00 door prize:

Alex Karlen, Route 2, Auburndale.

(The name of H. J. Regner, Poy Sippi was also drawn for this prize, but on account of his absence from the convention hall, forfeited prize.)

(Whereupon the first session came to its conclusion.)

SECOND SESSION

November 12th, 1941, .Two o'clock P. M.

THE PRESIDENT: We will now come to order. We have been mighty fortunate in having Mr. Fitch with us in the past years, but the condition of his health is such that he cannot be with us this year. I talked with Mr. Fitch up at Marshfield, and he told me at that time he didn't know whether he could be at the convention, but his heart would be here just the same. We have another gentleman connected with the Morton Salt Company, who will take Mr. Fitch's place. We have with us "Soft-coal Charlie" from Beaver Dam and "Salty Mack" from the Morton Salt Company, who will lead us in singing.

(Community singing by the members).

THE PRESIDENT: Now, for this afternoon I said we were going on with remarks from officers of the branch organizations. We had some very interesting remarks this morning by some of the gentlemen, and I know we have a couple more organizations that are represented here at least, and then if there are any that are here

and I do not know about them, I wish you would kindly raise your hand. I would like to have a few remarks from all the organizations.

First, we have our door prizes. First, it has to be somebody on time that gets the five dollars. I think I am going to ask Mr. Kemper to draw the ticket at this time.

(Tickets Drawn, and Walter Liebetrau of Chilton, Wis., was the winner of the \$5.00 door prize).

MR. MULLOY. Ladies and gentlemen, talking about the fiftieth annual convention of the Wisconsin Cheesemakers Association which is taking place this year, P. H. Kasper that well loved member of the cheese industry, during the past summer celebrated his fiftieth anniversary at the factory that he still owns and operates. That is an achievement, friends, that is seldom equalled. He is unable to be with us today. You can be sure he is with us in spirit and we are not going to forget Mr. P. H. Kasper before this convention is over either, but we have here about two hundred copies of a little booklet commemorating P. H. Kasper's fiftieth anniversary in his own factory. They are here through the courtesy of Mr. Henry Dillon, and you know who he is, and any of you who want this booklet after the assemblage is over this afternoon, you can come up here and have a copy.

THE PRESIDENT: Thank you, Mr. Mulloy. I am sure what he says there is right. I called on Mr. Kasper at Bear Creek on my way down, and he was certainly disappointed at not being here. He told me his doctor advised him to stay home. Mr. Kasper has been a member of this organization for a long time and as Mr. Mulloy said, we should remember him with something before this convention is over.

I am going to call on Mr. E. H. Fischer of Cedar Grove of the Sheboygan County organization to make a few remarks. I understand he is president of the Sheboygan County Organization. (Mr. Fischer was absent).

I am going to call on Mr. C. J. Mulloy of De Pere who is president of the Brown County organization. He happens to be a brother of our assistant secretary.

MR. C. J. MULLOY: Mr. Chairman and ladies and gentlemen: As a representative of the Brown County Association, my reign as president of that organization has been but a very short time. But

as a member of the cheese industry I have put in quite a few years. Naturally, an official of the local organization speaks for his own organization and his own county. I am something like the Irishman who was walking down the street on St. Patrick's morning and he met his friend, a long lanky Englishman. Good morning Pat; good morning Jim. Hurrah for Ireland, hurrah for her. That is right, says Jim, every man hollers for his own country.

Now, ladies and gentlemen, I just have a few remarks to make, and one thing is that we are going to do up in Brown County — we have some high pressure milking machine salesmen whom we have to wage war on. You know, they are out selling milking machines now-a-days and telling the farmers — one of my farmers came to me the other morning and he said, why, Mulloy, he says, I bought a machine and I only have to wash it three times a year. I said, who told you that? Why, the fellow I bought it from. Now, I said, you are going to wash that milking machine, if I can help it, 365 days out of the year, and you will agree with me, I have a little reference here that is taken from one of those machines that is washed about two or three times a year. Well, this milk from this machine on this farm was causing considerable trouble to my own plant. So I finally got busy — he didn't wash it himself. I went over there and took a can of water and scouring brush and plenty of powder and I washed the machine. It was a sight to behold. The next morning I left him some good disinfectant to sterilize it. The next morning I took a sample of his milk, stood 7½ hours in the blue. I didn't do a very good job. The next day it stood 6 hours. The third day 4½ hours; the fourth day, 3 hours, and the fifth day one, and the sixth day I was right back to my twenty minutes again. That is very documentary evidence that we have to wage war on the milking machine salesmen, that the machines they sell to the farmers must be washed daily.

Now, up in Brown county we have had several farm programs in various sections of the country which went over very big. We have had all the way from four to eight meetings and some of those meetings were very educational indeed. We dished up a lot of nice beer and good lunch. The only sad part about the program is that the men we would like to see there stay at home, but we are going to go out and find some way to get these fellow to our meetings. We also put on a dairy queen program. That is very nice too. I believe that is an annual event and should be put on by every county organization. You not only get a little publicity at your annual ball, but you get a nice neat little sum in your treasury. The nice part of it is, your president of the organization leads the grand finale and you

have this dairy queen to march around the hall with. It isn't so nice for weeks after the wife doesn't seem to approve of it.

Now, in closing, I am just going to say one word about our quality program. We have a speaker that is to follow me that is going to speak on this quality program. We also have another distinguished gentleman to follow in regard to the grading laws, and so on, something which I believe every farmer in the state of Wisconsin should support. We should have instructors as well as inspectors, men that will go out on the farm and talk to the farmers and help them in their farm problems, and show them what the true value of milk is. It is an easy matter to clean up our cheese factories. We have some good factories up in Brown county and we have them in the state of Wisconsin but we have got a lot of farmers that still need cleaning up and the only way we can get to them is by going out and get them, by putting on more competent men, men who understand the farm program and I believe in a short time we can correct that evil in this state.

In closing I would say that should be our war, a war for the preservation of this great dairy industry. Also the preservation of your democratic state of things that we have, that are near and dear to us here in America, and by so doing that will be a permanent practical program for this state. I thank you.

THE PRESIDENT: Thank you, Mr. Mulloy. I want to thank Mr. Mulloy very much, and I want to say as far as I am concerned, his talk consisted of good plain horse sense all the way through, and I am sure you all enjoyed it, and I think it would be very good if we all followed his advice a little bit.

I wonder if Mr. Ed. Witt is here from the Thorp organization. He was here this afternoon. Is Mr. Fischer in the audience now, president of the Sheboygan county organization? Would you kindly come up and make just a few remarks, Mr. Fischer, for your organization? We like to hear from all you fellows. All your organizations, like the Sheboygan and those are very active, and I claim we must have these organizations. They are good branches of the state organization. They create a lot of interest back home, and those are the fellows that attend your state conventions and state meetings, fellows who are accustomed to go into the local meeting and also that they can get together every month and discuss their problems which cannot be done in state-wide meetings.

MR. E. H. FISCHER: We have our meetings once a month and

we have a very nice organization; very good attendance as a rule, and we just started recently on a quality program and I think it is going to go a long ways towards helping us. I guess that is about all.

THE PRESIDENT: Thank you, Mr. Fischer. I happen to know that the Sheboygan branch have a real live organization. I have been to a number of their meetings and certainly enjoy them. Are there any other branches that would like to report that I have missed? I certainly don't mean to miss any one. Is there anyone here from Kewaunee that would like to make a few remarks? If not, I am going to introduce the next speaker who really needs no introduction. He is just like Peters, one of the boys. He is not only a good cheesemaker, he is a good bowler, he is a good fisherman and he is darn good at taking the anchor off from the propellor of a motor boat when some other foolish guy gets it wound up into that propellor. I want to say this much for the next speaker, that I think in past years—I don't say all the time, but at first we just talked about Mr. Kasper—a short time ago, and I think in the past fifty years Mr. Kasper did more to promote the sale of natural cheese than any other man in the state of Wisconsin. But in the past few years the next speaker has done more, because he makes cheese in packages all the way from one pound size up to mammoths and he does a big business in selling cheese in small packages to the consumer, and I take pleasure in presenting to you our director, Steve Suidzinski, who is going to talk on

**CAN THE QUALITY PROGRAM BE MADE TO HELP THE
CHEESEMAKER. — By Steve Suidzinski.**

Mr. Chairman, I believe Mr. Kopitzke exaggerated on how a program can work, because I don't believe there is a man could work one out. Any how, I was always the quality believer and I think that is the only way you can win, by doing the best you know how.

At all these conventions we always have quality programs discussed. I think we will always have quality steps to put in force. The more we advance in our manufacturing methods, the more we need to advance and will advance in our quality control work. I believe sincerely in quality programs, especially in educating our producers. While we can do a lot in our factories to produce a uniform product, our results hinge to a large extent on what we have to make our cheese from.

Our raw material is the milk we receive. In thousands of industries manufacturers spend millions of dollars a year controlling their

raw materials, and we are no exception. For example: How long do you suppose Henry Ford would operate if he did not maintain testing laboratories to make sure of what goes into his automobiles. All of his high caliber tools and machines could not make up for poor metals, etc., and so it is with us. We can progress and get our American people eating more cheese only if we give them a uniform product. Right now our farmers are getting good returns for their milk and we have one of the best chances we have ever had to work with them in improving their methods of handling their milk. This war emergency is going to be over one of these days and when it is let's have everything in order for making the best kind of cheese for our own markets. Now, the question is: What can we do and this brings up practical quality tests.

To get a quality milk, if we expect the farmer to deliver quality milk, we must show him from time to time what he is delivering. We cannot expect the farmer to bring us good milk if we don't show him what he brings us. By these words I mean, we have got to be honest; we have got to take the test at least every two weeks, whatever it may be, because I have tried it. We have taken tests and we laid down and didn't take tests for a couple months and get back in the rut where it was in times before. But by taking your regular tests, your farmer is informed what he is delivering and he will always improve and at any time when you have trouble, you can check it down and get good results. You shouldn't wait until you get in a bad rut. If you follow up every two weeks — we always do it in between — when you have the most trouble, and that is when we take our methylene blue and sediment tests and if you check on them you will avoid a lot of your troubles in that way.

I wish to thank you all.

THE PRESIDENT: The next speaker I am going to introduce is probably one of the oldest members of this organization. He has probably attended more conventions, in fact, he is the only one we know of that has attended all fifty conventions in the past fifty years, including this one, and when you ask him how he did it, he just says, well you have got to start early and live right, and I know that he is going to tell us something interesting about some of the past history of this organization, because he used to attend these conventions back in the old horse and buggy days, when we couldn't travel like we do now with our automobiles. I certainly feel happy and feel it is an honor to be able to introduce Mr. Aderhold at this time. While Mr. Aderhold is coming up, I want to announce, don't forget about your banquet tickets for the banquet tonight. You can get

them either up in front or at the hotel. They will be for sale at either place.

**COMPARISON OF EARLY CONVENTIONS WITH PRESENT
ACTIVITIES — By E. L. Aderhold**

Mr. Chairman and friends: I have been asked to discuss some of the things that happened a long time ago, and I was just thinking about what the skunk said when the wind shifted from north to south. The skunk said, it all comes back to me now. But I haven't been as lucky as that in bringing back things that happened so long ago. What is my subject, Do you know?

THE PRESIDENT: Comparison of early conventions with the present activities.

MR. ADERHOLD: Well, our first conventions were held at Madison, and afterwards a number of them were held at Milwaukee, and the attendance those days was much smaller because we all travelled by rail. There were no implement exhibits those days at the conventions, no evening entertainments, and the leaders were conspicuous by their absence. There was no annual report published, but we had a man with us in our first meeting from Grand Rapids, Mich., Mr. E. A. Stahl, who was editor of a trade paper called The Michigan Tradesman. He was there and took notes and he published an issue where he had the convention doings pretty well covered.

We had a man at that time that helped us a lot, Mr. J. H. Monrad. He was agent for one of the companies that made and sold rennet. He was very handy with us, always at our conventions, helping us in many ways. He was so helpful, that for a number of years we called him the "Godfather of the Association."

After some years the association was incorporated under the state law, and the state published our reports for us. I don't think they do that any more, do they? Or do you have to pay for doing it.

A couple days ago I asked a cheesemaker if he knew what filled cheese is. He said, he didn't know. May be some of them here don't know. I recollect when at Cato, in Manitowoc County, there was a plant that was operated by a Chicago concern that was making filled cheese. They bought skim milk at ten cents a hundred pounds from the farmers. They added a foreign fat and made filled cheese out of

it. That is the way it was made, foreign fats added to filled cheese, mixed thoroughly and the rennet added and it make a pretty nice looking cheese. That is when this cheesemakers association was first organized, there was filled cheese being made in Wisconsin, and one of our by-laws forbade or barred from membership any man who was interested in the manufacture or sale of filled cheese. And it was either at the second or third conventions we had, when the assistant dairy and food commissioner took out a membership, and we handed him back his dollar because he was interested in the manufacture of filled cheese. He was assistant dairy and food commissioner. That couldn't happen now-a-days.

There is one thing we didn't have to discuss those days and that is the trucking of milk. The patrons brought their own milk to the factory and it was a rule in the summer time it had to be hauled there at seven o'clock in the morning. We had no trucking problem.

We did have the quality problem, which we will always have, and I think in some respects we have made progress. In one respect I am afraid we have slipped a little. That is on the quality of milk since the trucking started, and since so many farmers use milking machines. Now, that is about all the comment I have to make by way of comparison, and thank you for the pleasure of being with you.

THE PRESIDENT: Thank you, Mr. Aderhold. I certainly want to thank Mr. Aderhold and it is certainly a pleasure to have him with us. Do any of you want to ask him any questions? If you do, I would be glad to entertain them at this time. If not, we will go on to the next speaker. The subject is, Cheese grading, summarization of the most common defects and recommendations for avoiding them by our cheese grader, E. A. Zorn, after which we will have a discussion, and if you want to ask Mr. Zorn any questions, you may do so. I am very happy at this time to introduce our chief grader, Mr. Zorn.

CHEESE GRADING, Summarization of the Most Common Defects and Recommendations for Avoiding them—By E. A. Zorn.
Mr. President, Ladies and Gentlemen:

My acceptance of the invitation tendered me by your very able president, Mr. Kopitzke. May I take this occasion to extend to you my congratulations on this, your 50th annual convention. I am sure that when this convention has concluded, you will all return to your homes and factories with ideas and inspirations and an incentive which will keep the wheels of your industry spinning another year.

Now in regard to a quality program, it must be said that the alert or straight thinking dairyman and manufacture of milk products fully realizes that the consumer of milk and milk products should receive such products that are of unquestionable quality. Assurance that the consumer will receive milk products of the highest quality and especially cheese.

We know that at the present time there are several national and state agencies, which is not a one man, one organization or a job for one state; it has and will continue to demand undivided efforts of all individuals interested in the dairy industry. We have had the cooperation of federal, state, and local officials of our Department of Agriculture, plant executives, plant personnel, representatives of dairy Departments of our college of Agriculture, and numerous other agencies in the conduct of our quality program has been our trade journals, which have devoted to our quality programs, especially during the past two years; and a great deal of this credit goes to Mr. Kuenning, chief of the dairy division.

A sound and workable program has been laid to improve the quality of milk and cheese as stated by a large number of cheese makers, the result is noticed in a high quality cheese, and they report a higher yield since the quality of their milk has been improved, as quality products pay bigger dividends to the producers and cheese makers.

The question that you hear asked how can we increase the consumption of cheese. A partial answer to that question is to give the consuming public a more uniform and higher quality cheese. I am not here to criticize your policies, your program or your product; because I am interested in the entire cheese industry. Wisconsin has led all other states in the development of the cheese industry from a technical and practical viewpoint for a period of several decades.

Wisconsin manufactures a larger number of different varieties of cheese than any other State. Wisconsin has made millions of consumers cheese conscious. Should a survey be made of the cheese makers who are now manufacturing cheese in other states, one will notice that they have obtained both their practical and technical training in cheese plants located in the State of Wisconsin. As a cheese maker, we should put forth every possible effort to improve the quality of his products. Realizing that the Federal Government has purchased approximately twenty one hundred fifty car loads of American cheese to date, equivalent to 55,000,000 pounds, and a like amount was purchased from other States. There are all indications

that this program will continue for some time. The question in the minds of assemblers of cheese is—if the Government should discontinue buying cheese at this moment, what a dreadful time we would witness. This again behooves us to continue and bear in mind quality cheese always will seek a ready market where by the lower grades will be a drug on the market, and result in a heavy loss to some one.

The most common defects we find in cheese today for being graded down in the lower grades are (1) Flavor (2) Acidic and gassy condition. There is no question in mind but what some of the contamination is started right on the farm, such as insanitary milk machines and other utensils which are being used.

Another sad problem is seeing the milk trucks speeding along the highway on a hot summer day carrying the can exposed to the hot sun. In many cases milk is received at the factory at a late hour of the day. Knowing that milk is a perishable product, especially when it is not given the proper attention on the farm, the result is a poor cheese is being made.

This again proves that we need quality milk in order to make the highest quality cheese.

Let our slogan be: If a better quality cheese is made, Wisconsin cheese makers can and will make them.

THE PRESIDENT: Thank you very much. I want to thank Mr. Zorn very much for his address. Is there any one who has any questions to ask Mr. Zorn?

MR. MARTIN: Mr. Chairman, I would like to ask Mr. Zorn if it would be possible for the department or even the inspectors to call or get out a circular letter regarding their own observances. They pay more attention if they get a circular of that kind from the department than if it came from a cheesemaker. I think that should be stressed.

MR. ZORN: I think, Mr. Martin, that has been stressed at all these quality meetings regarding cooling of milk and the care of cows. I don't know about mailing out individual letters to the farmers. I don't think that has been done but as far as going into quality program, that has been discussed.

MR. MARTIN: I know it has, but has there any action been taken? I feel this way, I am not criticizing the department but in view of these high prices now, we should make these improvements.

MR. ZORN: I agree fully with you, Mr. Martin, and if there ever has been an opportune time, it is right now and so far as the letter going out, I couldn't promise you whether that will be done but I will take it up with our superior.

THE PRESIDENT: I thank you, Mr. Martin and Mr. Zorn. I think Mr. Martin's idea is very good. The fellows you want in the programs are not there, and I think Mr. Martin's plan of sending each and every individual farm a letter would get to every one instead of only a part of them. I think it is a good suggestion.

Now, the next speaker you have been introduced to him this afternoon. He made a few remarks. It is Mr. Paul H. Raihle of Chippewa Falls, who has been retained as attorney for this association, to help in any matters which come up, and I know he has a very important message to bring to you. Mr. Paul Raihle, Chippewa Falls.

ADDRESS — By Paul H. Raihle

We are meeting here today in one of the few countries in the world where people can still assemble for the purpose of entertainment and study and free discussion. In Europe people can only assemble in the shadow of guns and for the purpose of killing and destroying. Most of the world is in the midst of the horrors of war. America is one of the few places where freedom still reigns. I think we can all agree that war is man's greatest folly. War is one of the forms of insanity that our civilization has so far been unable to overcome.

Whether or not we actually become engaged in this war is still uncertain. The clouds look dark upon the horizon. One and a half per cent of all Americans are under arms, a larger percentage than in the British Empire. Our country is in doubt and confusion. War always leaves a nation poorer than it finds it; no one ever wins a war, everyone loses. Benjamin Franklin said, "There never was a good war or a bad peace."

Today our country is divided on the question of war and intervention. In a Democracy in time of peace it is proper for us to be divided in our opinions and beliefs. Nothing is worth while without freedom. The glory of our freedom is that we have the right to ex-

press our views and have differences of opinion. When war comes that situation changes. We admire the man who works and prays for peace but have no respect for the man who when we engage in war, is not willing to give the last ounce of his ability and service for his country. We should always remember — our country may she always be right, but right or wrong, our country. Many of us took part in the last war and many of us have sons, brothers and friends now in the service. We don't want to let them down. If it becomes our lot to engage in this war, we want our armed forces to be the best equipped, and the best fed, and the hardest, toughest, fighting forces in the world. If it is necessary, we are willing to forget profits during the emergency for the greater purpose of posterity. Wisconsin cheesemakers are 100 per cent loyal to their country, and always will be. But it is only proper for us to consider the cost of war and what it will bring. Now, like never before, clear thinking is needed.

Very few of these who tell us how glorious it is to die for our country have ever done so. In the last war we spent enough money to have improved every home, repaired every highway, paid every mortgage, built a school or church on every hillside, and abolished poverty from the face of the earth, and we are still paying for that war. For this money we got one hundred and twenty-five thousand dead American boys, hundreds of hospitals filled with sick and wounded, a depression that destroyed the hopes of millions, the Prohibition Amendment to the Constitution and Adolph Hitler in place of Kaiser Bill. And nowhere in the world is Democracy safe for anybody.

We learn history from the past. We probably will have an expansion of our present war time boom, higher prices, inflation and artificial prosperity. War is an expensive luxury. In the end it is going to be paid for by the working people, the farmers, small business men, and you the Cheesemakers of Wisconsin. In time of war it is easy to forget the future in the excitement of the present.

But what of that great time when peace is declared and no one is mad at any one, until the next time, and we stop fighting this war and begin getting ready for the next. We should prepare for that peace as well as for this war. In time the slaughter pens of Europe will run out of material. America will still live when Hitler has become but a ghastly memory.

When peace comes we are going to be confronted with the overwhelming problem of a surplus of food including cheese on one hand,

and begging hoards of starving people without means to purchase it on the other. The dairy herds of Europe will have largely been slaughtered. Factories and machinery will be ruined and cheesemakers killed. Hate will block old trade alliances and credit will be exhausted. It will take generations until the European cheesemakers can rebuild their business to where it was before this war. There is going to be a mad scramble for foreign markets, and it is up to us to do what we can to protect our great industry, and at the same time relieve the hunger of starving millions. This war is primarily a battle for food and food may be the deciding factor in settling it. Certainly food will be a powerful argument at the peace conference.

Under present national defense plans, some 250 million pounds of cheese is to be sent to England. This is about half of our present total production. Our warehouses would be empty now if ships were available. To supply this mountain of cheese, our cheese factories are being enlarged, new factories built, and creameries are diverting their milk to cheese factories or making cheese themselves. We are making more cheese than ever before, and are being asked to make still more. This market is an artificial wartime market that will some day end. Don't be fooled into believing that England will continue to take our cheese when she is required to pay for it. It is only natural that she will first buy from Canada, New Zealand and Australia when lend-lease expires. Bulkier foods will be substituted for cheese when ships are available. Then is the time we will need new markets.

This vast dislocation in the cheese industry is going to be a real problem when peace comes and people stop killing and start trading again. No one is questioning the need of our present program. We are all co-operating with our government and will continue to co-operate. There will be no strikes in the cheese industry during the emergency. That we will some day be confronted with a serious problem is certain. A new and ever greater market for cheese must be provided for the future. Part of the answer is better cheese in more attractive packages, more economy in manufacture, intelligent salesmanship and advertisement and careful planning to meet future needs. The cheesemakers associations should be the means of promoting this program and should co-operate with the American Cheese Institute and all other organizations to develop a greater demand for American cheese.

We should now make plans for the future when we must shoulder the burden of feeding the starving hoards of Europe and Asia. We should make sure that we do not lose our own market while we

aid the distressed of the world. We should make plans now to develop a greater domestic consumption as well as new foreign markets for the world's finest food — Wisconsin cheese. Local isolated factories cannot individually solve this problem but thousands of factories combined in trade association can do much to solve it.

When this present emergency, whether it be a shooting war or a talking war, is finally over, we are going to be confronted with the toughest, most cold-blooded competition that we have ever known. This is true regardless of the outcome of the war. Cut-throat competition probably will not come with the end of the war, but it will come as sure as death and taxes. Along with this competition there is going to be social unrest, crack-pot schemes and further attempts at bureaucratic governmental regulations. We have had indications in recent years right here in Wisconsin of attempts to ham-string the cheese industry and put it under the domination and control of Governmental bureaus. We have witnessed political parasites and governmental inspectors swarming around the State like Hitler's Gesta-po agents. Not all inspectors have been high-handed and most officials are courteous and fair-minded, but the cheese industry has often been treated in a high-handed arbitrary dictatorial manner. It is time that certain public officials are taught that they are public servants of a democracy and not secret agents of a dictatorship. We want the same consideration after election as before election. One of our jobs now and after this war is over is to get more democracy right here in Wisconsin, especially at Madison. We as in industry should do everything within our power to keep the cheese industry a free independent business, subject only to such interference by state officers as is necessary to protect the industry and the public. The independent cheesemaker should have a voice in the control of their industry, and I for one believe it unfair and contrary to American principals to have a department head take a stand openly in favor of co-operative type of industry in preference to the independently owned type of industry. As an individual he has that right but as a public official he should play no favorites. Private industry not the cooperatives has made Wisconsin the leading cheese state of the nation. It is entitled to equal protection under the law and equal consideration from the Agriculture Department.

At the State Convention of the Farmers Union recently held in Chippewa Falls, it was there advocated that Federal aid be granted to equip co-operative creameries with the necessary machinery to make cheese. Convertible factories were proposed that could be swung from the manufacture of butter to cheese as the occasion and the price might demand. Under this plan the equipment would be

financed by the Government and operated by the co-operatives which would mean that the independently owned plants would be forced to compete with plants subsidized by the Federal Treasury. In other words, the independent factory would be taxed to support his competitor. Is there any wonder that many people are wondering what we are going to fight for in this war, if we intend to start out by adopting the economic theories of Germany and Russia to start with.

The cheese industry of Wisconsin is overwhelming independently owned and operated. The independent cheesemakers are asking no favors in legislation and it is high time that no special favors be granted to co-operative organizations or other types of operators. We have no quarrel with the co-operatives and no reason for quarreling. All operators should be put upon the same basis of equality and fair dealing. We should guard against laws and departmental rulings aimed at destroying the independent cheesemakers. If the independent cheesemaker is eliminated, Wisconsin will cease being the leading cheese state in the nation. Neither do we want laws passed that will favor the cheesemakers of other countries or states in preference to Wisconsin cheesemakers, or laws favoring any cheese over Wisconsin cheese.

Already we find signs of an attempt to saddle the cost of war on the dairy industry. Our recently signed treaty with the Argentine, which cuts the duty on casein, Italian type cheese, oleomargarine oils, meats, hides and food products, is going to take millions of dollars away from the dairy farmer of the northwest. It means that we must compete with the cheap land, cheap labor, and lower transportation costs of South America. The administration's efforts to popularize the use of oleomargarine is a direct blow at the dairy states of the northwest. We are being asked to go "all out" for defense, while the public is urged to use oleomargarine in place of butter. This is unfair to the dairy industry, which is wholeheartedly supporting the national defense program. Our State Department of Agriculture is to be commended for its strong protest against the action of the Federal Government.

The Wisconsin cheesemakers who make more than one-half of the nation's cheese, should have a greater voice in the regulation of the industry. It is about time that steps be taken to stop crack pot agitation, such as the holding law and the bonding law, and "what have you", that is being advocated and sponsored by groups who know little of the problems of the cheese industry or are all worked up over socialistic schemes. The proposed co-operative dairy warehouse bill in which the independent cheesemakers would be expected to mar-

ket their cheese through a co-operative association in which they would have no vote or control is just one example of the poison that spills out of Madison from time to time.

The power of the departments at Madison should in some way be curtailed. It seems unfair that a department that openly favors the co-operatives should be allowed to propose rules and regulations having the force of law, and then having that same department represented by their own attorneys, hold hearings on their own proposed measure and then act as the judge and the jury in deciding on its adoption. In considering the proposed minimum cheese factory proposal, let's be careful not to open the door for further regulation of the industry.

There is another situation that I believe is radically wrong, when the Department makes a complaint under the state licensing law, the same departments hold the hearings on the complaint that it has made. The individual being tried is called to Madison, placed on the witness stand in private hearing, and the department becomes the sole judge of all the testimony. There are no set rules of evidence and a man may be deprived of his property without due process of law. I am not questioning the honesty of these hearings, but I do question their fairness.

There should be some practical cheesemakers or those interested in the cheese industry on the Board of Agriculture. If this were true, the Department would devote more attention to furthering the industry and less to proposing irritating and troublesome regulations. Let's be fair. The Department at Madison has been courteous and in recent years has been willing to work with the Wisconsin cheesemakers associations more than ever before. As we grow in numbers, the consideration we receive will multiply.

Some of our differences with the department are probably due to a lack of understanding on both sides. Some cheesemakers seem to delight in disagreeing with the department in every proposal suggested. That is the wrong attitude. We should get together on a constructive program and develop team work for the good of the industry. Let us during the coming year try to develop a spirit of harmony and mutual helpfulness.

Cheesemakers should give serious thought to the question of the price paid for milk and hauling costs. Cut throat competition by cheese factories without considering manufacturing cost, overhead and depreciation will ruin the industry, if not controlled. Cheesemak-

ers should be taught how to figure costs. The best place to learn is at the cheesemakers meetings and conventions. Every self-respecting cheesemaker should belong to his cheesemakers association. A maverick is more trouble than a whole herd of regulars.

During the past year I have enjoyed my work with the Wisconsin Cheesemakers Association. Your officers and directors are sincere, loyal and hard-working. They are all making personal sacrifices for the common good and are entitled to your highest respect and appreciation.

To meet our future problems, cheesemakers should work more closely with their farmer patrons. The interests of the cheesemakers and farmers are the same. A prosperous cheese industry means prosperous farmers. They are in a sense partners in this great industry and should work together. Close co-operation of farmers and cheesemakers will solve many future mutual problems. Farmer patrons should be made to understand the cheesemaker's position and their desire to work together for the common good. Farmers should be urged to attend cheesemakers meetings and cheesemakers should meet with their patrons and discuss mutual problems.

The solution of our present and future problems rest largely with the cheesemakers themselves. No one else is going to solve them for us. We must unite as we have never united before. We must either hang together or we are going to hang separately. Any cheesemaker who fails to belong to or have an active part in his association is not loyal to his patrons or his industry. The spirit of enlistment is in the air. Now is the time for all cheesemakers to enlist in their local cheesemakers association and in the state association. Our organization should be brought up to war strength. It is up to the faithful to get the non-members into the fold. Only with renewed faith and increased numbers can we go down the line shoulder to shoulder fighting to keep Wisconsin the greatest cheese state in the nation.

THE PRESIDENT: Thank you very much, Attorney Raihle. It is needless to say, I think, they liked it, after hearing the applause, and I want to say again, it certainly has been a pleasure to work with Attorney Raihle during the past year. Now, I think, if you remember right, I mentioned this a year ago at our convention. Next year's convention is going to roll around before we have an election, and I think all of you should take into account what your senators and assemblymen did for you. If they have been loyal, go out and work for them and put them back, and if Mr. Ebert will accept that

position again, he won't need to do any worrying, because his record has been such down at Madison, regardless of what party they belong to, in Shawano county, or what their business is, they certainly will vote for Mr. Ebert, because he was sincere.

I am sorry all you people weren't here yesterday to hear the talk by Mr. Riggs from the Kraft Cheese Company. He gave us a real interesting message on extraneous matter, and I am not going to attempt to give you his message, but I just want to say this, that this is a serious problem, men, and we have just got to face it. Mr. Riggs told us of different cases with the federal government where it has been seizing cheese, where they found extraneous matter in it, and they are going to trace that right back to the factory. So as I understand it, the best we can do approaching our annual meetings — some of us don't have annual meetings but some of us do—and I think we should take that up with the farmers at home, and if we all try at the factories and at the farms, we can produce the kind of cheese, that which will never have extraneous matter in it, and we suggested yesterday afternoon, if any cheesemaker would like to have it, the association will draw up a letter explaining this problem, and if any cheesemaker would want to write to the secretary of this organization he can get a copy of that letter and read it to his patrons if he so desires, or if he cares to call on any of the officers who live close by, they would be glad to come to the meeting also.

I think fellows, we have just got to bring that message home to the farmers. We also discussed the trucking problem yesterday, and the question came up whereby we needed some minutes we didn't have, and I understand Mr. Ebert has those minutes with him today, and I am going to call on him at this time to read that part of the minutes about trucking. Will you please step forward, Mr. Ebert. This is our assemblyman from Shawano county, and former secretary.

MR. CHARLES EBERT: Mr. Chairman and ladies and gentlemen: First of all, I want to thank Mr. Raihle and Mr. Kopitzke for the laudatory remarks. I don't think I am deserving of them.

THE PRESIDENT: You are deserving of them, or we wouldn't have made them.

MR. EBERT: Just to dispell any doubts in the minds of anyone who was at the Shawano Convention or council meeting last night, as to the board of directors carrying out the wishes of the member-

ship, at least while I was secretary, I am going to read the excerpts of the minutes of the 1938 and the 1939 council meetings pertaining to the trucking law.

At the 1938 meeting on November 8th, I have the notes here, there was considerable discussion about milk trucking prices and practices. The following resolution was then presented and on motion by L. E. Koptizke, seconded by A. H. Graf, to adopt, was by vote so adopted.

Resolved, that the chair be authorized to appoint a committee to consult with the Wisconsin Public Service Commission relative to establishing a fixed price for trucking milk to cheese factories. If it is found advisable, the commission is to call a state-wide meeting of milk truckers to cheese factories at a central point within the state for further consideration of the trucking problem.

It was then moved by O. R. Thompson and seconded by C. C. Brick, and carried, that the committee be appointed from this group in order to present same to the convention on either the 9th or 10th of November, 1938. It was then suggested that invitations to the state-wide meeting (if one would be held) be sent to cheese factory milk truckers only. It was further suggested that a representative of the Public Service Commission of Wisconsin attend the state-wide hearing (if there be one so held). This was of 1938. There was doubt in the minds of some, at least, that there was no action taken by the board. This is of November 15h, 1939, Retlaw Hotel, Fond du Lac, Wisconsin.

Mr. Fred Bleuer, chairman of the committee which was appointed at the 1938 council meeting to confer with the Public Service Commission relative to trucking milk, then reported they were advised by the Commission that if petition by the association were filed with the commission asking for state-wide hearing as to the trucking rules and practices, such state-wide hearing would be granted by the commission. After considerable discussion of trucking of milk, a motion was made by Edgar Peters, seconded by H. J. Loehr, and carried, to table further discussion of trucking at this meeting.

That was all pertaining to the trucking question. That bears out my statement at Shawano and at the council meeting last night, there was action taken on the question of trucking milk from factories, at a subsequent gathering or council meeting to the 1938 meeting, and as the records show, this action was taken at the 1939 meeting. I am not saying this out of animosity to anybody but I just

want to show that the association, while I was secretary at least, tried to carry out the wishes of the membership. I thank you.

THE PRESIDENT: Thank you very much, Mr. Ebert. Now, one of the reasons we have cut our program just a little shorter, we always have men we would like to call on like this case of Mr. Ebert, and we have another gentleman with us, I am sure you would all like to hear. Most of you know him. At one time he was connected with the publicity department of the Department of Agriculture. He left there a couple of years ago and went with the Cannery, but once with cheese, always with cheese, and he got lonesome for cheese and he is now back in the cheese game and he is working with the Kraft-Phoenix Cheese Company, as a rural relations man of the Kraft organization. At this time I want to call on our good friend W. G. Carlson to make a few remarks, if he will. Is Mr. Carlson in the room?

MR. W. G. CARLSON: If you would have given me a little room I might have gotten a little closer to the front, but you didn't have to have a racing contest to see who could get up here the fastest I am totally unprepared but just tickled to death to be in a position so that I can stand before a group of my old friends in the cheese industry and at least say, hello.

I have been back in it now for a little over a week and enjoyed every minute of it, and a little bit nervous about it all. It seems if you take a toy away from a youngster and he forgets about it, there is something back in here — it is there, but he can't remember it, and all of a sudden the toy comes back again and possibly in a little different shape, so you have to pardon me.

I made a few inquiries in the last few days about the association, its progress and activities and I don't know where the bouquets belong, but the reports I heard about what this association amounts to now in membership, compared to some of the years when I was helping them a little bit, it isn't very complimentary. I want to say by way of congratulation that the industry certainly owes its future to the work that you fellows have done on this job.

I suppose that all of you realize looking over your program the type of messages that are coming to you, indicate that you are living in a time where it seems to be very busy, but problems surround you from all sides and you can hardly know from one day to the next or one minute to the next what type of problem is thrown into your lap in the food industry, not only in the cheese industry. In my three

years in the canning industry I practically commuted between Chicago and Washington, sometimes going down one day and being home for dinner the next night, on things that came up, and the dairy industry and the cheese industry is no different. But I do think that the whole situation is a challenge to every single one of you, no matter what part of the industry you are in, whether you are a cheesemaker, or cheesemaker's wife, or cheesemaker's son or his brother-in-law, or a buttermaker, or whatever part of the industry you are in,—particularly the cheesemakers.

I remember about seven or eight years ago we used to hear some speakers here and there make statements that this particular situation in Wisconsin with the dingy little factory here and dingy little factory there, indicated the time was coming when the small cheese factory must go. Well, possibly they were right, but events haven't proven themselves, and I will make you this prediction that if the dairy industry and the cheese industry will align themselves to iron out their misunderstandings—and I think the majority of the troubles they have are the result of misunderstandings — get to know one another better and get to sit around the common table and work out these problems and the old saying made eight or ten years ago that the small cheese factory must go, we will find was entirely in error and when this thing is all over you will be confronted with the fact that the small cheese factory must grow. That is all I have. Thank you very much.

THE PRESIDENT: Thank you very much. It seems good to have you with us again. Now, have we any more discussion on this next subject? I guess I have read it, general discussion of future plans and activities or any subject that any member cares to bring up. Has any one any subject they would like to bring up at this time for discussion? If not, the next thing on our program is "Comments on Today's Session as viewed by the editor of our official organ, Floyd Zimmerman. I would like to call on Floyd Zimmerman if he is in the room and have him read his paper.

**COMMENTS ON TODAY'S SESSION, As Viewed by The Editor of
our Official Organ — FLOYD ZIMMERMAN.**

Mr. Kopitzke, ladies and gentlemen: I agree with Mr. Carlson, it is a long ways from the back of the room up here. When Mr. Mulloy first asked me to comment on your session, I told him I didn't know whether I could give the association very much, and he says, — "From you I couldn't expect very much."

I talked to several members of your board and the officers regarding stream-lined sessions and this afternoon I think you have had one. Everything has been pretty snappy, in fact, it reminds me of the story of the chap who was riding along on the Hiawatha. The train was pretty crowded and he had to sit next to a lady who was very talkative, and she talked from one station to another and he had very little time to get in a word. As they whizzed by a field she looked out and said, my, what a beautiful herd of cows. I wonder how many are in that herd. He just took a quick look and said, thirty-seven. She said, my, how did you know so soon. Oh, he just counted the teats and divided by four.

I have often felt that your programs should not afford a place for a politician who simply gets up here and tells you about his record at Madison or Washington or elsewhere, and tells you about the legislation that he has been interested in working for, the bills he has introduced in your behalf. I don't think you should have any place for those who get up here and make a political speech, asking you for your votes to put him in office so that they could do something for you. I don't think this is the place for that. I don't think you have any place in your program for those who simply get up there and congratulate you a bit. After all, you folks sitting out there are like the girl who returned from her first horseback ride. She said, I didn't know anything could be so hard; but your afternoon session has gone along very snappy. Your speakers have had messages for you.

I am interested in talks like Mr. Mulloy, Mr. Fischer, Mr. Suidzinski gave you, because after all they are right out in the field. They are doing the same kind of work you are, and they really have messages for you. After all, you are interested in fellows that can tell you something about the trucking problem. You are interested in fellows who can tell you how you can pay a little more for butter fat and still make a profit.

So after all, you have made a fine step this afternoon. I hope you continue. I hope this is a forerunner of convention programs that are going to be stream-lined and allow plenty of time for discussion. I know you are interested in the next speaker, so I will turn the program over to Mr. Kopitzke.

THE PRESIDENT: I thank you, Mr. Zimmerman very much. We have another man in the publication field, Mr. E. K. Slater, who was not able to be with us, but his very able representative, Mr.

Paul Mandt, is here and I wonder if he would like to come up and make a few remarks, if he will do so.

MR. PAUL MANDT: Mr. Kopitzke, I am awfully glad that the walk up here was as long as it was, because it gave me a little chance to think of what I might say. I didn't know I was going to say anything until Leonard called on me. Floyd has told you about this stream-lined program and commented on it, and I want to compliment the association on this stream-lined program. It seems especially appropriate that on the fiftieth anniversary of the association you could have this type of a program. It is really a pleasure to come to a state cheesemakers convention and see this many people here. I have been coming to them now for the past thirteen years and the crowds usually haven't been as large or as attentive as they have this year, and I want to congratulate the officers especially on their fine work. Thank you.

THE PRESIDENT: I thank you very much, Mr. Mandt. I am sure we have to give them all a quarter to compliment us, or we wouldn't have any money left, or it wouldn't be so good. At this time I want to say, one of the reasons we have a little shorter program, we have discussed this at the meetings. We have the supply men and they have booths downstairs and we have had complaints, many times by the time the meetings are over, they just go to the hotel and that is all there is to it. This time I hope there will be time for you to go down to the supply men and see what they have to offer.

Now we are going to have the drawing of the door prizes. If you will bear with us a little longer, or will someone have something to bring up for discussion? The next is the drawing of the door prizes. We are giving away another clock from the Topp Oil and Supply Company, and five more yearly subscription for the National Butter and Cheese Journal. Mr. Mulloy will soon be here with the tickets and we will have the drawing of the door prizes. And don't forget the banquet.

Here is something we almost forgot, ladies and gentlemen. We have a letter here from Mr. M. J. Wagner of Rockville, Mo., I am going to ask the secretary to read that at this time. I want to thank you for reminding me of that.

Rockville, Mo., R. 1.
November 11, 1941.

Secretary, Wisconsin Cheese Makers' Ass'n.
Fond du Lac, Wis.
Gentlemen:

Congratulations to Mr. E. L. Aderhold who has done so much for the cheese industry, not only in the State of Wisconsin but for the cheese industry of the United States.

Mr. Aderhold has helped me — yes, helped me out of many a tough cheese problem in about 1908. So much so that I owe my little success entirely on his courteous instructions.

Here's hoping that Mr. Aderhold may enjoy many more years of good health so that he can mingle with his friends at many of your conventions.

With good wishes to Mr. Aderhold and yours for a successful convention, I am

Yours truly,

M. J. WAGNER.

THE PRESIDENT: We will now have the drawing of the door prizes and I am going to ask Miss Ruth Goren to step up here from the Commonwealth Reporter for the drawing of the tickets.

The first five tickets will be five subscriptions to the National Butter and Cheese Journal. The first ticket drawn, if the member is in the room, will receive the paper for a year.

(The following are the names drawn and these will receive a year's subscription to the National Butter and Cheese Journal)

Tony Brunner, Leopolis.

Frank L. Ebert, Oconto Falls.

O. A. Damrow, Sheboygan Falls.

Joe Schmied, Beaver Dam.

Jake Munkberg, Atwater.

(The following names were also drawn, but since they were not present in the convention hall at the time of the drawing, forfeited their right to claim the prize.)

R. Lindow, Marion.

Leland Baxter, Blue River.

Elmer A. Teske, W. De Pere.

John Lensmire, Marathon.

Art Clarkson, De Pere.

THE PRESIDENT: Now, the next is a clock by the Topp Oil and Supply Company, and they insist that the third ticket is the winner.

MR. MULLOY: Ladies and gentlemen, there is but one thing I want to explain to you about the Topp Oil and Supply Company award, and they are making the same award tomorrow, one clock at the close of the forenoon session and one clock at the close of the afternoon session, and their conditions are that the third ticket drawn is the lucky winner, and you must be present in this room to win, and any cheesemaker or cheesemaker's wife can participate. They didn't say anything about the single fellows who have a sweetheart here, but you can take that up with them. Your registrations today are not good for tomorrow. In order to draw for tomorrow's electric clock, you must again register at their booth tomorrow. The third ticket drawn will be the winner.

E. E. Peters, Plymouth, wins the clock.

THIRD SESSION

November 13th, 1941, 10 A. M.

THE PRESIDENT: Ladies and gentlemen, we will first have a little community singing. How are you all this morning? You look kind of sleepy. I am sure you all got to bed a little after eleven o'clock, I will admit. I am going to introduce this morning again "salty Mack" and "Soft-Coal Charlie", our very capable leader and pianist.

(Community singing)

THE PRESIDENT: I want to thank you very much, gentlemen. I

am sure that is all we need to pep them up. Yesterday I announced that on account of his health Mr. Fitch would not be with us, but fortunately he feels a lot better and he is here with us this morning. I would like to have him rise so that you can see him.

As I stated yesterday morning, we can be glad we are all Americans and still start our activities with prayer, and at this time I am going to call on Rev. A. R. Breins to lead us in prayer.

INVOCATION

By Rev. A. R. Breines.

Almighty and Eteral Father, in the name of Thy son, in union with Thy Holy Spirit, we beg Thee to look down benignly upon us and bless this day the proceedings of this convention so that in all things Thy works may redound to Thy greater honor and glory and that Thy abundant gifts may continue to draw the hearts of Thy creatures to Thyself.

THE PRESIDENT: All right, we promised you yesterday that any one who would be in their seats would be eligible for a five dollar prize in case the right ticket is drawn.

(The following tickets were drawn:)

Roland Schreiber, Kiel, Wis. (Not present).

C. C. Brick, Brillion, Wis. (Wins five dollar prize)

THE PRESIDENT: Well, friends, I know but very little about our next speaker and I just met him only this morning and I haven't had any chance to talk with him very much, but I am very happy to present to you Professor Gordon, who will now speak to you.

MR. W. A. GORDON: Mr. President, ladies and gentlemen, that was the nicest introduction I ever had. I have always wanted to be a professor, I don't know why, but it seems good.

THE PRESIDENT: Pardon me, that is my mistake.

MR. GORDON: All right, but why don't you keep still about it.

ADDRESS

By W. A. Gordon, Editor Dairy Record, St. Paul.

I have been rambling about the dairy industry for quite a number of years and talked to a number of gatherings, and this is the first time I have talked to cheesemakers association, but leaving my plans behind as I usually do, I have to pick the largest cheese convention in the country to make my debut. Well, you are stuck and you will have to face the music, I guess.

This subject assigned to me, or rather the light of the subject is intriguing. It is called "an address". I never quite knew what an address was, unless it was a high-hatted method of saying a man was going to make a speech and tell what he didn't know, and take a long time to do it. If that is true, I think I can qualify.

Your president said he didnt have much of an idea what I was going to talk about, and that makes it unanimous. Neither do I. Now then, the fact is there are conditions facing us today which probably will always provide a subject for any discussion. The government is buying a huge quantity of cheese, some quarter of a billion pounds, and fifteen million cases of evaporated milk and two million pounds of milk powdered, and that gives you a fine market. Well, that market is last night's fun. That is the fun you had last night. You know, the time you went up to the travellingman's room after the banquet and had such a good time and feeling great. The aftermath of this dairy situation is the hang-over you may have coming. The government has announced that in addition to what it has purchased this year, or what it is planning to purchase, that it will need the amount of 125 billion pounds of milk in 1942. 125 billion pounds of milk is a lot of milk. Well, it is the equivalent of about one billion, four hundred million pounds of cheese, if you had to absorb it all as cheese.

Now, there is a lot of questioning in many people's minds as to whether we can produce 125 billion pounds of milk next year. Whether the dairy farmer of the United States have the capacity right now for producing that enormous quantity of milk. Well, last year we only produced 111 billion pounds and this year it is estimated that we will produce nearly 113 billion. So that represents a jump in two years of 14 billion pounds of milk. If you doubt whether that can be produced, let's look at a few figures. I will bother you with a few statistics but I will promise to make them very few.

Before the drought in 1935 and 1936, in 1934 to be exact, the average dairy cow produced four thousand — little more, 4029 pounds of milk annually. In 1940 that production average was 4575 pounds. That is an increase of more than five hundred pounds. In Wisconsin, incidentally, the increase was 750 pounds per cow. Now, in 1934 we had an excess of 25 million cows, which left 23,700,000 after the farmers sold off so many cows. It is safe to say, there will be considerably more than 25 million cows in the country. Those five hundred thousand extra cows over two years ago will give you a production on the average, taking only the average cow, of $2\frac{1}{4}$ billion pounds of milk, and if we continue to increase the rate of production you have another $12\frac{1}{2}$ billion pounds or a total of $14\frac{3}{4}$, which is somewhat more than we are expected to produce in 1942.

Now, I am aware of the fact that we may not find that 500 pound increase, but keep in mind this — the 500 pound increase that came before, came when there was no price incentive to bring it about, and now there is. If you have any doubt about it, perhaps we can get some clew from the delivery figures already made. As I mentioned a while ago, and as you very well know, you are expected to produce 250 million pounds of cheese in a fifteen month period. After that period was gone on November 1st, and you delivered about 45 per cent of the cheese quota, about 70 per cent of the evaporated milk quota had been delivered. There is only about $14\frac{1}{2}$ per cent of the milk powder that was delivered under that quota.

Now, then, the question of course inevitably comes, what are we going to do with this huge excess quantity of milk when this emergency period is over. What are we going to do with the milk which is so large in quantity that it will make one billion, four hundred pounds of cheese or approximately 670 million pounds of butter. Where are we going to stop, and how? How are we going to stop this?

Perhaps we don't have the source as well thought out as did the wife of a hill-billy, who was approached by the census taker and was asked, how many children she had. And she said, she had fourteen. And he said, well, you are not keeping up your ration very well. When I came here five years ago you had ten children. Now you have only got fourteen. During that extra five year period you only have four more. She said, yes, that is true. What is more, there ain't going to be no more; no sir, there is not going to be any more children. How do you figure that out? Well, she said, Mr. Census Taker, since the last time you were here we found out what caused that.

Now we know what is causing our trouble, but what are we go-

ing to do about it after this thing is over and this huge demand has stopped — this huge foreign demand has stopped and we still have this tremendous lot of milk on our hands. Are we to expect the farm to kill his cows? Perhaps, since the federal government has got us into this thing, may be we can turn to the federal government for the solution. Thus far it hasn't done a very good job of providing this solution. As far as I can recall, it has done only these things: First, it has recommended that the American people decrease their consumption or curtail their consumption of cheese. And second, it has gotten into this oleomargarine picture. It set up a beautiful standard, that is, for the oleomargarine manufacturer, a standard which permits that fake butter to impress itself on the minds of the right-thinking.

Not content with having established and promulgated a standard, it has turned its high pressure speakers over the radio and there delivered a message which is a recommendation of the "stop-using-butter" and use oleomargarine, and they issued innumerable bulletins at the taxpayers' expense dwelling upon the glories of oleomargarine as a food. And of course, there are always some helpful people in the industry who want to go along and do their little duty, and we find for instance, that the largest cheese handler is now going to do its duty by national defense to help along this fine program by manufacturing and advertising and selling that wholesome, delicious, nutritious junk known as "Parquet".

I suppose I am one of those fools who rush in where angels fear to tread and yet I cannot help feeling and expressing those thoughts even at a cheesemakers' convention, that it is not a very fine reflection upon the spirit within this industry, when an organization which has done as much for the cheese industry — whether you like to hear that or not, I believe it is true—should suddenly turn around and decide that it can swell its coffers by doing something that by no stretch of the imagination can be regarded as helpful to that industry. To put it in a little plainer language, it seems almost inconceivable to me that a man who has contributed to the dairy industry as much as Mr. Kraft, should suddenly decide that the financial state was of more importance than the fine record he had attained in that industry. I don't know why I should feel this as a personal matter, but I do for some reason or other, and I suspect that all of you do.

I am not unaware, although I am not very familiar with the cheese business — I am not unaware of the arguments that exist between the makers of natural cheese and process cheese, and yet whatever your arguments may be, you do recognize, of course, that

the sale of it here had the effect of getting cheese into consumption. You can't advance any argument, as far as I can see, in behalf of an organization which presumably is a dairy concern selling oleo-margarine.

Now, Washington's only solution of this problem, this aftermath that we face, is to tell us that one-third of our people are under-privileged and under-fed. That if those people are fed all the dairy products they need in their diets, we need not be concerned about 14 billion extra pounds of milk. We need not be concerned about the total production of 125 billion pounds of milk. Well, probably that is true, but it does give rise to the very interesting question who is going to pay for all this. You may think that I am being rather petty when I interpolate that question, but I think it is a very serious one.

Your government today is rapidly attaining the limit of its constitutional indebtedness of 65 billion dollars and the proposal is already being heard that the limit be raised to one hundred billion dollars. Now, America is an extremely wealthy country, but its wealth is not unlimited. What is going to happen when we approach that limit and isn't one hundred billions of dollars awfully close to that limit, It is certainly considerably in excess of our national income in normal times and for a government to owe in excess of its national income, even for one year, is according to most economists approaching awfully close to bankruptcy and repudiation.

Now, whether with that huge load of debt saddled upon the nation we can continue to levy such terrific taxes as we are now levying in the name of an emergency — this is a moot question. I doubt very much if the people of the United States will continue five or ten years from now to sanction terrific expenditures of this kind. Inevitably seems a burden of heavy expenditures as followed by one of extreme economy.

You recall Calvin Coolidge, don't you? If that is true, it is quite likely that we will find ourselves faced with a situation wherein we will expect or can expect very little by way of financial support from the government to buy up huge surpluses of dairy products to feed them to the under-privileged one-third of our nation, to say nothing of course, of the foreign countries which is another solution so freely offered by those people who seem to be entrusted with the task of settling this right now. So it isn't a very happy picture I can offer you with reference to the future.

There are, of course, certain things we can do. First and fore-

most in my humble opinion is the need of producing milk at low cost. I am not going into a long exhortation of what can be done to produce a dairy cow at much lower cost, and there are certain hundreds of them that are better qualified than I am, and it is a fact, you know it well enough. The argument has been raised and there is probably some merit to it, that in our industrial life as production increases, costs decline and the automobile of course is the classical example. If the production of milk increases as it has during the past years, I think it is true we are going to have to expect the farmer to produce it at a lower cost and incidentally probably better net returns to himself. In the second place, we are going to have to manufacture cheese and butter and everything else at a lower cost, and that—whether you like to hear it or not, — may involve a serious situation for the small cheese factory as well as the small creamery. It isn't very pleasant to hear for a great many of us, but it may be something we will have to face.

The third point, of course, is the lower marketing costs and thus far, at least the economists have not been able to make good on any of their wild claims regarding the extravagance of our marketing costs. We find that most dairy products are sold on a rather reasonable margin. Fluid milk is usually cited as the exception, but the very politicians who laugh about the cost of fluid milk are unwilling to tackle one of the main contributing factors, this high cost of fluid milk, and that is the cost of labor involved in it. Let's take some of the high costs you are meeting now and high prices, and use them to write off the excess values, or at least get your costs down where it will help afterward.

Finally, and perhaps one of the most important things we can do, and that is to create a greater acceptance among customers of the value of our products. Now, the federal government has made many mistakes, we know that. But at the same time it has contributed one very important thing to our industry. It has done a lot to bring about a wider appreciation of the value of dairy food, the dairy products as foods. There is greater appreciation of the dietetic value of dairy products today, not only among people of education but among the people of limited education in this country. Every mother, no matter how poor she may be, how humble her station in life, has a greater appreciation of dairy products as a food than she did even two years ago, and that is going to help a lot in making our advertising effective, because advertising is, of course, your way of bringing about this consumer acceptance.

It is always interesting to note in this industry the little tinges of selfishness that arise — not so much selfishness but narrowness. We notice it among the butter makers and fluid milk people and

evaporated milk people, and I don't suppose the cheesemaker wears any more wings than the average man in the dairy plant, but there is discernible this narrowness or this tendency to be a bit narrow to look after their own interests, but a particular difference to the interests of other branches of this industry and other factories even within your own branch.

Today, for example, sentiment isn't widely against advertising cheese. When the market isn't receptive today as it may be, as it will be in normal times, cheese is in demand. There is a shortage of evaporated milk and cheese is in the same position. Butter on the other hand is in excess slightly. On October 1st the last figures that I have had, there was some 202 million pounds of butter in storage, within a few million pounds reaching the previous all time record, and some 78 million pounds above that same date last year. It would seem only logical, since butter is in excess supply, cheese and evaporated milk is short, to put your advertising stress on butter. Remember this, gentlemen, you are not interested solely in selling more cheese. The really more important problem to you is selling butter fat. Whether that is butter fat consumed in the form of butter, cheese or other products, it is necessary that the butter be consumed, and when you take that attitude, if you protect the shortage, that you won't help in an advertising campaign, you are taking the attitude that is not only very narrow but extremely dangerous.

Now, finally we come to the one other way that we can help ourselves. You can't do a thing about it as individuals. I suppose there are men of considerable prominence in this room, perhaps men representing important companies, but I don't care how important the company or how important the individual, there isn't much that you can do about this situation working alone. There is about only one way you can do anything in these United States today, and any man who has got any experience in trying to solve national problems will vouch for the accuracy of this observation, and that way is your organization. There is only one way you can help yourself today, aside from doing a good job in your own plants, of course, and that is working in combination with your fellows. You have a splendid organization in your Wisconsin Cheesemakers Association. Don't forget that it offers you a way out. It isn't under any obligation to you. You are under obligation to it, for it is your home, and finally more important of all, I can spice this very drab picture I presented this morning with one beautiful ray of sunshine, and keep this in mind — it looks bad, the future looks pretty bad right now, but we can always take solace from the fact that America always somehow works out. Thank you.

THE PRESIDENT: I want to thank Mr. Gordon very sincerely for his educational and inspirational talk. It certainly was a worth while message. I hope you all enjoyed it.

Now, ladies and gentlemen, we have got something on our program I think will pep you up just a little bit. We have had one very imporant message this morning and we ought to do some serious thinking about what Mr. Gordon said, but after what happened last night, I think we need a little peep too, and I think we have got just the thing you need for that. I am very happy at this time to introduce the Widmer sisters of New Glarus, who were sponsored by the D. & F. Kusel Company, the Widner sisters from New Glarus.

(Entertainment by the Widner sisters of New Glarus).

MR. MULLOY: The chairman of the resolution committee wants me to announce that they are going to meet in Room 412 at the Ret-law Hotel at 12:30. There are some important things and he would like to get his entire committee together; and the chairman of the nominating committee wants his committee to meet right back of the stage immediately after adjournment.

There is just one other thing I would like to suggest. You did say when we introduced "Salty Mack" that Harry Fitch was here. We are glad to have him here, and I would like to get him up here and say hello to you fellows. He has been with us for a long time and evidently hasn't been well. There are a lot of us in the cheese industry that love Harry.

THE PRESIDENT: I am going to announce now that there will be a Christmas cheese program this year, and any one interested who has small styles of cheese, say 2½, 5 and 10 pounds, anything you can cut into a 2½ pound cheese, made in June or July, get in touch with Charles Ebert at Gresham. He is with us today and I would like to have him stand.

Now friends, in view of the fact that the Governor is going to be with us this afternoon, I don't know what your pleasure is but I think we should adjourn a little early. It isn't quite twelve o'clock and we should be back here and start promptly this afternoon so that we can give the speakers plenty of time, and there will be a lot up for discussion. We have resolutions and everything, so that our meeting doesn't drag along. So the meeting will stand adjourned. Thank you all for coming this morning.

We have the drawing of the door prize for the electric clock which was donated by the Topp Oil Company. You must be present in the room and the third number drawn will receive the electric clock.

(Winner of the electric clock donated by the Topp Oil and Supply Company was

E. J. Witt, Thorp.)

THIRD SESSION

Wednesday, November 13th, 1941, 2:15 P. M.

THE PRESIDENT: At the close of the session we will give the following prizes: \$15 fountain pen, donated by Blatchford Calf Meal Co.; one Comfy-Aire Heater Fan, donated by Babson Bros. Co. of Chicago, Illinois; \$5.00 cash prize by Walter Voechting, Sheboygan, and a \$5.00 cash prize by the Northern Wisconsin Produce Company of Manitowoc.

An electric clock will be donated by the Topp Oil and Supply Company, and those will be the prizes given at the close of the session, but right now we have the song leaders and we will have a few songs, after which we will award the five subscriptions by the National Butter and Cheese Journal.

I am very happy again to introduce "Salty Mack" and "Soft-coal Charlie."

(Community singing).

I want to thank the gentlemen again for so kindly helping us and leading us in singing. We will now award the five annual subscriptions to the National Butter and Cheese Journal.

(The following names were drawn and those present received the annual subscription to the National Butter and Cheese Journal)

- Walter Blankschein, Clintonville absent.
- Arnold Ohlrogge, Denmark absent.
- Hugo Schwanke, Cato present.

Arthur Wolfgang, Muscoda	present.
Charles Ebert, Gresham	present.
A. R. Neuman, Brillion	absent.
E. J. Witt, Thorp	absent.
Rudolph Jaehnig, Two Rivers	present.
Ed. Natzke, Cato	absent.
Richard Genschkow, Coleman	absent.
Adolph Deicker, Adell	absent.
C. F. Gruendeman, Kewaskum	absent.
William Christman, Phillips	present.

THE PRESIDENT: Friends, it is indeed an honor and a privilege to present to you our next speaker, since he has been at the head of our grand state. I have had the opportunity of meeting him in his office on different occasions to discuss some of our problems with him, and I want to say he has been very courteous and has shown a great deal of interest in the dairy business. It is with great pleasure I give to you the Chief Executive of Wisconsin, Hon. Julius P. Heil.

ADDRESS

By the Hon. Gov. Julius P. Heil.

Mr. President and officers, fathers and mothers of this great industry: I wasn't going to come today. I was supposed to be down selling some of the products which you raise and make, but I said, I can't miss coming home to my folks, the folks I lived with in my youth, in my boyhood days, and there isn't anything on earth that makes one feel better than when he can come home — home to his own "tribe", home to his own people, where he worked on the soil and milked the cows and curried the horses and hauled the manure. Then you grow up and go into other lines of endeavor.

I was a farmer's boy who wanted to go to the city, and I went to the city, and in the neighborhood where I was raised, in Waukesha county, I know the people are very happy when I return there, as that city man, as an industrialist, and as an employer of labor and as governor — to think I was one of the poorest boys in my neighborhood, that I got somewhere in life. And I want to say, before I start on my real talk, that in all this work and in all these years I have never forgotten the man who works by the sweat of his brow to earn

his livelihood and to make a little money off of the soil in our great state, so that he might raise his boys and girls like the other boys and girls and give them an education. And as I go through this world and go through this country, I know many, many people in every state of these United States, and I want to say that I know men of industry — in large industries, and when I get into conversation with them I find they also come from the farm. Why do they come from the farm? I will tell you why — because on that farm there is that home, there is that father and mother, and there is that Christianity and there is that prayer and love for country and flag and love for father and mother, and the Fourth Commandment. You know that Fourth Commandment as well as I do, and that is the reason that young men who come from the rural districts and go into the cities and go into enterprise, if they would use the same philosophy that they used at home, get up early and work late, they can't help but attract the attention of someone and hat someone is looking for young men that might run his business at some future date.

And so, folks, the other day I went to Ohio. I went to Ohio because the Governor of Ohio is of the same caste that you and I are. He came from the farm. He went to town twenty miles to school, and he went to the University of Ohio and became a lawyer and now he is the Governor of Ohio, John Bricker. His mother is 78 years of age; his father passed on, and I want to say to you that four years ago when John was running for Governor and I was running for Governor, I said, John, let's do one thing while we are governor of our respective states — let's do something for the rural district. Let's do something for the farmer so that he might have a better opportunity to live and have the nice things of life that he is entitled to, and so folks, I am not making a speech to you, I am conversing with you and telling you what is way down deep in my heart, which has always been way down deep in my heart.

These men that are at the head of your institution, the men at the head of other institutions, the men that are in similar lines of endeavor, know that when they come to my office as governor that I am always sympathetic and I still think I haven't done enough for the farmer. I still think when I go around this state as I have gone probably as much as any governor that you ever had, we still have got to do more for the rural district. We have still got to do away with the erosion of our good lands. We can still increase our acreage; we can still increase our pasture, we can still increase our herds, because what I know and as I come in contact with it daily in these United States of America, the people are anxious to use the products that are made by you fine men and women in Wisconsin.

John Bricker — the other evening we were invited to his house for dinner. Let's call it supper — let's get plain. I always had supper at home. So Mrs. Bricker — I called her "mama" like I call a lot of you ladies, and she said, Julius, you have got to come to the house for supper. She had a nice supper for us and then before we got through they served apple pie and she said, now, you give him some of that nice Wisconsin cheese, pa, and see that that comes on the table. So we had Wisconsin cheese in a great agricultural state like Ohio, and I want to say to you there is a standing order in Mr. John Bricker's home that they always have eight or ten varieties of Wisconsin cheese in their home.

Then you probably noticed the other evening, your good friend Major Bowes, he talked about Wisconsin and the cheese. Well, there was a lot of people heard that, and the thing is, when you want to see something advertised and you see it on the bill boards of the nation, you have got to keep before the people Wisconsin and its fine products.

Sometimes you may feel our Agriculture Department and the Inspection Department is a little severe. I want them to be severe. I am a good housekeeper. Some time if you don't believe it, you come to my place of business and see how good a housekeeper I am, and I am not there every day but I have educated the boys and girls that are connected with me. That is the first good practice in life, good housekeeping. And the thing is, if I go around bragging about the fine product we make, then I want it to be the finest in all the world.

Then I think of another thing as my talk wanders. Here is a condition that has been created, not by you and me, by some men who are eager for power, that they plunged almost the entire world into the conflict and the good folks that are our neighbors, our forefathers, used to send over a lot of good cheese from abroad. That can't come in today. So I want to pledge you this, that whatever the university, whatever the research department of our state, whatever the Agriculture Department can do, I want to be part of that program to help you folks in making the best cheese that has been made in the world. You can do it. There isn't anything on earth you can't do, if there is a will.

Let's do another thing. Let's not get jealous of one another. Let's not be jealous because one makes an extra nickel over the

other. Why should I get jealous because my neighbor in the same line of endeavor makes more money than I do. There must be a reason for it. He may be giving a little more attention to his business. He may be a little more energetic. He may be sitting up nights once in a while thinking about things and probably is really applying himself to the work he is engaged in, but in these times with this conflict everywhere, let's get together like brothers and sisters and let's help one another, because if your neighbor makes a nickle more today, may be your day will come tomorrow and you will make a little more tomorrow, and so that is the way the world goes. No question about that, my friends.

Sometimes I write something, talk it over, and then somebody writes it for me, and then I finish it up. Permit me to compliment the Wisconsin cheesemakers on the fine accomplishment it has made in the fifty years of its existence. Fifty years of working together is really a remarkable achievement. However, while we herald the progress made in half a century, let's concentrate on the present problem and future goals on the cheese industry. Surely these are times for co-operation of all dairy men in the nation. Never in the history of America has an industry been called upon to carry a greater load than the dairy industry has been asked to carry in the national production for defense program. Likewise, never has an industry responded to the extent that the dairy industry has. It is no secret that food is exceedingly important, an important weapon in the defense of democracy. Food is as important in the defense strategy as cannon, guns and other ammunition.

Wisconsin, the greatest dairy state in the nation, is being called upon to shoulder the largest share of the load. Foods sought by the federal government to win the war for democracy are American cheese, evaporated milk, powdered skimmed milk and eggs. Wisconsin dairymen are doing all within their power to provide these products.

Why are these products important in the defense program? Because they provide in concentrated form all the nutritional elements essential to health and life itself. They simplify the problems of getting essential foods to the warring nations. Eggs are dried for shipment, or packed in liquid form. The problem of transporting cheese and other milk products is not so great.

To get the picture clear as to what is required in Wisconsin, remember that Wisconsin has been asked to increase its 1942 milk

production 13 per cent over 1941. The other states have been asked to increase their milk production only 7 per cent. So you see, the people of the nation who are buying these products and have got to have them, put a load on you of 13 per cent instead of 7 per cent to the other states.

The estimated production of milk in this state for 1941 is 13 billion, 675 million pounds. In 1942 it is expected to step this up to 15 billion, 156 million pounds. Approximately 34 per cent of all milk produced in Wisconsin goes into the manufacture of cheese. Last year we manufactured 314,867,000 pounds of American cheese or over 52 per cent of all the American cheese made in the United States. That is why you cheesemakers are such an important part of the defense picture. In no field of American agriculture is co-operation so essential as in the cheese industry.

The original request of the United States Department of Agriculture for dairy products for defense purposes includes the purchase of 250 million pounds of American cheese by June 30th, 1942. Since Wisconsin produces more cheese than that in a year, Wisconsin will no doubt have to provide the biggest share of the production sought. We have the skill, the training, and the factories to do it.

While producing the highest quality cheese to be shipped abroad, we also want to produce enough of the highest quality cheese for consumption in this country. And I don't believe that this fellow McNutt, our neighbor, ought to just have it all his own way. I think that people of America will also have the right to have the foods that you raise on your farm, and there is no question on earth that the good butter that is made in the butter plants and made from the fine milk that comes from the "contented" herds ought to also supercede that of cottonseed oil or oleomargarine.

You know, a year or so ago I went to the south, and I tried to create friendship between the south and the central and northern states, and then, of course, the newspapers that don't like me, always spread propaganda and always say, "Julius is doing this, and Julius is doing that." Well, I will tell you, I am looking you in the face now, and before God and men I am telling you the truth — whatever you have heard here before has been a lie. People haven't told the truth. Naturally we want the southern states of this country to be friends of ours. Certainly we want them to buy our products and they want to buy our products and we buy theirs, and I told them then and there that we in this here cold climatic Wisconsin, at least six months of the year, we buy everything we use on our table as

far as vegetables are concerned from them. You don't raise any lettuce, you don't raise any potatoes in the winter time. You don't raise any strawberries or spinach. Goodness, gracious! if it wasn't for Wisconsin and these central states, they couldn't find a way of disposing of their oranges, mellons and walnuts and that stuff, and some of the wine they make.

You know, it was only a short time ago when California said, you can't send a bottle of beer from Wisconsin into California because the beer that is going to be bottled in California in the future will have to be brewed in California. Well, I went to Long Beach and talked to the Society of 48 States, and there were a lot of state officials there, and I gave them a good going-over. I told them I could go back home to my people and the people of the central states, which is their pocket-book, and tell them to stay home and go to Florida for once, instead of spending their money in California; and I told them they could keep their wine, and drink their own wine, and they could eat their own oranges and lemons and walnuts and their vegetables, and what not. I told the governor of California when they wanted to pass that law, I would start a propaganda program in the central states to boycott their products, and he vetoed that.

Why should we have trouble in our neighboring states? Goodness, gracious! There are a million places where they can use cottonseed oil without giving it to the human being. There are some large industries that make oleomargarine out of cottonseed oil, and for their own benefit and for the profit of their own institution they want to send it everywhere and start a propaganda to boycott Wisconsin. You buy a lot of food from the south. All we want is reciprocity, and I told those southern governors that but then the newspapers took it up and say, "Heil is in favor of oleomargarine." They don't tell the truth. Anything I hate in life is a liar, because if you knew me as some people know me, I don't lie to anybody. Nobody can lie to me twice.

We are building up a world-wide reputation for quality and we don't want to sacrifice that reputation at home. The cheese factories who insist on quality products will be in the best position to market their product if we go into a tail-spin after the emergency is over and just as sure as you good folks who are listening to me, that show is going to be over some day. Those of you who are as old as I am, and younger, and these legionnaires who went abroad in 1917 and 1918, know that that show is going to be over, and when that show is over, there ain't going to be a depression — there is going to be an explosion. And I hope before the explosion comes, you good folks

who are more sensible than I am, and know life so much better than I do, if there is a little prosperity, don't just squander it all. Keep a little of it for a rainy day. I put a little away myself for the rainy day — not out of the salary I get as your chief executive, however.

Let progress forever be our goal. One of the biggest programs ahead of us is the packaging of natural cheese. My gracious, folks, our laboratories — your laboratories, not mine, you are paying the bill — are open and at your disposal. Yes sir, and you know that we ought to create a little better situation, so that when your boys and girls go out there to that university, so that some of these days they won't have to sleep in the barn, so that they will be able to live like the rest of the boys and girls and be able to think in a little different channel, to stream-line this great industry that you are engaged in.

I was interested in one thing — you know, I have been going around the country bragging a good deal. You never can sell your wares until and unless you brag about it, but you have got to deliver the goods after you brag. I wanted to get the real facts from the Agriculture Department to find out how many cows we really had. I always said we have got more cows and cattle than we have human beings, and some fellow checked me up in Ohio the other night and he said, I don't believe it. So I had it checked this morning. Wisconsin ranks first in milk production. You know that better than I do. Wisconsin ranks first in the number of milk cows, and also in the number of silos. The total cattle population of Wisconsin is 3,542,000. Milk cows and heifer population is 3,241,000. Now, Wisconsin has 3,168,000 human beings. That is according to the last census. Wisconsin has 24 of the 50 best counties in Milk production in this whole United States — 24 of the 50, that is a big per cent.

We have got as many square miles as Ohio, but the governor told me that they have four hundred thousand farms. You see, the thing is, in the entire state of Ohio it is practically a producing area, where here in Wisconsin we are only half a state as far as producing wealth is concerned from the soil. The rest of it is in the north, in the sandy country, in the pines and tamaracks and swamp and lakes, but that again brings in millions of dollars into the state, so that that section of the country ought to be for all time self-sustaining, providing we could get the people who run those resorts in the summer time, stay here in the winter time and take care of the folks they employ.

I go to Florida and California every once in a while, and when I get out there I find a great many people who say, oh, I am from Eagle River. I work in Eagle River running a place in the summer and in the winter time I am down here, but he didn't take his help along. He left his help for you to take care of. That is the thing that some day has to be changed. If I have a man working for me in the summer time and pay him hardly a living wage, then how can he take care of himself in the winter. I am not complaining; it is just a matter of getting things in shape and if there are a few up there, they are Chicago racketeers as a rule, and they take their money to Illinois. They don't leave it here, so that the people here can live in the winter. So folks, I am at your service. I am your hired man. I am the fellow who has something to say while I am there, and I want to say in all sincerity there isn't anything on earth I wouldn't do for the farmer in every line of endeavor. While I have a heart-beat, whether I am governor or private citizen, I want to help build up the rural district of Wisconsin, and folks, I want you in these times to remain sane; don't get excited, don't get up your blood pressure. Deliberate about everything that is going on. Things may not be as bad as they appear in the papers and in the propaganda channels. You folks who have lived here a few years or as many as I have, know that once in a while there may be a cloudy morning and you can't see the sun rise in the eastern heaven. But I want to say to you, conflict or no conflict, bad times or good times, sorrow or happiness, that sun still rises in the eastern heavens with the same brilliancy and sets in the western skies with that beautiful coloring, and we still have the four seasons, spring, summer, autumn and winter, and if we save a little of the seeds, they can be put into mother earth, and they can raise the crops that sustain the human frame. It doesn't make any difference whether you have on pressed clothes every morning, it doesn't make any difference if you ride in a fancy car or live in a palace or have a lot of servants.

So life is what you make of it. That is why I am so happy I was born a peasant boy. I know what it is to live without anything and honestly, I had so much better times when I was a poor fellow, when I would go out and buy a nickel's worth of beer in a tin pail and we would all drink out of the same pail or when I was a little thirsty, and mother was milking, ooh, I would open my mouth and she would give me a little drink of milk. Why, you get along so nice, but let's not be jealous of one another. If we can't say a good word for a fellow, let's not always knock them down. I know that a good many of you, I don't care how you pray, whether you are Jew or Gentile, before you go to bed tonight, do me a favor and before your thoughts leave you, pray to our Father and our good Lord, whichever way you pray, for our good administrators in Washington,

for the Congress and the Senators, that they might have good health and that the good Lord may give them courage so that they shall keep your boys and my boys and your girls and my girls on the American shores, and then I thank you very much.

THE PRESIDENT: I want to thank the Governor very kindly and I feel sure we all feel honored that you accepted our invitation to come and talk to us folks in Wisconsin. I want to say again, many times we have tried to get an appointment and he was always in his office. One time he was so busy, he didn't get time to see us until after twelve o'clock. There were fourteen or fifteen cheesemakers with me, and the Governor said, My time is your time, and I know that is pretty good, and I know he is sincere. And I want to say, Gov. Heil is No. 1 salesman for cheese in Wisconsin, for natural cheese.

THE GOVERNOR: I haven't said anything about the affairs of the state to you. You as the stockholders of this big enterprise called Wisconsin — you know three years ago when I took over the office of Governor, and I am not stalling anybody — doesn't make any difference to me what nationality or religion or politics the man may have, I am interested in the three million, 186 thousand people. I I want to say to you that all the bills are paid. I want to say to you, have less than three million dollars to run the state for six months. we are on a cash and carry basis. We discount our bills. We are building a lot of bridges and highways and we are buying them cheaper than we ever did, and I want to say to you there aren't all the extras there used to be. The extras in all the years in this state when the contract was let, ran from 10 to 40 per cent, which cost the state millions of untold dollars. Paying the arrears of the teachers' retirement fund — that is your obligation and mine, and when I got there we owed five million, six hundred thousand dollars. Then after three years I paid what I owed for those two years. I am paying now and I have ordered the state treasurer and the secretary of state to pay each month. You know, I am a kind of an installment fellow, one hundred thousand dollars a month. It will only be a short time that will all be paid. We couldn't pay the war debts because my good friend — I say really my good friend, Governor Schmedemann, he had a hard time when he was in office. There was no money in the country and they then had authority to pay one hundred thousand dollars a year on that war debt, but he didn't have the money, and so the legislature passed the law rescinding paying money on the war debts. We are paying one million, six hundred thousand dollars, about eighty-five thousand dollars interest a year. I know if you charged me seven per cent interest, I would go to the District Attorney and tell him I thought you were using me in the usury way

because there is no such rate of interest. So when the legislature convenes, whoever is governor, I hope they will pass a law to pay that bill. I will leave enough money in the treasury so that they can pay it. I had less than three million dollars in the treasury with a lot of unpaid bills. Today there are no unpaid bills, and I am pleased to report to my stockholders that I have got \$23,375,000 in the banks of the state of Wisconsin.

THE PRESIDENT: I want to thank the Governor again. Now, we have a little treat for the Governor and also you people. I am happy to present again the Widmer sisters of New Glarus, who will do a little yodeling for us. I am sure the Governor and all the rest of you will enjoy it.

(Entertainment by the Widmer sisters).

THE PRESIDENT: I want to say, the Widmer sisters are sponsored by Kusel Bros. of Watertown, and how in the world could we run a convention without the Governor and the Kusel Brothers. I have another treat for the Governor and the rest of you at this time, and I am going to call on Charles Ebert and he will show us what it is.

ADDRESS

By Hon. Charles Ebert.

Governor Heil, Mr. Chairman, ladies and gentlemen: As you know we are this year celebrating our golden jubilee. The golden jubilee as you all know, represents the fiftieth year continuous existence of an organization or whatever it may be. Important as a fifty year continued existence is, we have an attainment by one of our members which makes the fifty year achievement insignificant in comparison. As you heard yesterday, we have a member who has been one of the prime movers of the organization at its inception. He was in the cradle of the organization and has served it in official capacities.

Now, the organization or the officers in behalf of the members are at least in a measure trying to recognize this wonderful attainment by offering this member a trophy. Now, I ask Mr. John D. Cannon and Mr. H. P. Dillon to escort this member to the rostrum to receive this reward. This member is no other than our mutual friend Mr. E. L. Aderhold, whom you all know well,

(Long continued applause.)

Now, Mr. Aderhold, on behalf of the members it is my great privilege and great pleasure to award you for this wonderful achievement this trophy.

MR. E. L. ADERHOLD: Mr. Chairman, Governor, Mr. Ebert and friends: Several weeks ago Mr. Mulloy wrote me a letter indicating that he had in mind to do something about it, and I answered him and told him what a modest cuss I was, and asked him not to make much fuss about it. But when I see this beautiful trophy, I am really dumbfounded. May be some of you think it is easy for me to be dumbfounded. You may think I was dumb when I was founded. And I really — this is a situation that I never was in before. I really am surprised and pleased over the esteem that has been shown me by this demonstration here. I want to thank the officers and the members for this demonstration. Thank you.

THE PRESIDENT: I want to thank Mr. Ebert and extend the congratulations of our organization to Mr. Aderhold. He deserves all he got and a whole lot more, too. I think that is surely some achievement to have attended all the conventions in the past 50 years. I think we should all give him another big hand. (Whereupon a tremendous round of applause greeted Mr. Aderhold).

THE PRESIDENT: The next speaker is one whom you all know and respect, I am sure. He has had a wide experience in the dairy business. It is none other than George Mooney, secretary of the National Cheese Institute, who is going to tell you something about the fact-finding committee and also make a few remarks about advertising Wisconsin dairy products. I am very happy to present to you at this time George Mooney, Secretary of the National Cheese Institute.

REPORT OF THE FACT FINDING COMMITTEE

By George L. Mooney.

Mr. President and the members of the Wisconsin Cheesemakers Association, ladies and gentlemen: I want to also add "and the many visiting guests from other states." This program and the convention this year is unique in many respects. Last night at the evening banquet I believe when a roll of states was called, something like seven or eight states responded and I saw representatives from two additional states in the hall this morning. It shows you members

of the Wisconsin association the extent to which people become interested in your work.

You are completing a half century today. A resume of your work has been covered and your record is a credit. Your progress has been steady. It has been forward so that I think in extending you best wishes, I could simply say it best by saying, "I wish you continued success." But bear in mind, at your age today, at fifty years it is becoming a more serious obligation upon you. Younger organizations will and have a right to look to you for leadership and guidance in this industry. We won't attempt to cover the past of the association, but I do believe a short resume of the past year should be given, and at this time I want to compliment the officers of the state association for the convention that you are privileged to attend, — and Leonard and your officers, — it is a compliment to you, and then I want to say to you in attendance — your attendance means that we must pay a compliment to the interest being taken by the industry itself. Many conventions miss their purpose because of lack of interest on the part of the members. That was very ably covered this morning by Mr. Gordon of St. Paul when he referred to the large tasks before you and other groups, none of which can be accomplished by the individual nor a couple of individuals but through marked and co-operative effort. That has been evidenced during this past year.

It was about a year ago today at your convention in Sheboygan, and I believe Mr. Chairman that is the subject assigned to me, a Fact Finding Committee, a suggestion was made by Mr. Wheeler that the industry ought to give more thought by way of group action and face the problems of the industry and particularly manufacturing cheese from pasteurized milk. You remember there was discussion on the floor and a resolution adopted recommending that a committee such as that be appointed. This was followed in early 1941, and a little more than eight or nine months ago a committee was appointed by your president, Mr. Kopitzke appointed five cheesemakers; Ralph Ammon, director of the Department of Agriculture appointed five; Mr. Wheeler, president of the National Cheese Institute appointed five. That was supposed to be a joint committee on cheese research. I might say that it soon found itself as not a committee but a nucleus, and as new interest developed and new fields presented themselves, that number of originally fifteen is now in excess of thirty and nothing to stop its continued growth which is predicated upon the interest taken up to the present time.

There were quite a few meetings and after discussions of the

problems of the cheese industry, it was immediately found that the entire committee could not give proper attention to some of the most important subjects that necessitated breaking the group up into parts, so sub-committees were appointed to cover certain subjects. The sub-committees included committees on cheese analysis, test for moisture and fat content, minimum factory requirements, and so forth, and each one of those carried on its personnel representatives from cheese producers, manufacturers. Every meeting was a days work. The result became evident immediately so that as early as June of last year action was already in the field. Funds were provided by the Wisconsin emergency board of which Governor Heil is chairman, which started work on the control of insects. That run through until September, and further funds were appropriated by the state of Wisconsin again through the Emergency Board, which means much work was done in Wisconsin, and also at Cornell University, New York. In addition to that the Universities of Minnesota, Iowa, Illinois, Nebraska and many others —Texas and Missouri and others are looking into some of the fields of research involving cheese and the milk from which it is made, covering many of the subjects I have mentioned but some following different phases. In other words, there is one phase of pasteurization followed at Cornell University, that is the survival of the pathogenic germs in cheese as carried through from milk, where they survive. We do know that the work on pasteurization at the University of Wisconsin is along the lines on the effect on quality and the temperature at which milk should be put in order to secure the proper pasteurization of the milk and the effects on the cheese — all important because definitely there is a movement on foot with the health authorities of the states and the nation and the larger cities. It is going to mean possibly sooner or later that all dairy products must be made from pasteurized milk, and we should know in advance when that day does come what effect it will have on cheese made from pasteurized milk.

I might say the value of the recommendations of this joint committee on cheese research has been recognized, when your own State of Wisconsin appropriates nearly fifteen thousand dollars this summer to carry the work through to this coming summer. The National Cheese Institute raised ten thousand dollars that is now being used by the two universities. Only two weeks ago they decided to assure continuation of the program after completion of certain phases of it, necessary to assure continuation until next year, 1943, and now another fund of ten thousand dollars has been raised. I say that to show you how much has been done during this past year. Those of you in the cheese industry will look back to 1941 as one of the important chapters in cheese history. It predicts how important the coming

years were, but it certainly was unfortunate to come at a time when we completed half a century of organization in the state, and secondly, put the industry under a pressure program of increased production and much higher prices, all of which at times will lend themselves to neglect in some one phase or another. That is the one thing we must now guard against so that the research program is mighty important. You are a part of it, every cheesemaker, and every person in the state. Continue that interest; it is important to you —it is a big part of your business.

I might add that you would be interested in knowing the minimum factory requirements that were given publicity here a short time ago, and now being considered for adoption later by this and other states. That that has been sent into every cheese state of the nation. It has been printed and reprinted by the thousands and scattered into the union. But our minimum factory requirements were so drawn that to comply with them does not mean the outlay of very much cash. Most of the factories comply with them today. There won't be anything imposed upon you. It is sort of setting a standard below which you do not want a factory to fall — you, a member of the industry, you, one who is looking to building bigger and better in the future, and that is to your best interests. That is your insurance for your property investment of today and tomorrow. Possibly before this convention closes you may deal with a resolution on that subject. When you are voting on it, bear in mind you are not voting regulation, you are not voting anything on to yourself or your shoulders; you are simply proclaiming a policy. You are setting a policy that you think ought to be set.

I am going to just quote the Governor on one point. He said, "the first thing in the home, in the factory, in the nation, is good housekeeping." And I thought of the minimum factory requirements and what I would say about that.

Now then, with the short time this afternoon, I will say, Mr. Chairman, the convention is growing into a short course, a regular university short course on all subjects. I have covered the work of the joint research committee and tried to show you the interest taken in its studies and recommendations. There have been discussions and differences of opinion, but it is all intended for the good of the industry. It isn't to serve any personal interest. Minimum factory requirement were not written for your factory. They were written for the factories of Wisconsin and setting a standard below which you would not want a factory to fall.

Now, another subject I would like to mention is one on extraneous standard. When that was first discussed here a few months ago it wasn't thought so vitally important immediately, but you will find that the federal government's program on extraneous matter, on the matter of food compliance with the federal food and cosmetics act, has been enforced throughout the country. It is not singling out Wisconsin. It is not singling out cheese of this or any other state. Food and food products during an emergency period are apt to go off in quality and there is a program of the government to protect the consumers and seizures are being made daily from coast to coast of all types of food, but it does also include cheese and that is our job.

Now, some may say, what do we care about the federal food and drug and cosmetics act. Now friends, every pound of cheese you make is intended for sale and you could not legitimately sell a pound of it if it violated a state or federal rule or rules against adulteration. In other words, you cannot sell contraband goods. That isn't asking you to guarantee something. When you make and sell any food product, there is an implied warranty that it is fit for the purpose for which intended, and when I buy a pound of cheese from you, I don't only think it is good to eat, I know you want me to think it is good to eat and you sold it to me for that purpose. There is your implied warranty, there is your implied guaranty that it complies with the law.

What are extraneous matters? Those are the subjects being studied. There might be some dust in the room or the factory that might fall into the vat. Just how much dust would still permit that cheese to be acceptable and not violate the food and drug act has not been settled. You have seen the filter pads that have been worked on at the University. It was only a short time back when they were able to make tests on harder types of cheese.

We had a meeting Tuesday afternoon, discussing the case reports of this joint research committee. The University of Wisconsin has a room complete with paraphernalia and equipment to make extraneous tests on cheese. I understand the University is ready to let their men go out to your group meetings and discuss and demonstrate those tests to you and take an interest in it and find out how important it is.

The subject of economic entomology is simply a study of insect control. That is going to include the discovery of hiding places where insects can be found, their habits, how to kill and control them and destroy their breeding places and keep them out of the factory and out of the vat. Other food products have had the same problem.

The university will work with you to find the best type of insecticides and sprays. Those things have not been covered completely in the past. They will be covered soon and that subject is being worked out for you so that we can stand back of not only a good product but a much better product.

There is one more subject I would like to mention — the Wisconsin Dairy Association. Several speakers talked to you about cooperation and working together. Secondly, you are not only interested in 24 cent cheese, you are interested in the markets of all types of dairy products. You are interested in what comes out of the milk pail, whether it goes into butter, cheese, or ice cream. Wisconsin is one state which is a member of the American Dairy Association. There has been some opposition and a lot of support, but the support is greater than the opposition because Wisconsin has signed up over fifty per cent. The state of Washington, clear out to the people of the coast and they have signed up one hundred per cent. The same is true of Iowa. Wisconsin is one of a nation-wide group which is a member of the association.

Now, watch the Lfie Magazine of December 12th. Watch all your magazines coming out early in December and the magazine advertisements running through the rest of the year. That is your part you are putting into the Wisconsin Dairy Industries Association. All the states are working toward one organization, the American Dairy Association. That is the most important thing.

I might add another word. Mr. Gordon who spoke this morning is a member of the executive committee of the American Dairy Association. He was sent down by the Minnesota Dairy Industries Association. There is Montana, the state of Washington, I can't name them all. Iowa, I think there is Michigan, Indiana, Illinons, and Ohio, are organizing and joining. Keep that movement going, my dear friends.

The American Dairy Association has a dairy advertising program. It covers all the products and you have an exceptionally well selected advertising agency to handle and their personnel are leaders of all types so that the program cannot go wrong. It is good business. Others are advertising, you know that. Your own ex-secretary Charlie Ebert, is treasurer of the Wisconsin Dairy Association. I think their collections last year ran somewhere around one hundred thousand dollars, just so you will know what the figures are. This year the check-off was made in August and I don't know just what the figures are. So when I say, just reviewing the past ten or twelve

months, they will stand out as a big chapter in cheese. My compliments go to you, the officers of your association, and you can see now why cheese-minded people of other states are here to attend your convention. You are making cheese history. I thank you.

THE PRESIDENT: I want to thank Mr. Mooney very kindly, and in regard to the extraneous matter, I want to say we had Dr. Riggs with us the day before yesterday who gave us a very interesting talk, and I want to say that is a serious problem. If the federal government starts with our cheese and trades it back to our factories, I think we have just got to get down and do something about it. I wish you all could have heard Dr. Riggs. In regard to advertising cheese and dairy products, I also want to say I think that is a very good move and I don't believe we should quit now, because Uncle Sam is taking a lot of our cheese, because after this is all over, like someone said this afternoon, there is going to be an explosion and we will have to get out and look for home markets for cheese.

Has any one any questions to ask of Mr. Mooney? If not, I would like to ask him one question. As I understood, that if organizations go on record and the industries ask for the minimum standards, I understand the department does want to hold hearings and establish rules and regulations. That is my understanding. May be I stand to be corrected. I am asking that question.

MR. MOONEY: The director of the department said that Mr. Koenig would be home Tuesday of this week. Those minimum standards will be made enforceable in department orders and the cheese-makers will be given one. In other words, it is up to you to ask for it and the department will grant it.

THE PRESIDENT: Then I understood it right. Now, Mr. Mooney mention the fact that we have several here from out of the state and we are sure happy to have you with us. Last night at the banquet I asked them all to rise, and I would like to do that again because for the benefit of those who have not seen them, I would like to ask them to rise and if you have any remarks to make we will be glad to hear from you. Let's see you people, I believe there are some from Minnesota. Two gentlemen from Minnesota. Here is a couple from Indiana, Mr. Baker from Nebraska. Well, we are glad to have you all with us and hope you will join us again sometime at our conventions.

Now I am to call on one gentleman who wants to explain a little

about the express rates on cheese, and I think we would be glad to hear from him.

MR. C. D. BERTRAM: (Commercial Travelling Agent for the Railway Express) Mr. Chairman and members of the Wisconsin Cheesemakers Association, it will take me very little time.

I am not a politician nor am I looking for a job, but we have something for you cheesemakers so that you will be able to sell your product at a reasonable price. We have a new local tariff No. 4214, which was issued on October 22nd and will be effective on November 24th. It deals on cheese shipments between the state of Wisconsin and all other states, that is, from Wisconsin. It is a package rate from one to twenty-five pounds. It is a very simple tariff to look up, in fact, more simple than any of our other rates. It deals in stations—from stations in Wisconsin to Illinois, Indiana, Iowa, Michigan and Minnesota, where you may ship at any one of those points 25 pounds which would not exceed 45 cents a hundred and in a good many cases not any more than 25 cents.

To give you an idea what this reduction really means, heretofore a shipment of ten pounds of cheese to California cost you via our service 91 cents. Under this new tariff it will be 60 cents. In other words, you will receive a 33 1-3 per cent reduction. Now, I have a limited supply of these tariffs and Mr. J. A. Smith, another travelling commercial agent from my company will be at the exit door and if you wish for one we will supply it to you until our supply is exhausted. Later on you may contact your local express agent and ask him for one. I thank you all.

THE PRESIDENT: Thank you, Mr. Bertram. He certainly lived up to his promise. We are trying to hurry the program as fast as possible. Don't forget, we have got about fifty dollars worth of door prizes — I haven't figured it up to the penny and we would like to have you all stay with us until the completion. It looks like we can't make the program as short as yesterday.

You all know we tried a new stunt this year, and we had a committee who organized and had a bowling party on Tuesday night and they gave prizes and at this time I want to call on Mr. Graf to come up here and tell us how they distributed the prizes. I understand that he had a good time and I think that will be a coming thing for future conventions, and I want to thank the members of the committee for the hard work they did in getting this thing going.

MR. GRAF: Mr. Chairman, ladies and gentlemen: This year, the board of directors felt it would be a mighty nice thing if we would have a little fun before the convention or the first evening of the convention, which was the 11th of November. So the board saw fit to appoint three of us on the committee to organize a bowling party and the bowling party really went over big. In fact, we are sorry to announce we couldn't get all the teams bowling that night. It seems the alleys were too small; there weren't enough of them, but I have been informed Fond du Lac is going to build a new bowling alley with twenty-five alleys and I think we will be able to have all the teams bowling.

Now, the result of the highest team was — oh, we would say the high three-game total was won by the Wisconsin Accredited Cheesemakers Association with Steve Suidzinski as captain. I would like to have Steve come up here and tell you just how he did that and what a nice team he had. I want him to tell you who his team were that helped him make the high scores.

MR. SUIDZINSKI: Ladies and gentlemen, there was a lot of bragging. I think I am "Julius No. 2". I was doing a lot of bragging before the game. It happened we all had the same chance, but we didn't know who our bowlers were. I had all these men on my team but they told me right out it was the good coach that did the work.

MR. HORN: No rebuttal. Those are not exactly the facts. I always thought I had a friend in the big cheese but it turned out otherwise. It was the training these boys got from the Southeastern in the last number of years, that the big cheese picked out. He actually manipulated the thing some way that he got my men and that is the reason he got the high score, and don't forget this, it was the Beaver Dam boys who won that game for same reason your secretary stated the alleys were too small but the Big Cheese didn't find the alleys too small. They were too long.

THE PRESIDENT: I want to thank the rest of the committee for the work you did in making that possible. At this time, if he is in the room, I would like to call on a gentlemen, your former president, Mr. Earl Whiting. Is he in the room? I think it would be very fitting to have him make a few remarks.

(Mr. Earl Whiting was absent).

Mr. Mulloy: Ladies and gentlemen, you know each year for the past many years at our conventions we have had a little address by

the president of the organization. It is more or less a review of the activities and it gives him an opportunity to say the things to you that he has in his heart, the things that a leader of an organization should say, and we are going to take advantage at this time to give our President Leonard an opportunity to express his feelings to you as your leader for the past year.

PRESIDENT'S ADDRESS

President Leonard Kopitzke.

I have told you before how I felt after such wonderful speakers and high officials as we have had up here this afternoon and then your humble servant should talk.

At the outset, I want to say that it has indeed been a pleasure to serve as your President during the past year. With such wonderful co-operation as I have received, not only from the other officers and directors, but the members as well, one could not help but enjoy the work.

The response to the call for more members in order to make this a stronger and better organization has been very good.

Your officers have been invited and have attended many meetings of local and regional organizations since the last convention.

The first invitation came from Thorp which was only a few weeks after our convention. Attorney Paul Raihle, Victor Malueg and I attended that meeting. The hospitality shown and the co-operation given us by the boys from Thorp at that meeting will never be forgotten. Twenty-one of them joined our organization that night just to show us they were sincere in their efforts.

This co-operation has continued from cheesemakers all over the state throughout the year and has resulted in a larger and stronger membership.

As most of you know we have carried out the much discussed plan of employing a full time secretary. So far the results have been very gratifying and I have every reason to believe that still more can be accomplished this year for there will not be any session of the Legislature which will take so much time as did the session of last winter.

Mr. Mulloy, who has been our assistant secretary since, has worked diligently attending to the many duties which a secretary of an organization such as this has, besides contacting and signing many new members. I understand he has even been working nights and Sundays lately in order to get everything set for the Golden Jubilee.

We have also retained Mr. Paul H. Raihle of Chippewa Falls as attorney for our organization. Like most attorneys he is chuck full of suggestions and advice and is always ready to help. It has indeed been a pleasure to work with him.

In legislative matters, we have tried to carry out the wishes of the majority of the members which I think we have accomplished.

All indications are that 1942 should be a banner year for the Wisconsin cheesemakers if we only decide to make it so.

Most producers are very pleased these days due to the fact that they are receiving fair returns for their products. They are now able to enjoy some of the things in life which they are justly entitled to.

With very few exceptions, the producer realizes that the cheesemaker is also entitled to a little better compensation under present circumstances and is willing to give it to his cheesemaker.

Now is the time, men, to improve our factories and save a little for the rainy days that are bound to come. If we can not accomplish this with twenty-four cent cheese, we surely can not when it is eight cents. This is also an ideal time to improve the quality of the milk received at our factories. It is much easier to get the co-operation of your farmers when prices are high.

In closing, I want to assure you that I am willing to serve this organization in any capacity whenever able to do so and I wish to take this opportunity of thanking the officers, directors and members of the association for the loyalty they have shown in the past.

Let us build a bigger and better organization during 1942, so we are able to cope with the many legislative and other problems which we are bound to face in 1943. I thank you.

THE PRESIDENT: Now we are going to call on the fellow who has been doing most of the work during the past year. We want to have a few remarks now from Mr. Mulloy.

MR. MULLOY: Mr. Chairmen, fellow members, ladies and gentlemen: In August when we had a meeting of the board of directors to formulate plans for this convention, the members of the board of directors were determined that I should be put on this program as a speaker. And I wondered why. And I asked them why at that time because I have been rambling around pretty much the whole part of the year and I have been talking to a lot of you fellows and it is true there are one or two of you fellows that I had to talk to longer than what I would like to, but you are here today and that is fine.

They thought I ought to get up here and use sometime in telling you of all the accomplishments of our association during the past year so that you would be so thoroughly sold on this organization and its activities that you would never forsake it in the future. And I finally said, of course, we will do it that way, and I went to work every time that I had a little opportunity during the time since that meeting in August, and I made a few notes of things I was going to say to you at the convention and I have got them down here on this paper, on both sides of it, and the unfortunate part of it is, I can't read them unless I put my glasses on.

I am not going to take much time in trying to sell you on the idea that the association has made progress. We have proved that since Tuesday morning at 10 o'clock, when the convention got under way. It started with a board of directors meeting, with every member of the board of directors interested and ready to go to work and they have been working ever since.

At twelve o'clock we had this Research Committee meeting. George Mooney will tell you, he expected an attendance of thirty-five, not any more than fifty, and I want to tell you we had one hundred and eight or nine. We had a council meeting that afternoon, 3:30. We anticipated about 60 and the records will show we had over two hundred. The first day of the convention in as many years as I can remember, has been one of small attendance, the boys driving in towards the latter part of the first day. We had only a corporal's guard there, and yesterday this hall was filled to three-fourths of its capacity and when you fill all the seats you have over one thousand people in the room. We have an audience we needn't be ashamed of.

There are just one or two notes on here I do want to refer to. There has been one sad hitch in the conduct of our program. We were sailing along here so nice, what we thought in pretty good shape until yesterday afternoon. If you will refer to your program you will

see that we invited as the speaker for this afternoon, which we thought would be the biggest day of our convention, the head of our Department of Agriculture, Ralph Ammon. He is not here. At the time that I asked Mr. Ammon to appear, he said, yes, gladly. And my topic will be, The Dairy Industry Meets the Challenge. A couple of weeks ago Ralph informed me he would be unable to be here on the thirteenth but he could be here on the twelfth, and would it be all right if he would give us a talk on the twelfth, and I said, certainly, Ralph, that will be O. K. with us. A short time after that he wrote me to the effect that he would be unable to be here on the twelfth but he would send somebody to represent him. Yesterday afternoon Mr. Reed, the chairman of the Department of Agriculture was here. I had a couple hand-shakes with him, visited a little bit and never gave it a thought that he was here to speak for Ralph Ammon. I naturally anticipated he would appear today at the time Ralph was to be on the program but it so happened that Mr. Reed could not be here today. He had some other trip or some other engagement planned so we haven't had a representation from the Department of Agriculture on our program today.

I am sorry for that. I was sorry yesterday and I so expressed myself to Mr. Reed, and I am sorry for it today, but I am hoping, ladies and gentlemen, that the day will come when the Wisconsin Cheese Industry will have a Department of Agriculture in Madison that will consider the cheese industry of the state of Wisconsin and your convention of sufficient importance, that just as soon as the dates for this convention are announced every man in that department will have such a feeling in his heart for the cheese industry and the members of this organization that they will immediately go to their calendar and reserve those dates and be with you and visit with you because they like to visit with you, and they are the type of individual you like to have visit with you. That is the type of department I am hoping for in the future.

Now, the state is a pretty big place, friends, and when I took this job last January, I really expected that I would be able to sell a larger membership than what we have had, but you know we had a session of the legislature that took up quite a little bit of my time, and it is a long distance from the northwestern to the southwestern corner of the state. Sometimes I had to make them both during the same week, but I told you yesterday when we read this annual report, that would say just a little bit more today about what it all amounts to. We told you yesterday we had \$3,366.16 left in the "kitty" and we have had approximately \$1400, — it may run a little better than that when we are through tallying during the last three

days. We have a total paid up membership today of 725 and I want each and every member of this association to constitute himself as a salesman, number one salesman, and use your best efforts to double that membership a year from today. I am going to ask the man that is doing your secretarial work next year to send every paid up member of this association an invoice, if you please, shortly after January 1st. Grab your check book and send in those dues and release the man that is doing this kind of work for you next year to a point where he will be able to call on more of those other fellows he didn't get to see this year, and he will be doing a swell job towards doubling that membership for the coming year.

Now friends, that is just about everything I have to say with the exception of something that occurred in the mailing of our program books. We had two thousand copies printed. I want to say that I had letters, I had telephone calls, I had telegrams and I had dozens and dozens of people connected with the industry commenting on that program that really made me feel happy because it is quite generally known in the industry and to the board that I did most of the work in getting that book up. At least that is what the directors think. Then I have a very capable assistant, and without him we wouldn't have such a program book. That capable assistant was none other than Floyd Zimmermann whom you know so well.

Leonard told you we have an attorney. He has proved his worth many times during the past year. He has been your efficient handy man in every spot on the program for the last three days, even to selling tickets and collecting tickets at the door at the dance last night, and the way you and I enjoyed that dance is sufficient evidence we have had a great convention. But I would like to tell you this about Paul Raihle. He is your attorney, not ours. He is your attorney and if there is any member of this association needs the advice of Paul H. Raihle, don't hesitate to call on him. You will not find him wanting. Thank you.

THE PRESIDENT: Thank you very much, Mr. Mulloy. He certainly has worked hard, I know that. He stopped to see me quite often and I am going to tell you a little joke that is a true joke. Every once in a while there would be some matter coming up that he wanted to discuss and if he was going north he would stop at my place and see me. It so happened he stopped one day and he sat down in the parlor and we talked things over, and my little son who is now in the fourth grade, was sitting in the kitchen and listening, and quite a few times during the evening I mentioned his name, Horace. As Mulloy went on his way, my little boy Gordon came to

me and said, Daddy, I think you are mean. I said, why? Why did you always keep calling him "Horse." But I want to say again, it has been a real pleasure to work with Mr. Mulloy, and also Mr. Raihle, and all the rest of you members.

Now we will have a report from the resolutions committee. I am going to ask the chairman of the resolutions committee to report. The chairman of the resolutions committee is Mr. Martin Parsons, Dorchester, secretary of the Central-Wisconsin organization.

MR. PARSONS: Mr. Chairman and members of the Wisconsin Cheese Makers, the members of the resolutions committee present these resolutions for your consideration.

Resolution No. 1 —

We recommend President Leonard Kopitzke, the directors, and all the officers of our Association for their energetic fearless administration during the past year. We believe that it was through their untiring efforts that our Association has grown in numbers and has had a revival of interest.

MR. PARSONS: We move this resolution be adopted.

(Motion seconded and carried).

Resolution No. 2. We commend our United States Senators and Congressmen for their interest and support of the Wisconsin cheese industry.

MR. PARSONS: We move this resolution be adopted.

(Motion seconded and carried).

Resolution No. 3. Inasmuch as the Wisconsin Cheese Makers are engaged in a vital industry necessary for National Defense, we urge the Federal Government and draft authorities to grant deferment to essential cheese factory employees.

MR. PARSONS: We move this resolution be adopted.

(Motion seconded and carried).

Resolution No. 4. Resolved, that we endorse and support the

efforts of the Wisconsin Dairy Industries Association and the United Dairy Committee on behalf of the Dairy Industry.

MR. PARSONS: We move this resolution be adopted.

(Motion seconded and carried).

Resolution No. 5. Be it Resolved, that we urge the department to use every effort in promoting the use of Cheese and other dairy products in the Army, Navy, and Marine Corps.

MR. PARSONS: We move the adoption of this resolution.

(Motion seconded and carried).

Resolution No. 6. Resolved, that our Association favor the sale of Wisconsin cheese on a butter fat and moisture content basis. We ask our attorney to draw up suitable legislation to be presented at the next session of the legislature, if that is necessary.

MR. PARSONS: Move the adoption of this resolution.

MR. OBERT RAASCH: Mr. Chairman, I would like to give the minority report on this. It was not adopted by the full membership of the resolutions committee. I believe if this resolution were passed, we would be trying to legislate a piece of law which would be for the benefit of one party and to the detriment of the other. I claim that resolution would be declared unconstitutional if it became a law, and I was told it was not so, but I am going to point out to you — I admit there are some who are in the high bracket and it is detrimental to them at the present set-up, buying and selling cheese on its merits. But it don't take into consideration those in the low brackets. Suppose the factory has a three-five test average, what about those fellows? Are you going to bill 15 per cent of the factories in the high bracket and put a burden on these other 85 per cent? I say that law would be unconstitutional.

To show you what I mean, a short time ago we protested to the federal government to take cheese out of the pure food act, to change the analysis of the ingredients on our cheese. Now we ask the same question to come up again. We want every cheese stamped how much butter fat is contained in it. There is also a doubt in my mind, when your cheese buyer sees your report and you have a 51 and you claim it should be 55 per cent fat in that cheese. There is always a doubt

when we make our factory test. How would it look if we brag about our Wisconsin cheese, Wisconsin produces the best cheese. Here we have a Wisconsin cheese 51 per cent fat in it and we get a cheese with 57 per cent fat. We don't take into consideration the texture of the cheese; we just look at it from a standpoint of butter fat. The cheese that took the highest scoring prize at this convention was only a 50 or 51 per cent fat and still it received the highest score. If you take cheese on a butter fat basis, I am sure you would have an 88 or 89 or 90 score cheese that would have gotten first prize. Therefore, I am saying to you, I think the cheese should sell on its own merit and not on butter fat basis. Thank you.

MR. PARSONS: If this cheese tested 50 per cent, it might have scored 88. I think that is the best argument offered in behalf of the resolution, and a man with the high score cheese is the low test. Why shouldn't we take out some of that fat or otherwise sell it on a fat basis.

MR. RAASCH: Fat is accomplished by the solids in the milk. You can't get away from it and those fellows already are receiving a premium because they get from a pound to a pound and a half more cheese than the low factory test. I can cite you an instance, a factory not far from me, not over five miles from me, some of his patrons came over in the month of September and said, why is it their factory paid 10 cents more than the average factory around here. I said, you have got to take into consideration the test that that factory had. Now, are you going to put any more burden on that factory. I say that is wrong. This will benefit one factory but it will be a detriment to the other factory.

MR. MARTIN: Mr. Chairman, ladies and gentlemen: I am not so much concerned whether this resolution is adopted or not because my factories have a high average test, but low in comparison to the northern section of the state. My average test at the one factory is 4 per cent right now and the other one 4.1. Mr. Raasch says you are putting these factories on a competitive basis. You are not. We are not asking for the high testing factories any more than to put them on an equal basis with those of the low testing factories. This would have to be determined as to what price this high fat cheese would be sold for. Now, I am speaking for the northern section.

Mr. Raasch also contended that he had a factory that paid 10 cents or whatever it was per hundred more. How many of you in this audience have patrons that look at the average price per hundred? Up in our section there is none. The first report you get is,

how much did that factory pay for butter fat. There is no consideration given to the price per hundred. I do not like to see Mr. Raasch with a high testing factory of 4.8 or 4.5 per cent average competing with a low testing factory. I know of one instance, where one factory was closed twice and that is right up near Unity. The cheese man went broke because he couldn't pay as much for butter fat as the rest of us did. When the second man bought the place, he ran into the same problem. He asked me to appear at his meeting to try to talk to the patrons and convince them and try to tell them that they had to take into consideration the price per hundred. This man had a 4.4 average test while his neighbors usually had a 3.2 in the spring and around 3.6 possibly the highest 3.7 in the fall. Now, this second man went broke. His factory today is standing idle. Is it fair?

You have heard the Governor talk about working together and pulling together. Well, I think we ought to do a little bit for the northern section where they are having this high test. You may put this question, why don't you educate your farmer to go into the lower testing bracket of cows. I have patrons right today that are testing 5.8 and 5.9, and they are proud of it. I think that is about all I have to say, and I am not so much personally concerned about this resolution, but I think there is something that should be done.

I may add this, while on the board of the advisory committee at Madison, I was put on the committee to make this investigation as to the paying on a fat basis or standardization. I took this up with a lot of the dealers, and of course they were not in favor of paying on the fat basis for two reasons: First reason was, there was a lot of work connected with it. We all have to grant them that. Then the question came up, can we sell the high fat cheese for a premium. Well, I told them I think they could go right out and offer this high fat cheese for a premium within a month or possibly a year, but it was a question of educating the consumers that the high fat cheese was worth just a little more money.

Now, I ask you, if you were living in the city and there were two different parties delivering milk, one man sold a quart of milk for ten cents that was testing 4.5 and the other man sold a quart of milk for ten cents that was testing 3.4 Which would you choose? I thank you.

MR. REISS: Mr. Chairman and fellow cheese makers: Mr. Martin has told you just about what I intended to tell you. There is just a little I want to add, and that is, we are buying our milk according to test on butter fat basis. I know there is quite a bit of argument

again when they start selling cheese on a moisture basis. There was an opposition to that, and that seems to work out well. I would suggest if there is any way you could get the department to issue some bulletin or something, figure it out on a sliding scale what this would figure out, same as they did on butter fat, you can enlighten them a little. It would also eliminate unfair competition. I thank you.

MR. RAASCH: Mr. Chairman, there is one thing Mr. Martin said: We must educate the people to buy high butter fat cheese. We spent thousands of dollars, yes hundreds of thousands of dollars to advertise consumption of Wisconsin cheese. Now they have to start all over again and trying to make rules and regulations what the buyer is supposed to pay for it. I know up in that section it is unfortunate that they have those conditions, the same as we have up here in this section where we have a high element of Holstein cows. Are you going to pass a law to legislate against one group? They say we have a moisture test. Sure, we are selling cheese on a moisture basis. If they are fortunate enough up in that section to sell cheese on a butter fat basis and educate the consumers to buy that cheese, it is their privilege, but I am against rules and regulations.

MR. MULLOY: I am not going to participate in this argument. I would like to see the boys get out and argue about this thing. For a long time, fellows, we have been squawking, we have to make laws and educate people, and I don't like to see the cheese makers planning here going down to Madison and asking for one more law. This problem needs settling and it is not going to be settled today, but I think there is room for some real swell cooperation and we producers of cheese with high butter fat and the cheese dealer has to take that cheese and get it into the consumer's hands at a reasonable profit, and I would like to see steps taken in that direction before you go down all the way to Madison to get a law passed.

THE PRESIDENT: I just want to call on a very distinguish gentleman who always had something to say whenever I was in the audience, and I would provoke him in some way and have an argument. At this time I am going to call on this gentleman to see whether he is for or against this resolution, but I am positive you all would like to hear a few remarks from this man, who is none other than our good friend Mr. Davis. We would like to hear from him at this time.

MR. DAVIS: I heard one of the speakers the other day say that if you take two cents from the farmer, that is a crime. If you give him two cents, it is nothing. Now, I happened to do the figuring for

four different factories and I had one in September that was a little under 3.2 milk. We could buy that in butter fat 65, 70. We paid them by the hundred, \$2.14, but I developed a plan on all our statements what it figures per hundred and what it figures by butter fat. We had one factory where we paid some five cents in butter fat less, but when I showed those patrons the figures that they were paid more per hundred of milk, it soon came off. So that I have found that it was necessary to educate our patrons and demonstrate and show them how they could do the figuring themselves and in that way I haven't been bothered very recently in the matter. One of our factories pay 62 cents for butter fat but \$2.40 per hundred, while another factory that had 3.3 only paid \$2.15 a hundred and would pay over 65 for butter fat and I think it is up to each one of you to thoroughly educate your patrons as to the conditions that exist.

MR. REISS: Resolved that the president appoint a committee of five to study the sale and purchase of milk on a butter fat basis and make a report and recommendations to the 1942 convention.

THE PRESIDENT: Are you introducing that as a resolution?

MR. PETERS: Yes, I move for the adoption of that resolution.

THE PRESIDENT: That motion has been seconded. All in favor of that motion say aye.

(Motion carried).

MR. MARTIN. Mr. Chairman, I believe it is only proper while that resolution is on record, it has not been acted on verbally or otherwise. This gentleman here I think has got a very splendid amendment to that resolution.

THE PRESIDENT: I hope you will pardon me, we will act on this resolution. What is your pleasure, do you want to act on it? I am quite sure it is going to mean balloting but we can try it by acclamation.

MR. MULLOY: Mr. Chairman, I rise to a point of order. He didn't offer that as an amendment. He offered it as a resolution.

THE PRESIDENT: I don't know whether there is a second to that motion or not. If there was, I was in error but I just acted on this one now. We will act on this, whichever way you see fit.

MR. GRAF: I would like to have our attorney, Paul Raihle, give us his opinion on this resolution. In my opinion this resolution would automatically be thrown out because I think it was out of order at this time. I would like Mr. Raihle, our attorney, give us his opinion on it.

ATTORNEY RAIHLE: Mr. President, I was unable to hear all of Mr. Reiss' motion, but I believe it amounted to a motion to table. In other words, his resolution was in place of the first one.

THE PRESIDENT: I am going to ask at this time the fellow who made the motion to withdraw it. That is the only thing we can do and act on this first, and then on the other later. If that isn't legal, that is all we can do.

MR. DAVIS: Mr. Chairman, there has been a motion made, seconded and passed. How are you going to have them withdraw it?

THE PRESIDENT: They claim it was out of order because we haven't acted on the other resolution.

ATTORNEY RAIHLE: Mr. Chairman, a motion to table is always in order and I think your resolution is dead for this convention.

MR. PARSONS: Resolution No. 7. Whereas, the numerical scoring of cheese has been marked unfairly against a near perfect product,

Resolved, that we recommend that the cheese at the state convention be scored on the basis of 99.44% for first prize and properly scored down for following prizes and scores.

We move the adoption of this resolution.

MR. DAVIS: Mr. Chairman, I have placed some of our high butter fat testing cheese before your scoring committee several times and they were scored low because they weren't quite as firm as they expected it should be. I had cheese in there that scored in butter fat 56 and 57, and I would suggest that in connection with this discussion that at the next convention that the cheese inspector shall score both for moisture and butter fat as well as the other parts so that we will then see what kind of a score we get out of this high butter fat cheese. Thank you.

THE PRESIDENT: Do you suggest that as an amendment to the resolution.

MR. DAVIS: I didn't want to put it that way. I am offering it as a suggestion.

MR. MULLOY: Mr. Chairman, I think Mr. Davis offered that as a suggestion for next year's convention, and if I understand it correctly, that is a policy that the board of directors have either way to determine, whether you want the moisture and butter fat content of your cheese.

THE PRESIDENT: It has been moved and seconded that resolution Number 7 be adopted. Are you ready for the question?

MR. HORN: Mr. Chairman, I just want to add my six bits. There has been an argument for many years with the judges of cheese. It is very seldom that they receive a score of 95. I don't think there has been a time, at least not to my knowledge, that ever a cheese scored in any contest 100 per cent. Now, there is something wrong somewhere. We had beauty contests, we had baby contests and in both cases I know the score has been 100. Is it because the judges don't judge on the same line, the same scales as they judge babies or ladies? I think it is about time we were taking a lesson. Let's give a little more honor to the cheesemaker and put the scores where they belong.

THE PRESIDENT: It has been moved and seconded that resolution No. 7 be adopted.

(Motion carried).

MR. PARSONS: Resolution No. 8. We believe the powers of the Department of Agriculture should be radically curtailed. We believe that complaints under the license law or any law should be tried in courts of law in the home county of the accused. We maintain that the present system whereby the Department is prosecutor, judge and jury, is contrary to American principals and urge that legislation be passed to take all judicial power from the Department of Agriculture.

THE PRESIDENT: Do I hear a second?

(Motion seconded and carried).

MR. PARSONS: Resolution No. 9. Resolved, that before the so

called Minimum Standard for cheese factories is adopted, it should be made to include all dairy plants, and that minimum standards of cleanliness and sanitation should be assured on the Wisconsin dairy farms. We believe that cleanliness and proper cooling tanks should be required on the farm as the first step toward better quality dairy products. We are absolutely opposed to giving the Wisconsin Department of Agriculture any further power or authority to interfere with the cheese industry. We believe minimum standards are already established by law and that the Department should devote its energy and the money now spent in cheese grading to furthering quality production on the farm. We urge the Farm Press to help in furthering this program.

Resolved, that a copy of this resolution be sent to the Farm Press and the Wisconsin Department of Agriculture.

I move the adoption of this resolution.

(Motion carried).

MR. PARSONS: Resolution No. 10. Be it Resolved, that we protest the action of the Department of Agriculture in openly favoring co-operative dairy plants. We maintain that independent factories and co-operatives should be treated alike with no favoritism in inspection, state aid, or other legislation. We maintain that the Department of Agriculture should be administered by men of unprejudiced minds and judgment.

I move its adoption.

(Motion seconded and carried).

MR. PARSONS: Resolution No. 11. Resolved, that we urge the adoption of the following system of election for our state officers:

The nominating committee shall meet after the council meeting and report to the convention on the first morning.

On the second morning all registered cheesemakers shall be authorized to cast their ballots on registering and showing dues paid. The polls shall close at 3:00 P. M. and the ballot box opened and the result announced by the tellers as soon as possible. In the event no candidate receives a majority, a new vote on that office shall be held immediately.

We move the adoption of this resolution.

(Motion seconded).

THE PRESIDENT: Do you want to have any discussion on it?

MR. MULLOY: Mr. Chairman, understand I haven't heard any resolutions until they came up here. I would like to have our attorney Paul Raihle, point out just what reactions we may have to this type of voting, how it would stand up from a point of legality?

ATTORNEY RAIHLE: I don't think, Mr. President, there is any question as to legality. That resolution was presented by Mr. Christman. I believe he could present it better than I could. As far as the legality is concerned, that would be a legal way to vote.

(Resolution No. 11 is re-read by Mr. Parsons).

THE PRESIDENT: Do you understand the resolution properly now? I will put the motion, it has been moved and seconded.

MR. DAVIS: According to that, as I understand it, this nominating committee names one for each office?

THE PRESIDENT. I don't know.

MR. DAVIS: The question that I am trying to get at is, a lot of us recognize members of our association as being interested in our line of business, but they don't know personally the man who is nominated. Now, a nominating committee offers just a name, as I understand it, of one you may vote for. Why can't that nominating committee offer two complete sets of officers for us to take a choice from, one ticket or the other ticket, and give us a little more choice than naming one. It is true that you can write in the name as I understand it, of any one you want to vote for in place of the names on that ticket. Therefore, I would suggest that as a suggestion, that two complete tickets be offered at the next session so that we could have a choice instead of them naming one and that is all we can vote for.

MR. CHRISTMAN: Mr. President, ladies and gentlemen: It isn't the intention of the ones that drew up this resolution to nominate only one. You could nominate as many candidates as you would want to nominate. The names of the candidates would be deposited

at the voting booth so that you could pick any candidates you would want to pick. It was just to simplify the election. Last year for the election of officers, and if I remember right, there wasn't over 75 to 80 votes cast and each year I would come and I just believe you could have a fairer election under those circumstances than we had last year. It would give everybody a chance to vote during the forenoon session and the afternoon session up until about three o'clock, when the ballots would be closed. One fellow wanted to know what would stop a man voting two or three times. We all come in here and register. We could hand in our registration and it would be pretty hard for a fellow to vote twice unless he wanted to pay another five dollar registration fee.

MR. GRAF: Mr. Chairman, I just like to offer my "six bits" as Mr. Horn said here sometime ago. I have been attending conventions here for about twenty-five years and I have always felt we had a very good system of electing officers. We all know this is a big industry and I think that if you men are really interested in this organization and in this business, they should stay at the convention until it closes. I believe that our present system is O. K. and I can't see any other reason for us passing this resolution at this time. Therefore, I move that we table this motion at this time. Thank you.

THE PRESIDENT: There is a motion and a second before the house, that we adopt.

MR. MULLOY: Mr. Chairman, a motion to table overrules any motion that is seconded.

MR. EBERT: Mr. President, it was suggested candidates could be nominated from the floor, if that practice were employed. I mean this new system of electing. That would be impossible because you would be voting in the morning of the first or second day, and you would determine the election in the evening. Now, if one man or two men had a tie vote and they would be the only candidates, because many people have already voted and had gone home,—it would have to be mandatory at least that they nominate more than one candidate. At least, there would be a possibility of controlling the election.

ATTORNEY RAIHLE: Mr. President, I would like to take no part in the debate, but I think I could correct an error there. When the resolutions committee met, they provided that this nominating committee would meet the night after the council meeting, the night before the first meeting, and the voting would take place the second morning or the last day. There would be twenty-four hours interval

between the time of the report of the nominating committee, at which time other nominations could be made and the election would take place the next day.

MR. GRAF: Mr. Chairman, I would like to rise to a point of order. There is a motion before the house to table this motion. It has also been seconded and I believe that I am correct in assuming that this motion to table has got to be voted on immediately. It is not debatable.

THE PRESIDENT: It has been moved and seconded that we table resolution No. 11. All in favor of that say aye. The motion is carried.

MR. NOEL HARWOOD: Mr. Chairman, may I offer a resolution in place of that. A lot of the cheesemakers have to go three hundred miles to get home, and I would like to move that the afternoon session, the last afternoon session of the cheesemakers convention be used only for the election of officers and discussion of resolutions.

MR. PETERS: I think the offer of the gentleman back there is a commendable one.

(Resolution seconded).

THE PRESIDENT: It has been moved and seconded that after this we have discussion on resolutions and election of officers only on the last afternoon of the conventions.

(Motion seconded and carried).

MR. NOEL HARWOOD: I want that resolution to read that would be the only business to be considered that afternoon.

MR. DAVIS: Mr. Chairman, I second that motion, misunderstanding what his intent was. Now, I am opposed to discontinuing any program in the afternoon of our last day, but I would be in favor of setting a fixed time, three o'clock or so. That this business at once supercede all other business until finished.

MR. GRAF: I agree with Mr. Davis. I can't see any reason why we should use up the whole afternoon with the business meeting. Ordinarily it only takes about two and a half hours. I would say from three o'clock to five would be long enough but I believe it

would be better to leave this matter to the discretion of the board of directors. I think they have got a way to correct that. I believe this resolution should be tabled.

THE PRESIDENT: Then I will rise to a point of order. I had put that motion and it has carried, and I repeated the motion over this microphone, so I cannot stand for tabling a motion after it is passed.

MR. PETERS: Mr. Chairman, the last two speakers have spoken to you and objected to adopting the resolution whereby we will have nothing but discussion this last afternoon, inferring to my belief that that would consume too much time. Now, it is getting late tonight and you all know how quickly the time passes in doing business. We are trying to bring to the convention this afternoon these resolutions that we discussed at the council meeting. I think if we started our meetings at two o'clock and give proper discussion and proper time to the resolutions, that we will not be out of here in time.

Now, ladies and gentlemen, this is the first year we have tried to run this convention with short sessions. We have succeeded up until this afternoon's session and I think if we can get out of here say four o'clock, I think the discussion and election will take that long, I think that would be sufficient.

THE PRESIDENT: I thank you very much, Mr. Peters, and at this time we will go on with the next resolution.

MR. PARSONS: Resolution No. 12. We urge all school authorities and the Department of Agriculture to further a program of improved conditions on the farm so that better quality of milk may be produced.

We move for this adoption.

(Motion seconded and carried).

MR. PARSONS: Resolution No. 13. Whereas, Almighty God, in His infinite wisdom has called from our midst William F. Hubert and J. D. Cross, who on account of distinguished services rendered to our industry, have been held in high esteem and will long be remembered,

Therefore, Be it Resolved that we the members of the Wisconsin

Cheese Makers Association, assembled in convention on November 13th, 1941, extend to the bereaved families our sincere sympathy.

Be it further Resolved, that a copy of these resolutions be spread upon the minutes of our association and be forwarded to the families of the respective former life members.

We move for the adoption of this resolution.

(Motion seconded and carried.)

Mr. PARSONS: Resolution No. 14. Whereas, surveys have shown that existing cheese factories possess sufficient plant capacity to meet all domestic and export demands of the cheese industry,

Therefore, Be it Resolved that we petition the Federal Authorities to meet all demands for replacement and repair of existing cheese plants before priority is granted to any dairy plant for expansion of cheese production.

We move for the adoption of this resolution.

(Motion seconded and carried.)

MR. PARSONS: Resolution No. 15. Whereas, We have been reliably informed that manufacturers of cheese factory equipment are unable to secure materials necessary to meet the demands of the cheese industry for needed replacement and repairs (not including expansion) of cheese factories, and

Whereas, It is necessary for manufacturers of cheese factory equipment to manufacture in advance, in anticipation of factory requirements, and

Whereas, said manufacturers are unable to secure the necessary materials and are now facing unfilled back-orders, therefore

Be it Resolved, by the Wisconsin Cheese Makers Association that we hereby declare, that unless we can secure the necessary plant repairs and replacements, the industry cannot meet demands of increased production expected and promoted by Federal Agencies.

Further Resolved, that a copy of this resolution be sent to the

proper federal agencies having jurisdiction of allocations of materials.

We move its adoption.

(Motion seconded and carried).

MR. PARSONS: Resolution No. 16. We pledge our loyalty to our country and will support all national defense efforts, but oppose going on to foreign soil to fight other nation's battles.

This resolution was offered without recommendation at the request of a member.

MR. NOEL HARWOOD: I moved it be tabled.

MR. PETERS: There was a motion to table it; I second that motion.

THE PRESIDENT: All right. We will first re-read the motion and the resolution.

(Resolution re-read).

THE PRESIDENT: It has been moved and seconded to table Resolution No. 16. All in favor of this say aye.

(The result of the vote being uncertain, resolution No. 16 was again read).

MR. DAVIS: Mr. Chairman, there was a vote taken and it is up to you to decide.

THE PRESIDENT: I cannot decide. I will have to call for a rising vote. All those in favor of tabling that motion please rise.

In favor, 38; opposed 27.

THE PRESIDENT: 38 in favor and opposed, 27, to table the motion, so it is tabled.

MR. PARSONS: Resolution No. 17. Whereas, on July 7th, 1941, the officers and directors of our association sent to Secretary of Agriculture Wickert and William T. Hubert, President of the Wisconsin

sin Cheese Exchange committee who were then in Washington on industry business the following telegram:

"Resolved, That the Wisconsin Cheesemakers Association through its directors earnestly recommends and asks that the Wisconsin Cheese Exchange at Plymouth, Wisconsin, continue in operation thereby establishing weekly markets for cheese. Further, we hereby extend our wholehearted cooperation to the Government in its endeavor to secure cheese and suggest that the federal government place a buyer at the Wisconsin Cheese Exchange each week to purchase such cheese as the government may require. We are confident that the facilities of the cheese industry are capable of producing all the cheese required providing sufficient inducement is offered the producer of milk."

Therefore, Be it Resolved, that we wholeheartedly endorse and reaffirm the action of our directors and officers in sending said telegram.

I move its adoption.

(Motion seconded).

MR. MULLOY: Mr. Chairman, I would like to say just a word on that. On July 7th, 1941, the board of directors held a meeting and we drafted that resolution and sent two copies, one to Mr. Wickert, and one to Mr. Hubert. You people in the cheese industry know how close we came to losing the Plymouth Cheese Exchange. It was prompt action on your part and on the board of directors and that was the very deciding factor to maintain that Wisconsin cheese exchange in existence. I want to say right now, that if the officers of your association never did another thing during the whole year, the work they did on July 7th, 1941, was worth your five dollar subscription.

MR. DAVIS: Mr. Chairman and members of the association: I am not here to blow my horn. What I said at the Plymouth board on the morning where certain members proposed to discontinue or to declare a recess, and we informed them at that time that the cheese makers of Wisconsin would not stand for it. That we had to know at what price we could sell our product so we could determine at what price the farmer was to receive pay for his milk. Now, I said, you cannot call this recess because, bear in mind, that the price of cheese on this board, coupled with the price of 92 score, is the determining factor on which the price of milk on the contract to the cities is

based. It is also the basis of minimum price for this exchange, and I wrote Mr. Hubert a letter to that effect, and on that meeting in Washington the arrangements were made so that the Plymouth board has become a very definite governing factor to determine the price of cheese.

THE PRESIDENT: I want to say, Mr. Davis, I think our vice president made the statement that the resolutions and election was enough for the afternoon. I think he made a true and correct statement and I want to compliment the committee on the resolutions here, and we could have spent another hour or two discussing these same resolutions before adopting them.

MR. MULLOY: I want to compliment your resolutions committee; they are a hard-working bunch of cheese makers but there is one little error crept in the resolution. I would like to have the secretary up there correct. Mr. Hubert is named in there as the president of the National Cheese Institute and he should change that to the President of the Wisconsin Cheese Exchange.

THE PRESIDENT: It has been moved and seconded to adopt resolution No. 17. All in favor say aye. Carried.

MR. PARSONS: Resolution No. 18. Resolved, that the officers and directors appoint a fact finding committee to study and report on the question of unfair trade practices and trucking costs, and report to the members as soon as possible.

We move the adoption of this resolution.

(Motion seconded and carried).

MR. PARSONS: Resolution No. 19. Resolved, that we extend our thanks to the city of Fond du Lac, the mayor and all those taking part in our program, including our advertisers for their help in making our convention a success.

I move the adoption.

(Motion seconded and carried.)

MR. PARSONS: Resolution No. 20. Resolved, that the Secretary be instructed to send copies of these resolutions to all parties interested.

I think the meaning of that was, if this should apply to any party, they should receive a copy of it.

MR. MARTIN: I think it was meant to those interested, like the state department and the Department of Agriculture and those, and I think it is a good idea though to send those copies.

THE PRESIDENT: Let me suggest, Mr. Martin, that these resolutions will all be published in the Cheese Reporter and the National Butter and Cheese Journal and will reach all our members throughout the state, and I don't think we will get any requests for copies of those resolutions.

MR. EBERT: Mr. Chairman, in reference to that resolution on military service, I am wondering if it wouldn't be advisable, if it is possible to have all records referring to that resolution stricken from the record. As it is now, we voted to table the resolution and it puts you more or less on record in favor of what is being done. I think we should not have permitted that to come up here at all.

THE PRESIDENT: It has been moved and seconded that we adopt resolution No. 20. Carried.

Now, Mr. Ebert's suggestion that it would be better that that resolution which was tabled be entirely stricken from the records so that we would not be putting ourselves open to politics. I think it is a very good suggestion. Does it receive a second?

(Motion seconded and carried).

Election of Officers

MR. CHARLES BRICK (Chairman of the Nominating Committee)

Mr. Chairman, I am glad we haven't got eighteen member to take care of right here. Now, we have a full slate of candidates. However we recommend nominations from the floor. What do you want first?

THE PRESIDENT: Take them separate and give us the names.

MR. BRICK: For president we have nominated Mr. L. A. Kopitzke.

THE PRESIDENT: Any nominations from the floor?

(Motion to close the nominations made and seconded).

THE PRESIDENT: We don't want any nominations railroaded through here. Are there any nominations from the floor?

A VOICE: Hearing none, they are closed.

THE VICE PRESIDENT: There being only one nominee, ladies and gentlemen, means you have unanimously elected your president, Mr. Kopitzke. Will somebody make a motion to that effect?

MR. MARTIN: Mr. Chairman, I move the rules be suspended and Mr. Kopitzke be declared unanimously elected by your Secretary.

(Motion seconded and carried).

THE PRESIDENT: I want to thank the members, and as long as it is getting late, I don't want to make any speech. What I said last year still stands. I am not out and out to buck the department, but I don't like to see too many resolutions, but fight like hell if they try to shove something down your throats that we don't like.

MR. BRICK: For vice president, Mr. E. E. Peters.

THE PRESIDENT: Are there any nominations from the floor?

A VOICE: Mr. E. F. Horn, Beaver Dam.

MR. HORN: That is out. I am already holding an office and I can't hold two offices. I move the nominations be closed.

(Motion seconded and carried).

THE PRESIDENT: In view of the fact that the nominations are closed, a motion is in order to suspend the rules.

MR. MARTIN: Mr. Chairman, you just stated the motion. I move the rules be suspended and Mr. Peters be elected vice president, and have the secretary cast the unanimous ballot.

(Motion seconded and carried).

MR. BRICK: For secretary, Mr. Chairman, the nominating committee nominated Mr. A. H. Graf.

THE PRESIDENT: Are there any nominations from the floor? If not, the motion is in order to close the nominations.

(It was moved to close the nominations, seconded and carried).

THE PRESIDENT: Motion is in order to elect Mr. Graf unanimously.

MR. PETERS: I move the rules be suspended and the president cast the unanimous ballot for Mr. Graf.

(Motion seconded and carried).

MR. BRICK: For treasurer, our present treasurer Mr. George Hernke.

(It was moved to close the nominations, seconded and carried).

THE PRESIDENT: Motion is in order to unanimously elect Treasurer George Hernke.

MR. MARTIN: I move the president cast the unanimous ballot for Mr. Hernke as treasurer for the ensuing year.

(Motion seconded and carried).

MR. BRICK: For directors, the nominating committee has chosen three members, Mr. Steve Suidzinski of Denmark, A. M. Johnson of Blanchardville and Mr. John Fischer of Boaz.

MR. SUIDZINSKI: I would like to withdraw my nomination. I thank you very much for nominating me but I think Charlie could serve much better and I therefore nominate Charles Brick.

THE PRESIDENT: If that is your pleasure, we will pass the ballot.

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

(Motion seconded and carried).

THE PRESIDENT: Let's vote first on the two from the southwest. Vote for one, either Alex Johnson of Blanchardville or John Fischer of Boaz.

Now, I am sorry, we are in a big hurry, I realize that but according to the ballot there were so many defective votes I think you still didn't understand me. We are only voting on two directors, Mr. Alex Johnson and Mr. John Fischer. There were 116 votes cast. Mr. Fischer received 37 votes and Mr. Johnson received 47 votes and there were 32 ballots defective. So I understand, the only thing we can do is pass the ballots again and please only vote on Mr. Johnson or Mr. Fischer.

Now we will learn the results of the ballot. There were 111 votes cast, 52 votes were cast for Mr. Fischer of Boaz and 59 votes were cast for Mr. Johnson of Blanchardville and one ballot was defective, and I hereby declare Mr. Johnson elected.

Mr. SUIDZINSKI: I withdraw from the nomination. I nominated Mr. Brick and I wish the rules would be suspended and Mr. Brick elected by acclamation.

THE PRESIDENT: Charlie Brick said it could not be done.

We will now hear the results of the ballot and then we will have to vote on the adoption of the proper changes in the by-laws. The total votes cast were 119, of which Steve Suidzinski received 37 and Charles Brick 73, so I hereby declare Charles Brick elected. I want to say that Mr. Steve Suidzinski has been a very faithful director and you have also elected one whom I know will be a very faithful director, so you could not make much of a mistake.

I think that concludes the election of officers and now we will have to vote on the by-laws. Is there a motion in order to accept the proper changes? Mr. Raihle, do you want to speak on that matter?

ATTORNEY RAIHLE: I don't think it is necessary. We discussed it quite thoroughly yesterday. It is just a motion to adopt an amended article.

THE PRESIDENT: There is a motion in order to adopt the proposed by-laws. Is there a motion made?

MR. PETERS: I make that motion.

(Motion made and seconded, carried)

(Thereupon the drawing of prizes was resumed with the following results:)

Five one-year subscriptions to the National Butter and Cheese Journal.

H. G. Wiskow, red Granite	absent
Wm. Malueg, Tigerton	present*
Walter Blankschein, Clintonville	absent
R. A. Riesberry, Medina	absent
Charles A. Risse, Random Lake	absent
Elmer A. Teske, West De Pere	absent
M. H. Parsons, Dorchester	present*
Jacob Thielman, Chilton	present*
Ward Hall	absent
H. J. Roegner, Poy Sippi	absent
Fred Heim, Clyman	absent
Elwood Mitchell, Clintonville	present*
Carl Bruni, Iron Ridge	absent
Peter Heisler, Theresa	absent
Earl Whiting, Gillett	absent
August Dedow, Casco	absent
E. O. Wagner, Winneconne	absent
Earl Terrien, Sobieske	absent
August Mader, Cambria	absent
Vic. Malueg, Shawano	present*

Note: (*) Winners of this prize.

MR. MULLOY: We will now raffle this electric hot air heating fan, donated by Babson Brothers of Chicago. The conditions of this drawing are that it must be drawn from tickets which they gathered

when you registered at their booth, and the first number drawn will receive this handsome electric heating fan.

Martin Stecker, Manitowoc (loses the electric fan)

E. F. Horn, Beaver Dam (Winner)

MR. MULLOY: This drawing is for the 40 tube mythelene blue incubator donated by Babson Bros., and the first ticket is the winner. You need not be present to win this one. It will be forwarded to you. So we are going to give it a good shake and Miss Goren will take the winner right out of this box.

(Names drawn — (*) winner)

B. V. Kroeger, 810 Arches Street, Watertown, Wis.

Mrs. L. J. Taylor.

Mrs. Erwin De Lauerle, Luxemburg, Wis. (*)

MR. MULLOY: We have here, ladies and gentlemen, a toaster donated by the Davis-Tursky people of Green Bay. This award will be made on drawing of tickets that were placed in this box when you registered down in their booth. The third ticket will be the winner on condition it is either a cheese maker or cheese maker's wife. You need not be present to win this one.

(Earl B. Whiting, Gillett, winner)

MR. MULLOY: The next will be a five dollar cash prize donated by the Northern Wisconsin Produce Company, Manitowoc.

Names drawn:—

John Steiner, Seymour absent

Marvin Guth, Phillips present—winner

MR. MULLOY: Five dollar cash prize from Walter Voechting Company, Sheboygan.

Names drawn:

Joe Schmied, Beaver Dam absent

Edwin Brockman, Wayside absent

Earl H. Panzer, Pine River absent
 Erwin Kempf, Random Lake absent
 Anton J. Peck, Two Rivers present—winner

Electric clock donated by Topp Oil & Supply Company.

Names drawn

Mrs. Art Miller, Egg Harbor absent
 Mrs. H. L. Mehlberg, Bonduel absent
 Emil Hanson, Cadot present—winner

MR. MULLOY: The next prize and last one is in this box, fellows. donated by the Blatchford Calf Meal Company, Waukegan, Illinois, to the winner. It is the latest and best Parker fountain pen that you can buy any place and I am just going to offer as a suggestion, I would like to see the winner donate it to your assistant secretary.

Names drawn:—

Roy Wifler, Glenbeulah
 R. W. Mattes, Chilton, Wis. (Winner)

(Thereupon the convention adjourned).

H. P. MULLOY, Asst. Secretary.

A. J. KEMPER, McFarland, Wis. Official Reporter.

FINANCIAL REPORT FOR THE PERIOD OF JANU- ARY 31, 1941 TO OCTOBER 30, 1941.

Balance on hand January 31, 1941	\$3,547.31
622 Membership Fees @ \$5.00 each	3,120.00
State Appropriation	600.00
Prize Donation	35.00
Program Book Ads.	378.50
Convention Booth Rental	410.00
Refunds	36.97
Social Security	10.17
Entry Fee	1.00
Total	\$8,138.95
Disbursements	\$4,772.82
Balance	\$3,336.13

DISBURSEMENTS

C. J. Ebert, Secretary Salary for 1940	\$ 600.00
H. P. Mulloy, Asst. Secretary Salary	1,495.50
H. P. Mulloy, Travel Expense	1,033.25
L. E. Kopitzke, Officer Expense	367.58
Steve Suidzinski	7.71
E. W. Martin	4.30
A. H. Graf	20.00
E. F. Horn	22.70
A. M. Johnson	65.15
Edgar Peters	40.05
George Hernke	24.40
Lorraine Hotel	6.00
H. Suidzinski	15.68
Printing and Stationery	419.73
Postage and Post Cards	139.51
Legislative Expense	405.37
Telephone and Telegrams	46.78
Convention Prize	3.30
Bonds	11.75
Convention Supplies	3.00
Social Security	37.06
Walter Schmidt Correction	10.00
Total	\$4,772.82

NAMES OF CHEESE EXHIBITORS AT THE 1941 CONVENTION AND THEIR RESPECTIVE SCORES

CLASS 1—American Cheese Made in 1940

No.		Score
101	Earl Schneider, Denmark	95.50
102	Steve Suidzinski, Denmark	95.50
103	Edward J. Kust, Oconto Falls	94.25
104	A. G. Olm, Waldo	92.50
105	E. H. Schroeder, Glenbeulah	98
106	W. B. Schroeder, Pulaski	95.50
107	Roy J. Hrabik, Luxemburg	93.50
108	Herman E. Mayer, Oconto Falls	90.50
109	Val Kohlman, Malone	93.25
110	John J. Kleinhans, Campbellsport	93.50
111	Joe Herod, Maribel	94.50
112	Richard Daun, Luxemburg	94.50
113	H. J. Kuschel, Pound	94.50
114	Roy J. Hrabik, Luxemburg (Comp.)	93.25
115	Emil K. Sonnenburg, Cato	93
116	William Kusta, Bonduel	95.25
117	Henry J. Loehr, Calvary	95.75
118	John F. Lensmeier, Marathon	95.50
119	J. L. Reif, Saukville	89.75
120	Paul Viktora, East Dubuque, Ill.	95.75
121	Art H. Woldt, Reedsville	96
122	John Wry, Stanley	92.75
123	W. A. Zietlow, Marion	97.75
124	Earhardt Brandt, Kewaunee	97.50
125	Earl B. Whiting, Gillett	95.75

No.		Score
126	Adolph Gurtner, Dodgeville	93
127	L. E. Kopitzke, Marion	92.25

CLASS 2 — American Cheese

Made Before August 1, 1941

201	Art H. Woldt, Reedsville	94.50
202	W. R. Manthei, Suring	93
203	Roy J. Hrabik, Luxemburg	95.25
204	Arnold Ohlrogger, Denmark	94
205	Jake Mutzenberg, Atwater	94.25
206	W. A. Zietlow, Marion	94.50
207	Gilbert S. Engelbert, Brussels	97
208	Armin Hernke, Hilbert	93.50
209	William Kusta, Bonduel	94.50
210	John Kowalczyk, Denmark	93.25
211	Emil K. Sonnenburg, Cato	95.75
212	Harry Pankow, Hortonville	93
213	Charles M. Lecher, Belgium	92.75
214	Walter R. Schmidt, Sheboygan Falls	95
215	Steve Suidzinski, Denmark	96.75
216	Jerome W. Reif, Jr., Peshtigo	93.25
217	Earhardt Brandt, Kewaunee	95.50
218	Edward J. Scray, De Pere	93.75
219	Earl B. Whiting, Gillett	95.50
220	Leo J. Doperalski, Kewaunee	94
221	Adolph Kolarik, Kewaunee	94.50
222	Alfred R. Hoffman, Edgar	92
223	Norman Christensen, Denmark	93.50
224	Henry J. Loehr, Calvary	94.25

No.		Score
225	W. B. Schroeder, Pulaski	96.25
226	J. W. Olm, Reedsville	92.75
227	Don Koss, Luxemburg	92.50
228	Steve Koenigs, Fond du Lac	89.50
229	E. H. Schroeder, Glenbeulah	95.50
230	H. J. Kuschel, Pound	94.75
231	Val Kohlman, Malone	91.25
232	Reinhold, Lindow, Marion	96
233	Edward J. Kust, Oconto Falls	94
234	Ronald Johnson, Plymouth	94.75
235	H. L. Mehlberg, Bonduel	96.50
236	Erwin Delarwelle, Luxemburg	94.25
237	L. E. Kopitzke, Marion	94.75
238	John Babler, Campbellsport	95.50
239	N. L. Ropp, Appleton	93.75
240	Henry Roegner, Poy Sippi	93.50

CLASS 3 — American Cheese

Made After July 31, 1941

301	Alfred R. Hoffman, Edgar	94.75
302	L. E. Kopitzke, Marion	96.50
303	C. A. Bennin, Hilbert	91.50
304	John F. Lensmeier, Marathon	92
305	Earhardt Brandt, Kewaunee	90.50
306	W. A. Zietlow, Marion	93
307	Henry J. Loehr, Calvary	93
308	Ernest Nicklaus, Weyauwega	94.50
309	William Kusta, Bonduel	92.50
310	Art M. Clarksen, De Pere	92

No.		Score
311	Alois M. Thiel, Menasha	92.75
312	W. B. Schroeder, Pulaski	94.50
313	Albert J. Reiss, Conrath	93.75
314	Bernard Oskey, Denmark	93.75
315	Richard P. Lensmeier, Whitelaw	90.25
316	Edwin W. Meinhardt, New London	90
317	E. W. Ripley, Casco	91.75
318	Joseph F. Drab, Kewaunee	91.50
319	Charles L. Webb, Glenbeulah	93.25
320	Fred J. Chapman, Sheboygan Falls	93.50
321	Hugo C. Kielsmeier, Kingston	92
322	E. A. Knudsen, Livingston	93
323	Norman Christensen, Denmark	93.50
324	Steve Suidzinski, Denmark	96.25
325	H. L. Mehlberg, Bonduel	95
326	Wilmer Stecker, Chilton	92
327	Edward J. Kust, Oconto Falls	95.50
328	Werner Feutz, Hubbleton	92.50
329	Paul Viktora, East Dubuque, Ill.	94.50
330	E. H. Schroeder, Glenbeulah	94.50
331	Victor F. Herrmann, Whitelaw	92.50
332	Harry Pankow, Hortonville	91.50
333	Val Kohlman, Malone	91.50
334	Emil Sonnenburg, Cato	93
335	Walter R. Schmidt, Sheboygan Falls	92.50
336	Louis F. Horn, Hannibal	92.25
337	C. A. Kraak, Richland Center	95
338	Don Koss, Luxemburg	94
339	Reinhold Lindow, Marion	96

No.		Score
340	C. M. Huberty, Lena	92
341	H. J. Kuschel, Pound	91.50
342	Henry Matthias, Cleveland	92
343	E. H. Fischer, Cedar Grove	92.75
344	N. L. Ropp, Appleton	92
345	Robert A. Riesberry, Medina	93.50
346	Wilferd, Retzlaff, Brussels	93
347	Earl Schneider, Denmark	94.75
348	Ervin E. Schreiber, Cecil	95.50
349	Alfred Ryser, Cambria	92

CLASS 4 — 1941 Colby

No.		Score
401	Otto Mellenthin, Marshfield	93.50
402	Allen Behnke, Hilbert	94.50
403	Guilford Mueller, Shawano	92.25
404	Henry J. Loehr, Calvary	92.25
405	L. E. Kopitzke, Marion	95
406	Jake Mutzenberg, Atwater	91.50
407	Carl Vogel, Beaver Dam	92
408	Walter Hugli, Juneau	93.75
409	Aug. Mader, Cambria	91.50
410	Frank Kovatch, Medford	93.50
411	John F. Lensmeier, Marathon	94.25
412	Albert F. Reiss, Conrath	95.50

CLASS 5 — 1941 Drum Swiss

No.		Score
501	Albin Seeholzer, Argyle	96
502	Emil Lubach, Monroe	92.50
503	Walter Jegerlehner, Darlington	94.50

No.		Score
504	Arnold Thuli, Darlington	93.50
505	Edward Rubin, Rice Lake	94
506	Fred Wuethrich, Rice Lake	97
507	Fred Huser, Rice Lake	91

CLASS 6 — 1941 Block Swiss

No.		Score
601	Arnold Thuli, Darlington	92.50
602	John Rechsteiner, Blue Mounds	96.50

CLASS 7 — Limburger

701	Ambrose Mayer, Monroe	95.50
702	Christ. Gimmel, Fox Lake	97
703	Emil Gertsch, Juneau	93
704	Julian Kiechle, Monticello	92
705	Fred Gurtner, Sr., Hartford	94
706	Fred Gurtner, Jr. Hartford	95

CLASS 8 — Brick Cheese

No.		Score
801	Ernest W. Jung, Juneau	92
802	Henry Egle, Dalton	90
803	Steve Suidzinski, Denmark	92.50
804	Eddie Simonson, Bonduel	95
805	Gottfried Zurbuchen, Fox Lake	93.50
806	Fred Bleuer, Cambria	94
807	Peter Bucher, Iron Ridge	90
808	George Hernke, Hilbert	92
809	Fred Wenger, Juneau	94.50
810	Rudolph Streit, Juneau	91
811	Gottfried Hanni, Mayville	90
812	Fred J. Heim, Clyman	96

No.		Score
813	Adolph Gurtner, Rubicon	92
814	Gust Drachenberg, Watertown	89
815	John Bieri, Jackson	92
816	John Inabnet, Randolph	91

CLASS 9 — Muenster Cheese

No.		Score
901	Ernest W. Jung, Juneau	95
902	Fred Wenger, Juneau	94
903	Alfred Huggler, Burnett	92.50
904	Gottfried Zurbuchen, Fox Lake	93.50
905	Gottfried Hanni, Mayville	93
906	John Inabnet, Randolph	92.50

WISCONSIN CHEESE MAKERS' ASSOCIATIONS AND THEIR OFFICERS

BROWN COUNTY CHEESEMAKERS' ASSOCIATION

President C. J. Mulloy, De Pere
 Vice President Steve Suidzinski, Denmark
 Secretary-Treasurer Norman Christensen, Denmark

CALUMET COUNTY CHEESEMAKERS' ASSOCIATION

President Al. Thiel, Menasha
 Vice President Geo. Hernke, Hilbert
 Secretary Max Altmann, Forest Junction

KEWAUNEE COUNTY CHEESEMAKERS' ASSOCIATION

President Louis J. Blahnik, Kewaunee
 Vice President Herman Peckman, Kewaunee
 Secretary-Treasurer Roy Hrabik, Luxemburg
 Director Emil Ripley, Casco
 Director August Brandt, Kewaunee
 Director William Tlachac, Kewaunee
 Director Jos. Drab, Kewaunee
 Director Frank Jilot, Forestville

MANITOWOC COUNTY CHEESEMAKERS' ASSOCIATION

President C. C. Brick, Brillion
 Vice President Joe Lensmeier, Manitowoc
 Secretary-Treasurer John Hintz, Cleveland
 Director Albert Schultz, Reedsville
 Director Rudolph Jaehnig, Two Rivers

PLATTEVILLE CHEESEMAKERS' ASSOCIATION

President J. L. Mauthe, Cuba City
 Vice President Loren Wichter, Platteville
 Secretary-Treasurer Paul Vitkora, East Dubuque, Ill.
 Director Otto J. Janke, Platteville
 Director J. G. Cummins, Platteville
 Director Will Jackson, Rewey

SHAWANO COUNTY CHEESEMAKERS' ASSOCIATION

President Obert Raasch, Shawano
 Vice President Ed. Zillmer, Shawano
 Secretary-Treasurer Louis A. Ringel, Shawano

Director Wm. Kusta, Bonduel
 Director Walter Blankschein, Clintonville
 Director Aug. Kautz, Clintonville

REGIONAL AND LOCAL ASSOCIATIONS OF
 CHEESE MAKERS AND BUTTER MAKERS

NORTHEASTERN CHEESEMAKERS' ASSOCIATION

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

SOUTHEASTERN WISCONSIN CHEESE ASSOCIATION

President Fred Wuethrich, Doylestown
 Vice President Fred Bleuer, Cambria
 Secretary E. A. Indermuehle, Woodland
 Treasurer Henry Haesler, Eldorado
 Director Ernst Jung, Juneau
 Director Jake Balsiger, Pardeeville
 Director Fred Heim, Clyman

CENTRAL WIS. CHEESEMAKERS & BUTTERMAKERS ASS'N.

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

SOUTHWESTERN WISCONSIN CHEESEMAKERS ASSOCIATION

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

AMERICAN CHEESE MAKERS' ASSOCIATION

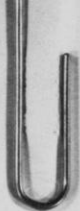
President Morgan Paulsen, Osceola
 Vice President Helmer Howe, Nye
 Secretary-Treasurer F. S. Sommers, Amery

BOSCOBEL CHEESEMAKERS' ASSOCIATION

President F. M. Mulvey, Fennimore
 Vice President Robert Strang, Boscobel
 Secretary-Treasurer C. A. Clarson, Fennimore

TABLE OF CONTENTS

	Page
Officers of the 50th Annual Convention of Wisconsin Cheese-makers' Association	3
Letter of Transmittal	4
Articles of Incorporation	6
Opening Session of the Convention	11
Invocation by Rev. B. J. Stecker	11
Address of Welcome by Mayor Leo J. Promen	12
Response by E. E. Peters	14
Financial Report by H. P. Mulloy	16
Resolutions Committee	18
Nominating Committee	18
Discussion of By-Laws by Atty. Raihle	20
Remarks by Branch Association Officers	21
Second Session of the Convention	26
"Can the Quality Program Be Made to Help The Cheese-maker", by Steve Suidzinski	30
"Comparison of Early Conventions With Present Activities" by E. L. Aderhold	32
Cheese Grading Summarization by E. A. Zorn	33
Address by Atty. Paul H. Raihle	36
Trucking Report by Chas. Ebert	43
Remarks by W. G. Carlson	45
Comments on Session by Floyd Zimmermann	46
Remarks by Paul Mandt	48
Third Session of the Convention	50
Invocation by Rev. A. R. Breines	51
Address by W. A. Gordon	52
Fourth Session of the Convention	59
Address by the Hon. Gov. Julius P. Heil	60
Address by Hon. Charles Ebert	69
Report of the Fact Finding Committee by George L. Mooney	70
Express Rates on Cheese by C. D. Bertram	77
President's Address by Leonard Kopitzke	79
Address by H. P. Mulloy	81
Report of the Resolutions Committee	84
Election of Officers	101
Financial Statement	108
List of Cheese Exhibitors	109
List of State Associations and Officers	116



Printed by
FAVORITE PRINTING CO.
Hilbert, Wis.