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Wisconsin Cheese Makers' Association
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PROCEEDINGS
OF THE
WISCONSIN CHEESE MAKERS'
ASSOCIATION

THIRTY-THIRD ANNUAL CONVENTION

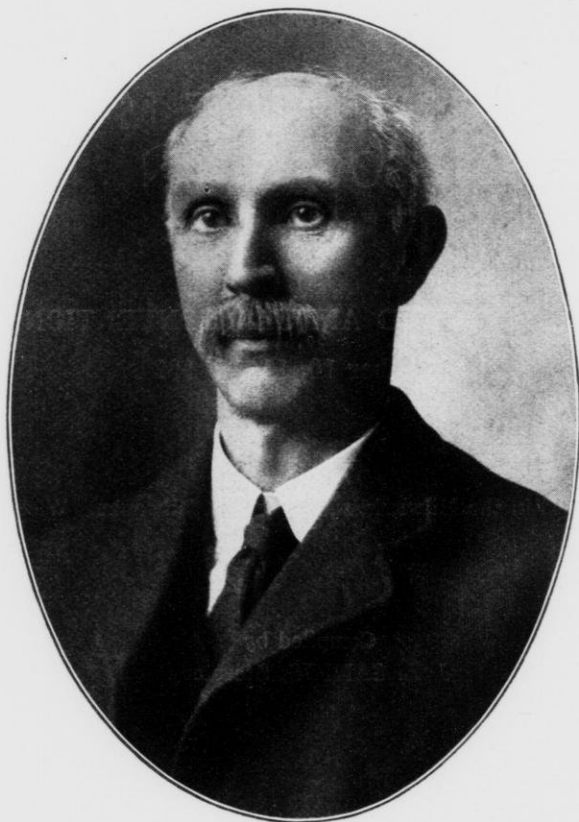
December 10, 11, 12, 1924

Assembled in the Milwaukee Auditorium, Milwaukee, Wisconsin

Compiled by
J. L. SAMMIS, Secretary



Madison, Wisconsin
1925



HERBERT J. NOYES, Muscoda, Wis.
Treasurer, 1893, 1894, 1895; Vice-president, 1916; Director,
1917, 1918, 1919, 1924.
Born April 13, 1852. Died Sept. 16, 1924.

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LETTER OF TRANSMITTAL

Office of the Secretary,
Wisconsin Cheese Makers' Association,
Madison, Wis., 1925.

To His Excellency, JOHN J. BLAINE,
Governor of the State of Wisconsin.

I have the honor to submit report of the thirty-third annual meeting of the Wisconsin Cheese Makers' Association, showing the receipts and disbursements reported the past year, also containing papers, addresses and discussions had at the annual convention held at Milwaukee, in December, 1924.

Respectfully submitted,

J. L. SAMMIS,
Secretary.

WISCONSIN CHEESE MAKERS' ASSOCIATION

THIRTY-THIRD ANNUAL MEETING

Auditorium Building, Milwaukee, December, 1924

Officers and Directors

H. A. RINDT, President	Clintonville
H. A. KALK, Vice President	Sheboygan Falls
J. L. SAMMIS, Secretary	Madison
A. F. ZELM, Treasurer	Plymouth
A. T. BRUHN, Director	Spring Green
J. GEMPELER, JR., Director	Monroe
J. H. PETERS, Director	Plymouth

Judges of Cheese

W. F. HUBERT	Sheboygan
JOHN CANNON	New London
FRED MARTY	Monroe
ALEX SCHALLER	Barneveld

Superintendent of Cheese Exhibit

J. W. CROSS	Milwaukee
-------------	-----------

Life Members

H. J. NOYES, Muscoda	J. B. MCCREADY, Fond du Lac
E. L. ADERHOLD, Neenah	FRED MARTY, Monroe
P. H. KASPER, Bear Creek	T. A. UBBELOHDE, Glenbeulah
J. D. CANNON, New London	W. F. HUBERT, Sheboygan
J. W. CROSS, Milwaukee	MATH. MICHELS, Fond du Lac
JOHN KIRKPATRICK, Richland Center	C. E. REED, Plymouth
JACOB KARLEN, JR., Monroe	J. L. SAMMIS, Madison
AL. WINCKLER, Cumberland	OSCAR DAMROW, Sheboygan Falls

December 1924 Honorary Members

W. F. HUBERT, Sheboygan	GUST MOEDE, Suring
FRED C. STAPEL, Edgar	A. W. SCHULTE, Cumberland
ERNEST MANDEL, Colby	F. W. LAABS, Curtiss
H. H. BATHKE, Gillett	ALEX SCHALLER, Barneveld
P. H. KASPER, Bear Creek	HERMAN BILGRIEN, Iron Ridge
R. C. JORGENSEN, Denmark	GOTTLIEB WERREN, Blue Mounds
A. F. ZELM, Plymouth	S. D. CANNON, Neenah
H. J. LOEHR, Calvary	A. F. SCHWARTZ, Clintonville
T. A. UBBELOHDE, Glenbeulah	RAY LARSON, Bonduel
ED. F. WINTERS, Gillett	J. H. PETERS, Plymouth
H. A. RINDT, Clintonville	

OFFICIAL REPORTER

MISS LIBBY MILLER, First National Bank Bldg., Milwaukee

OFFICIAL ORGANS

The Sheboygan County News and Daily Market Reporter, Sheboygan Falls, Wis. The Butter, Cheese and Egg Journal, Milwaukee

HISTORICAL DATA CONCERNING THE WISCONSIN CHEESE MAKER'S ASSOCIATION, CALLED THE NORTHWESTERN FACTORY CHEESE MAKER'S ASSOCIATION UP TO THE 1895 MEETING COLLECTED BY J. L. SAMMIS AND J. L. WHITE

From the "Sheboygan County News," the Association Annual Reports, the Wisconsin State Journal, Fond du Lac Reporter, and Fond du Lac Commonwealth.

No.	Date	Place	President	Vice-President	Secretary	Treasurer	Directors	Ent- ries	Mem- bers
1	Mch. 22, 23, 24, 1893	Capitol Bldg. Madison	J. K. Powell Muscodia	E. L. Aderhold Neenah	A. Schoenmann Plain	H. J. Noyes Richland Cr.			
2	Mch. 21, 22, 23, 1894	Madison Wisc.	J. K. Powell Muscodia	E. L. Aderhold New London	A. Schoenmann Plain	H. J. Noyes Richland Cr.			
3	Mch. 21, 22, 1895	Fond du Lac. Court House	E. L. Aderhold Neenah	Math, Michels Calumet Har	A. Schoenmann Plain	H. J. Noyes Richland Cr.			
4	Feb. 18, 19, 1896	Madison, Wis.	C. A. White Fond du Lac	W. H. Phillips Waupun	A. Schoenmann Plain	Thos. Johnson Boaz		67	
5	Feb. 4, 1897	Capitol Bldg. Madison, Wis	J. K. Powell New Lisbon	J. A. Carswell Lone Rock	U. S. Baer Madison	Thos. Johnson Boaz		12	69
6	Feb. 2, 3, 4, 1898	Capitol Bldg. Madison	J. K. Powell New Lisbon	J. A. Carswell Lone Rock	U. S. Baer Madison	Thos. Johnson Boaz		10	85
7	Feb. 1, 2, 3, 1899	Capitol Bldg. Madison	J. A. Carswell Lone Rock	H. E. Alves Johnsonville	U. S. Baer Madison	H. E. Austin Homer		21	115
8	Feb. 7, 8, 9, 1900	Capitol Bldg. Madison	J. A. Carswell Lone Rock	E. L. Aderhold Neenah	U. S. Baer Madison	H. E. Austin Homer	J. K. Powell J. W. Decker Thos. Johnson	24	120
9	Jan. 23, 24, 25, 1901	Capitol Bldg. Madison	W. C. Dickson Madison	E. L. Aderhold Neenah	U. S. Baer Madison	H. E. Austin Homer	J. K. Powell, New Lisbon Thos. Johnson, Boaz Jacob Karlen, Monroe	32	158
10	Jan. 8, 9, 10, 1902	Rep. House Milwaukee	W. C. Dickson Madison	J. B. McCready Madison	U. S. Baer Madison	S. E. Knicker- bocker Wyoming	Fritz Karlen, Monroe J. K. Powell, Chippewa Falls Thos. Johnson, Boaz	52	223
11	Jan. 7, 8, 9, 1903	Rep. Hotel Milwaukee	W. C. Dickson Madison	M. McKinnon Sheboygan	U. S. Baer Madison	J. McCready J. Madison	Fritz Karlen, Monroe J. K. Powell, Chippewa Falls Thos. Johnson, Boaz	52	223

WISCONSIN CHEESE MAKERS' ASSOCIATION

HISTORICAL DATA CONCERNING THE WISCONSIN CHEESE MAKERS' ASSOCIATION—Continued

No.	Date	Place	President	Vice-President	Secretary	Treasurer	Directors	Entries	Members
12	Jan. 6, 7, 8, 1904	Rep. House— Milwaukee	Thos. Johnson Boaz	Hugh Nesbit Madison	U. S. Baer Madison	J. McCready Madison	F. J. Karlen, Monroe J. K. Powell, Stevens Point E. L. Aderhold, Neenah	47	313
13	Jan. 4, 5, 6, 1905	Rep. House— Milwaukee	J. K. Powell Stevens Pt.	E. L. Aderhold Neenah	U. S. Baer Madison	Math Michels Garnett	J. F. Karlen, Jr., Monroe J. F. Bachman, Black Creek E. L. Aderhold, Neenah	66	305
14	Jan. 3, 4, 5, 1906	Rep. House— Milwaukee	E. L. Aderhold Neenah	Math Michels Garnett	U. S. Baer Madison	Fred Marty Monroe	J. W. Cross, Mauston J. Grootemont, Brillion F. J. Karlen, Monroe	88	415
15	Jan. 9, 10, 11, 1907	Rep. House— Milwaukee	E. L. Aderhold Neenah	Math Michels Garnett	U. S. Baer Madison	Fred Marty Monroe	J. W. Cross, Mauston J. Grootemont, Brillion F. J. Karlen, Monroe	99	429
16	Jan. 9, 10, 11, 1908	Freie Gem Hall Milwaukee	Math Michels Madison	Fred Marty Monroe	U. S. Baer Madison	F. Carswell Richland Cr.	J. W. Cross, Mauston J. Grootemont, Brillion F. J. Karlen, Monroe	92	427
17	Jan. 6, 7, 8, 1909	Milwaukee	J. McCready Sheboygan	Fred Marty Monroe	U. S. Baer Madison	Fred Carswell Richland Cr.	J. D. Cannon, New London J. W. Cross, Mauston Jacob Karlen, Jr., Monroe	80	
18	Jan. 5, 6, 7, 1910	Milwaukee	H. M. Scott Waldo	Wm. Wadell Hub City	J. B. McCready Sheboygan	Martin O'Brien Madison	J. W. Cross, Mauston J. F. Karlen, Jr., Monroe J. D. Cannon, New London	86	
19	Jan. 11, 12, 13, 1911	Freie Gem Hall Milwaukee	J. McCready Marshfield	A. C. Kaehler Plymouth	U. S. Baer Madison	P. W. Wallace Hortonville	John Grootemont, Brillion J. Karlen, Jr., Monroe J. W. Cross, Mauston	80	348
20	Jan. 10, 11, 12, 1912	Rep. House— Milwaukee	J. McCready Marshfield	H. A. Chaplin Plymouth	U. S. Baer Madison	J. J. Reid Oconomowoc	P. H. Kasper, Bear Creek J. Grootemont, Brillion J. W. Cross, Mauston	97	292
21	Jan. 8, 9, 10, 1913	Rep. House— Milwaukee	O. A. Dammow Sheboygan	J. J. Reid Oconomowoc	U. S. Baer Madison	A. T. Bruhn Madison	J. W. Cross, Mauston Jacob Karlen, Jr., Monroe P. H. Kasper, Bear Creek	79	343
22	Jan. 7, 8, 9, 1914	Milwaukee	A. T. Bruhn Madison	J. J. Reid Oconomowoc	A. T. Bruhn Spring Green (Acting)	T. A. Ubbelohde Glenbeulah	Jacob Karlen, Jr., Monroe J. W. Cross, Milwaukee P. H. Kasper, Welcome		263

THIRTY-THIRD ANNUAL CONVENTION

HISTORICAL DATA CONCERNING THE WISCONSIN CHEESE MAKER'S ASSOCIATION—Continued

No.	Date	Place	President	Vice-President	Secretary	Treasurer	Directors	Ent-tries	Mem-bers
23	Jan. 6, 7, 8, 1915	Milwaukee	O. A. Damrow Sheboygan Falls	C. A. Voigt Marshfield	A. T. Bruhn Spring Green	T. A. Ubbelohde Glenbeulah	Jacob Karlen, Jr., Monroe J. W. Cross, Milwaukee F. H. Kasper, Welcome	438	
24	Jan. 5, 6, 7, 1916	Milwaukee Auditorium	O. A. Damrow Sheboygan Falls	H. J. Noyes Muscodia	A. T. Bruhn Spring Green	T. A. Ubbelohde Glenbeulah	Jacob Karlen, Jr., Monroe J. W. Cross, Milwaukee F. H. Kasper, Welcome	194	404
25	Jan. 10, 11, 12, 1917	Fond du Lac Armory	Chas. E. Reed Thorpe	H. A. Chaplin Plymouth	G. W. Schiereck Plymouth	T. A. Ubbelohde Glenbeulah	H. J. Noyes, Muscodia Jacob Karlen, Jr., Monroe J. W. Cross, Milwaukee	179	525
26	Jan. 9, 10, 11, 1918	Milwaukee Auditorium	C. E. Reed Thorpe	P. H. Kasper Bear Creek	G. W. Schiereck Plymouth	T. A. Ubbelohde Glenbeulah	Jacob Karlen, Jr., Monroe A. T. Bruhn, Spring Green H. J. Noyes, Muscodia	96	495
27	Jan. 8, 9, 10, 1919	Milwaukee Auditorium	C. A. Reed Thorpe	C. A. Voigt Marshfield	J. L. Sammis Madison	T. A. Ubbelohde Glenbeulah	J. F. Karlen, Jr., Monroe A. F. Bruhn, Spring Green H. J. Noyes, Muscodia	177	538
28	Jan. 7, 8, 9, 1920	Milwaukee Auditorium	C. A. Reed Thorpe	H. A. Kalk Sheboygan Falls	J. L. Sammis Madison	T. A. Ubbelohde Glenbeulah	Jacob Karlen, Jr., Monroe A. T. Bruhn, Spring Green O. A. Kielmeier, Manitowoc	273	772
29	Jan. 4, 5, 6, 1921	Milwaukee Auditorium	C. E. Reed Thorpe	H. A. Kalk Sheboygan Falls	J. L. Sammis Madison	T. A. Ubbelohde Glenbeulah	O. A. Kielmeier, Manitowoc Jacob Karlen, Jr., Monroe A. T. Bruhn, Spring Green	286	777
30	Jan. 11, 12, 13, 1922	Milwaukee Auditorium	C. E. Reed Thorpe	H. C. Rindt Clintonville	J. L. Sammis Madison	A. F. Zelm Plymouth	A. T. Bruhn, Spring Green A. T. Kielmeier, Manitowoc Ray A. Young, Monroe	375	937
31	Jan. 10, 11, 12, 1923	Milwaukee Auditorium	C. A. Reed Thorpe	H. C. Rindt Clintonville	J. L. Sammis Madison	A. F. Zelm Plymouth	O. A. Kielmeier, Manitowoc Ray A. Young, Monroe A. T. Bruhn, Spring Green	347	823
32	Jan. 9, 10, 11, 1924	Milwaukee Auditorium	C. E. Reed Plymouth	H. C. Rindt Clintonville	J. L. Sammis Madison	A. F. Zelm Plymouth	A. T. Bruhn, Spring Green J. Gempeler, Jr., Monroe H. J. Noyes, Muscodia	367	733
33	Dec. 10, 11, 12, 1924	Milwaukee Auditorium	H. A. Rindt Clintonville	H. A. Kalk Sheboygan Falls	J. L. Sammis Madison	A. F. Zelm Plymouth	J. Gempeler, Jr., Monroe J. H. Petars, Plymouth A. T. Bruhn, Spring Green	460	842



THIRTY-THIRD ANNUAL CONVENTION
OF
Wisconsin Cheese Makers' Association

Held at the Auditorium, Milwaukee, Wisconsin

December 10, 11, 12th, 1924.

ADDRESS OF WELCOME

By MR. ROBT. L. SCHIRMER, *Milwaukee Association of Commerce*

Mr. President, Gentlemen: It is a rather strange coincidence that one who was born about the same time as your Association came into being should have the privilege to extend a most hearty welcome to you this morning, in behalf of the Association of Commerce and the several thousand business and professional men it represents. I presume that you will be crowning your charter members who have stuck by the ship since its start thirty-three years ago with the last and honorary degree.

It is also significant that your association for perhaps many years before our records were started, has met as you are now meeting in a city which has through the forces of destiny, became known as MILK-waukee thereby reflecting towards itself some of the glory your Association has built up through your uncanny ability to foresee the great advent of MILK as one of the builders of Wisconsin's permanent agricultural supremacy.

Although I've been a resident of Wisconsin for some twelve years, I did not know until I heard Burt Williams address at the first annual meeting of the Land-o-Lakes Association at Antigo last year that Wisconsin produces more cheese than all the other states combined. And it remained for me to notice that during the recent Dairy Show awards were cleverly given to cheese producers from other states to encourage them to carry forward an industry which has made such a glorious name for itself right here in our own great state.

The program says "Short Talks are Best." I'm going to set the pace right now and simply say that it seems to me that a Wisconsin Association which has so gloriously set such high standards for

one of Wisconsin's outstanding industries, and which has repeatedly and annually met in Milwaukee, is more than welcome here. You are at home and the slippers are laid out; the pipe is filled with your favorite brand; and the fire is nicely started to make you feel glad we are to see you again. Thank you. (Applause).

RESPONSE TO ADDRESS OF WELCOME

By Vice-President H. A. KALK, of Sheboygan Falls

Mr. Chairman: Mr. Schirmer has welcomed Wisconsin Cheese Makers' to Milwaukee and we are here with bells on. I feel proud to have the privilege of thus serving so distinguished a body of co-workers in an industry that has developed into such vast importance in the State of Wisconsin as to attract the attention of the entire world. The Wisconsin Cheese Makers' Association has met in annual convention in your city so many years in succession that its members feel quite at home. We have been welcomed to Milwaukee when the Republicans were in control, also when the Democrats ruled the city and now we are meeting here with the Social Democrats in full charge of municipal affairs. On each occasion we have been received with the same warm welcome, even now when Prohibition is king, and has its inning, and assumes to control Milwaukee and all which has made it famous.

This Association represents an army of skilled workmen, who manufacture the finest cheese in the world; both American and Swiss and many other varieties, and every one of its members has a warm place in his heart for Milwaukee, the metropolis of the greatest dairy State in the Union. In this great Badger state there has been and is today one class of labor that has not been duly requited or appreciated. I refer to those who toil over the cheese vat, those who in years gone by have been working fully up to their strength, seven days in the week, thirty or thirty one days in each month, nine, ten or twelve months for each year. The cheese makers of this state have worked hard for the small pay they have received, but we believe there is a brighter and better future for the cheese makers. We believe that with more knowledge and scientific aids and the Cheese literature of the day any maker can do his work easier and better than one who is not up-to-date in all the new developments of this industry.

Each season new conditions and difficulties confront the cheese makers. To be forward is to be equipped to combat these difficulties. That is what we are here for. Now brother cheese makers look over the great program that our secretary, Prof. Sammis, has gotten up for you. It is for you to make this a convention that will never be forgotten, and to have your last summer's trouble solved. We have the best Cheese Makers in the world here, they are yours for the asking on the convention days. Our Slogan—Every Cheese Maker a Member!

We have today our Department of Markets; we have been grading three years now; and our fancy cheese that we have been putting on the market has never been given a differential in price, over a No. 1 Cheese. We have increased our inspectors, but Gentlemen, I don't think there is anything that we can do that will automatically force every man to make the best cheese he could, except the reason that if he didn't there would be some other man who would.

I am pleased to look into the faces of so many cheese makers. If there is anything that would please me better it would be more cheese makers. I would that all the cheese makers in the State could have been here and heard the warm address of welcome by Mr. Schirmer, to which we have just listened, coming as it did from the Milwaukee Secretary of the Association of Commerce. I thank you. (Applause).

PRESIDENT'S ANNUAL ADDRESS

By H. A. RINDT, Clintonville, Wisconsin

Fellow Cheese Makers: Again we are assembled here in annual convention to renew our friendships made in years past, and to welcome new members who have come to visit and to join our organization; but also to renew our efforts and to be reminded of a duty we have thrust upon us as an organization which is here for a purpose. Dairying, of which we are a very important part, is Wisconsin's greatest industry and Wisconsin leads the long column of states as the greatest Dairy and the greatest cheese producing state in the Union, notwithstanding the fact that Wisconsin ranks twelfth in population and fourteenth in wealth among her sister states. Our cheese industry has played a very important part in our state's development in recent years. Consequently our sister states, and the world, are looking to Wisconsin for leadership in the cheese industry.

After all these years of preaching and studying we still find ourselves confronted with the same problems we have faced for years, namely, quality of our product, marketing, proper labeling as to quality, and creating a market through advertising.

We find our merchants unable to explain to their customers why they have a good lot of cheese one week, and the following week an inferior quality.

How much advertising is actually done in Wisconsin, the greatest cheese-producing state in the Union, to encourage the public to eat more cheese. There has been none and possibly it is fortunate for us that no advertising of our product under present grading and classification has been done. We have not carried out any definite advertising and publicity plans as an organization, and we have been compelled to refuse such assistance from outside organizations, because we have fallen down on our grading of cheese.

The banking institutions of the state and many public-spirited men have offered to help us. During the past year I have had

occasion to be a guest at several bankers' meetings and have been repeatedly asked in what manner they may assist in advertising Wisconsin Cheese. Mr. Hopkins, in charge of the Department of Agricultural Journalism, University of Wisconsin, has offered the services of the press of Wisconsin in carrying on an educational campaign to give publicity to the quality, variety and food value of cheese and thereby stimulate its consumption. These things should have been done but until Wisconsin Cheese is so graded that the merchant and the public may know what to buy and what quality each brand is guaranteed to represent, there is little use of publicity. It would be the height of folly to create a good reputation for Wisconsin Fancy Cheese and then find the merchant selling inferior quality as Wisconsin fancy. That very thing has been done and is being done today, much to the detriment of our industry.

The present grading and manner of labeling Wisconsin cheese is grossly misused. Our cheese is being marketed without any reliable control. Our present law, while intended to be an improvement and a safeguard on quality has fallen down. In the first place the State supervision is entirely inadequate. Much cheese is being graded without first having had the proper and thorough inspection.

Secondly: It is found to be impossible to grade correctly cheese only four days from the hoop.

Third: There is no uniformity in grading cheese in Wisconsin. There are too many grading cheese to their own personal advantage, often working an injury on the industry. I have been hoping that the Wisconsin Department of Markets would shortly submit for our consideration a more practical plan of supervision, one that we can find suitable to adopt and recommend to our legislature at the next session. This to my mind is the starting point in our future progress.

This accomplished, we can then take steps to advertise our product because we will have paved the way for better marketing and stimulating consumption will then bring favorable results. We will then be in a position to produce the goods. I believe the plan submitted by Mr. Hopkins of preparing a series of well written articles on the quality, varieties and food values of cheese, the many ways in which the various kinds of cheese may be served and their superior health giving qualities, and the publishing of these articles in prominent positions in the hundreds of newspapers in Wisconsin, will be an educational work that will bring fruit. We must start at home. We must become the greatest cheese-eating state as well as the greatest cheese-producing state. Cheese should be on every table in Wisconsin at every meal, and it should be Wisconsin cheese of the highest quality. Once we have reached this point we will have no trouble in disposing of Wisconsin cheese in other states. Wisconsin cheese today has a good reputation, the opportunity for us is there, it has never been so great, lets grasp it while it is in our reach.

And before closing I want to call your attention to one more

matter, that of our annual dues. What are we going to do about our dues. I am reminded of a colored preacher, who after giving a long sermon on the prophets of the old testament, in closing said, "Now there is one more prophet," and in a very loud voice cried "what are we going to do about Hoseia?" Just then an old colored gentlemen in the rear seat woke up and hearing the remark said "Parson, I'm a getting powerfully tired, Hoseia can have my seat, I'm a goin' home."

What are we going to do about our annual dues. They are now \$1 per year. Our funds are getting low and your officers have had to kick in to help bear the expense of your association this past year. I would recommend to you that the annual dues be increased from \$1 to \$1.50 or \$2 per year. Gentlemen, it is worth many times more.

You will notice in your program on page 15 under "Standardizing of Milk for Swiss Cheese," a general discussion. I would like to ask everyone to join in this discussion freely and openly. Cast aside any ill feelings or prejudices you may have on this question. Let us be fair in this matter and study it from the point of merit, not personal feelings. It is a very important question and should be settled at this meeting. Let us not forget "In unity there is strength and you may judge the degree of a nation's civilization by its ability to co-operate." Let us have that thought in mind throughout the hours of this convention.

REPORT OF THE TREASURER

By A. F. ZELM, Plymouth, Wisconsin

Mr. President: I have no report to make. Our money is all handed to the State Treasurer and I will turn the matter over to the Secretary and let him report.

REPORT OF THE SECRETARY

By Professor J. L. SAMMIS, Dairy School, Madison, Wis.

Mr. President: The Secretary's report, as usual, is a couple of yards long and too long to read at this time. But as usual it will be printed in the annual report, and I will greatly appreciate having everybody read it over and help me locate mistakes, so that they can be corrected, if any occur. This prepared report carries the O. K. of the Auditing Committee so that I feel reasonably sure that it is all right. It shows that we took in \$7,245.00 last year in connection with the last convention and paid it all out again excepting \$58.62, which is coming out pretty fairly even. The Convention is growing—the prospects this year are very good. We have today one hundred more cheese in the Exhibit room than we had last year. However, this is only a sort of a good start in the right direction and next year we want another extra hundred cheese

with twenty-five hundred Cheese Makers here at the convention. It seems reasonable to expect to have five hundred cheese exhibits competing for the five hundred prizes, listed in the convention prize list.

To accomplish this requires work. To develop our membership this next year, and to have more exhibits from each county and town in the State where cheese is produced, we must have a couple or three good live wires to compete with each other to see who can do the most good work in the town to boost the convention—to interest the makers and secure their membership, to interest the merchants, bankers, cheese dealers, box manufacturers, coal dealers—in fact everybody in the town that does business with the cheese maker—to secure the donating of prizes for the best cheese from that particular town or county. Every member of this Association can do valuable work in this way, by stimulating interest in the minds of other people. We have about thirty honorary members listed on the first page of the Convention program and we ought to have more. These come from about twenty towns. There are a good many other large sized towns in the state—and each one of these ought to have an active busy bee live wire man working for the next year's convention. It isn't too early to begin thinking about it right away. So if there is no honorary member in this list from your town it is up to you to make up your mind that you are going to be the honorary member from your town next year, and that you will write into the Secretary's office early in the fall and get some suggestions and directions as to what work you can do as an honorary member.

I feel sure that the present earnest growth is due to the active work of the members all throughout the State. The officers of this Association, for 33 years have done all they could do to make the Association successful. The recent large growth is due to an extended activity in the membership throughout the state and that is the thing which must produce the growth in the future. So we are not passing the buck in asking you to go to work—we are simply leaving the buck where it was in the first place and reminding you of the fact that the responsibility is yours. You are in the majority as compared with the officers—the majority of the work must be done by you. If you will do it we will have the biggest Cheese Maker's Association in the world,—as we ought to have.

The Secretary's office at the Republican Hotel is open all day and most of the night and he will be glad to see any of you up there and get acquainted with you and if he can do anything for you—if anybody needs any particular services of any kind or gets into trouble, or wants to get some information, drop into the office. Next year we want to have a bigger program, more members, more prizes, more cheese. We will have to move upstairs into the bigger Auditorium rooms when we outgrow this set of rooms that we are using now. Among the enterprises that the Association has undertaken recently—is an employment bureau, and the Vice-President, Mr. H. A. Kalk at the table over here has charge of that Employment Bureau. Anybody who wants to hire a man, a cheese maker or

helper will do well to come up and write his name down on the proper place on the card and also look over the names of the cheese makers and helpers that are looking for work. Every man who is looking for a job will do well to come up here and write his name on the card. We bring down here every year from the Dairy School a carload of young live stock entering the Dairy industry and as a general average they are pretty good stuff. The Dairy School cheese maker boys from Madison are all here in the front seats at the left. Stand up, boys, and let's see you. Some of these men will have licenses pretty soon. If any of you want to hire a cheese maker or a helper, come up here and meet them. They are men who have worked in factories and have had the advantage of the dairy school training.

There is one more little item that I want to mention. We have here every year a get-together meeting for the honorary members and boosters. Every man who claims that he is an active booster for this Association should come up to the Republican Hotel at 6 o'clock and we will all get together in a big room, have supper together, and talk things over. Anybody that believes and claims that he is a good live, active member of this Association is welcome there.

The dinner is at 6 o'clock at the Republican Hotel, on the second floor just opposite the Secretary's office and it is a place for workers. If you don't want to do any work don't come in, for it is a busy place. We are going to discuss some plans for next year and we will be glad to have your advice and help.

I think that is all that the Secretary has to report excepting that what has been accomplished this year has been done with the very hearty cooperation of the other officers and members and would have been impossible otherwise. I thank you.

SECRETARY'S REPORT ON CONVENTION OF JANUARY, 1924. (READ DECEMBER, 1924)

Part 1. State Treasury Account

		<i>Receipts</i>	
1923			
July 1	Balance forward		\$62.01
	State Appropriation		600.00
1924			
Jan. 12	Membership fees deposited.....		616.00
	Total		<u>\$1,278.01</u>
		<i>Disbursements</i>	
1923			
Sept. 28	State Printer's cut, J. W. Cross.....		\$3.79
Oct. 25	State Printer—900 Ann. Repts.—Env.—3,100 Prog.....		26.65
	State Printer—500 Letters (Plans for 1924)		5.82
	State Printer—900 Letters		7.10
Nov. 25	850 Ann. Repts.		311.90
Dec. 7	Auditorium on rental fee.....		200.00
Jan. 30	State Printer, 1,000 envelopes.....		4.31
Jan. 12	Supt. Pub. Property, mailing annual reports.....		32.72
1924			
Jan. 30	State Printer, Donor and Winner certificate.....		6.28
Feb. 15	Secretary		400.00
Mar. 1	State Printer, labels.....		2.66
	Balance forward		276.78
	Total		<u>\$1,278.01</u>

Part 2. Secretary's Donation and Program Fund

Receipts

1923
July 1 Balance forward \$461.66

Booths

Jan. 17	Damrow Bros. Co.	105.00
Jan. 14	Oakes & Burger.....	50.00
Jan. 6	Chris. Hansen Lab.....	50.00
Dec. 22	D. & F. Kusel Co.....	50.00
Dec. 7	Marshall Dairy Laboratory.....	50.00
Jan. 14	Federal Asbestos Co.....	50.00
Jan. 17	Sharples Separator Co.	100.00
Dec. 12	A. H. Barber.....	55.00
Jan. 14	J. B. Ford Co.....	50.00
Dec. 10	Creamery Package Co.....	50.00
Dec. 10	Valley Sheet Metal Works.....	50.00
Dec. 10	Wisconsin Dairy Laboratory.....	50.00
Dec. 8	Stoelting Bros. Co.....	100.00
Dec. 13	McCormick Dairy Co.....	50.00
Jan. 14	Eagle Chemical Co.....	50.00
Feb. 21	Toledo Scale Co.....	50.00
Jan. 14	Rexine Co., Sheboygan.....	50.00
Dec. 22	Dayton Scale Co.....	50.00
Dec. 20	Viking Sales Co. (Pump).....	50.00
Dec. 28	Peterson Mfg. Co.....	50.00
Jan. 3	Bruet-Duffer Corporation.....	100.00
Jan. 3	Super Products Co.....	100.00
Jan. 8	Ruggles & Rademaker.....	50.00
Jan. 14	Johnson Oil Burner Co.....	25.00
Dec. 21	Morton Salt Co.....	20.00
Feb. 7	Pyramid Oil Co.....	30.00
Dec. 8	Cream City Chemical Works.....	50.00
Dec. 13	De Laval Sep. Co.....	100.00

Program Pages

Jan. 14	Oakes & Burger.....	20.00
Oct. 8	L. E. Ridley & Co.....	10.00
Dec. 10	C. E. Blodgett Co.....	10.00
Jan. 14	R. L. Frome Mfg. Co.....	10.00
Dec. 11	Plymouth Exchange Bank.....	10.00
Dec. 22	D. & F. Kusel Co.....	20.00
Dec. 12	Buckeye Chemical Co.....	20.00
Oct. 9	Conley Foil Co.....	10.00
Dec. 20	Brillion Iron Works.....	10.00
Dec. 14	Johnson Tin Foil & Metal Co.....	20.00
Oct. 17	Walter Voechting & Co.....	20.00
Dec. 7	Marshall Dairy Laboratory.....	10.00
Dec. 14	The Bingham & Risdon Co.....	20.00
Dec. 13	Mojonnier Bros. Co.....	10.00
Jan. 2	Colonial Salt Co.....	20.00
Dec. 13	Vilter Mfg. Co.....	20.00
Dec. 18	C. A. Straubel Co.....	10.00
Dec. 14	Pauly & Pauly Cheese Co.....	20.00
Nov. 16	Sheboygan County News.....	20.00
Dec. 15	J. G. Cherry Co.....	20.00
Dec. 17	Lincoln Box Co.....	20.00
Oct. 15	Kiel Wooden Ware Co.....	10.00
Jan. 30	Woodland Box Co.....	10.00
Dec. 24	Winnebago Cheese Co.....	10.00
Dec. 10	First National Bank, Brillion.....	10.00
Dec. 8	The Dairy Supply Co.....	10.00
Dec. 12	The Schwaab Seal Co.....	10.00
Oct. 17	John Kirkpatrick R. C.....	22.00
Jan. 27	Creamery Package Co.....	20.00
Dec. 13	A. H. Barber.....	20.00
Jan. 4	Torsion Balance Co.....	10.00
Dec. 12	Brodhead Cheese & Cold Storage Co.....	20.00
Dec. 11	Marty & Ohlhausen.....	10.00
Jan. 17	Hotel Brown, Milwaukee.....	20.00
Jan. 14	Federal Asbestos Co., Milwaukee.....	20.00
Feb. 7	Pyramid Oil Co., Minneapolis.....	22.00
Jan. 17	Sharples Separator Co.....	10.00
Oct. 17	Lewis Mears Co.....	20.00
Dec. 13	De Laval Separator Co.....	20.00
Dec. 12	A. H. Barber.....	22.00
Dec. 13	Wisconsin Dairy Supply Co.....	20.00
Jan. 14	J. B. Ford Co., Wyandotte, Mich.....	20.00
Jan. 26	Republican Hotel, Milwaukee.....	20.00

Jan. 22	Konz Box Co., Appleton.....	10.00
Dec. 11	Kraft Cheese Co., Plymouth.....	20.00
Dec. 23	Northern Wisconsin Prod.	10.00
Oct. 18	F. B. Stahl Co., Shell Lake.....	10.00
Dec. 28	Jos. Dusek Co., Milwaukee.....	20.00
Dec. 10	Valley Sheet Metal Works.....	20.00
Dec. 10	Wisconsin Dairy Laboratory.....	10.00
Dec. 15	Phenix Cheese Co.....	20.00
Dec. 14	Olsen Publishing Co.....	10.00
Dec. 17	Lehmaier Schwartz, Monroe.....	10.00
Oct. 28	L. O. Rehm, Kiel.....	10.00
Dec. 13	H. B. Stanz Co., Milwaukee.....	10.00
Dec. 29	H. Iwen Box & Veneer Co.....	20.00
Jan. 14	A. D. Deland Co.....	20.00
Dec. 24	J. S. Hoffman Co., Chicago.....	20.00
Dec. 8	Stoelting Bros.	60.00
Oct. 29	Juneau Boiler Works.....	20.00
Oct. 20	Sheboygan Falls Creamery Co.....	10.00
Dec. 7	Puerner Creamery Co., Marshfield.....	10.00
Dec. 12	Midwest Creamery Co.	20.00
Dec. 20	Grunert Cheese Co.	20.00
Dec. 18	Nafis, Inc., Chicago.....	10.00
Nov.	Sheboygan Bandage Co.....	10.00
Jan. 14	D. Picking & Co.....	10.00
Dec. 8	General Lab.	10.00
Dec. 8	Cream City Chemical Works.....	20.00
No. 1	Stanly Wooden Ware Co.....	10.00
Dec. 19	Plymouth Refrig. Co.	10.00
Jan. 14	Erwin Schwenzen, Plymouth.....	10.00
Feb. 8	Cheese Makers' Mfg. Co.....	20.00
Jan. 2	James Leffel Co.	20.00
	Damrow Bros. Co., five half pages.....	50.00
	Eagle Chemical Co.	20.00
Nov. 9	Detroit Refrig. Co.	20.00
Dec. 21	Union Terminal Cold Storage Co.....	20.00

Prices

Jan. 14	Oakes & Burger	25.00
Dec. 14	First National Bank, Neenah.....	5.00
Dec. 11	Nat. Mfgs. Bank, Neenah.....	5.00
Dec. 12	Glandt Kuffum, Priebe Co., Kewaunee.....	10.00
Dec. 10	C. E. Blodgett Co., Marshfield.....	15.00
Dec. 11	Plymouth Exchange Bank	5.00
Oct. 10	First National Bank, Marion.....	15.00
Oct. 10	Farmers', Merchants Bank, Marion.....	5.00
Oct. 10	The Marlon Advertiser	3.00
Oct. 11	The First National Bank, Clintonville.....	10.00
Dec. 10	Dairyman's State Bank, Clintonville.....	20.00
Oct. 10	Tribune Publishing Co., Clintonville.....	1.00
Oct. 11	American Cheese Exchange, Clintonville.....	5.00
Oct. 10	A. A. Washburn, Clintonville Gazette.....	10.00
Oct. 11	Wm. Rindt Hardware Co., Embarrass.....	10.00
Oct. 11	Wisconsin National Bank, Shawano.....	15.00
Dec. 12	First National Bank, Antigo.....	10.00
Oct. 11	Suring State Bank	5.00
Oct. 9	Conley Foil Co.	5.00
Dec. 31	Algoma Prod. Co., Kewaunee.....	20.00
Dec. 18	C. A. Straubel Co., Green Bay.....	48.00
Dec. 14	Pauly & Pauly Cheese Co.....	45.00
Oct. 15	Citizens State Bank of Gillett.....	6.00
Oct. 15	Great Northern Pail Co.....	6.00
Dec. 17	S. D. Cannon, Neenah.....	15.00
Dec. 24	Winnebago Cheese Co.....	15.00
Dec. 10	First National Bank, Brillion.....	8.00
Dec. 13	A. H. Barber & Co., Chicago.....	50.00
Dec. 12	Brodhead Cheese & Cold Storage Co.....	5.00
Dec. 13	A. Grossenbach	15.00
Jan. 14	Federal Asbestos Co.....	10.00
Dec. 18	Dairyman's State Bank, Kewaunee.....	24.00
Dec. 13	De Laval Separator Co.....	40.00
Dec. 11	Kraft Bros. Cheese Co., Plymouth.....	60.00
Dec. 10	J. S. Hoffman Co., Mt. Horeb.....	10.00
Oct. 18	Manitowoc County Cheese Makers' Association.....	10.00
Dec. 28	Jos. Dusek Co.	25.50
Oct. 22	Roger & Johnson, Marion.....	6.00
Oct. 22	Clintonville State Bank.....	5.00
Dec. 21	Morton Salt Co.....	10.00
Dec. 21	Jacob Marty Co., Barneveld.....	10.00
Oct. 28	Alex Schaller	5.00
Oct. 28	Barneveld State Bank.....	5.00
Oct. 28	Leslie Starry	1.00

WISCONSIN CHEESE MAKERS' ASSOCIATION

Oct. 29	State Bank of Manitowoc.....	5.00
Dec. 8	Stoelting Bros. Co.....	30.00
Oct. 30	Sheboygan Falls Creamery Co.....	50.00
Dec. 20	L. L. Jidham.....	5.00
Dec. 12	Midwest Creamery Co., Plymouth.....	20.00
Oct. 30	Righland P. O. by R. M. Edgar.....	45.00
Dec. 8	General Laboratories.....	5.00
Nov. 1	Colby P. O. by Ernest Mandel.....	30.00
Jan. 11	State Bank, Plymouth.....	10.00
Dec. 13	Plymouth Exchange Bank.....	10.00
Dec. 11	Cumberland State Bank.....	5.00
Dec. 28	Island City State Bank.....	5.00
Dec. 8	S. W. Hines Mercantile Co.....	5.00
Jan. 7	Johnson & Ecklie Co.....	5.00
Jan. 10	The Company Store, Cumberland.....	5.00
Dec. 11	Cumberland State Bank.....	5.00
Nov. 5	State Bank of St. Cloud, Wis.....	10.00
Nov. 5	State Bank of Calvary.....	10.00
Nov. 7	Dow Cheese Co., Fond du Lac.....	10.00
Dec. 8	Citizens State Bank, Bear Creek.....	10.00
Dec. 12	Wold Valley Dairy Co., New London.....	10.00
Nov. 7	Barron County Bank, Rice Lake.....	5.00
Nov. 7	First National Bank, Rice Lake.....	5.00
Nov. 7	Citizens State Bank, Rice Lake.....	5.00
Nov. 7	Denmark State Bank.....	15.00
Nov. 7	R. C. Jorgensen, Denmark.....	15.00
Nov. 7	Parties of Hartford, by Jacob Schneider.....	46.00
Dec. 10	Fond du Lac County Dairy Association.....	15.00
Dec. 12	Wisconsin Cheese Prod. Assoc.....	15.00
Jan. 29	Farmers' Exchange Bank, Thorp.....	5.00
Jan. 3	Chili State Bank.....	5.00

Miscellaneous Receipts

Jan.	A. R. Radtke, Tigerton, express charges.....	.73
Jan. 9	32 Booster dinners paid to J. L. S.....	32.00
Jan. 9	H. A. Kalk, pro rata on 3 entries.....	6.00
Jan. 11	Zelm, for banquet tickets.....	256.00
Jan. 14	Cheese sales to A. Grossenbach Co.....	2,414.88
Jan. 14	Cheese sales, Limburger—J. W. Cross.....	24.55
Jan. 14	Cheese sales, Swiss.....	44.15
Jan. 14	Cheese sales, Block and Daisy.....	21.43
Jan. 14	Prize from C. E. Reed.....	10.00
Jan. 14	Prize from J. L. Sammis.....	5.00
Jan. 14	Rudolph Streit, Brandon, membership.....	1.00
Jan. 19	Walter Dittrick, Sheboygan, membership.....	1.00
Jan. 24	A. W. Hahn, Plymouth, error.....	3.00
Feb. 21	Roland O. Pohl, New Holstein, error.....	2.00
Jan. 30	Mike R. Lauer, Hilbert, refund.....	3.00
Jan. 31	Aug. Brandt, Kewaunee, R. 6, membership.....	1.00
Jan. 29	W. E. Breseman, Granton, R. 1, membership.....	1.00
Jan. 29	Nick Rottier, Clam Falls, membership.....	1.00
Jan. 29	Leonard Dunbar, Dodgeville, membership.....	1.00
	Jacob Hertel, Stockbridge, membership.....	1.00
Feb. 9	D. Picking Co., Bucyrus, Ohio, prize.....	5.00
Feb. 12	American Express Co., error.....	2.48
Feb. 14	Julius Wessel, Plymouth, R. 3, membership.....	1.00
Feb. 19	Leo von Arx, Nampa, Idaho, membership.....	1.00
Feb. 25	Arthur Johns, Luxemburg, error.....	2.50
	Donation.....	22.00
	Embarrass State Bank.....	5.00
	Total.....	\$7,245.88
	Accounts to collect.....	\$110.00

Disbursements

1923		
Aug. 23	Schwaab Stamp and Seal Co.....	\$0.61
Aug. 30	C. E. Reed, Plymouth, annual meeting, railroad fare...	2.60
Aug. 30	A. F. Zelm, Plymouth, annual meeting, railroad fare...	2.60
Aug. 30	H. A. Rindt, Clintonville, annual meeting, railroad fare...	7.48
Aug. 30	J. Gempler, Jr., Monroe, annual meeting, railroad fare...	5.04
Aug. 30	A. T. Bruhn, Spring Green, annual meeting, railroad fare...	5.75
Sept. 8	Postage stamps.....	20.00
Sept. 8	J. H. Peters, railroad fare.....	2.60
Sept. 13	Addressing annual reports.....	3.75
Sept. 21	Mimeograph letters.....	3.00
Sept. 24	Addressing and listing stenog.....	24.20
Sept. 24	Secretary's expense at annual meeting, Milwaukee.....	3.91
Oct. 26	Postage.....	1.28

THIRTY-THIRD ANNUAL CONVENTION

Nov. 19	Postage	20.00
Nov. 19	Factory cards, report.....	4.00
Nov. 21	500 wax envelopes for cheese.....	1.00
Dec. 3	Postage for programs.....	66.00
Dec. 8	Sheboygan County News, tickets and tags.....	41.00
Dec. 7	Mayer Printing Co., programs.....	415.52
Dec. 7	Green County Herald, ads for convention.....	25.00
Dec. 8	Mailing programs	10.45
Dec. 10	Sheboygan County News, 5,000 entry blanks.....	26.00
Dec. 18	Mailing envelopes for badges.....	.50
Dec. 19	Sheboygan County News, ads.....	10.00
Dec. 28	Telegrams	1.50
Jan. 3	Postage on returned programs.....	1.16
Jan. 3	P. M. Franzen, signs and cards.....	5.20
Jan. 3	Miss H. A. DuBiel, stenographer.....	2.50
Jan. 9	Postage stamps and envelopes.....	21.24
Jan. 9	J. W. Cross, express charges.....	7.39
Jan. 9	Anna Meyer, stenographer.....	12.90
Jan. 9	Express on movie films.....	5.85
Jan. 9	Miss Thelma Paradise, entertainment.....	39.00
Jan. 9	Miss Libby Miller, stenographer.....	50.00
Jan. 11	T. A. Ubbelohde, speaker's expense.....	13.12
Jan. 11	Fred Marty, judge.....	26.42
Jan. 11	John H. Peters, director.....	31.74
Jan. 14	W. F. Hubert, Judge.....	52.48
Jan. 14	Alex Schaller, judge.....	25.75
Jan. 14	J. Gempeler, director.....	23.67
Jan. 14	Fred Ubbelohde, speaker.....	27.10
Jan. 14	A. W. Schulte, speaker.....	27.99
Jan. 14	H. A. Rindt, vice president.....	23.18
Jan. 14	Edna Jung, clerk.....	14.99
Jan. 14	J. D. Cannon, judge.....	31.65
Jan. 14	J. W. Cross, expense and superintendent.....	67.47
Jan. 14	Express prepaid on Braatz chair.....	1.11
Jan. 14	J. E. Krives, for 256 dinners at 75 cents.....	192.00
Jan. 14	Express on exhibit to Madison.....	9.73
Jan. 14	Rose Grotelueschen, Saukville, clerk.....	45.00
Jan. 14	C. E. Reed, expense.....	76.02
Jan. 14	C. E. Reed, president.....	100.00
Jan. 14	Josephine White, clerk.....	50.00
Jan. 14	Republican Hotel, Milwaukee.....	93.32
	H. F. Stueck, expense account.....	13.93
Jan. 14	Rolland Bender, expense account.....	14.43
Jan. 14	Schwaab Stamp & Seal Co.....	71.90
Jan. 14	Monroe Times, convention ads.....	20.00
Jan. 14	New York Prod. Review, convention ads.....	20.00
Jan. 14	G. C. Mansfield Co., cheese drayage and storage.....	8.00
Jan. 14	Mutual Benefit Association report.....	1.25
Jan. 14	Secretary's convention expense.....	75.88
Jan. 14	Prize 151 to H. J. Loehr, Calvary.....	2.00
Jan. 14	Office Special Sales Co.....	16.50
Jan. 14	Kraft Bros. Cheese Co., refund prizes.....	6.00
Jan. 14	Bernard Splitt, Stratford, refund.....	1.00
Jan. 14	Hotel Brown, convention bill.....	12.50
Jan. 15	Milwaukee Auditorium bill.....	777.07
Jan. 16	A. H. Vick, program expense.....	12.42
Jan. 16	Chas. Pratt, program expense.....	9.52
Jan. 16	A. F. Zelm, treasurer.....	50.00
Jan. 16	A. F. Zelm, expense account.....	30.64
Jan. 16	Sheboygan Falls Creamery Co., refund prizes.....	10.00
Jan. 16	Embarrass State Bank, refund prizes.....	2.00
Jan. 16	Bank of St. Cloud refund prizes.....	5.00
Jan. 16	A. H. Hein, Clintonville, prize 166.....	3.00
Jan. 16	Ulrich Furrer, error.....	.90
Jan. 16	Fred Moser, Loraine, error.....	1.00
Jan. 16	Val Zibung, Argyle, error.....	2.48
Jan. 16	Farmers & Merchants Bank, Marion, refund.....	5.00
Jan. 16	A. J. Blahnik, Kewaunee, error.....	9.50
Jan. 16	Aug. Brandt, Kewaunee, error.....	3.00
Jan. 16	Jos. Dusek Co., Chicago, prizes refunded.....	12.00
Jan. 16	S. D. Cannon, Neenah, prizes refunded.....	5.00
Jan. 16	Johnson & Eckle Co., prizes refunded.....	5.00
Jan. 16	The Company Store Cumberland, prizes refunded.....	5.00
Jan. 16	State Bank Cumberland, prizes refunded.....	5.00
Jan. 16	Kraus & Kersten, Cumberland, prizes refunded.....	5.00
Jan. 16	First National Bank Cumberland, prizes refunded.....	5.00
Jan. 16	Nat Mfg. Bank Cumberland, prizes refunded.....	5.00
Jan. 16	A. R. Radtke, Tigerton, error.....	.73
Jan. 16	Convention prize bags and express.....	109.75
Jan. 24	A. A. Straubel Co., Green Bay, error.....	1.00
Jan. 24	Convention prize chairs and express.....	197.49
Jan. 24	Wm. Feutz, Burnett, overcharge.....	2.00

Jan. 24	Butter, Cheese & Egg Journal, ads.....	25.00
Jan. 24	O. E. Heller, Chilton prizes 211-212.....	6.00
Jan. 30	L. J. Blahnik, R. 7, Kewaunee, error.....	4.00
Jan. 29	Geo. E. Seiler, Firestville, prize 155.....	5.00
Jan. 29	John Levy, Kewaunee, R. 3, prize 238.....	2.00
Jan. 29	A. P. Stengel, Algonia, R. 4, prize 156.....	3.00
Jan. 29	Algoma Prod. Co., Algoma, refund 157.....	2.00
Jan. 29	T. A. Bruhn, director's expense.....	17.91
Jan. 29	E. G. Emerson, Avoca, overcharge.....	1.00
Jan. 30	E. Mandel, Colby, R. 2, prizes 31-336.....	10.00
Jan. 30	Rudy E. Lengacher, Monticello, prizes 94-88.....	10.00
Feb. 4	Paul E. Kleinschmidt, prize 34.....	30.00
Feb. 4	Checks paid to exhibitors 101-907.....	3,542.12
Feb. 4	One prize hand bag.....	15.50
Feb. 4	Monroe Times, ad.....	5.00
Feb. 9	Postage on diplomas.....	15.00
Feb. 21	W. F. Hubert, Sheboygan, judge.....	15.00
Feb. 21	John Cannon, Neenah, judge.....	15.00
Feb. 21	Fred Marty, Monroe, judge.....	15.00
Feb. 21	Alex Schaller, Barneveld, judge.....	15.00
Feb. 25	Jos. White, clerk.....	27.25
	250 mailing tubes for diplomas.....	4.00
	Refund L. J. Schubert, Hillsboro, error.....	1.00
	E. L. Aderhold, expense association history.....	5.57
	Stenographer, association history.....	12.00
	Secretary, expense to Milwaukee meet.....	5.25
	Balance due Miss Libby Miller, stenographer.....	55.00
	Balance forward.....	58.62
Total		\$7,245.88

O. K.

A. T. BRUHN,
H. A. RINDT,
Auditing Committee.

REPORT OF THE BOARD OF DIRECTORS

By A. T. BRUHN, Spring Green.

Fellow Members: The report of the Directors is generally short—it is going to be shorter this year. All I have to say is, we went over the books and found them correct.

Chairman: The next thing on the program is reading the list of honorary members for this Convention. I am going to read the names of every one of them that has worked hard for this Association and went out and solicited prizes in their town and village and I request them to come forward and give us a talk as to how they succeeded and how easy a job it was to get these prizes. After we have heard from a few of them we will find it isn't such a hard job and more will attempt it next year and go out and get a badge too. Mr. Hubert, just give us a talk on how you succeeded in getting prizes for this Association.

MR. HUBERT: I don't think I am entitled to that badge I want to say that this last May the Secretary came to Sheboygan and it was raining and he called up eight o'clock in the morning and he says "I am coming down," and I says: "Sure, come on down." And he says "Unless you think we can increase the membership of our organization, I am going to quit." Well that meant that I had to go to work. So we sat down and the first thing we doped out was how we were to go about to get some money from Sheboygan. I told him I thought we could get at least two or three hundred dollars from Sheboygan. Then I had an awful time getting the money. The Association of Sheboygan didn't seem to come across, but finally I got two members of the Sheboygan bank to stand back of me and they said they could get the money. Then the next thing was to get the cheese makers. I got them through the efforts of the bankers. The idea was that we were going to give that money to the Sheboygan cheese makers providing they bring the biggest exhibit. The

banker said it didn't make any difference, we are giving something any way. Call on me for whatever money you want and I thought that was fine. The next thing I had to get somebody to help me get the cheese makers interested. That credit belongs to Art Zelm, Mr. Peters and Mr. Swoboda, they are entitled to be honorary members. The result has been we went out and got 57 entries out of 137 cheese entries. I think that answers your question.

CHAIRMAN: That shows what can be done if we have the cooperation of the cheese makers throughout the state.

MR. HUBERT: I make the motion that Mr. Peters and Mr. Zelm be added to the honorary members,—also the Secretary.

Motion made, seconded and carried.

CHAIRMAN: I will read the whole list of the Honorary Members and those who wish to speak, just come up. (Read names from front page of program book). If there are any of those Honorary members here we would be glad to hear from them.

MR. HENRY BILGRIEN: I was one of those people that went around soliciting more members. I drove out one morning and it took me about three hours and a half to make the round. Of course, I live on a farm that is shut off from the world most of the summer on account of the building of concrete roads all around me. But I made it a point to please our Honorable Secretary to go out and get some more Dodge County cheese makers in our organization, and as I said I drove just about three and a half hours and I brought in seven (7) new members that morning. Every one that I met was willing to move in with the proposition before them when I told them of this organization. Then again I skipped out one afternoon and one fellow turned me down, but I must admit that every swiss cheese maker that I visited was only too glad to come in and this one fellow is an American. I told him that I was an American too. Then he told me the organization didn't do him any good.

Then I went out to see our business people. We have a business mens Association in our district and I asked them for special prizes and they were willing to come in. I told them that this is for you to bring Dodge County up in the class where we ought to be on our great cheese world; and they were willing to come in and they donated. I asked the banker and he says, "sure." Then I went down in the neighboring village a mile and a half south of my little village and asked the banker and the cashier, and they said: "How much do you want?" and I said, "I am satisfied with anything you give me." He say, Well, will ten dollars do, and I says. Sure. He says: "What are the other bankers paying you?" Now, I won't tell you because you paid more than the other bankers paid. Well, he says, "I want to be on the square with you and I will give you five dollars." That is the way to get after them. If half of the time the roads would have been open I could have brought in more members. It can be done if the fellow goes after it and gets the money. What our cheese makers look after is home pride, and they appreciate that much more than they do two or three exhibits. That is the way I went about it and I am going to go out hereafter and get some more in Dodge County and Washington County. That is, in my 13th Senatorial District. (Applause). Another thing—I feel a little insulted—the Secretary didn't call on the students to talk. I was a student at the Dairy School last year.

CHAIRMAN: I am sure that you all enjoyed the address of Senator Bilgrien from Dodge County. He has been with you for quite a number of years and most of us should be closely acquainted with him. By this little address we learn to know him better.

"DOES COW TESTING RAISE THE TEST OR THE MILK FLOW?"

By MR. ERWIN SUTTON, of Augusta, Wis.
Fieldman Wisconsin Dairymen's Association

Secretary Sammis: Mr. Sutton of Augusta was not able to be here and he sent over his paper and asked me to read it. This paper by Mr. Sutton answers a question which has been asked in this Convention a number of times during past years. "Does the Cow Testing work tend to raise the test of the milk or does it tend to increase the flow of the milk?" Of course, most people have the idea that it does both, but many cheese makers have the idea that the main result of cow testing work is to increase the test—that if a cow test don't go up from about 3 to 4%—if the test of the herd don't go up a per cent or so, then nothing has been accomplished. This paper appears to indicate that that is a mistake. The most of the results obtained from cow testing work is not to increase the test very much—it may increase it slightly—it may decrease it sometimes, but most of the benefit derived from cow testing work comes from increasing the pounds of butter fat and pounds of milk each year, although the test of the milk may be about the same on the average. The paper is as follows:

Wisconsin has been extremely fortunate in its early history to have men of vision and foresight to realize the possibilities in the future of dairying within the state. They organized what was then known and still bears the same name today, "The Wisconsin Dairymen's Association."

The purpose of this organization was to serve the dairy industry in all its various branches of production, manufacturing and marketing, and also to have a representation in our governing bodies that laws may be enacted, that would be helpful to the promotion and growth of the industry. The first great work of this organization was to establish a market for Wisconsin dairy products and to interest farmers in keeping dairy cows, as a means by which to turn their farm crops into a more finished and profitable product; milk and cream to be manufactured into butter and cheese. The organization has since been divided into several distinct groups, of which the Wisconsin Cheese Makers Association is one. The promotion of Cow Testing Association work is the major work of the Wisconsin Dairymen's Association at the present time.

In order that we may better understand the analysis of the records chosen for this discussion and not be misled in believing that all those who join in a Cow Testing Association secure the same results as these herd records show, it is necessary that we know the true purpose of a Cow Testing Association. What is its purpose, and how and under what system are these records kept?

A Cow Testing Association is an organization organized for the purpose of cooperating with its members for the improvement of the

dairy industry in the community and the testing of their cows for economical production of milk and butter fat.

Each cow testing association consists of not less than 26 farmers who jointly employ a tester, one well informed as to the best dairy methods, to spend one day each month with each member to study his dairy methods, suggest improvements and to learn from each member and carry this information on from one to the other. A tester therefore, under this system, is no doubt in the best position to help the members solve their dairy problems, and he is the hub around which 26 farmers work together for a common purpose.

What is meant by economical production? This may be classified into separate headings, as feeding, weeding and breeding, and to which may be added with equal importance "system", or dairy herd management. It has been said by dairymen with long experience in testing, "No one can produce milk and butter fat with the greatest economy without testing, for he must know the production of each cow in the herd in order to feed her the proper kind and amount of feed." By feeding the individual cow according to production and using the right dairy herd management or "system", the farmer is able to weed out the unprofitable cows from his herd.

Breeding is no more or less than the results of selection. This can only be accomplished by selecting heifers from the best cows and use of sires of pure breeding and of known prepotency, or having a line of ancestors with high producing records.

How does the association improve the dairy industry in the community? It is a known fact where the Cow Testing Associations have been in continuous operation for several years, there has been a marked increase in the production of milk and butter fat, not only in the herds of members, without practically any increase in the number of cows. Non-members have showed some increase as well. The publicity of herd records, the setting of higher standard of production of individual cows in the community act as a stimulus to seek greater returns from each of the dairy herds. From the cheese makers standpoint, you may not be directly interested how these increase production records are secured, but you are primarily interested in securing a larger quantity of good quality raw product to be manufactured into cheese, from satisfied patrons.

If each farmer who joins the Cow Testing Association has the right idea in mind as to its true purpose, there is no reason why he should not secure the same results as the herds used in this discussion. Men join the Associations for various reasons, some for the purpose of using the cow testing records as a check to see if he is receiving a square deal from his factory, while others join feeling that they have a higher producing herd and can beat their neighbors, together with various and other similar reasons. Therefore, he who joins the Association for various purposes will likewise receive various results.

The system under which the Cow Testing Ass'n. operates in Wisconsin, is the result of eighteen years of continuous effort to build up a plan by which the records thus secured from its work would be to

a reasonable degree accurate and to render the greatest amount of service to the member for the money invested.

The milk production and average tests are secured, as we all know, from the weights and tests secured on one day each month or at the time of the testers monthly visit to each member's farm. The figures are then computed for a period of thirty or thirty-one days back from the established testing day and according to the number of days in the month in which the test is made. This is called the "Test Period", and therefore, the records are computed on the "Test Period" system and not on the calendar month as many have been led to believe. The cow must be fresh at least seven days before a test is taken to compute the records and is also not credited for the first three days production after freshening.

Milk sheets may or may not be used, for securing the total pounds of milk for the cow's record, but if they are used, they must be changed on the test day and not filled out according to the calendar month. This is done in order that the milk sheet and the one day averages covers the same period of time. In any event the one day average is the basis of all cow testing records.

In case of abnormal tests, where it is found that the test is either too high or too low, the tester either makes a re-test immediately following the next twenty-four hours or leaves the record open for this cow and strikes an average from the test of the preceding month and the one following. In order to safeguard the accuracy of these records, the larger portion of the Associations are organized on the single day basis, meaning that only one herd is tested each day, thereby giving the tester the opportunity to weigh and save all the milk from each cow in the herd himself. To safeguard the honesty, the tester does not follow a regular route but changes the order of testing each member herd at his own convenience. In nearly all of the Associations, the samples are kept under a lock and key.

All the herds selected for this study of tests were Holstein herds and showed marked increase in the production of milk and butter fat since the first year, when they joined the Association.

Johnson Bros. of the Spring Valley Association in Pierce County, started testing December 1, 1919 with a herd of twenty-three cows, four of which were sold during the year, as unprofitable, and three were heifers that were not in the Association the full year; this left sixteen cows that completed a full year's work. The average age was four, milked on an average of nine months and produced a total of 84,932 pounds of milk and 3009.1 pounds of fat or an average per cow of 5,308 pounds of milk with an average test of 3.54 and 188.0 pounds of fat. At the close of their fourth year's work, the herd comprised thirteen cows that finished the year; the average age was 4.8 year milked 10.3 months produced a total of 119,581 pounds of milk and 4,289.3 pounds of fat, or an average of 9.196 pounds of milk and an average test of 3.58 pounds and 329.9 pounds of fat. This represents an increase of 3.888 pounds of milk and 141.9 pounds of fat per cow. It would take 22.5 cows with the same production as was found in

the herd the first year in the Association to equal the production of the 13 cows in pounds of milk the last year ending 1923.

Four cows in this herd were tested continuously over a period of four years starting at an average age of 5 years, and milked an average of 9 months during the testing year. To summarize the results of the tabulations that accompany the paper, their average production the first year was 5,686 pounds of milk with an average test of 3.75% and 213.1 pounds of fat. The fourth year at an average of 8 years, milking 10 months each, produced an average of 10,657 pounds of milk with an average of test at 3.88% and 413.5 pounds fat. The increase per cow was 4,971 pounds of milk and 200.4 pounds of fat. With this large increase in milk production we find the average test of the four cows only slightly higher or, 13%. One or two of the cows showed a decrease in butter fat per cent during this time, while the third year, the four cows showed the highest average test which was 4.03%. The number of months that each cow milked during the testing year was the greatest factor in this herd to change the average test rather than production. However, the increase in the average test may be attributed to better feeding methods and dairy herd management.

The next herd selected was the herd owned by Jacob Jacobson, also a member of the Spring Valley Association. Here, as in the Johnson Bros. herd, we find that better care and better feeding are main factors for increased production. The first year Mr. Jacobson milked a herd of 26 cows, that completed a full year's work during the Association year. The average age of the herd was 5 years, milked an average of 9½ months, producing 6,873 pounds of milk and 255.8 pounds of fat per cow with an average test of 3.72%. The third year there were 20 cows that completed the year. The average age of 6 years, milked 10 months and produced 8,912.3 pounds of milk and 329.8 pounds of fat with an average test of 3.70%. With six less cows this herd produced approximately the same number pounds of milk and butter fat.

In this same herd there were 13 cows that milked all three years, the first year they produced an average of 7,271 pounds of milk and 268.2 pounds of butter fat with an average test of 3.69%. Their average was 5 years and 10 months each. The third year these same cows produced an average of 9,515 pounds of milk and 354.7 pounds of fat with an average test of 3.73%. The increase during the three years with a herd of 13 cows was 2,244 pounds of milk and 86.5 per cow. Not unlike the previous herd mentioned the increased production had no effect in lowering the test, the tendency being more for a slight increase.

A third herd from this same Association, was owned by Pete Ofste. In this herd there were four cows that continued the test for a period of three years. Their age at the start was 3 years and milked an average of 10½ months during the testing year, they produced an average of 7,387 pounds of milk and 273.2 pounds of fat with an average test of 3.69%. The third year they produced 10,544 pounds

of milk and 382.4 pounds of fat with an average test of 3.63%. These same four cows made an average increase of 3,157 pounds and 109.2 pounds of fat, the average test in this case was found to be slightly lower .06%.

In the Independence Association, the fifteen herds that continued the second year, the records show that there was an average increase per cow of 1,255 pounds of milk and 46.7 pounds of fat, the average test was found to be only .06% different.

In conclusion, from what we can learn from the herds thus far studied that the increase in production has no effect in lowering the butter fat per cent, the tendency as a whole is to increase the test slightly.

The only factors that have a tendency to change the test is the number of months the cow milks during the lactation period, and cows not fed sufficiently to supply her needs to maintain a normal production, will test somewhat lower.

JOHNSON BROS. HERD—CHERRY—Grade Holstein

Year	Age	Months in Milk	Date Fresh	Milk Lbs.	Fat %	Fat Lbs.
1920	7	8	10-8-20	5,971	3.85	229.7
1921	8	11	10-5-21	11,154	4.10	457.4
1922	9	9½	12--22	9,353	4.10	386.3
1923	10	12	12--22	1,313	4.00	526.2

ELLA—Grade Holstein

1920	4	9	3-12-20	5,657	3.67	207.9
1921	5	11	3--6-21	9,050	3.70	335.1
1922	6	10	2-23-22	10,292	3.71	380.8
1923	7	10	4-30-23	9,071	3.50	317.8

OLIVIA—Grade Holstein

1920	2	9	11-28-19	4,337	3.47	151.5
1921	3	11	10-17-21	8,456	3.72	314.8
1922	4	10	11-22-22	8,604	4.03	347.1
1923	5	10		11,177	3.63	405.7

EMALINE—Grade Holstein

1920	6	9	12-25-19	6,781	3.88	263.3
1921	7	11	10-14-21	10,561	4.35	457.9
1922	8	8½	10-14-22	9,072	4.32	392.3
1923	9	8		9,169	4.41	404.5

Four cows' production carried over a period of four years, showing the average test each year.

1920	5	9		22,746	3.75	852.4
1921	6	11		39,221	3.99	1,565.2
1922	7	9½		37,321	4.03	1,506.5
1923	8	10		42,630	3.88	1,654.2

Average per cow:

1920	5,686	3.75	213.1
1923	10,657	3.88	413.5
Increase	4,971	.13	200.4

The average production of 13 cows owned by Jacob Jacobson carried over a period of three years showing the production of milk and butter fat each year together with the tests:

Year	Average Age	Months in Milk	Milk Lbs.	Fat %	Fat Lbs.
1921.....	5	10	7,271	3.69	268.2
1922.....	6	10	8,585	3.78	324.5
1923.....	7	10	9,515	3.37	354.7
Increase			2,244	.05	86.5

The average production of 4 cows in the herd owned by Pete Ofste carried over a period of three years giving the number of pounds of milk and butter fat produced each year together with the average test:

Year	Age	Months	Milk Lbs.	Fat %	Fat Lbs.
1920.....	3	10½	7,387	3.69	273.2
1921.....	4	11	7,748	3.69	285.9
1922.....	5	10	10,544	3.63	382.4
Increase			3,157	109.9
Decrease06

Comparison of the first and second years' testing of the 15 herds in the Independence Association:

2nd year	6,342	3.97	252.0
1st year	5,087	4.03	205.3
Difference	1,255	.06	46.7

Erwin Sutton, Augusta, Wisconsin.

DISCUSSION

SENATOR BILGRIEN: Do you claim that the test is not improved by a production of milk in raising the quantity of milk?

SECRETARY: These results indicate that the quantity of milk and the quantity of butter fat was increased $\frac{1}{3}$ to $\frac{1}{2}$ and sometimes more but the test of the milk was hardly changed at all—some times slightly increased—sometimes slightly decreased.

SENATOR BILGRIEN: Now the main object of the Cow Testing Association is for the practical farmer to weed out the cows that give poor milk. That is our object. I have a boy down at the Agricultural School and he is looking after that, to improve his herd. That is he is going to school to learn how to get rid of those that give less butter fat. I don't consider buying a ration feed in the stores at all. Every hick raises his own stuff and that is the best after all and the best in the production. We found it this way—when we force a cow the test will not increase in butter fat. We do this for the purpose of weeding out cows that yield a low percentage of fat and in that way improve the herd.

MR. FRED MARTY: We just had a convention up in Monroe a week ago. We had with us Professor Morrison of the University Agricultural Department. This particular subject in regard to feeding the dairy cattle and production of milk was also discussed during their part of the program. Professor Morrison came out with this advice, to raise your gluten, your protein, your balanced rations on the farm. He says they were experimenting in the University Agricultural farms and for some reason Professor Humphrey in charge has been beating all the records on experimental work. Professor Humphrey

was using nothing else for balanced ration than alfalfa and corn silage. They said his balanced ration and his results had anything else beaten over middlings and bran, etc. and the alfalfa with corn silage proved to be the best balanced ration for the dairy cow.

MR. BILGRIEN: Mr. President, we fed the same thing. I raised alfalfa the last 25 years and we feed ensilage. Then we found out we must have something else besides that. My son took that course in the Experimental Department, and I didn't, but I may go down and take another course with Professor Sammis next week. I like it very much. We figure that alfalfa and corn silage will not do it alone. You have to have something else besides that. We have made a thorough study—that is what we are doing now the last three years obtaining a high test on butter fat and at the same time produce the milk.

SECRETARY SAMMIS: Mr. President, I want to remind you that we have down stairs in this building a big banquet room and there we will have the Convention Banquet at 6 P. M. tomorrow. Everybody that can ought to go. We will have a 6 o'clock meal and an entertainment after the program which I am sure you will enjoy. That meal and entertainment will cost you \$1.00. It is the best we could pick up in Milwaukee and you know Milwaukee puts up pretty good stuff always. Everybody who hasn't bought a ticket should do so now as you go out of the door.

NATIONAL DAIRY CLUB OF WISCONSIN

By MRS. NANCY SAMPSON HATCH, Milwaukee

MRS. HATCH: Mr. President, I come to you from the National Dairy Club of Wisconsin, an organization which was organized before the National Dairy Show to help boost the show. We have since decided to make a permanent dairy organization which will take people in throughout the State of Wisconsin. The organization is one which does not require at this time any dues. We simply get together once a month and have a luncheon and we are hoping to boost the consumption of dairy production in the entire dairy game. We fixed our luncheon this time so that it would not come in conflict with your cheese convention and so we can invite you all to come into lunch. I am going to tell you what the thing was that prompted the thought of my entertaining the cheese people at their convention. On Saturday evening when the National Dairy Show banquet opened, one of the speakers, a Professor Stolz from the Ohio University got up and said, that we Wisconsin people needn't get so peppy. Ohio has more cheese than Wisconsin and we are going off with the prizes and other remarks, which was a pretty bitter pill for me to swallow, because as some of you know I did my best to boost Wisconsin cheese. They called on me directly after Professor Stolz and I certainly was mighty glad to correct any wrong points which might go out regarding Ohio taking the prizes. I certainly concur with Professor Stolz that Wisconsin has such a wonderful reputation and turns out so much cheese it is hard for us to scrape up enough cheese to put into any Exhibit. We must see next year that Ohio doesn't get away with any prizes and I am depending upon you cheese makers to take away that prize.

We have a perfectly wonderful speaker, Mr. Phil Grau, as fine a speaker as there is in the country. He not only gives you some serious thought but entertains you while he is giving the speech. Anyone who doesn't come to the luncheon tomorrow will regret it. Another thing we realize if we want the men to come out we got to feed them well. If you come I know you will be glad. That luncheon is to be given tomorrow noon at the Republican Hotel at 12:15 promptly. It will be given in the banquet room directly across the way from the Secretary's headquarters on the second floor. It is limited to 225 and we want to sell just as many tickets as we can at a dollar a ticket. We don't make anything on it. It is the actual cost of their luncheon and every one pays his own. Now please don't confuse this with our Convention dinner tomorrow night. I promised Professor Sammis to make that very plain. You have your cheese makers dinner tomorrow evening here in the Auditorium. This is the luncheon by the State Dairy Club which will be at the Republican Hotel. This young lady and young man have tickets and if you will just hold up your hands we will go around very quickly so that we can make our reservations at the Hotel and we want as many of you as possible to come.

PRESIDENT: While they are selling tickets we may continue with our program on the two minute report from the County Organizations. I have a letter here from the Northern Wisconsin Cheese Makers' Association, J. C. Colstadt, President. He wrote that he could not be present so he wishes the President to read this letter to the Members of the Wisconsin Cheese Makers' Association.

REPORTS FROM COUNTY ORGANIZATIONS

REPORT OF NORTHERN WISCONSIN CHEESE MAKERS ASSOCIATION

By JAMES COLSTEAD, Rice Lake, and A. W. SCHULTE, Cumberland

As it will be impossible for me to attend the Convention, I am sending a little report of the Northern Wisconsin Cheese Makers' Association which we organized three years ago. We have at the present time 19 members who are active cheese makers and we are still growing. We can't perhaps say we have done so very much, still we have had two very nice cheese displays at our Barron county fair. While before this organization was started, people who came to this fair would not know there was any cheese made in their county, as far as cheese exhibits were concerned. Then, furthermore, we have held scoring contests at various places in the county, which I think has been very educational for all makers.

We have also had at several of our meetings, speakers from the State Department of Markets, and the Dairy and Food Commission, which have been appreciated very much by all members. Our slogan has been to make Wisconsin famous for its good cheese and keep on

trying to make a better grade of cheese instead of doing a hurry job, thereby having a poor finished product. We are planning on changing our organization to what we would call the "Northern Wisconsin Cheese Makers' and Patrons' Association," as we feel if we could get our patrons to join us and come to our meetings, we might accomplish a great deal more by getting their confidence and support, and I think would in turn do them a mighty lot of good if they would attend our meetings to hear some of our speakers which we have been fortunate in securing for these occasions, as the patron and farmer really do not take as much interest in his cheese factory and maker as he ought to. I feel safe to say that ninety per cent of the patron's income comes through his local cheese factory, so that is why we feel that if patrons and makers get together at meetings where discussions are held, there would be better harmony and satisfaction by makers and their patrons.

REPORT OF CENTRAL WISCONSIN ASSOCIATION

By MISS L. C. BRUHN, Secretary, Auburndale, Wis.

I am happy to be still in your midst as an active cheese maker, and to be able to be present at this Thirty-third Annual Convention of Wisconsin Cheese Makers' Association, to give a brief report of our problems, and our greetings to you from the members of the Central Wisconsin Cheese Makers', Butter Makers', and Dairymen's Advancement Association.

I sincerely believe our active cheese makers and factory operators can see the dawn of a new spirit coming into the dairy industry; it has been taking root year after year; it is a spirit which comes with greater appreciation of the meaning of the sweet, simple word, "service". We have learned that service is a merchandisable element, a vital thing we must have to sell along with the material things of our markets. We have also learned the necessity of strengthening the bonds of brotherhood, and to some extent we have been taught to conquer the jealousy which is so common in the struggle of life.

There is a big meaning in the feeling of friendliness, of security and comfort in knowing that your competitors perhaps across the street are people who care just a little what happens to you—people who are always showing just a little kindness, who, when sorrow or trouble comes to us, make our grief their own and so help us to bear it.

The coming noble men and women of tomorrow will be those who best serve mankind, and in the future the ticket of admission to what we call the best society will be great unselfish service.

All genuine success depends on the continuance of the struggle for our ideals in life and business. It was his faithfulness in this struggle that made Abraham Lincoln such a giant among great men. He was always helping somebody somewhere—steadfastly doing his best—yet always finding odd bits of time to educate and lift himself to his ideals.

To express it better than anything else, the spirit of modern business makes a slogan of the golden rule—Do unto others as ye would others should do unto you. Give the world the best you have and the best will come back to you. Let us put that first; let it be our greeting and the standard of our success.

Quality production we know is needed today, but you will not be fortunate enough to get it until a differential is paid for the fancy article. Further, it is necessary to offer our cheese at retail at a reasonable price in comparison with that received by the manufacturer, thereby giving the laboring class a chance to buy it for their families and eat it. Another important factor to increase consumption at home is by ageing cheese, and placing it in storage before offering it to your patrons. Way down in my heart I sincerely believe this would promise much for added consumption and trade advancement. The report given by our judges scoring the Central Wisconsin exhibit at their recent convention and contest, stating that the standard of our Wisconsin cheese has gone backward, is not giving very much encouragement to the dairy world. There is enough poor cheese going on the market to sour the taste of our buying public.

Human society pays for something besides the concrete commodities they purchase—they pay for and expect service and quality which will help make these commodities pure, wholesome, and health building.

With many of these thoughts in mind we organized the Central Wisconsin Association and its wide spreading activities are shaping themselves to be of greater service to its members.

Am I right if I say there is not a statewide organization of dairy people that tries to carry on its activities for the dairy industry with as small an outlay as has the Central Wisconsin Association? As a fact, no salaries or even expense account has ever been paid to their president, trustee, secretary and treasurer—it has meant for one and for all to serve absolutely without pay. We are very proud of these facts and the spirit of good will extended by these officers and co-workers to bring about the large growth of this organization.

We are very proud of the 1924 Convention, and a fine exhibit of dairy products held in the city of Wausau. It was wonderful few days not only for me, but I believe all of us who attended the convention program, enjoyed the courtesy and generosity, that welcomed them as guests to the convention city. The new Elks building, where the convention was held, is one of the finest in the state and much credit is due to the Elks of Wausau for the hospitality shown the Association while the convention was in progress.

The attendance was very good. We had a wonderful increase of cheese and butter and clear blue skies and perfect weather. Cheese and butter makers, their wives and friends drifted to Wausau to attend the Convention from near and far; hence many new names were added to the registration list.

The city of Merrill has been selected for the 1925 Convention. I am taking this opportunity to extend an invitation. We want you to set aside one day in the golden month of October, make an auto trip

to Northern Wisconsin, join us in our neck of the woods at our Twelfth Annual Convention—help us sing Liza Jane—we know our friend Mr. Fitch will be with us again, and I know he will not want to return to Wisconsin Rapids without leading his favorite song, Liza Jane. We want you to come and enjoy an excellent program and a real spirit of good-fellowship—sing, eat, dance, learn, laugh. Our army of cheese and butter makers and the city of Merrill, I believe, are much alive and will assure you a good time.

THE FOND DU LAC COUNTY DAIRY ASSOCIATION

By E. C. DAMROW, *Secy.*, Fond du Lac

We are here again following the cow path, or rather—"we are trying to make a better path for the cow to travel so she will give more milk, and we make a better finished product."

Our Fond du Lac County Dairy Association has taken up many of our difficulties that come up in the different factories and a lot of good helpful information was obtained by the various discussions.

A few of these I am going to take up here today which in reality are not points of good cheese making, but making the industry better. One is the protection of the factory and the other is a proper and fair statement. When I say factories I include the creameries and other dairy products manufacturers. By proper statement, I mean a statement that gives all details and figures so that a statement can actually be compared with other factories.

There are some factories, privately owned and co-operatives, that make a practice of issuing statements that are purposely misleading or deceiving and are issued solely for the purpose to show up big and attractive to the patrons from the neighboring factories.

Some of these statements cannot be figured—there is nothing to figure. I have found some get as much as 3 lbs. of cheese to a pound of butter fat. Some factories can make cheese for 2 cents a lb. furnishing all supplies, labor and everything and have money left; some can weigh in milk and in every 100 lbs. that is recorded on the scale they get 110 lbs.; some have such fine eye sight that they don't even need the Babcock tester to test the milk for butterfat. This is all corrupt practice and we have a law against such practice, but it is hard to get the actual proof against them.

One thing I feel sure will help a good deal is, if we have a law making it compulsory to use a uniform statement—something as was laid out a few years ago by Mr. Wilson of the Markets Division. If this does not give the proper details, let us work one out that is O. K.

Such statement must be used by all cheese factories, creameries, milk plants or others who are working or paying on a pound basis or such other basis whereby the producer of the milk is paid for his milk whatever it will bring after the finished product is sold, deducting first the cost of handling the milk or making it into cheese, butter or other dairy products.

Let us work with the Markets Division on this. If any of you have a good statement that you think covers it all or is better than any you have seen, send it in to them. I know they will make good use of it.

When we find that some cheese maker in our neighborhood can get a yield of 3 lbs. of cheese out of a pound of butterfat or something like that, and his statement figures such, send it in to the proper department to investigate his methods so we may all learn how to get such a good yield, unless it is done on the intake scale by short weighing or on the Babcock tester by under-reading the test. If that is the case give him the limit of the law.

The worst of such practice I have found is in co-operative factories, yes and there are others, and it is done for no other reason, as stated before, "Make a big showing and get the other fellows patrons."

Protection of the Factories

Another point our organization has discussed considerably is how can we get protection for our factories. What protection has a cheese factory? Protection from the factory that is to be built across the road? Protection when we send a patron home with his unsanitary or sour milk from delivering it next morning to the neighboring factory?

I don't think that this can be solved very easily but it must be solved and I have given the latter some study. Here again we must work with the State Department and must co-operate in order to get any where.

Why can't we have a standard on what may be rejected and what might be expected? Can we not set such a standard in acidity, bacteria and in sediment? Can't the Dairy and Food Department or the Markets Division set such standard to be a guide? It may take some time and it should be done with all fairness to our dairy industry.

At present a patron may bring milk that is not O. K. The cheese maker hesitates before he turns the milk back for fear the patron will go somewhere else, and, especially if it is an influential man in the community. The cheese maker knows on which side his bread is buttered. This patron might take his milk somewhere else and might get others to do likewise or he may start a move to get a factory across the road or on the other corner.

My idea is this, if we had these set standards and a test was made of this milk right then and there and proved that the milk was below standard, the cheese maker should have the fullest protection and help from the State Department in preventing this patron from delivering his milk anywhere else or prevent everybody else from taking this milk unless made good in the first place.

There are cases where patrons need as much protection from a cheese maker as the cheese maker needs from the patrons. I do not want to be understood that we want to force a patron to de-

liver his milk to a specified factory, but I do think in all fairness to the dairy industry we must in some way protect the cheese maker who strives to get better milk and it is through the better milk that we get better cheese. Better cheese will increase consumption and it will bring bigger returns for the producer of milk.

Yes, we have a law now penalizing the cheese maker for taking such milk that is not clean, but how many cheese makers are there who dare to send this milk home for fear they are scraping the butter off from their own bread, especially when they are the owners of a factory with a goodly size plaster of mortgage on it.

As for the factory that is to be built across the road. I think this will be eliminated considerably if the man with the below standard milk is brought to time. It is usually these men that start the "New Factory across the road movement."

I think that mostly all of you gentlemen agree with me that we should have a uniform statement, and should use a uniform statement by all who pay on such basis as mentioned before. I think you all agree that the cheese maker or co-operative cheese factory should have such protection as stated before.

Then let us get busy. Let our Market Division or Dairy and Food Department formulate such statements or standards that are just and fair to the producer of the milk and the manufacturer of the finished product. If these departments have not got these instructions and laws so they can go ahead, then let us prepare such and when we get together here a year from now, we will at least have accomplished something.

DISCUSSION

MR. FRED MARTY: About this particular point of milk being rejected at factories, I wish to bring you closer home. Each particular cheese maker should receive the full co-operation of each one of the patrons of his factory and that is a matter for domestic working out without referring everything to the law. That matter should be taken care of right at that particular factory and I believe the proper diplomacy in organization would help that cheese maker to be in a position to get the full co-operation of his patrons in matters of that nature.

MR. A. T. BRUHN: There is one thing I notice in that talk and that is "to get full co-operation of the Dairy and Food Division and the Division of Markets." It is a poor rule which will not work both ways. Would it be fair for the Dairy and Food Commission and Division of Markets to ask for full co-operation from us when it comes to prosecuting those patrons? I think we are mighty shy. We are perfectly willing to call in an inspector to inspect the other fellow's factory, but we are mighty slow in helping him to find where the trouble comes in.

MR. BILGRIEN: What you men want is the co-operation of the Market Division and Dairy Commission in regard to a farmer that brings milk under standard or dirty milk—or what do you mean? You were talking about building another factory out there. I want to get at this right.

MR. DAMROW: You can't prevent a neighbor from building a factory. The dissatisfaction comes when the milk that is delivered

is not sanitary. When this happens he should send the patron home and especially if he is a man of influence in the community. Usually there is where the first step is made towards starting another factory in the community. So far as preventing anybody from erecting a factory in the community there is nothing that can be done except that the question may solve itself if we try and keep more harmony.

THE SOUTHERN WISCONSIN ASSOCIATION

By FRED MARTY, Monroe

Mr. Chairman: The southern Wisconsin Cheese Makers' and Dairymen's Association was organized 25 years ago. About a week ago we celebrated our Silver wedding, so you will see that we are not an infant as an Association. We followed eight years after the birth of your organization. The duties of our organization pertain mainly to Swiss, Brick and Limburger cheese. We have always had speakers here that stimulated the production of our dairy products, but what have we done in the great name of distribution of our product?

Now let's go back and refer to the figures of per capita consumption in the United States. As a cheese consuming public we still find that we are hanging around the 3 lb. mark. Those are the figures that are available and I haven't seen any figures that have increased that for the last three or four years. There is a man who is testing it with a new medium, the package form of cheese, which is going to put cheese on the shelves where it never has been heretofore. Yet we find down to the present, cheese consumption hasn't increased in the United States. All right, lets see if there is a cause for that. I have compiled a few figures here. Compare the factory price paid to the producer with the price of the 5 lb. loaf product. For factory prices, I find that 19 cents on American cheese including all different makes is an average. For 5 lb. loaves, in the regular American type and in the pimento type we find one is 32 cents a pound and the other 24 cents a pound. For the brick cheese, I have used the liberal factory price of 16 cents. The 5 lb. loaves are 32 cents, an increase of 100%. With No. 1 quality Swiss at 22 cents a pound, the 5 lb. loaf is 42 cents, an increase in the jobbing price of 91%. Gentlemen, when we get the prices to such a basis, it goes beyond the reach of every man, woman and child. That will not increase the consumption of our product in Wisconsin, or stimulate its consumption in the United States.

A week ago I cited at our convention that somewhere somehow through some political genius the idea was conceived that some Board would act immediately upon the depressed condition of our Swiss cheese industry down there to give us some relief by an increased tariff. Every farmer thought that that would be the salvation of their depressed condition down there. Now please let's not be led astray by any humbug of that nature because a high tariff will never give us relief. Any nation that can't exchange with other nations

will eventually become rotten to the core and it has been proven in past history. I believe in a tariff only to equal the difference of cost of production. When we go beyond that we ought to be ashamed of ourselves. When we have a tariff of 25 per cent ad valorem on a commodity we have all the protection that we should have, and if we can't settle our other evils within the industry then we have got to get out of that particular business. What does 25 per cent ad valorem mean upon cheese imports today at a price of 42½ cents a pound? Ten and one-half cents a pound is laid down at the port and paid into the treasury of Uncle Sam on every pound of imported Swiss cheese today before the American consumer has the privilege to bite into a piece of imported Swiss cheese. Gentlemen, don't you believe that 10½ cents a pound is ample protection as far as imports are concerned? Mr. Rohn in our midst and present here will bear me out on the statement as a patron of a Swiss cheese factory. We got 15 cents for number 2 and 17½ and 18 cents for number 1 Swiss cheese. During the flush of that year the American consuming public was willing to pay a 133 per cent over our domestic prices to enjoy eating imported Swiss. Why? Quality, quality. We must improve our quality, we must age our cheese and if we can get in a position to become the beneficiary of only 50 per cent of these increases that I have cited you here, we have bettered ourselves. We will then stimulate consumption of cheese.

THE BENEFITS OF COUNTY CHEESE MAKERS ORGANIZATIONS

By FRED R. UBBELOHDE, Star Prairie

Mr. Ubbelohde is not present so the secretary of their organization will take his place.

MR. PRESIDENT: We started our organization in December 1922 with a membership of only ten active cheese makers. We ended the year with 26 active cheese makers. The Association met at least once a month. At these meetings we had what may be called a question box, and questions were asked and discussions brought up. At several meetings we had scoring contests and we always succeeded in getting the service of some competent cheese judge. Mr. Ubbelohde was judge for several times. On June 18th we got together a meeting of the patrons and members of the Associations of different factories and it was held at Star Prairie and this time we had one speaker from the Division of Markets, Mr. Aderhold. We had Professor Macklin of the Extension Division of the University of Wisconsin and he gave us a very interesting talk on the marketing of cheese and several interesting topics were discussed that night. About two weeks later or three weeks later there was a similar meeting held near Hudson. We had several interesting speakers there that night. Next year the Association intends instead of holding all of their meetings in New Richmond to divide the meetings among the

different factories so as to get into the different corners of the counties. We comprise St. Croix county and we have some factories from Polk county. Some of our cheese makers drive as far as 37 miles to get to those meetings and we are going to spread them out among the other factories. The annual meeting was on December 2nd and all the old officers were re-elected. I will now read Mr. Ubbelohde's paper.

Some people may ask, what is the use of having county cheese makers' associations? In what ways do they and can they help the cheese makers of the different localities? Why have county cheese makers' associations when we have a State Cheese Makers' Association?

In the state of Wisconsin we have about 3,000 licensed cheese makers. These men and women are daily turning out a product, which is no doubt the mainstay of the state of Wisconsin today. These people are entrusted with a raw material, from which they are expected to, at all times, and under various conditions, produce a finished product that will return to the patron the highest possible cash value.

In the cheese industry, as in all industries, conditions change with time. In order to keep up with the ever changing conditions we must keep up with the times. In order to be able to return to our patrons the largest possible cash value for his raw material, we must at all times be awake to what is going on about us in the way of improvements in the manufacture of cheese. About the best way to do this is by coming in contact with other people engaged in the same work as you are and exchanging ideas. And I know of no better way in which cheese makers can exchange ideas, and gain a better working knowledge of the art of cheese making, than by meeting in groups and discussing the different problems that may come up from time to time. For surely, no cheese maker ever worked over a vat of milk but what, at some time or other, he would have been very thankful for a little advice on some problem or other. The cheese makers should cooperate among themselves more than they have in the past. We should not harbor any ill feelings toward our neighbor cheese maker. Bad feelings among neighbors show symptoms of jealousy. We must not be jealous of our neighbor. He may be more successful than you or I, but why not be friends with him, and I am sure that he will let you into the secret of his success. This can be accomplished through the county or local cheese makers' associations.

Scoring contests can be held every once in a while. The meetings of the associations can be so arranged that some very competent cheese judge can be secured to score the cheese and give his criticisms, bring on discussions as how best to overcome the different faults found in the cheese scored. These problems can be threshed out in these meetings that might drag on for time eternal if we were each and everyone to try to solve them individually.

Another point in favor of the county organizations is that the cheese makers and the patrons can, I believe, be brought closer together by inviting the patrons to your meetings and discussing with

them the big problems in the making of the cheese, and showing them that they are as much interested in the making of the product as you are yourself, for upon them falls the task of producing the best possible raw material in order to have the cheese maker turn out the best possible finished product.

Another thing that I believe the county organizations can bring about is to increase the membership of the Wisconsin Cheese Makers' Association. Out of nearly 3,000 cheese makers in the state, but a small percentage are members of the state association, while every one of them should be. It is my honest conviction that through the county organization of cheese makers this can be brought about. You need but to look to the butter makers' association of this state. I do not know what the number of butter makers in the state is, but I am sure that a much larger percentage of them belong to the butter makers' association than is the case with the cheese makers of the state. They succeeded in doing this by organizing locally into districts and then all of the districts affiliating with the state organization. We all know what good the Butter Makers' Association has done for its members in more than one way. May I ask, cannot the cheese makers of the state of Wisconsin do the same? We are many more in number than are the butter makers, and so should be just as sure of success as they are, and even more so. For the good of the cheese industry of the state of Wisconsin, I believe that something of this kind should be done. I thank you.

FARM RECORDS

By PROFESSOR JOHN S. DONALD, Wisconsin College of Agriculture

Mr. President, Ladies and Gentlemen, all of you are representatives of various communities and have an unknown influence among the farmers of your community and it is for that reason that I especially appreciate the opportunity of appearing before you. We want to improve our community. We want to improve in business and we must pull together in order to do that. In speaking of pulling together it reminds me of a story of John and Mary. They had been married for some time. One day things had not been going exactly right and they were not quite as conversational at the table as they usually had been. After Mary had finished her dinner she stepped to the window and looked out. A neighbor was coming up the road with a heavy load and a good team of horses. He would stop every once in a while and let the horses rest. She watched this operation several times and said, "John, I wish you would come over here and see this team of horses." He stepped up and saw the driver stop and start them; and she says, "Now, John, if we pull together like that how much we could accomplish." He hesitated a moment and said, "Yes, Mary, they have just one tongue between them."

Some times, perhaps, our troubles come in from real disagreements, or misunderstanding by too much talking along these lines,

but I really feel that if there is any group of people that should cooperate, it is the farmer and the cheese maker. It is absolutely necessary if we are going to make the success that we should make. There are three particular things in which I feel that you people can be of help to the farmer and these three things are, (1) to encourage the farmer to keep a record of his farm business, (2) let him know where he can get his simple chart account book to meet his needs, (3) help to keep him interested and to analyze his business for better farm management for his better success. I don't believe any of you men come from a community where you can say that the majority of your farmers are satisfied with what they are receiving. What is going to be the result? A gentleman says a number of the farmers were leaving the farms. If the farmers leave the farm, there isn't going to be so much milk and if there is less milk the cheese makers or those interested in dairy supplies and machinery certainly are not going to prosper. I saw a picture in one of our papers yesterday that struck me as being a very good illustration of some of the things that are happening. The farmer was out hunting. His dog had been chasing a rabbit apparently, because there was a small log and at one end of the log was an income, and the rabbit had gone into that end of the log. The farmer was looking into the log and says, "I saw him go in here." The dog was sitting there looking at this same place. At the other end of the log was the Out-go and there was the rabbit running away, but the farmer did not see the out-go. Now that just illustrates the point, that we must look toward the out-go. We must study our business. We can't depend entirely upon Income, but we must look also at the other end of the business. So I am here to appeal to you to help us interest the farmers in keeping their accounts and their records.

Farming is a peculiar business—perhaps is one of the hardest to know the actual cost of production. Nevertheless it is one of the most necessary to keep going on an even keel and to hold the men in a prosperous situation, of any business for the success of the country. I want to ask you to help interest the farmer in knowing his cost. Next, tell him where he can get an account book, a simple plan of keeping accounts. I have brought a copy of the book which is being used by the College of Agriculture which we feel meets the needs for the state of Wisconsin very well indeed. In the next place, we are asking that you encourage him to keep his accounts. With his prosperity he is going to bring prosperity to every man who is interested in the making up or handling of the products of the farm.

This book is very simple and you men who have had the experience and training can give the farmer a great big lift. I am sure that that would be appreciated. I believe that the greatest aid in solving our problems in organization, or solving the problems of working together, is to have the farmer know his farm facts, and for him to have confidence in his men with whom he is dealing so as to eliminate the element of suspicion or aloofness, and do away with the friction that arises in so many places. If there are any of you who are interested in this book, I will be very glad to see that you receive a

complimentary copy. Take it up with your patrons and endeavor to get a local group studying their farm facts so that they will be in a position to do business like men in other lines of manufacturing. He must know the facts and until he does know the facts, until he is satisfied, we are going to have this contention from time to time.

I certainly am very glad to have had the chance to bring this to your attention and I will stand ready in every way I can to further the best interests of the state of Wisconsin along dairy lines and every other line.

MR. OLSON: I would like to know to what extent this work is disseminated in the schools?

MR. DONALD: Schools in very many counties are giving work in farm records and farm accounts in connection with the arithmetic work. County superintendents and teachers who are taking up that work find that it is a great help to pupils when they take up practical problems that have to do with the farm. Our object, of course, is to have the books used on the farm. Very often the boy and girl begin keeping the accounts at school. They are furnished with other transactions after they leave school. When the parents learn of this work they are eager to take it up on the farm, and it is being done in a great many counties.

RESOLUTIONS COMMITTEE

CHAIRMAN: I will appoint a Resolutions committee on the first day of our convention. That will give us all time enough to draw up our resolutions and present them to the committee. I am going to appoint Senator Bilgrien, Mr. Fred Ubbelohde and Mr. E. L. Aderhold.

REPORT OF PRICE DIFFERENTIAL COMMITTEE

H. A. RINDT, Clintonville

Chairman: Last year many of you remember, three of us were appointed on a committee to see what could be done to induce the cheese dealer to pay a differential between a fancy cheese and a No. 1. Well, I circularized the dealers through the State and the most important dealers in Chicago and St. Louis that bought cheese in Wisconsin. I got some very favorable reports, and some were not very favorable, but the majority of the smaller dealers were heartily in favor of it. Several of the larger dealers were opposed to it—*not* exactly opposed to it, but they did not express their opinion on that petition, so it didn't accomplish very much. But it kicked up some dust and I feel satisfied that when a man kicks up some dust, it is noticed anyway. But the result is that the committee could not get the cooperation of the dealers to work towards that end. The excuses and reasons that were furnished were mighty mighty poor excuses, but it seems that there can't anything be accomplished until we get the dealers to work with us in this direction. Yet we will admit and we see it coming that we will have to wake up sooner or later.

We are getting to the point in the near future where people can go to Idaho for cheese and other states where they are introducing

the cheese industry. Quality in cheese counts as well as in lumber or anything else. Today you go by the lumber yards and see them cut up No. 3 lumber for use in the city and No. 1 is bringing way above a premium of \$120.00. Would it be fair if I had five million feet of lumber of No. 3 and got the same price as you, who had 90% of fair lumber? I think that holds true in every commodity and we will have to in some way protect quality.

DISCUSSION

MR. MARTY: I will take my hat off to any individual concern in the State of Wisconsin that will pay a premium to the producer and maker as an incentive for better quality. Let that party, whomsoever he may be, not forget this particular point, that he should take the premium from the valuation of a number 2 price and put it on No. 1 as a premium, and not cut you in the back on the No. 2. We have reached that point down in our section that they are paying us a premium for the No. 1 and for fancies today to some extent, and are paying nearly 50% less for the No. 2. We have got to figure on a basis of 30-40- and 50% of No. 2 cheese. Now then, are we going to allow any one make us believe they are paying us a premium when they turn around and steal from us again and cut down the valuation of No. 2. In reality the No. 2 has a better texture, in many respects has a better flavor. The price last summer was 29c for Fancy. Number 2 they accepted that probably as a food, for it was sold for 15c, which is nearly 50% less. That is the point I want you to take into consideration when you go in for your fancy prices—that you are going to get what is coming to you on the lower grades of cheese, because you are going to make a certain percentage on it and there should be a fair valuation placed on it. I thank you. (Applause).

MR. MICHELS: Mr. Chairman, I would like to ask Mr. Marty one question and that is, theoretically speaking or practically speaking, what percentage of No. 2 Swiss Cheese he makes during the year?

MR. MARTY: There has been no figures compiled on that matter Mr. Michels, but I know factories down in our section that manufactured 80% of Fancies. And there are ever so many factories in our section who with the best of efforts are making from 30 to 40% of No. 2.

MR. MICHELS: Don't you think the grade could be arranged or switched so as to place more good cheese into the No. 1 class, that are grading No. 2? Now what is your idea about that?

MR. MARTY: In my mind a No. 2 Swiss cheese might be considered a 100% food value. My opinion is that we should not put a stigma on that particular product.

MR. MICHELS: In other words, you consider revising the grade No. 2?

MR. MARTY: For that particular purpose, yes sir.

MR. MICHELS: I want to say further that in my opinion, there is absolutely no excuse for anybody to make No. 2 cheese at the present rate on American cheese. All the milk received in the cheese factories throughout the state can be made into No. 1 cheese, and we have factories in the state that will practically score 100% Fancy during the past year on American cheese. I often wanted to know whether or not the grades, the No. 2 grade in particular on June 1st wasn't altogether too strenuous and declared too strict.

MR. MARTY: I believe it is.

MR. OLSON: Mr. Chairman, I am listening with a good deal of interest to the talks here this afternoon, discussing these grades. I can't help but think that this grading of the foreign types of cheese, of Swiss cheese is more or less a bugaboo. I don't like to say this in the presence of Mr. Marty. He is an expert on judging cheese, and if he is judging cheese independently, not knowing whose cheese he is judging, I think he will give us an absolutely square deal, and might perhaps in other cases.

The other case, I have in mind, is where he would be a buyer himself of this particular cheese. It is not reasonable in my way of thinking that you could expect to get a fair grade on cheese from a dealer who is the grader. In our case down there the dealer is the grader. You can't expect to get a fair deal so far as judging is concerned when the party who does the judging is interested in the deal, any more than you could expect to get a fair decision from a judge who is an interested party in the case he was listening to. So I think the time is coming sooner or later through the process of organization and cooperation when the farmers and producers of cheese will themselves have a hand in the distribution and the grading of cheese. That we will eliminate some of these differentials and ideas as to the great differences that should exist between the Fancy and No. 1 and No. 2 cheese. I wanted to say when I took the floor that I failed to see on the program of this Convention anything regarding the question of agricultural economics. I may touch on that tomorrow in discussing the winter dairying and I would make this suggestion that the Resolutions Committee make some comment on that, or at least some time that in future Conventions the question of agricultural economics should be considered because it is a part of this great plan. If you have no system of distribution whereby the producer can get for his commodity a fair price, all the quality will not avail much for us.

No organization can get in touch with the farmer; the farmers are not organized. If agricultural economy could be discussed with the cheese makers, you would at least go a long ways to get this subject advertised and get it more understood and the farmers more interested in this important thing.

MR. MARTY: Mr. Chairman, I would like to ask Mr. Olsen what he really had in mind that would be the eventual solution and remedy regarding the grading of cheese. He specified that as long as the dealer was interested particularly in the grading of that cheese, he was going to give the percentage in his own favor. If the farmer was the man that distributed that, he would also have the advantage. What is the next step? Let's say the dealer is not fit and the farmer himself is not fit—so what would be the next solution? I would like to have that brought out right now and I think I am going to get the point brought out that will meet my favor.

MR. OLSEN: I think the answer to that is very simple. That is, you have got to have a disinterested party to grade your cheese and you will find it can be done, that they should not know whose cheese they are grading, but hired to do the judging of the grade of this cheese because he was an expert in the business, just the same as you decide cases in the courts. I think it is not a difficult thing to arrive at and if organizations are benefited, to have to hire the judges who are to judge the cheese, I think you will get a fair score and fair grading on all kinds of cheese. I am blaming the farmers themselves to allow these things to continue. It is up to us to take a hand in this and to organize and standardize and distribute the cheese through a different system than we have now, if we are going to get rid of the troubles we are having.

MR. MARTY: The point that was finally brought out in this is something I feel that would be the only salvation for everybody.

Cheese to be graded by impartial and uninterested men—why shouldn't that prove more successful, and why couldn't we abide by the decision as you are today abiding by the decision of the prices of your cheese laid down to you up here once a week which makes the prices from coast to coast all over the country. You haven't got that much to say about it, but you are abiding by it week after week. Who is making your prices? But you never made one step toward that end that should have something to say on those prices, and how often do you find that the factories are loaded down with cheese, or the warehouse loaded down, or there is no cheese in the warehouse at all. And then a little measly handful of boxes of cheese in Plymouth, perhaps a half a dozen, 200 or 250 boxes fixes the price of all your cheese in the United States.

MR. OLSEN: Who in your opinion is to blame for that condition that exists from year to year.

MR. MARTY: It is like Mr. Donald stated "where is the inlet and where is the outlet, where the rabbit went in and the rabbit went out." We were constantly looking for that inlet but we never looked at the other end of it and it is high time that the people and the producers of any particular commodity were also looking beyond that stage and making a provision for the outlet of their product, and yet you are sitting here and nothing more than just thinking about it, but you have never done anything about it.

MR. BOYD: I wish Mr. Marty would tell us how to go at it differently to make the price different—establish different prices. This talking about changing doesn't change it. Give us ways and means to establish our prices. We must have prices, we surely don't want to go back five years where we had no prices, and were selling cheese for 6½ cents. Now lets hear how we are going to sell our cheese and get our prices.

MR. MARTY: I will answer that this way. Cut out the Plymouth Board. Forget about it. You have the dealers coming right out here and every dealer works independently.

MR. BOYD: All right Mr. Marty, they did that years ago.

MR. MARTY: Today it is different.

MR. BOYD: I waited there until I was sick and tired of sitting in the cheese factories and the factory was full of cheese and if the dealer would come out and offer me 6 cents for good stuff—just as good as anybody had, I didn't know whether he was offering me the full price, and then half an hour later probably another dealer would come out and offer me ½ or ¼ cent more. Are we going back to that?

MR. MARTY: How many years ago is that?

MR. BOYD: That is about thirty years ago.

MR. MARTY: Well that is just about what cheese was worth then.

MEMBER: I say, cut out the Swiss Cheese Board down in Chicago and let the Department of Markets make a price on cheese.

MR. BILGRIEN: I started out just 41 years ago this fall in September to engage in the cheese business as a boy of 16 years. The first cheese I learned to make was the round Swiss, and it took me just three summers to learn to make this stuff. When I undertook to go in that factory, I thought I knew something and I soon found out I didn't. When I got into the business and I sold cheese wherever I had a chance, Chicago, St. Louis, Minneapolis, and some down in Indiana. They had three different grades. The Fancy Swiss at that time was a cheese that had an eye about as big as a 10 cent piece and anything smaller up to the difference between a 10 cent piece and a big pea. Any thing with a smaller eye was taken for a No. 1.

Now something less which was a little bloated was called a No. 2 and the difference in price was 2 cents. As long as I was in the game selling and manufacturing the Swiss cheese for 21 years straight, a No. 3 was a cheese that was puffed. I told Mr. Marty today, the stuff that is here today, that is forced to obtain these great big cow eyes, I don't think they are handled right at all. That stuff we called at that time No. 3 because it caved in on us sometimes, and cracked and it was sold in Chicago for fish bait. (Laughter). I don't agree with the grading on Swiss cheese—not at all. Forced cheese will not take the salt and I sold a lot of it and cured a lot of it. When you are 21 years in the game and have handled this stuff I think a man knows pretty near what he is talking about, but I am not really satisfied with the grading on the round Swiss cheese. The summer after I took that course in the Dairy School, being 59 years old now, with Professor Sammis to learn the latest and newest methods of obtaining big eyes and learning to make the Bulgarian starter and which I learned last year at the convention—I could not help but go down to Madison. I went down for four reasons and two reasons are going to come up next January in the Legislature and I might as well state one reason and that is the Dairy School. The professors come before our State Affairs Committee, I believe pretty nearly every session the last three sessions and they claim the Dairy School wasn't large enough for the regular students and that is the biggest reason I went down there and probably we will get a new school which will have to cost about \$2,000,000.00. I went down there on purpose to find out whether there was sufficient facilities for the boys to do proper work. There was hardly room for 28 Swiss fellows in my class. (Applause).

MR. M. M. SCHISLER: I always thought that we have to have three classes of people in the world to make it go. You have got to have somebody to produce the stuff to make cheese. We have got to have somebody to consume it, and we also have to have some one to take it out into the world and look for a market and sell it. I think as Mr. Marty has said, there must be somebody to take care of that and let the dealers buy the cheese and find their way where they can market it, and I think since we have the Marketing Division they have done good work in grading cheese and improving the quality of the cheese.

The best you can do at this convention is to get together and we will accomplish something, because if we keep working one against another such as makers and buyers and farmers we will never get any where. Let every one handle one end and we will get the farthest. I thank you.

MEMBER: I agree with what the gentlemen has said but I want to say a word though in regard to what Mr. Marty said and this gentlemen over here asked, What are we going to do about this marketing, setting the prices and all this? We sit here and listen to it and go back home and do the same thing over. It looks very much to me that the cheese maker is very much in the same position as the farmer. There is probably no other class (and the farmer is in one of the large classes) that always when they have got anything to sell they say "How much will you give me for it?" And when they want to buy anything they say "How much will you take?" They never set their own prices. A cheese maker never has a chance to set his own price and in my opinion this whole matter is that they never will, until they show initiative and individuality enough to take hold of the matter and sell. You can pass all the resolutions from now until next year at this time. You have got to organize. I believe in organization and you have got to take hold of this matter

and show individuality and initiative and to do your own selling and then you will get your prices. You never will until you do.

MEMBER: It looks to me that most of the argument shifts on the Swiss cheese but if you just look over in the American cheese side we have got what we call the Wisconsin Cheese Producers Federation that has got a bunch of farmers in back of it trying very hard to sell their cheese. It seems to me that they don't pay a bit more than the average cheese buyer or ordinary cheese buyer for fancy or No. 1 or No. 2. Now if our own organized selling plan like the Federation is going to do any good or help any it ought to be showing up some what.

MR. CARSWELL: Why shouldn't the cheese manufactured in the State of Wisconsin when they have 70% of all the cheese in fact 90% of all that goes on the market? Why shouldn't they control the price? They should control and they could do it if they take hold of it and work together and pull together they can do it. The trouble is they are not pulling together. You have got to get together and pull together but you don't do it. You let the jobber do it.

MEMBER: It is the greatest mistake to close up our board. What prices are we going to sell cheese by? Before we close that board we have got to find something better. We have about 100 factories on the Plymouth board. There are only four cheese factories operating in the winter. What is the reason no more cheese factories are going there? You get more on the board and they boost the price.

MR. MARTY: I want to tell you that down in our section the farmers in the southwestern part of the state could not have been so successful in the manufacture of Swiss cheese if their prices had been manufactured back of a mahogany desk in Chicago and we would have been subject to a board down there. You have got dealers scattered all over your cheese section. There isn't a cheese wholesale dealer that could not make it in a couple hours drive there. Down in our section cheese is sold as a rule by the month. We haven't got a board. They start in with cheese buyer No. 1. Who carries the prices to the farmers—the cheese dealers. Mr. Olsen is a salesman of his company and he has been approached as high as twelve times in one day. What is the result? The first man comes along with a price and tries him out. That salesman does not sell until the last man that buys cheese down there has called on him. Am I right Mr. Olsen?

MR. OLSEN: Yes.

MR. MARTY: What is the result? One man goes out and establishes the price and the next man follows it up, and he will make it a quarter better. The next fellow comes along and he says "I will make it a quarter better." Do you suppose they could raise the price of the commodity there? There never was a dealer down there with a price that wasn't raised.

PRESIDENT: The question was to get the grades perfect and back it up with quality. Our American cheese is taken and shipped twenty to thirty miles and put on the market for 15 to 25 cents or more than 100%—more than we get and there must be an outlet somewhere. I know when the Plymouth board was 16½ to 17 cents, the same cheese was sold for just again as much right to the retailer so there appears to be something wrong.

MEMBER: Listening to this argument again reminds me, a good deal of the fellow we had home when we had the good old days of beer. He used to drink about thirty small glasses and he would say, "I am chuck full of little ones—now give me a big one." In dis-

cussing this I think we just got that far except the big glasses—and that is this. Why have all this argument about American cheese when if you make your cheese right, and advertise your own products, I think you can market it without any trouble; you won't have to have any dealer or anybody else—that will be coming and carrying it out of the factory, that is my experience.

BUREAU OF MARKETS CHEESE REPORTS

By JACK MCCREADY, Fond du Lac

MR. MCCREADY: I want to call your attention to the reports we are issuing from The Bureau of Markets, at our Fond du Lac office. These reports are just out. If you desire them, there are cards here that you can fill in and the reports will be mailed to you. There is The Weekly Cheese report or Review, and also a Daily Cheese Report, a Monthly Cold Storage Report, and a Monthly Export Report.

Most of the cheese makers are interested in the weekly more than any other report that we issue, however you can have what reports you want. On these cards you will notice there is a space for a butter report. We don't issue any butter report at Fond du Lac. If you call for a butter report it will be mailed to you either from our Minneapolis or Chicago office. But these here are yours for the asking and if you feel you would like to use them just fill in one of these cards. I thank you.

THE WISCONSIN BUTTER MAKERS' ASSOCIATION

By H. C. LARSON, *Secretary*

It was stated here yesterday that the members at the present time is somewhere in the neighborhood of 600 while the licensed butter makers number about 700 so they have almost every licensed butter maker in Wisconsin in the Butter Makers' Association through their local or county butter makers' associations. Now the state of Wisconsin has practically about three thousand licensed cheese makers and if I have been informed rightly your membership in this association last year was not more than 600 members and of those 600 members there was no doubt but what there were quite a few cheese dealers and machinery men present. Now I can't see why the cheese makers' association is so small with cheese makers numbering 3000 in the state, when the butter makers with 700 licensed in Wisconsin have in their association a membership of practically 600 butter makers.

EARLY CHEESE HISTORY

By W. F. HUBERT, Sheboygan, Wis.

In the Program your Secretary stated that this paper was to deal with some early Wisconsin Cheese history. However, I am going to start with as early a history of the cheese industry as possible.

In looking over old records, I find that about the year 1775 three kinds of cheese were made in England, namely: The Cheddar, the single and double Gloucester and the Wilts. Of these three styles of cheese the Cheddar was the most famous, being made in the county of Somerset and taking its name from the small village of Cheddar at the foot of the Mendip Hills. The name originated from the farmers of the village uniting the milk of their cows for the purpose of making a larger cheese. This was done at each other's houses in turn. Large caves in the Mendip Hills served as excellent curing rooms, and greatly helped to produce a fine quality product.

The first cheese market was held at Chipperham, England in an open court. The cheese were brought in carts, packed loosely in straw without being boxed, piled on the stone floor and offered for sale, each lot separately.

About the year 1810, cheese making began in Herkimer County, N. Y. For about twenty years the progress was slow and the business deemed hazardous by the majority of farmers, who were afraid of over-production. The curds were worked in tubs and pressed in log presses.

The United States census of 1840 estimated the total value of cheese, butter and milk for all the states at \$33,787,000.

The originator of the American Cheese factory system was Jesse Williams, a farmer of Rome, N. Y. in 1851, and from this one factory in 1851, factories increased to 500 in 1866 in the State of New York.

In 1860, Samuel Perry of New York City, a native of Herkimer, started to contract for cheese and exported same, and to him belongs the credit of opening up the foreign market. The exportation of cheese from New York in 1860 was 23,252,000 pounds and increased to 40,041,000 pounds in 1861. Prior to 1860, Wisconsin was bringing cheese and butter from New York state for local consumption.

John J. Smith, who came from Lewis County, N. Y. in 1844 and located on the Sheboygan and Fond du Lac Plank Road west of Sheboygan Falls, conceived the idea of commercializing the local cheese industry, and in 1858 he collected the curd from his neighbors and pressed it into cheese in his home. Owing to the lack of uniformity of the curd, this method was not a success and same was abandoned. It is recorded that when John Smith first exhibited Sheboygan County cheese in Chicago, the dealers of Chicago would not look at it, so he offered to pay the dealers for their time if they would examine his goods. However, he sold his cheese, and it was only a few years later when Sheboygan County Cheese sold at better prices in Milwaukee and Chicago than were paid for Ohio and New York State Cheese.

The next year, in 1859, Hiram Smith, who followed his brother, John, to Wisconsin in 1847 and located on land just across the road from his brother, started to take in milk from his neighbors and make it into cheese. A few years later, in 1861 or 1862, H. S. Conover, a brother-in-law of Hiram Smith, who also came from Lewis County, N. Y. to Sheboygan Falls, started to take in milk from his neighbors and made it into cheese, utilizing a new woodshed. His son, S. H. Conover, was the cheese maker. S. H. Conover is still engaged in the cheese business at Plymouth, Wis. The vat and other equipment used by him were purchased in Little Falls, N. Y. by A. P. Lyman, a pioneer merchant of Sheboygan, who had intended to start a cheese factory, but abandoned the idea and sold the outfit to H. S. Conover.

To Chester Hazen belongs the credit of having built the first cheese factory in Wisconsin. This factory was built in the year 1864 at Ladoga in the Western part of Fond du Lac county.

In 1864, A. D. DeLand, a native of Fredonia, N. Y., located on a farm in the town of Lima, Sheboygan County, two and one-half miles west of Sheboygan Falls. In 1865 he installed a cheese making outfit in a part of a new building, which he had intended for a barn. Besides the milk of his own herd, he took in some from a few of his neighbors. The patronage gradually grew larger, and he built a factory in which he continued to make cheese until 1891.

The first building, however, erected in Sheboygan County particularly for cheese making purposes and independent of any farm dairy, was built and operated in the year 1867 by L. P. Fischer and M. McKinnon. The factory was located two and one-half miles west of Sheboygan Falls on the Sheboygan and Fond du Lac Plank Road. Although this factory has changed hands many times and has been remodeled, part of the original building is still standing, and Mr. McKinnon is still living in California, where he celebrated his eighty-fourth birthday this summer.

The first cheese buyer from outside the state, who came to Wisconsin, was R. F. Ridell of the Firm of Bogardus of Chicago. The first New York buyers were Steven Underhill & F. W. Liggett.

On Nov. 10th, 1870, the Sheboygan Horticulture Society was organized at Plymouth, Wis. At a meeting of this association, which was held on October 5th, 1872, a movement was made to proceed to form a board of trade as a part of that organization. This movement was carried, and a call was issued for May 22nd, 1873. At this meeting, Hiram Smith was elected President, A. D. DeLand, Secretary, and B. Holden, Treasurer. It was decided to hold bi-monthly meetings during the season. The following cheese was offered for sale:

Hiram Smith	50	boxes
Seth Conover	50	"
Price & Strong	100	"
Matthew Bros.	50	"
A. G. Dye	60	"
<hr/>		
Total	310	"

Davis Bros. of Chicago were the only buyers present who bought 150 boxes at 11½c delivered Sheboygan Falls. On July 31st, 1873, the offerings were 2,125 boxes, and the price offered was 11c. Telegraphic advice quoted Wisconsin cheese at 12½c to 12c Chicago, and 12¾c to 13¼c, New York. Four carloads were made up and sent to New York. A telegram received reported one car sold at 13¼c.

In the early seventies, freight rates acted as an effectual bar to an export trade for Wisconsin cheese. W. D. Hoard, Secretary of the Wisconsin Dairymen's Association, prevailed upon the Association to send him to Chicago to see what could be done to obtain a better freight rate to New York. Through his efforts at a meeting of the Dairy Board on June 11th, 1874, F. W. Whitcomb, Agent of the Lake Shore Railroad Company, was present, and quoted a rate from Sheboygan Falls to New York at 91c through refrigerator cars, or as much less as any other route would carry.

At the Centennial Exposition, held at Philadelphia in 1876, Mr. A. D. DeLand of Sheboygan Falls, exhibited a cheese weighing 300 pounds, and he received a bronze medal for his efforts. He made the hoop out of staves cut in his woods, and pressed same in a cider press.

Barney Holden started to make cheese boxes in his woodshed near Sheboygan Falls, and sold them to neighboring factories. He used a draw-shave and steamed the wood in a wash boiler. Mr. James Slyfield also was one of the first men to make cheese boxes.

In December, 1882, S. H. Conover of Plymouth, Wisconsin exhibited at the Grand Union Dairy Fair, which was held at Milwaukee in the Exposition Building, which stood on the site of the present Auditorium, a pyramid of cheese, eighteen feet in diameter at the base and twenty-five feet high, containing seven hundred 60 pound Cheddars topped off with Young Americas.

In January, 1885, A. D. DeLand of Sheboygan Falls, Assistant Superintendent of Wisconsin Dairy Products at the World's Exposition, which was held at New Orleans, La., representing Sheboygan County Dairy Board of Trade, built a model cheese factory out of twelve hundred full cream cheese. This exhibit won the large premium of \$200.00. Wisconsin also won fifty out of fifty-three premiums in the pro rata class on cheese. In the regular premiums on cheese, Wisconsin won twenty out of twenty-eight premiums, and also won the Grand Sweep stakes and the gold medal for the best cheese made in the world. Samuel B. Davis of Chicago and C. E. Udell of St. Louis were the judges.

About the year 1888, Mr. Peter Balts, a Sheboygan cheese dealer, having calls from the South for a smaller cheese than the thirty pound Flat, had hoops made for a twenty pound cheese, and called it a Daisy, which became very popular.

In 1890, filled cheese became a factor in Wisconsin's cheese industry, and to Governor W. D. Hoard belongs the credit for having laws passed in Madison, prohibiting the manufacture of filled cheese in Wisconsin. To Samuel Cook, Congressman from Neenah, Wis., belongs the credit for having Congress pass a law, taxing same out of existence.

P. H. Kasper, now of Bear Creek, Wis., and Math. Michels of Fond du Lac, were the first cheese makers who made cheese the entire year, starting in the winter of 1893 and 1894.

Up to 1900, all cheese held in storage had to have the mould removed before they were shipped. They were washed, and when the rind was dry, they were covered with a dressing or grease. At that time the Standard Oil Co. had a test made so as to paraffine cheese to prevent mould. The first paraffining was done at Utica, N. Y. The Standard Oil Co. persuaded Mr. DeLand to try paraffining cheese, and the first cheese we paraffined were sent to the Paris Exposition in 1900. We tried it out by using an iron kettle, such as is used by farmers when heating water, and had a galvanized tank made. First we heated the water, then put the tank in hot water, and when the paraffine was warm, we used four pronged tongs to dip same. We abandoned this method of paraffining cheese and built a tank, in which steam coils were placed. This tank and rack are still being used by us in paraffining cheese.

About the year 1902, the Long Horn style of cheese was first made in Topeka, Kansas, and, as we were having calls for this shape of cheese, we had hoops made at Sheboygan Falls and started four factories making same. The demand for this style of cheese has increased by leaps and bounds up to the present time.

The square hoop was patented by Mr. Geo. Schute of Manitowoc, but it did not become popular until about the time his patent expired. This patent was sold to the N. Simon Co. of Neenah. Crosby & Meyers of Chicago originated the oblong ten pound Print hoop, which found immediate favor.

From Switzerland in 1845, forced by economic necessity, twenty-seven families came to Wisconsin. Like bees before swarming, they had sent in advance two pioneers to spy out a land and find a suitable settling place. After two months of weary travel through nearly all the northwestern states, passing by the broad rich prairies of Illinois, Indiana, Iowa and Missouri, near to commerce and transportation, as unfit for their purpose, and among the roughest hills of Green County, selected the location for the colony, which complied closest with the instructions they had to secure a location as like old Switzerland as possible. The colony, after a journey of four months down the Rhine to the ocean in boats, across the ocean to Baltimore in a sailing vessel, thence to Galena by canal and steamer, and from Galena to Green County on foot, clustered in the valley of New Glarus, this colony started to make cheese. Here the greatest of all industry of southern Wisconsin had its birth. Just as soon as the settlers owned a cow, the germ of knowledge, which they had brought with them, began to sprout. At first, infinitely small was the growth. A pailful of milk, a copper kettle and a wooden hoop split from a sapling, were the beginning of the industry. Cheese no larger than a Daisy, which could be held in the hands of a child, were the ancestors of the 200 pound Swiss cheese, now standard.

Nickalus Gerber, a native of Switzerland, who immigrated to America in 1857, started the first Limburger cheese factory in Bloom-

ville, N. Y. the same year. He conducted this cheese factory for six years, when he moved to Green County, Wisconsin, and in 1868 started the first Limburger cheese factory in the town of New Glarus. The next year, in 1869, he started the first Swiss Cheese factory in the town of Washington, Green County.

This brings us down to within the last fifteen or twenty years, and all of us are familiar with present day problems.

Through the courtesy of Mr. and Mrs. W. C. Thomas, a large part of this data was gathered from the files of the Sheboygan County News.

MEMBER: Mr. President, I think that is about the best article on the general history of cheesemaking in Wisconsin that I have ever heard. I believe this Association owes Mr. Hubert a vote of thanks for getting that together. Seconded and carried.

MR. HUBERT: Mr. President, Ladies and Gentlemen, I thank you.

DAIRY SCHOOL STUDENTS

SECRETARY: Let me call your attention very briefly to one feature of this Convention. Every year we bring down here a bunch of young cheese makers—some of them with enough experience to get their cheese makers license perhaps for next year; others who will be helpers next year, but all with some experience and who have been through the Dairy School. They sit over there in the amen corner near that sign. If you want to hire a maker or a helper go over and talk to them.

PAYING PREMIUMS FOR FANCY CHEESE

By MR. S. J. GIFFEN, The Great Atlantic Tea Company

Gentlemen: As far as our paying a premium for Fancy Cheese, which we figure is a pioneer proposition in this game, we find that we are getting a benefit that is almost unsurpassed by paying an extra premium or giving the man that makes a Fancy cheese a benefit out of making that class of goods. The best way I can see it is that in the distribution of this cheese to our various stores, in fact we have 11,000 such stores—we find that we have increased our trade by putting a uniform good quality cheese in those stores of a triple amount. In other words, we have increased our sales to that figure and we find that through this paying extra for cheese and getting the quality in line with that price, that we as a strong concern can boost the consumption of cheese better in that way than we can through advertising. In other words, our customers are making our own advertisement on account of the quality of goods they are getting. In fact, prior to this buying of cheese direct from the factories, we found that we were getting cheese that instead of helping the consumption of cheese, was absolutely hurting the consumption of cheese. We made a trip to 25 stores in one of our districts prior to locating in Green Bay and we found out of the 25 stores, 17 stores handled cheese that was not fit for consumption. We took this cheese out and

sold them as off grades, although they had been sold to us as normal ones. We find that the average cheese maker that is interested in making good cheese is more than glad to take the extra effort to make a Fancy cheese if he or his farmer or the two combined get a benefit out of it, but as it is you can't blame him for making an ordinary No. 1 cheese when his neighbor is making the same and is getting the same price for it and he (the neighbor) is going by his factory at half past eleven or twelve o'clock and giving him the glad hand and showing you that he is on his way to town and we are working yet. We simply want to mention that we find the proposition of Fancies and paying extra for it is working out to good advantage to ourselves and to those that are shipping to us, and we feel that it is going to be of a general good in helping to boost the consumption of cheese. I thank you. (Applause.)

"WHY SOME CO-OPERATIVE FACTORIES FAIL AND OTHERS SUCCEED"

By MR. T. A. UBBELOHDE, of Glenbeulah

Mr. President and Cheese Makers: I had prepared a paper and just got it out on the typewriter and I laid it on the sideboard, and I suppose it was a pretty neat paper, but my wife is particular about not having the sideboard littered up with waste paper and she glanced at it and thought it must be an advertisement for some Dairy Feed and she burned it up. (Laughter). So I have nothing but a few notes that I took last summer. I am sorry because I had to spend quite a bit of time to prepare this paper.

I went to quite a number of factories so I haven't got much of offer to you but I have visited some factories—co-operative factories that were successful. Everybody was slick and the first thing when I went in to speak to the cheese maker he was ready to shake hands with me—everything was O. K. and he had no kick coming from any of the farmers. The milk seemed to be all right.

Talking about this cheese, the supply people that he was doing business with, said there was nothing wrong. The supply man was all right; they furnished the goods they called for and it was satisfactory. Well, I says how is the cheese dealer? Why they take our cheese and there never is a kick. We get full weight and we get full price. Well, I says, over here is another factory that I have been to—these same dealers are cutting them all the time—not giving them full weight and they are kicking about the grade. He says to me, we have no kick coming; the cheese dealers have always used us right.

Then I went to another factory and it was about the same thing. Everything was O. K.

I visited several unsuccessful co-operative creameries and the first thing there was a kick coming—the factory was in bad shape—the cheese maker seemed to have a grouch on—everything was

wrong and I says to him, "why, ain't your farmers the same as the farmers over here?" And he answered, "no they ain't, ours are different farmers. You don't find the farmers just the same all through. These farmers are kicking all the time. They ain't taking care of the milk and come at any time of the day." I began to wonder sizing up the cheese maker of this factory, if the man at the factory wasn't the man that was responsible mainly for the successful co-operative cheese factory or the unsuccessful factory.

As I talked with these people, seeing what they do, I noticed that one man lacks two leading qualities—tact in talking with his patrons and managing them and leadership. It ain't always necessary to be a first-class cheese maker to make a successful factory. In fact, one of them, has a good cheese maker as we had in Sheboygan County some years ago, but he had to quit the factory because he lacked something else. He was a good maker—he lacked something else. He had to get out of his factory—he couldn't run his own factory. He lacked tact in talking to the farmers and leadership. There is no cheese factory successful unless it is co-operative between the farmers and the cheese makers and the cheese dealers. Now those factors are important. You can't have any kind of a successful cheese factory unless we all co-operate. And this is the main reason of these unsuccessful co-operative farmers' factories—they don't have the right man in the factory. They may have a good cheese maker but as a rule the farmers don't know the cheese maker until after they hire him and get him into the factory. If I was hiring a cheese maker for a co-operative factory I would go to some cheese dealer that is getting in lots of cheese from factories, steady and get a few pointers from them. The cheese dealer knows about as much of the average cheese maker throughout the country as everybody else. They can tell you who the good makers are, but they can't tell you—it is not very often whether these same men have tact and leadership, that is absolutely necessary for a successful factory. To be a leader, to pull them together and carry them along—what one man has done another man can do. We are all built about on the same plane. What we need to do is cultivate these faculties that we lack and bring them out. We go to some cheese factories and the cheese maker makes cheese—his mind is on everything; you see him watch things going in and you talk to him and he will speak to you, but he glances around and knows what is going on every minute of the time. Then you go into another factory and the man has plenty of time to talk to you. He may lean on the vat and give you all the information he possesses. You look around and you can see the difference about the factory between those two men. The one man is no leader—he can't push; only one section of his brains works at a time. We are provided with that gray matter—all we have to do is to keep crowding it, crowding it until we get it into shape so that it will boost you to the front. The man that gets around and gets the cream from the factories, they will notice this difference in the cheese maker.

To be a successful cheese maker, especially in a co-operative cheese

factory it requires an awful sight of hard work. You have got to push all the time. And you talk to the farmers—some men have the unhappy faculty of saying the wrong thing unitentionally—they may mean well enough.

To illustrate this, I want to tell you what happened at a factory I was at, and at an annual meeting of one of them. The cheese maker was a good maker; he was a little bit nervous—an old fellow. He says: "well what are you going to charge us for making this year, are you going to make it a little bit cheaper?" Mind you, this man had no intention of cutting down on the making price. He was an old Irishman and he liked a little fun. He says: "are you going to make a little cheaper for us?" and Ed. says: "No." He says: I can't do it. The cheese maker comes first; what is left goes to the farmer." There was no tact in that remark. That is practically what happens at the cheese factory. You make for a certain amount per pound and that much you take out what is left naturally goes to the farmer. This man stated it. His statement was correct enough, only it was unfortunate the way he stated it. That was his own lack of tact, and there was a row right straight off. This man had to sell his factory a few years afterward because he couldn't get along. He was a good man—perfectly straight—made a good cheese—kept a good factory but lacked tact.

Another thing, our cheese factories aren't large enough. We have got pretty nearly where we should get larger factories. They should be good enough to cut down overhead expenses.

The returns to their farms just now is very light. In our section this Fall they have been getting—a good herd of cows has netted about 7% net profit—7% a hundred. That is about all. Feed and labor is high. The farmer can't pay any more. The cheese maker can't make for any less. He don't get hardly enough now. The only solution I can see is to increase the size of the factory—to cut down overhead expenses. There are many things that are required in a 4, 5 and 6 thousand pound factory that would answer for a factory many times that size without any extra expense. If the farmers buy several cheese factories and build one first-class co-operative cheese factory they can back these problems—they can finance it. The farmers could do it—they could buy a cheese factory and use the apparatus in the factory and get larger factories. Up until lately the roads were bad—the farmers hauled the milk with horses—they couldn't afford to go any long distance. Most of our roads are pretty fair now. We haul our milk in trucks. In our section of the country most milk is delivered to the cheese factory in Ford trucks so the distance is not much of a hardship, but the roads are very bad in the winter time. Whether this will be done or not I don't know but I think our cheese factories ought to be big enough to have a first class man in the cheese factory and pay him a first class salary.

The Secretary: Mr. Chairman, there has been a request made from several members who inquired, who distributed this yellow

paper that is on the chair. We have no objection to distributing things but the paper is not signed and if the party who distributed it is present; we would just like to know who it came from. Whoever distributed it or who is responsible for it will you kindly hold up your hand and let me know who it is who printed this article. (No reply). Well, he got away. (Laughter).

“HOW TO MAKE FANCY CHEESE”

By MR. P. H. KASPER, of Bear Creek

Ladies and Gentlemen: If we want to make a fancy cheese we have to go right back to where Hiram Smith started in and follow up the same system. We have to improve on the system some but to look at it from the right standpoint we haven't done much in the last forty years. Years ago, most cheese factories were connected with a big farm. The individual cheese maker never had enough money to own a factory and they were generally owned by the farmers and they used their own milk. It was taken to the factory in the evening and strained in the cheese vat and if the cheese maker didn't have to help milk, he had to stay there with that milk and cool it. Our forefathers taught us what we did there, they always told us in the morning watch the weather. If the temperature goes down to about 50 degrees or 60 degrees start the fire a little earlier under the vat to warm that milk a little; to get it a little riper. There was no such thing as a starter in those days. In real hot weather we didn't start to warm it up until all the milk was in. We used a rennet test forty years ago. We used about a quart of milk, the rennet that we had wasn't of uniform strength. When the milk was all received, we always set the vat and it was cut fine. Most of the trouble of the factories is our curd isn't cut up at all. I have been in factories where there was big chunks; as big as your fist and the cheese maker didn't make any attempt to break them up whatever. If we don't make cheese out of that we will make whey cream out of it.

There was no such thing as to hurry the process. It didn't make any difference if the babies had to be christened—this probably had to wait until the cheese was set. It didn't make any difference if it was dark, and that is what is the most fault now. If we spend four hours more in the process of our cheese making, we could improve it 200% and raise the price 20%. Our cheese is too poor. People don't eat it—you can't force them to eat it—you can't blame them, that is all there is to it. If any of you are over at our factory, look around at the condenseries on three sides. At the same time we are getting good milk and the farmers know they can't offer bad milk to us. We had only one man this summer who did that. He came around this summer, and I told him we are not in the habit of accepting milk like that. Well, he says: if you don't want it, you know the condensing wagons go past my place and I says: If they want it they can have it.

When the first milk comes in the morning, we empty our starter in the weighing can. We take in all our milk, we don't warm it up until we get the milk well mixed up. Lots of cheese makers think they have got to warm up that milk in order to ripen it up. But milk will ripen just the same without warming it up. Nine times out of ten if you warm milk up early, the starter will go down to the bottom and you will have no use of the starter. You might as well get along without it. In ordinary weather, heat your milk up to 86, but in extreme hot weather you can heat your milk up to 82. Generally, you set the milk at 86 at 3 on the rennet test. Once in a while in the summer when the weather gets real hot and your milk is a good deal riper you want to set your milk at 3.2. How do you do that? Set it at a lower temperature. The trouble with high acid cheese is that you set that milk too warm and you can't cut it. Set that milk about at a temperature of 82 or 84 and you can cut it up fine and get a good cook on that curd and you will have as good cheese as you have any other day. You have got to figure on at least 2½ to 3 hours time in preparing the whey. You cut your curd with the knife about 2½ times and cut it fine. If you cut it very coarse you have got to have three hours. Start your curd with the agitator and heat it up slow. Generally at home we set it at 3, but the Marshall tests are not all alike. Use enough rennet. Most you cheese makers are too stingy—you use 2 to 3 ounces, but I say 4 ounces is not too much if you want to make good cheese. Use four ounces of rennet and your curd will be ready to cut in about 25 minutes. I use a knife with ¼ inch wires from center to center. The most of your knives you got cut about ¾ to ½ inch, but I believe in cutting up a curd fine no matter how sweet it is or ripe. You want to get a good cook on that curd. You must always remember that it is not the whey that is going to make a nice meaty-cheese. You have got to have your curd nice and dry. Cook up your curd to 100 or 102, if your test runs down less than 3, cook it a little higher 1 or 2 degrees. If it is real sweet 100 degrees is plenty. You have got 2½ hours time and 100 is plenty for normal working cheese. Fast working cheese you got to cook more. As soon as you got your curd cooked up, take out the agitator and wash them off and use the rake for stirring. You want to get your curd more to the rear end of the vat before you run off the whey. You can start using the whey separator as soon as the curd settles down after about an hour or an hour and a half and keep your whey running off gradually. After you get your whey off in the nick of time your curd wont need much stirring. The minute your curd gets more acid than it ought to have the curd will hold up the whey and the curd will stick to the whey. If you watch this process you won't need any hand stirring. Dip it in the nick of time. Let it go 15 minutes longer, and your curd gets whey soaked, and that is what makes that high acid cheese that we have so much of on the market today. When you get your whey off and cut your curd off generally, in the center and cut your curd into strips about 5 inches wide. I notice the most of you fellows cut them

about as big as a barn door. Don't cut any wider than 5 or 6 inches and tip them over. Lay them close together; if your curd is dry enough your whey will drain off. Let them lay about 15 minutes, if your curd hasn't got any too much acid. Afterwards double it up in two pieces. The first time you double it up don't let it lay too long, about 5 or 10 minutes, but keep on piling them. Don't pile them 5 or 6 deep, that won't do you no good. Two deep is plenty. Don't leave any space between for the whey to drain out. Keep piling until you get about 1½ inches of acid and when you got about 1 inch (about two hours to two and one-half hours after dipping) put on your curd mill and cut it up. Keep the curd well stirred while you are cutting it up and keep on stirring that curd until it will pack, about 20 to 25 minutes. After that the curd don't take much stirring. Then keep on stirring your curd until you get a nice meaty curd. It takes some time 2½ to 3 or 4 hours. Don't try to get out of that factory at one o'clock but take all day if necessary. If the cheese don't make a fancy cheese that way, don't blame me for it. I tell you boys you got to make up your mind for one thing—the old hose cart is a thing of the past and so is the coach and horses. If we want to get a good cheese maker we can't get a man for \$75.00 a month. Mr. Ubbelohde is right, we have got too many factories. We have got to have factories to employ all the boys. Years ago if a man got more than \$10.00 a month he did well and was satisfied. No man ever learned the trade unless he wanted to be just a good cheese maker. When you get your curd ripe and meaty rinse it with warm water. I used to use hot water years ago but I am going back all the time, I am always going back again to what I learned 40 years ago. Always rinse your curd with warm water, put on 3 or 4 pails of warm water. It is just like pouring 3 or 4 pails of water on gravel. If your dealers wants you to hold your cheese for a year, use a little more salt, but generally I use 2 pounds of salt. When your salt is well dissolved put your cheese in the hoops, but don't dump it in the press right away. I always let my curd stand on the hoops until I had the vat washed out and all the work done. Then put them into the press and put on the pressure slow. Generally after half an hour or so you can tip them up and turn the bandage over. I have a convenient pressure press—I never had one until the last month or so but I always used my old one, but now I am doing a great deal better work with this press. In the morning get the cheese out of the press put them on the shelves, and clean up your hoops and your hoops ought to be bandaged by the time the farmers come so that when your regular work comes you have nothing to do but just take care of your cheese. When you got the cheese in the curing room and after they are there 2½ hours, turn the cheese in the curing room and turn the rest of your cheese and keep on doing this every day. We never used to turn the cheese the same day what we took out of the press but we started in last Fall and we turn the cheese two hours after we take them out of the press. You get a nice good square cheese. We want to make as nice a package

as we can. Appearance is like a good suit of clothes. Appearance has got to do with quality. That is all.

The President: Mr. Kasper stay on the platform for a few minutes. I want to say I think it is a pleasure and also a credit to the state of Wisconsin and this Association to have Mr. Kasper in our midst. I have been Mr. Kasper's competitor for many years, he is one of the best competitors I have ever had in the cheese business. If you have any questions to ask Mr. Kasper I think he will be glad to answer them. You can get the benefit of his past experience which should be of great help to you.

SHORT COURSE AT THE DAIRY SCHOOL

SECRETARY SAMMIS: Mr. Chairman, I believe that many of you; particularly those in the back of the room, wish you could have been closer and hear everything that Mr. Kasper said. Many of you would like to talk to him for half a day, but it would keep him busy a year if all of you took a turn at that.

Last year we had a course over at the Dairy school for experienced cheese makers—a four day course and Mr. Kasper came over and was there for the four days and the men who were there could talk with him every day and hear what he had to say all day long and they appreciated it very much. Now that is the best opportunity I know of to get right close to this prize winning business and learn how to make a real fine cheese. We are planning to do the same thing again this year during the first week in February at the Dairy School in Madison. There are no fees or expenses connected with the course, you simply come over there and stay for the four days or as long as you can and you will meet Mr. Kasper every day and he will show you how to make cheese and you will see the other work at the Dairy School and learn any particular thing you want to learn about starters or testing or anything else, but I take this opportunity of mentioning this fact to you that in the first week in February there will be a course for experienced cheese makers at Madison at the Dairy School. We have about 100 students now at the winter dairy course. At the close of that course beginning the first week in February on Tuesday morning, the special course for experienced cheese makers begins. If you want to come over there at that time we would be glad to have you write a card and let us know that you are coming so that preparations can be made for all who attend. As I said before, there is no expense connected with the course or school, you pay no fees. I feel that so long as Mr. Kasper is alive and active and still making cheese we ought to take every advantage of this and learn all we can from him while he is going good.

DISCUSSION

ARTHUR JONES: I think Mr. Kasper's words are mighty fine, but I think you will find that we will have a whole lot more fancy cheese in a short time if we can find some solution whereby we can get 3 or 4 cents a pound more.

MR. DAMROW: Isn't it a fact Mr. Kasper a good many of the boys are not taking care of the starter and that there is more evil in not taking care of the starter than practically anything else? Years ago at the Convention Mr. Johnson talked on the starter. He had an old starter seven years old and I sat back in the audience as a youngster and I couldn't figure out how a man could keep a starter that long, and I listened the way he prepared his starter and I did it that way. And I also had a starter I used eight years in the factory. As you stated before, you always checked your starter in the afternoon. The way I used to set my starter, I used to take in the morning's milk and pasteurize it, prepare it for about an hour and cool it down. That way I had a good starter. What is your idea of holding the starter after you got it pasteurized and cooled off? How can you improve it? You may not believe in letting it stand until afternoon.

MR. KASPER: I always set right away.

THE PRESIDENT: There is one question I would like to ask Mr. Kasper in regard to the starter and that is this, whether he prefers to use less Startaline and set earlier or a little more Startaline and set later.

MR. KASPER: Well, I say, use less Startaline and set earlier. Our starter this next summer is going to be set in the morning before dinner, as soon as we get the milk cooled off.

MR. DAMROW: What does the consumer want, not for export lines but for the trade, cheese made with high acidity or a cheese made with a little less percentage of acidity and a good raw material, which way do you find that the consumer wants it, Mr. Kasper? I mean, locally. We want to fit our cheese to our people at home and we want to make a cheese for people at home and if we can make that kind of cheese, I believe we can triple our business. Now, don't you find, Mr. Kasper, that the average consumer, 70 per cent or 80 per cent of the people want a cheese with a good cook and a little milder cheese? Or how do you find it? Or is there anybody in the room that can answer it?

MR. KASPER: The trouble is most of the boys never see our cheese after it is sold. But you take cheese with a good percentage of moisture, and take another one that was slow and probably took 2½ hours for cooking, five hours before salting, take the cheese in the cold storage side by side and the cheese that has time to firm good, that is the softest cheese and at the same time it will be a firm cheese. I find it will be a good cheese a year afterwards but the cheese with a high percentage of moisture will always show that acid when it grows old.

MR. WESTPHAL: Mr. Chairman, I would like to ask Mr. Kasper to tell us how much starter he used for 1,000 pounds.

MR. KASPER: In the summer we use 1%.

THE PRESIDENT: Is that the same per cent you use if you want to make a real high scoring cheese?

MR. KASPER: Yes sir, we never change.

THE PRESIDENT: Any more questions.

MR. DEAN: I should like to know if Mr. Kasper uses any special treatment on his Startaline bottles that he uses to inoculate his starter or whether he uses steam.

MR. KASPER: As soon as we got our starter set we wash them with washing powder and lay them on top of a barrel and leave them lie there until the evening. The bottles are always nice and sweet.

THE PRESIDENT: Do you sterilize them after you have washed them with Wyandotte?

MR. KASPER: No sir, we don't. Rinse them out with warm water.

MR. CHAPMAN: One thing I think Mr. Kasper spoke of which wasn't emphasized enough, that is regarding his curd cutting, and I find in going around throughout the country that they practice it to cut them wide and then a large space between each operation to allow the moisture to escape. We used to do those things in the days we used to put in 40 per cent of moisture, but we don't do it today and I would like to emphasize the fact that in order to keep that curd warm and keep it in shape, we should keep it mellow and pretty close together.

HOW TO GET MORE UNIFORM CHEESE

By H. L. NOYES, Muscoda, Wis.

In the first place, there should be some way for all the cheese makers in the state to be made to realize the importance of good cheese, and the value it would be to them, to the state and the consumers—thus encouraging more trade.

At the Convention here this week we find a good many of the cheese makers who wish to learn how to make better cheese, but there is an even greater number at home who are unable to take advantage of the talks and instructions given here. In other words, we are not reaching all the people we should toward improving cheese making in Wisconsin.

One way of getting in touch with all is to organize each county or district having thirty or more factories that are not too far apart. Then the cheese makers could get together occasionally, talk over their troubles and cooperate generally in putting out a better product.

I know this idea has been carried out in certain parts of the state with good results, and you will find those sections represented here with the best.

In the average warehouse today, you will find that if a cheese maker gets a grade of "Fancy" on his cheese one week, the next week it will be Number One Grade. If you ask him why, he will tell you that he does not receive any more for the Fancy than for the Number One and that he cannot afford to make any better since he gets a better yield, and therefore pays his farmers more for their milk. This, of course, gives him a bigger reputation but works toward the detriment of the cheese industry.

To remedy this evil, I would suggest changing the grading law so as to make all cheese that scores over eighty-nine—"Fancy". In this way the cheese makers would have to work for the better quality because the market would be on the "Fancy" grade, and we would have ninety per cent of our cheese fancy.

Cheese that scores below eighty-nine I would mark Number Two, and buy according to quality.

If such a law should go into effect, I believe we would improve our cheese at least twenty-five per cent, because every cheese maker would strive to better his product in order to get into the "Fancy" class, and if he did not, he would not get the Board price.

Last summer the Department of Markets wanted us to grade more cheese fancy, even saying that a cheese having seven or eight shot holes in it could be marked fancy. Now, I contend that we mark too many of our cheese fancy now, and that last winter, here at the Convention, a lot of our cheese that were on exhibition were graded "Fancy" at the warehouse, but when they were scored here, they were found to be a Number One, and a poor Number One at that.

I think our state graders would do a lot more good if they would work right out in the factories helping to make better cheese, staying two or three days in a place where they are having trouble. The makers all over the state are asking for more state men to visit them at their factories and to help them with their troubles.

In the past year I do not think the State Grader, who visits our warehouse, has ever kicked about the grade we have put upon our cheese, in fact, he has told us that it is up to us to sell the cheese for the grade we put upon it. If this is the case, that it's up to us entirely, I cannot see but what we would receive a great deal better cheese if that grader spent his time at the factories helping the makers make better cheese.

At the National Dairy Show at Milwaukee, we had quite a few cheese exhibits from our Western states, and they showed up fine. Some of them were kept there without any refrigeration whatever, and while the surface showed oily, they did not huff and they drew a very fine plug—showing good body and flavor.

Wisconsin enjoys a good reputation for being, by a long way, the heaviest producer of cheese. However, the Wisconsin cheese makers must look out or they are going to lose that reputation for quality. This fact must be brought home to the cheese makers, so that each and everyone will put forth his best effort to make the best cheese he is capable. When our cheese makers will do that we shall not need to worry about a market for their product and the public will cry for more.

I should add a word here in regard to the finished appearance of any cheese. Everyone knows just how far the buyer judges by the appearance of the product, and I know that a general uniformity among the cheese would build up your sales.

Another thing that I think is important is the fact that when an inspector visits a factory and finds that the cheese maker there is not capable of making good cheese, that maker's license should be taken from him until such time as he can show the state that he can make good cheese.

At the present time we find that if a maker has worked the required time and keeps his factory clean, the state cannot take away his license, no matter how bad his cheese is.

Now, I claim that when a man can show that he can make good

cheese the year round, that then and not until then, he should have his license whether it has taken him one year or forty to learn to make that cheese.

SOME RECOLLECTIONS OF THIS ASSOCIATION

By E. L. ADERHOLD, Neenah

Mr. President: I want to call your attention to the purposes of the organization as explained at that time. One was to eliminate incompetency in cheese making. The other was to wage a warfare on the unjust practices of pooling milk regardless of fat content. Those were the two chief purposes as explained in organizing this Association.

One of the by-laws was that no man could become a member of the organization if he was connected with the manufacture of filled cheese. A lot of your young people probably won't see any necessity of a by-law of that kind, but we had a few factories in Wisconsin manufacturing filled cheese. Before we had state laws, or Federal law that wiped out filled cheese, we had a by-law that anybody who was connected with the manufacture of filled cheese or handled filled cheese could not become a member of the organization; and I distinctly remember where such a man had a membership in this organization and his attention was called to this by-law, and he got his dollar back. That is something that doesn't happen nowadays. Now one more thing I want to tell you about. We had a man in those days at every one of our Conventions by the name of J. A. Monrad. Monrad was the representative of the Chris. Hansen people and he was a very deep student of the dairy industry and he was a very handy man. He attended all of our Conventions and he was a great help to us in having successful Conventions and good discussions. He was so helpful at all times that we called him a godfather of the Association. His son is still connected with the Chris. Hansen people—he is here today. I am going to get a little more dope on this early history of the Association and then I will write it up for the report. I am sorry I haven't got it all ready now. What I have here probably will interest you. It is the program of the first Convention. If you wish I will read it to you, as it is short.

This copy of the Program will be mounted between glass and preserved in the Agricultural Library, College of Agriculture, Madison.

**FIRST ANNUAL MEETING OF THE NORTHWESTERN
FACTORY CHEESE MAKERS' ASSOCIATION**

**Wednesday, Thursday, Friday, March, 22-23-24, 1893,
Madison, Wis.**

The First Meeting will be Held in Agricultural Hall, Madison

Committee of Arrangements

J. K. Powell, Muscodia, Wis.
E. L. Aderhold, New London, Wis.
C. A. Fieweger, Neenah, Wis.
C. Delo, Manawa, Wis.
E. J. Graham, St. Paul, Minn.
H. J. Noyes, Madison, Wis.
C. B. Horton, Grand Rapids, Mich.

Programme

Wednesday Afternoon

2:00 P.M. Visit to the Dairy School, in a body, by invitation of Professor Henry.

Evening Session

7:30 P.M. Organization of the Association; election of officers, etc.

Thursday Morning, 10:00 O'clock

Address of Welcome-----Prof. Henry, Madison, Wis.
Response-----J. K. Powell, Muscodia, Wis.
Paper—"The Relation of the Patron to the Cheese Factory", Ex-Gov.
W. D. Hoard, Fort Atkinson, Wis.

Afternoon Session, 2:00 O'clock

Paper—The Care of Milk and Utensils by the Patron, E. L. Aderhold, New London, Wis.
Paper—How to Educate the Patrons so that None but Good Milk Will Be Delivered, J. H. Monrad, Winnetka, Ill.
Paper—Receiving, Sampling and Testing of Milk by the Babcock Test, Hy Walvoord, Cedar Grove, Wis.

Evening Session, 7:30 O'clock

Paper—The Ripening of Milk, H. J. Noyes, Madison.
Paper—Cutting and Cooking of Curd—E. J. Graham, St. Paul.
Paper—Drawing of the Whey and Handling of the Curd, U. S. Baer, Madison, Wis.

Friday Morning Session 10:00 O'clock

Paper—Pressing and Bandaging of Cheese—W. H. Phillips, Waupun, Wis.
Paper—Curing and Boxing of Cheese, J. K. Powell, Muscodia, Wis.
Paper—Marketing and Transportation of Cheese, H. K. Downing, Chicago, Ill.

Afternoon Session, 2:00 O'clock

Paper—The Commercial Value of Cheese and the Final Judges, Dan Hale, Chicago, Ill.
Paper—How to Construct Curing Rooms to Maintain Equal Temperature, Prof. T. H. King, Madison, Wis.
Paper—The Effects of Bad Water on Milk and on Cheese, J. W. Decker, Madison, Wis.
Paper—Shall the Cheese Makers of Wisconsin Try to Obtain an Award at the World's Fair? D. W. Curtis, Fort Atkinson, Wis.

The time to read the papers shall be limited to ten minutes.

NEW RECOMMENDATIONS FOR WISCONSIN CHEESE GRADES

By MATH. MICHELS, Dairy Marketing
Wisconsin Department of Markets

There are just two things that I wish to talk about. One is the grading of Fall cheese at the cheese factory and the other thing is to do something to guard the public against unripened cheese. I feel that as long as we don't or that we can't grade the cheese any nearer right than we are doing now and can't give the consumer a better ripening of the cheese before they buy it, they will never be able to increase the consumption of cheese which you all know is vitally necessary. I believe that just as soon as we can find some way by which these two things can be reached, our troubles will be overcome in the marketing of cheese; and not until we do something to cover these points will we get anywheres. We have been talking about improving cheese ever since the early history of cheese making industry.

I have been in the business a good many years myself. I had full charge of a cheese factory in 1896 and have been interested in cheese factories and cheese making ever since and handled cheese in the various ways and it has been the same story year after year and talking about improvement of cheese, but as long as we don't get at the root of the evil, we will not be able to get rid of our troubles we are facing year after year.

I have got quite a few things that I want to say and I have got them written down and will read them to you because I feel I can read as much to you in fifteen minutes as I could talk to you in three-quarters of an hour. (Reads)

American and foreign cheese grades have not been changed or altered in any way since they were made effective 1922. These grades together with factory numbers and dates when removed from the press, have done much toward producing a better and more uniform quality of American, Swiss, Brick, and Limburger cheese. This work of cheese grading has been carried out very satisfactorily and the only criticism is the unwillingness on the part of the American cheese dealers to make a substantial difference in the price between No. 1 and Fancy cheese. The difference made in the price between No. 1 and Grade 2 is satisfactory and accomplishes the desired results.

The differential in price between Fancy and No. 1 American cheese is only $\frac{1}{2}$ cent or less per pound to the cheese factory, while the range is between 2 cents to 5 cents per pound on foreign cheese. The differential in price between No. 1 and Grade 2 ranges from 2 cents to 5 cents per pound on American as well as foreign cheese. The small differential between No. 1 and Fancy in American cheese is not enough of a reward to the factories to warrant spending the extra time and labor necessary in making a cheese good enough to merit the Wisconsin Fancy stamp.

The proper grading of dairy products is the real foundation for

better marketing. This is proven by the advancement made in Denmark, New Zealand, Australia and Tillamook County, Oregon, the past few years. In order to effect any permanent improvement in the quality of our cheese and butter, we must establish, market and grade on the same basis as is now done on grain, hay, livestock and machinery. Not until we have uniform grading and adequate price differentials established have we a right to expect any permanent improvements in the quality of our products. Better marketing must mean better conditions for both producer and consumer alike.

Wisconsin, the leading dairy state of this union, is credited, speaking in round numbers, with having 2,000,000, of the 24,000,000 cows in the United States. Wisconsin produces annually 300,000,000 of the 400,000,000 pounds of cheese, and 140,000,000 of the 860,000,000 pounds of butter produced in this country.

The aim of the Wisconsin dairy industry must always be for a larger consumption of milk, cheese and butter. The low consumption of cheese in the United States, which is only 4.2 per capita is largely due to a mistrust in quality and a lack of curing before it is offered to the consumer. Now that all American cheese bears the date when removed from the hoops as well as the grade mark as to quality, more cheese will be consumed from year to year. This added consumption of both American and foreign cheese will take care of all gains in the production of cheese for years to come.

All of Wisconsin's cheese is now graded by licensed men. Ninety-five per cent of this work is done by men employed and paid by the various cheese warehouses throughout this state and the remainder by cheese makers. The Wisconsin Department of Markets issues all such licenses and maintains five cheese grade supervisors, who are continually out in the field looking after this work as applied and also seeing that the fractional weight and holding orders are complied with.

These five supervisors, the past two years, made 5,472 calls, inspecting 41,537 lots of cheese. This work has been carried on in a very firm but diplomatic manner, as up-to-date we have not lost a single case brought into court. Every case reaching the courts has been settled after pleading guilty.

In addition to looking after the grading of cheese, these supervisors have sent out hundreds of letters of instruction to cheese makers and personally visited hundreds of cheese factories and worked as judges at various fairs and expositions including the National Dairy Show; also giving instruction in cheese making including the Wisconsin Dairy School.

The following is a copy of a letter sent out to a cheese maker producing high acid cheese. All faults found are treated likewise,

"This letter is intended to carry helpful suggestions for overcoming defects found in your cheese. In order to merit the stamp of Wisconsin Fancy grade, it is necessary to produce a cheese that has been cured well in the vat and shows a smooth and meaty texture and good finish. This can not be had if the milk is ripened so highly that it is

necessary to hurry the process of making in order to keep ahead of the acid development or a careless finish applied.

"Your cheese, dated September 4th, when inspected at the warehouse, was found to have a 'high acid' texture and flavor. This was indicated by a short and mealy texture and dead color. Causes: Milk overripe when set, the use of too much starter or adding starter too early, or insufficient 'cook' at time of drawing the whey. If found necessary to make cheese out of overripe milk use an extra ounce of rennet, cut fine and 'cook' quickly and a few degrees higher than ordinary; also stir more after drawing off whey and use one-half pound extra salt per 100 pounds cheese.

"The cheese which leaves your factory is the finished product of your skill, of your labor and of the factory managed by you. Your success is reflected in the quality and appearance of your product. We expect your co-operation in promoting Wisconsin's greatest industry."

The new recommendation I wish to offer at this time is the grading of all cheese at the factories by state-employed and state-paid men on a plan similar to the one in use in New Zealand.

We figure that sixty men could make every cheese factory in the state once each week, grade all cheese, issue all licenses, enforce fractional weight, holding, and if necessary, moisture and sanitation laws. These men must not only be well trained in the grading of cheese, but also in the manufacture of this article so that expert advice would be available at least once each week. These men could exert a tremendous power for the good of the dairy, cheese and butter industries of Wisconsin.

With these sixty men out in the field placing the grade on all cheese and backed by a substantial differential in the price, would be ten times more effective than all the police powers of any state. Grades would not be placed on cheese until ready. This would eliminate the holding order on all cheese and offer an inducement to farmers and cheese makers for producing better milk and cheese.

Reports of the Wisconsin Department of Markets show that for 1923 about 240,000,000 pounds of American cheese was produced. Approximately 9.9% or 23,760,000 pounds were graded Wisconsin Fancy, 88.5% or 212,400,000 pounds were graded Wisconsin No. 1 and 1.6% or 3,840,000 pounds were graded No. 2.

The large percentage of cheese shown under Grade No. 1 is the result of many low fancy and high grade 2 marketed under the No. 1 stamp.

The estimated monetary loss on No. 1 and Grade 2 cheese compared with Fancy is as follows:

No. 1—212,400,000 pounds at ½ cent	-----	\$1,062,000
No. 2— 3,840,000 pounds at 2½ cents	-----	96,000
Total loss to cheese producers	-----	<u>\$1,158,000</u>

The money is only a part of the loss sustained by the producers as the low consumption of cheese (4.2 pounds per capita), in this coun-

try is undoubtedly due to a lack of quality and curing as offered to the consumer. A conservative estimate placed on the number of people forced to buy and pay good money for poor cheese each year would be no less than 2,000,000. These two million are added to the list each year and without doubt keep down the consumption of cheese as long as this practicing of deceiving prevails.

The present practice of marketing cheese on a more or less of a flat basis is driving out of business our best cheese makers. The good competent maker has no protection against the incompetent cheese maker. The unscrupulous cheese dealer, who has nothing in mind but tonnage, is often the direct cause of the indifference in making a quality of cheese as shown all along the line as well as the primary cause for the low per capita consumption of cheese through this country. This is done by marketing questionable quality green cheese unfit to be eaten.

The capable well meaning cheese maker needs protection. The only way to give this protection is by tightening up the present license law. All licenses to cheese makers should be graded A. B. and C. according to the ability, fitness and capacity of the maker, the same as a teacher's, doctor's or engineer's license is awarded.

At present we have too many small cheese factories and more springing up between each year, all of which is the result of inexperienced cheese makers and unthinking dairymen, as well as over-anxious or unscrupulous cheese buyers. The good cheese maker must be rewarded not only by placing his cheese in the Fancy grade but by a substantial differential in the price. The system of making and marketing Wisconsin's cheese is entirely out of date, as shown by the results obtained by the Tillamook, Oregon, organization, which was able to pay its farmers nearly eight cents more per pound of butterfat for 1923 than the farmers of Wisconsin under the free for all methods, were able to get.

We are having more competition in the business of cheese making from year to year. If Wisconsin is to keep abreast in the cheese business she must wake up and travel the best paved road. By this we mean to make only a high quality cheese and have it cured in cold storages not less than forty days. This can be accomplished only by raising the requirements necessary to get the cheese maker's license and a law against marketing green cheese.

All cheese to be graded at the cheese factories by state employed and state paid men, such expense to be levied against the Wisconsin cheese producers. We also need a state law with a \$3000 penalty attached thereto for failure to hold cheese in cold storage curing at least forty days from the press. All cheese made in this state carries the Wisconsin label and should not be allowed to leave our state less than forty days from the press. The young, green or unripened cheese as marketed from Wisconsin at the present time is causing millions of dollars loss each year.

Sixty capable men could be selected who would be willing to work for \$4,000 per year furnishing their own cars and paying their own expenses. This would mean an expenditure of \$240,000, or 7½ cents

per hundred pounds of cheese. The state could well afford to bear a part of this expense for two years, say 2½ cents per hundred and the industry to pay 5 cents per hundred pounds of cheese. This plan would automatically take care of many of our present laws such as the moisture and holding of cheese and sanitation laws, and thereby save thousands of dollars now used to enforce such laws.

Good cheese is one of the most tasty foods. Its nutritive value is exceedingly high. It contains nearly all the necessary ingredients to nourish satisfactorily the brain, the bones and the muscles of the body. A cheese sandwich represents every thing necessary to completely supply the needs of the human body. It is all edible—no bones, no gristle, no fatty parts; it is ready to serve; it can be kept indefinitely. Yet, in spite of these wonderful qualities, the average American eats only four pounds of cheese per year. Some of the European countries consume fully four times as much.

What is the reason? The dairy interests reluctantly admit that it is green cheese and faulty merchandising.

To be sure, the average cheese consumer is not an expert cheese judge. Asked to taste and pass upon the merit of several lots of cheese before him, he frequently picks out very inferior stock as his choice. This does not mean that he does not appreciate good cheese. On the contrary, he uses so little of it that he has never developed a real cheese appetite. A parallel comparison can be had since the advent of prohibition. Some readers may object to this illustration, but it is so clear that it brings out the point completely. A person who drinks beer only on rare occasions will tell you that he tastes no difference between the present near beer and the genuine article. But the old habitual drinker who has developed a real beer appetite turns up his nose at the modern substitute and goes without. And so it is with cheese. The average American eats it so rarely that he has not developed a cheese appetite and the quality of the article usually offered him is not such as to confirm the cheese eating habit. It is not uniform. Even in the best of stores a customer cannot go to buy a pound of cheese and have any assurance that it is like the pound he has just finished eating. The grocer is not at fault. It is necessary to go back a long way for a full explanation. Habits are formed slowly and only an occasional bite of good cheese will not form a habit. So entirely unconscious of the real reason, the consumer's verdict is: "I do not like cheese."

A quarter of a century ago the quality of cheese was much better than it is today. Conditions surrounding production and distribution were different. As the dairy business of the country grew and certain sections became highly specialized, peculiar competitive conditions arose. Creameries and cheese factories were competing for the farmer's milk and cheese factories were pitted against one another.

In this fierce struggle no manufacturing plant was sure of its supply of raw material—milk. Factories were so numerous and close together that no manufacturer dared try to force his patron to bring a good quality of milk for upon the slightest provocation he would

switch to some other factory. It is no wonder that under such conditions the raw material deteriorated and so did the quality of the manufactured product. Along with this was the effort of each maker to secure the maximum yield of cheese from the milk and since quantity was his chief aim, quality suffered further. In general, restraining influences of the market tend to curb such practices, but in the case of cheese this was not brought into play—at least during the war. This emergency created such a demand for cheese that the distributors could place more than they could secure with the result that they also were enabled to disregard quality.

Conditions are now approaching normal and natural laws of supply and demand are beginning to reassert themselves. However, the above mentioned habits of farmers, makers and distributors are thoroughly confirmed and hard to correct. The present light consumption of cheese, therefore, is the result of abuses within the industry itself. It is a big problem and will take some time to solve. The industry itself does not appear to be able to correct them within a reasonable time—perhaps not until too late.

Wisconsin produces over two-thirds of the nation's cheese. Its output is valued at nearly \$80,000,000 annually. To save this industry and encourage a healthy growth, the Department of Markets has extended a helping hand. In laying out its programs of procedure, it was recognized that stringent regulatory measures were unpopular and expensive and difficult to enforce. The plan is to again bring natural laws into operation by a system of grading which will automatically place the product before the consumer strictly on its merits. It operates at a minimum of expense and works a hardship upon no one. Briefly described, the plan is simply this: Every cheese before it enters consumptive channels, must be clearly branded to indicate its quality. The best grade of cheese is marked "Wisconsin Fancy;" the medium grade "Wisconsin No. 1" and inferior stock "Grade 2." To supplement these grades plans are being worked out to further classify cheese as to age. Cheese is not at its best until it has gone through an ageing or mellowing process and the old system must be criticised because it rushed its product to market green or uncured in which state it is neither wholesome nor palatable. Wisconsin cheese is labeled with the date of its manufacture and it should not be offered to the consumer until it is at least forty days old and ninety days to six months is much better.

With these marks to guide him an inexperienced buyer—be he grocer or consumer—can go into the market with absolute assurance that he gets what he calls for. The difference in price between these grades is very much less than the difference in quality would warrant, and it is believed that when the public once appreciates this, there will be very little demand for anything but "Wisconsin Fancy." At present "Wisconsin Fancy" constitutes but a small percentage of the state's output. It is only carelessness and inefficiency that is responsible for the manufacture of the inferior grades. Theoretically at least, every pound of Wisconsin's cheese can be "Wisconsin Fancy"

and as soon as the consumer comes to recognize its excellent quality and insists upon receiving it, the production will increase.

The system has been in operation too short a time to show anything spectacular in the way of results. It will take years before its influence is felt but statistics covering the cheese now coming upon the market show that already there is a marked improvement.

The Wisconsin Cheese Grading Plan subjects no one to hardship or unreasonable restraint. On the contrary, it will ultimately result in great benefit to all concerned.

The consumer is insured of an article of food which is not only highly nutritious and economical, but one that appeals to his appetite so that its use will be greatly increased.

The grocer will find that it becomes a profitable line with rapid turnover, small expense in handling, and elimination of complaint.

The wholesale distributor will have a lower sales expense because he deals in an article that is strictly standardized, obviating the need for expensive advertising and minimizing misunderstandings. The farmer will gain by the wider use of this article. Also the wide spread between the price he receives and what the consumer pays will be reduced because of extra volume and that his article is marketed in a systematic and business like manner. I thank you.

DISCUSSION

MR. BILGRIEN: Mr. Michels made a statement at the conclusion of his talk that there is a wide spread in price between the cheese maker and the consumer. Can't the Market Divisions control this matter. I am under the impression when we created the Market Division they were going to look to that—that we are going to get away from this enormous price that is paid by the consumer.

MR. MICHELS: I think Senator Bilgrien understands these questions better than I do. As far as our Department is concerned trying to regulate prices, I think that that is a thing that is pretty hard to do. I don't find that we can do what we expect to do in the way of grading and that is the reason I am recommending this work to be done by disinterested parties and I don't believe we will get anywhere until such time as we improve conditions on grading of cheese and like they do in Switzerland. We have to come to that sooner or later and the sooner we do that the better all around.

MR. DAVIS: I would like to ask Mr. Michels a question or two. The first matter that struck me particularly strong and interesting was that genuine old cheese. I would like to locate some of that. He also speaks about three months storage and inspection in the factory. Has the Department of Markets changed their idea as to the three day holding order?

MR. MICHELS: No sir, not in the factory.

MR. DAVIS: Are they going to have the factory men hold these cheese three months in storage, is that the idea?

MR. MICHELS: I realize that I am stepping on the toes of some of the cheese dealers—especially those that have nothing in mind excepting the three day order. That represented a million dollars loss to the cheese dealers but nevertheless that is all forgotten at this time and this is along the same line. Now we all know, I think, every cheese maker in this room knows the place to cure a cheese is in cold storage rooms and not in the factory. I don't think there is a cheese

maker in the room that will not agree with me. This three day order seems to be sufficient time in some cases. I think it was better than if we fell flat and made it in 11 days. Every cheese maker knows there is certain times of the season it is impossible to keep the cheese in the room 11 days. As early as 1890, Dr. Russell and Dr. Babcock made the experiments which we all know, and showed that to get cheese its best flavor and mellowness, it is absolutely necessary to cure it in cold storage.

MR. DAVIS: Mr. Michels, is it the intention of the Department of Markets to have the factories hold these cheese three months in cold storage?

MR. MICHELS: I say no, not cold storage—wherever they are.

MR. DAVIS: Who is going to be required to hold these cheese three months?

MR. MICHELS: Can you answer me the question, how can they do it in other countries—in New Zealand.

MR. DAVIS: I am taking you are speaking for the Department of Markets. You have a plan and idea.

MR. MICHELS: Exactly.

MR. DAVIS: I am asking you what that idea is.

MR. MICHELS: That is for somebody in the field,—the details I haven't gone into. I am not here to discuss any details at all. I just brought that up for general discussion here to see what you people think about it and I am not going into details. That is a thing we all know can be worked out and will be worked out satisfactory.

MR. DAVIS: This is for discussion then, Mr. Michels?

MR. MICHELS: Yes sir.

MR. DAVIS: The Department of Markets as I understand it are offering something that they have given some thought to probably, and effort. Nobody else is curing cheese three months in cold storage, but it is a reasonable request on the part of the cheese maker and the cheese dealers to know who the Department of Markets expects to carry these cheese for three months.

MR. MICHELS: I think that is just as unreasonable a question Mr. Davis as it is for me to say who is going to buy the cheese next year.

MR. DAVIS: As I understand it, Mr. Michels, you wish to say that the Department of Markets feel that the cheese ought to be cured three months but you are not prepared to say who shall do the curing.

MR. MICHELS: No, but we wish to be understood that if there is a lot of work to this, that there be men to take care of it as provided for by law.

THE PRESIDENT: We have with us Mr. C. A. Voigt of Idaho and he has requested a few minutes of our time and I think while he is looking for cheese makers, I think that we have, many of us made to feel that the news that he is going to bring to us is maybe what we have been looking for. He is looking for cheese makers for Idaho, but he is going a little bit further than that, he is going to tell you what kind of man he wants.

CHEESE FACTORY CONDITIONS IN IDAHO

By MR. C. A. VOIGT

Mr. President: Most of you know that I have been working in Idaho the last couple of years and running a string of cheese factories, of which I happen to be the goat that has the manufacturing end to look after. Therefore, I think it is timely for me on this occasion to tell you people that sooner or later, or probably now, you should make your application for a job out there. I don't want any of you to get the impression that because you haven't been able to make the goods in Wisconsin you are going to leave this state and go out West to get away with something that you couldn't get away with in Wisconsin. Any one that comes out West and intends to work for the firm that I represent has got to be a competent maker. He has got to guarantee his work and further than that, when you go out to Idaho, you are going out there with the intention of pioneering in the cheese business. You not only have milk to contend with that isn't just exactly the way you are getting it here, but you can not get in contact with the farmers. All the milk in Idaho is coming in by routes from five to ten and twelve miles, so you are not getting your milk as early in the morning as you are used to getting it here in Wisconsin. Consequently you are facing an over-ripe milk almost every day. For the older cheese makers, it is an easy matter to get away with a little over-ripe milk, but I listened to all the speakers here say, "Send home the milk that you don't like." Out west, we reject milk, but if we rejected all the milk that comes into the factory that is over-ripe, we wouldn't have enough to wash our hands in. (Laughter) I want you to bear that in mind. Consequently it takes a better man to make cheese out there than it does here because we like cheese just as much, if not more. We have to make the quality good so as to pass inspection. We have a grader that you can't slip anything over. We have had applications and get them daily—stacks of letters from young and old cheese makers asking for jobs. We haven't got that many jobs of course, but I tell you that in the last five months or six months we fired six men, and some of these weren't all young cheese makers either. That is just to show you that we are particular in the quality that we turn out. The biggest trouble that we have out there is to get the quality cheese maker, that will keep the factories clean, and I honestly wondered a good many times where in the world is Wisconsin. I am a Wisconsin man. It is only two years I have been out of it. I was wondering if our Wisconsin cheese makers were all going down in grade or whether they weren't able to have any young men any more. The men, some of them that I had, I had to let go, they came out and told me, "I never knew my factory was dirty." I went there continuously after them. I called on them, and I told them why don't you clean up. How in the world can you talk to a farmer and have him clean up his pans and his cows and furnish clean good milk when you look like a bunch of mutts yourselves and

the factory looks the same. I think that even in dairy schools the professors there should be particular when they take on these students. When they see that in their judgment that student hasn't got the experience he should have to go out and take care of a factory as he should. He should be sent home with a letter to tell him to go and hire out to a different man than he has been working for—that teaches him to clean up the factory first. I have traveled in Wisconsin quite a bit and I have seen a good many cheese factories in the state, and I know some Wisconsin factories that need cleaning up, but I suppose that condition will always exist. If any of you boys apply for a job out West, and you know that you can't clean your factory or wash utensils clean, or if you don't know enough about testing, be sure to have money in your pockets that you can go back home, because you are not going to hold the job. (Laughter)

Our eighteen factories are distributed over about three hundred miles. Every factory has its community, possibly from six to ten miles wide or more than that. When we hire a man, we put him into a factory and introduce him to the truck driver. That is as much as we can do to start him out. Then we turn that territory over to him. It takes a man, that knows how to make cheese, but he must be also a diplomat. He must be able to go out and see his patrons and he must choose his words in his conversation with the farmers in such a way that he will win these farmers over from the present way of selling his milk to the cheese factory, which means quite a bit. As I put it before some of the farmers at the meetings we hold out there, it is a hundred times easier to wean a bunch of calves from skimmed milk than to win a bunch of farmers from it. That initiative a cheese maker must have because it is too much for one field man and instructor to go out and see all the people. So that is, in brief, the kind of a cheese maker that we want. I thank you. (Applause)

ELECTION OF OFFICERS

MR. PRESIDENT: The next thing in order is the special order of business, the election of officers.

MR. DAMROW: Mr. Chairman, the time is limited. I move that we suspend the rules and ask the secretary to cast a unanimous ballot to re-elect all the officers of the past year.

SECRETARY: Mr. Chairman, that includes the Directors, I suppose.

MR. DAMROW: Absolutely.

Motion seconded and carried.

CHEESE MAKERS CONVENTION RESOLUTIONS

The following six resolutions were adopted at the Wisconsin Cheese Makers Convention at Milwaukee, Dec. 11, 1924.

I

Resolved, That the thanks of this Association are hereby tendered the City of Milwaukee for the courtesies extended to our association, prior to and during this Convention.

II

Resolved, That the thanks of this Association are due and hereby tendered to the various local boosters, the cheese dealers, the supply men, merchants, bankers and others, who offered prizes and so contributed to the success of this convention.

III

WHEREAS, Sheboygan County prizes and cheese exhibits have led all other counties in the state at this convention, and

WHEREAS, Seventeen Sheboygan County banks, under the leadership of J. W. Hanson and Julius Kross, together with the Sheboygan Association of Commerce, the Sheboygan Press-Telegram, the Sheboygan County News, and a committee composed of W. F. Hubert, John Peters, F. G. Swoboda and Art Zelm, took the lead in arousing interest and co-operation throughout the county to an extent hitherto unsurpassed, therefore, be it

Resolved, That this association sends its hearty congratulations and thanks to Sheboygan County and its citizens for their successful efforts in promoting the fame of Wisconsin cheese throughout the nation, and aiding our 33rd Annual Convention.

IV

WHEREAS, In the death of H. J. Noyes, we have lost one of the founders as well as an old faithful and active member of our Association, therefore

Resolved, That we, the Wisconsin Cheese Makers Association, in convention assembled, express our sincere regrets at the loss of this esteemed co-worker and fellow member, and, we hereby tender our heartfelt sympathy to his family.

Be it further resolved, That a copy of this resolution be sent to his family.

V

Resolved, That the Wisconsin State Legislature be asked by this Association to repeal the law providing for the labeling of whey butter.

VI

WHEREAS, The subject of agricultural economics, which include standardization, grading, trademarking, advertising, distribution and financing of agricultural products, is today considered and in fact is, if understood, as important to the welfare of agriculture and dairying as production and quality and

WHEREAS, From the standpoint of investment, the farmer now owns at perhaps 95% of the necessary equipment for production and distribution and

WHEREAS, The remaining 5% would go a long way toward financing other necessary facilities to plug up many of the existing leaks in distribution, thereby financing himself 100%, which would certainly bring better returns to the producer, therefore be it

Resolved, That because of the importance of this subject, heretofore not well understood by the average farmer, that the program committee in charge of preparing the 1925 program for this convention be instructed to secure the services of a competent agricultural economist to discuss this very important subject at the next annual convention of the Wisconsin Cheese Makers Association.

The following two resolutions were introduced, read and laid on the table.

I

WHEREAS, At our last Convention resolutions were adopted showing the dire need of a differential for fancy cheese in order that the cheese industry may prosper and that the services of the competent cheese maker may be properly appreciated and rewarded; and

WHEREAS, The Great Atlantic and Pacific Tea Company has established a warehouse at Green Bay for the handling of cheese and cheese of fancy grade, therefore, be it

Resolved, That the membership of this Association are in duty bound to boost for the success of the aforesaid cheese warehouse as well as for the success of any other dealer that may begin to buy at the price differential.

II

WHEREAS, It being the concensus of opinion among cheese makers and cheese dealers generally that in the state grading of cheese, the best results can be obtained only by having the grading performed entirely by disinterested parties, therefore,

Resolved, That this association is in favor of and will support action which will eventually put the grading in disinterested hands.

DISCUSSION OF RESOLUTIONS NOT ADOPTED

I. THE PRESIDENT: The chair has ruled that the names of dealers shall be omitted.

MR. MARTY: Let's hear the resolution first.

THE PRESIDENT: In the opinion of the house, is there any objection to reading this resolution specifically mentioning a cheese company or cheese dealer who was paid a premium on fancy cheese this summer. Shall that organization or that name be mentioned in that resolution?

MR. HUBERT: I as a cheese dealer advertise in your program. I have done a lot of work to get advertisements for your program. If you are going to do any advertising for any cheese concern, let them pay the money for it like the rest of us.

MR. MARTY: You didn't understand me. My original intent was to read the resolution minus the dealer's name, and then vote on it.

Motion was made and seconded that the resolution will be read as corrected by the chair. All in favor of that manifest by saying Aye. Carried. Resolution read. Motion made, seconded and carried to lay on the table.

II. MR. OLSEN: It strikes me it is rather unreasonable to refuse the adoption of a resolution of that kind. I have all the respect for the cheese dealers and graders in this state, but when they become an interested part to the grading of cheese, I can't figure out, how they would be able to give an unbiased judgment of the grade of any cheese and I can't see why it would not be absolutely fair and right to establish a system whereby the grading of cheese should be done by disinterested parties at the proper time. I renew my motion again for the adoption of this resolution.

MR. KUPITSKY: How many disinterested parties would you have to have in the state.

THE PRESIDENT: I suppose Mr. Michels could give us an idea of how many graders.

MR. MICHELS: About sixty.

MR. KUPITSKY: I think that would be quite a little extra expense. We have been talking about getting the cheese people from manufacturer to consumer. Furthermore, nobody has to take the grading of No. 1 cheese,—he can go to some other man. I think we ought to do away with that additional expense. (Applause).

MR. DAMROW: Mr. Chairman, I believe it would be a nice thing in a way to have a disinterested party to grade this cheese. A cheese is shipped throughout the state and to sixty men at different warehouses, to accommodate all those different places it would work a hardship to some of the dealers. I understand in this state the Governor wants to run things as economically as possible. When you have sixty men at \$4000.00 a year, I can't see who foots the bills. If there is a way Mr. Michels can show me he can accommodate these various dealers, I would gladly favor it. I would like to see it done by a disinterested party, but I can't see how it would be.

MR. MICHELS: As I pointed out in my paper, the cost of the operating and paying for these people would necessarily have to come out in the end, of the industry itself. There is no way of getting around that and that would figure, as near as we can figure on that, about seven or eight cents per pound of cheese. In New Zealand they have done it a great deal less, it is between four and

five cents a pound over there, but it will hardly do here because of the small sized factories that we have to work with. My idea would be that there would be no grades put on at the warehouse. The cheese is all graded and labeled at the factory and I want to say that this is an open discussion. We haven't got all the details worked out. There are a good many things to come up, such questions as the bad weather in winter, how can these graders come out to one hundred cheese factories, but I believe for one, that all of these details can be worked out and worked out very satisfactory. Another thing, it eliminates the holding of this cheese. If it takes ten days for it to be fit to grade, it will have to be kept there and if there is no space, space must be provided for. If it can be graded at the age of two days, why, well and good. It seems to me it is a matter of policy entirely.

MR. DAMROW: Mr. Chairman, Mr. Michels said it takes about sixty men. We are having about three thousand factories in the state of Wisconsin, is that right?

MR. MICHELS: Twenty-five hundred cheese factories.

MR. DAMROW: Well, twenty-five hundred cheese factories have been mentioned, which means forty factories to every grader. Now then I suppose on a down grade market all of those forty cheese makers are making the cheese that should be graded and shipped out and on a certain day of the week the price is established. Now then, how can a grader in a day or two grade forty factories and do it successfully. I don't see and I can't see where it can be done by one man. He can't grade forty factories in a couple of days and do justice to all the factories so they can ship their cheese on a certain day when the market price has been established. We all want to better conditions but we ought to look the thing square in the face. How can it be done and done with justice to all of us? That you have got to do if there are twenty-five hundred factories.

MR. MICHELS: Mr. Damrow has the wrong idea as to how cheese must be graded. We have six days in the week and if you can't do it in six days, do it in ten days and this cheese don't have to be shipped just within these few days. We have been monkeying with this same dope for the last twenty years and we are no nearer than we were then.

MR. DAMROW: Everybody wants to ship out his cheese, especially with a declining market. When a grader comes to the factory, and the market goes down, I wouldn't want to hold mine. What I mean Mr. Michels, to do justice to all of them, how can it be done. I don't think it is feasible. We want to sell as well as we can and especially with a declining market.

MR. UBBELOHDE: The way the resolution reads is that when this eventually comes, it will get the endorsement of this Association. Nobody can object to the idea of grading being done by a disinterested party. Whether that must be done at the factory, nobody knows exactly, but some day it ought to be worked out. Now if we only had twenty-five cheese factories in Wisconsin it wouldn't take sixty graders to do it, but this is an enormous business and it takes a lot of cheese makers, a lot of farms and it now takes four inspectors to take care of twenty-five hundred factories. If you had a corn field with one hundred acres you wouldn't send one man out to work it, would you? It is a big industry and the bigger it is the more people are required to handle it. Now, as to being in a hurry to ship the cheese when the market goes down, a lot of them hold the cheese a long time and hold it an extra week when the market is going up. I have seen that a lot of times.

MR. DAMROW: You must remember the cheese makers have been instructed to sell out as soon as they can with a declining market.

MR. HUBERT: I don't quite agree with Mr. Ubbelohde. I would like to know for one if this is coming up at the next legislature this fall.

MR. MICHELS: I don't know whether it is coming up soon or in the distant future. I don't know as anybody does, but this is simply endorsing the idea of doing the grading by disinterested parties and nobody else.

MR. HUBERT: Here is another thing, Mr. Michels made a statement holding the cheese ten days. I don't believe Mr. Michels realizes what it is to sell a cheese after holding ten or fifteen days. Twenty years ago it was all right to have cheese in the factory ten or fifteen or twenty days. People didn't object to mold but today if you put a cheese out that has got any mold on it your regular trade will come right back at you and don't want it. The people are looking more for what they can see with their eyes than the way it tastes. You find that every cheese dealer will bear me out. I don't believe you can go ahead and hold a cheese in the factory ten days or fifteen days and get away with it. Another thing, I would like to say, I don't believe the graders got out last winter in less than a month to make the rounds of the cheese factories. (Applause).

MR. MICHELS: I want to ask Mr. Rindt, how much cheese he got in to the factory warehouse during that snow.

MR. RINDT: We got it every week.

MR. MICHELS: I know some of you at least didn't get it in for five days.

MR. SCHUJOHN: I would like to ask the Department of Markets under their system how many men they would have to put into Dodge County where there are approximately one hundred and seventy-six brick cheese factories. How many men would they have to have to grade that brick cheese in Dodge County? I believe it would have to have the entire sixty men in Dodge County alone to grade the cheese and bring it in at the proper time.

MR. MICHELS: Mr. President for fear of getting personal, I am going to call on Senator Bilgrien to answer that question. I think he is more capable to answer that question than I am.

MR. BILGRIEN: We are switching cars that come through there on Tuesday and on Wednesdays, and they have the refrigerator cars spotted at Iron Ridge. The grader is right here, he knows all about it and he can give you a better explanation than we ourselves. We have no kick coming on the grading at all. Our man comes there and he gives us satisfaction as far as I know. We are well satisfied.

THE PRESIDENT: That doesn't answer the question, how many graders do you consider it requires.

MR. BILGRIEN: Only one, one man is doing it now.

MR. SCHUJOHN: I understood from Mr. Michels the cheese should be graded in the factory, is that correct?

THE PRESIDENT: That is correct.

MR. SCHUJOHN: Does Mr. Marty grade the cheese at the factory?

MR. MARTY: The idea is to grade all the cheese at the factory.

MR. SCHUJOHN: You spoke of one grader in Dodge County.

MR. MARTY: He grades at the factory.

MR. SCHUJOHN: That doesn't answer the question. The question is if the cheese is graded at the factory how many graders does it take to deliver the cheese on Tuesday and Wednesday from one hundred and seventy-six factories.

MR. MICHELS: Mr. Chairman, that is out of the question entirely.

THE PRESIDENT: The question is on the adoption of the resolution.

MR. UBBELOHDE: Mr. Chairman, I would like to have you read that again.

(The resolution was again read).

MR. UBBELOHDE: Mr. Chairman I want to call your attention to this, it is simply paving the way for doing grading by disinterested parties wherever it is done. It doesn't say at the factory but states the principle only that it should be done by disinterested parties.

MR. WILDER: I would like to ask the Department of Markets why two official graders grade the cheese with a score of 97 and at the other place in the same week 90 points, a variation of 7 points in scoring. Now this here happened at Manitowoc County Fair this last Fall and you know both cheese makers. Through our little organization, we are kind of interested in knowing the scoring contests and one of the boys entered the cheese, it scored 97 points. It was scored by our official grader and we shipped the same cheese down to the Wisconsin State Fair and he got a score of 90. Another boy from Manitowoc County shipped a cheese to our New York State Fair and got a score of 98½ and during the State Fair in the State of Wisconsin he got a score of 91. Now, if anybody don't believe it I can point the two boys out. They can stand up and it is a fact. I would like to ask Mr. Michels why the graders have a different score.

MR. DAMROW: Mr. Chairman, to get back to that resolution, is the Department of Markets going before the Wisconsin State Legislature and ask them for a law that a disinterested party should grade cheese instead of a dealer or buyer.

MR. MICHELS: The idea is to get the sentiment at this time of this Association, in order that you can go before the state legislature and show that you passed a resolution at the Convention, asking for disinterested grading. I don't know whether that is true, that is speculation. I am not here to tell you what should be done. I know some of the legislators have decided ideas about that, of their own.

MR. UBBELOHDE: I have been in the work of grading, I see a great many cheese dealers and graders at the warehouse. That expression has been made to me many times—that the grading ought to be done by disinterested parties. This is to get the sentiment of this Convention if it is the right idea, that the grading shall be done in the factory, or when it shall come. It is just to get an expression if the majority feel that it ought to be done.

MR. DAVIS: Mr. Chairman, having had some little experience in the cheese business in the State of Wisconsin for a good many years, I feel myself qualified to do the grading and inspection of cheese when it is reasonably old, and I don't believe that the present system of grading cheese has been cumbersome or obnoxious or unsatisfactory to the general maker of cheese over the state, as arriving at what particular grades that lot of cheese is. I can see a confusion and almost impossibility of having a certain number of graders to be at a factory at a certain time to grade the cheese because we have some factories in the state that not only want to ship in once a week but twice a week and three times a week and if it is thought best that disinterested parties grade the cheese, I can't see any better point to grade the goods than at any certain central point, if it is the wisdom of the state that it shall be done by disinterested parties. We have in the state of Wisconsin certain centralized receiving points where, instead of a man traveling a number of miles to get to the factory, the cheese travels that many miles to a central point and he can grade it there which would in a great measure simplify the proposition of the traveling to those factories and the grading can be done

just as well. I believe it is better to do that than to travel to the factory to do it. But here is a terrible expense of a great number of men burdening on to the state that is now already heavily taxed and I question whether the state legislature of the State of Wisconsin will be willing at this time to grant any such sum as involved 60 men at four thousand dollars a piece. I think that if we can get a portion of that amount of money and it be given to an expert man to travel around for instruction, that we will get better results and then if they want to grade that it shall be done at those central points on the receipt of cheese, allowing their factory to ship their cheese as they are now accustomed to shipping it when they have it ready to go. If it is the pleasure of the state of Wisconsin not to change their present holding law, I submit to you for your consideration that it will be more economical, and can be better done to grade it at receiving points, if that is to be done by disinterested parties, and I therefore would second the motion that the resolution be laid on the table.

The motion was seconded that the resolution be laid on the table, and carried.

DATE OF NEXT CONVENTION

DISCUSSION

THE PRESIDENT: The next on the program is the date of the next convention.

A MEMBER: I move we have our convention next year the second week in January.

MR. BILGRIEN: Mr. President, a young man from the city of Marshfield that learned the cheese trade by me years ago, asked me whether we couldn't change this to November the 10th, as in December they have a lot of snow. A lot of those fellows want to come down from Marathon and Wood Counties and he was very strongly in favor of having this a month earlier. As far as I am concerned, I could have it at any time but I don't like to have it put over in January or February when the legislature is in session. A lot of the fellows go to the session.

MR. NOYES: In looking over this audience this year, I find very few faces familiar to me from the southern part of the state. The people from the east and northern part of the state might find it better to come here early, but as a booster for the cheese makers, and I have been traveling around the country a good deal in the last month, I asked them to come down. I can see about four where we generally have about 25 or 40 from our little section and we are from the southern part of the state. I was asked by the cheese makers of the southern part of the state to put this up to the convention if it couldn't be held a month later. Of course the majority rules, and if it goes earlier, we will abide by it, but we don't see how they can get down here at this time of the year and if they will just stop and figure their expenses, they will find they can travel a lot cheaper on the trains than by automobile.

MISS BRUHN: If you have it a month earlier it will interfere with the Central Wisconsin Association. Our desire is to have that in October. We have been there for five years, and it would be almost an impossibility for a lot of them to get down here. Also the Butter Makers' Association convention takes place about the same time. They all try to figure out not to interfere with dates. I think this organization ought to do the same, ought to figure out their date so it don't interfere with you and we do the same. I don't think a month later or sooner would help very much in getting the cheese makers down to Milwaukee from the Northern part of the state.

We have had a wonderfully strong organization and being so close to home they all find time to come and a lot of makers haven't any helpers and it is hard to get help. We all know that, especially those who haven't a large factory. It is mighty hard to get help. I couldn't myself come down if I didn't have a responsible helper who has been with me nine years. I wouldn't know how in the world I could find time to come down to Milwaukee. There are lots of them in the same position as I am—just can't get away.

THE PRESIDENT: Miss Bruhn, would it suit better in December of any other month?

MISS BRUHN: Why, yes it would, because it is awful hard for me to get away in the month of January.

MR. MARTY: Mr. Chairman, I believe this question couldn't be decided satisfactorily, for or against. I am satisfied that if we should come to a vote it would be a 50/50 proposition and I move it be left for further consideration of the Board of Directors and we proceed with our program. Motion seconded and carried.

NEW PROBLEMS CONFRONTING THE CHEESE INDUSTRY

By WILLIAM WINDER, *Second Asst. Dairy and Food Commissioner of Wisconsin*

It is only fair to state that any problem that may have a direct bearing upon the future of this great industry must of necessity be one of importance. It cannot be otherwise when we consider the size which this great industry of Wisconsin has reached. That you may more clearly understand what this industry means to Wisconsin I shall quote a few pertinent statistics for the year 1923.

Total number of pounds of cheese produced, 332,000,000 pounds; value, \$75,083,501.00; value of all dairy products, \$244,865,200.00

It is a difficult matter to exactly appreciate the vast amount of cheese represented by the mere statement of 332,000,000 pounds. That you may have some conception of the enormity of production, let me direct your attention to the following facts:

The total amount of cheese produced in Wisconsin in 1923, if placed in a solid mass on a space 300 feet square would reach to a height of 650 feet.

If all of this cheese had been made into long horns, and placed end to end in rows across the state from Sheboygan to La Crosse, it would make a belt of cheese composed of cheese of this type thirteen feet in width.

Allowing 24,000 pounds for each car, 13,800 freight cars would be required to handle this great bulk of cheese.

About 3,500 cheese makers were engaged in making this yearly output; 2,500 cheese factories were operated; and these together with the large number of dairy farmers and their helpers produced the milk; and the comparatively large number of cheese dealers and their associates who distribute this product, all constitute a colossal industry scarcely conceivable to those most directly interested.

If there be new problems confronting the dairy industry today, I

can think of none so important as that old problem that has been with us since the very beginning of the cheese business in Wisconsin, namely, how to produce a larger percentage of good cheese. Is there any problem of such a nature today? Is there a demand for better quality? Or do we through force of habit insist that something must be done in order to secure a higher percentage of cheese of the best quality? Or is it merely all fiction? Ever since I have been engaged in the various branches of the cheese industry I have been taught and have believed that the most important question we have to deal with was that of producing cheese of high quality. Recently, however, I have commenced to waiver in my conviction that I have carried for years on this question. I have gotten into a position where I am really in doubt as to the correctness of my judgment on this matter in the past. There are several things that have arisen and have come to my attention, that have served, apparently, in changing my ideas. In recent years a grading system was inaugurated in this state. The purpose of that law was to establish grades that would eventually tend to improve the quality of Wisconsin cheese.

The requirements for cheese graded "Wisconsin Fancy" and "Wisconsin No. 1" are such that all cheese coming under these two grades are cheese of good marketable quality; while cheese graded as "No. 2" are of more or less inferior quality. You are all quite familiar with the working of this grading law, and it is generally acknowledged that "fancy" and "number 1" cheese command the same price. There may be in some instances a slight discrimination where fancy cheese commanded a price somewhat higher than that of number 1. But notwithstanding, fancy and number 1 are, under the terms of the grading law, both good merchantable cheese.

Quoting from statistics emanating from the Department of Markets, we are informed that 98.4 per cent of the American cheese produced in Wisconsin in 1923 were graded as Fancy and No. 1. In Grade 2, we have but the insignificant amount of 1.6 per cent of the total American cheese produced. Basing judgment upon these reported statistics, have we not reached the cheese millenium? It is safe to say that no other industry of equal size and importance can show equal record. It is doubtful if there is a concern in the United States that can say that only 1.6 per cent of the product produced falls below that standard of quality deserving top price. Why we should not be congratulating ourselves upon such marvelous success instead of worrying about the almost negligible problem of the 1.6 per cent is a query.

In my work I have numerous opportunities to observe the cheese at cheese factories, and at dealers' warehouses, and to hear complaints from dealers relating to the poor quality of so much of the cheese and how they are handicapped in their efforts to improve quality, because of unfair and unscrupulous competitors. In looking over the cheese at dealer Cook's I find cheese graded No. 2 and No. 1, the quality of which does not suit Mr. Cook. Cook tells me that he is always working for better quality but cannot do much because he is limited in his efforts by his competitor Jones, who takes any kind of

cheese that comes to him at the market price for good cheese. Cook tells me he must do likewise or lose considerable business. Later Mr. Jones tells me the same tale of woe. He says Mr. Cook and Mr. A, the packer's agent, are unfair in their dealings when quality is concerned. Mr. A, the packer's representative, says he has lost several factories because his firm has instructed him not to buy the off grades only at a reduction in price, and Cook and Jones take the poor stuff at full price, and so it goes on—the same old tale of woe. I have a wide acquaintance among cheese dealers in Wisconsin and I like to think of them as sterling business men, and men of integrity. However, were I to believe all they tell me of the business methods of their competitors, I should be forced to think of them as the most unfair and unscrupulous aggregation of business men in existence. This I decline to do. I cannot quite understand, why, if the statistics quoted are correct, this only, this insignificant 1.6 per cent of cheese, should be such a bone of contention and the cause of so many accusations of unfair dealing. If one dealer handled all of this 1.6 per cent cheese, his business would not be the largest cheese business in the state. I cannot name one cheese dealer that has ever told me that he wanted anything but good quality, in fact they all have about the same ideals if I am to believe what they tell me, and I do believe them in this particular. It seems to me, though, that their ideal of quality must be very much higher than that represented by "Fancy" and "Grade 1". Their aim apparently must be 100 per cent perfection, or I do not get the significance of this troublesome 1.6 per cent.

As my case now stands there is evidently something wrong. The facts, figures, and deductions as I have just set them forth do not seem to harmonize. They are conflicting and there is something wrong. I leave to the members of this organization and to those engaged in the cheese industry of Wisconsin to decide whether or not we have problems to solve. If there are problems to solve, and I feel that there may be many, I urge upon this organization and all others concerned in Wisconsin's cheese industry the importance of well considered solutions of those problems.

Before any radical change in the existing order of things is made there should be calm and sane consideration of every possible angle of the proposed change. Not only should it be considered in its relation to the cheese industry, but in the relation to the welfare of the entire dairy industry.

If there are evils in the cheese industry, then I say the chief of these is that tendency on the part of those engaged in it to shift the responsibilities to other shoulders than the rightful ones.

The positive necessity of the sane and proper regulation of the cheese industry by the state is a well established and undisputed fact. All regulation by any state department must be based upon law, and that law have reasonable relation to the end sought, and all regulation must be within the scope of authority conferred by that law. Unless we want to resort to autocracy the regulation of the cheese industry should emanate from and embrace the necessities of that industry and not be limited to the special privilege of any single self

seeking element. It is upon this principle that the great industry has so far been built. No state department should assume to dictate a policy for this great industry in violation of this principle, nor should that industry or any element of that industry expect any state department to act contrary to that principle. It might be convenient, however, should regulations thus established fail in the accomplishment of their intended purpose, to have some department as a scape-goat on which to place blame.

"Too much law, too much governmental regulation"—how frequently we hear it. It is the football on the gridiron on almost every political campaign. Sometimes I think it may not be entirely lacking in truth. If too much government regulation does exist it can in great part be attributed to the failure of the industry to do its part in promoting its own welfare, and the subsequent clamor for the state to do something for it that it refuses to do for itself. My opinion is that the thing that the cheese industry of Wisconsin most needs today, is for every individual in it to assume his just and rightful responsibility and get away from the policy of seeking governmental relief for every ill, imaginary or real, that may appear in his own special branch of the industry. If you refuse to do for your cheese industry what every man in it knows should be done and continue to look to governmental help and regulation, then there are only two things to look forward to—one is failure; the other, resignation to working for constitutional changes and an autocratic and drastic control.

PRESIDENT RINDT: It has been moved and seconded that Mr. Grunert take the time and finish this program this afternoon.

MR. DAVIS: Owing to illness at my house, I will be required to leave here this afternoon.

MR. GRUNERT: Ladies and gentlemen, perhaps some of you are not interested in this affair but before I get through with it you will find I have touched many points that may be worthy of consideration and there is no abuse in my paper—don't be afraid. There isn't anything in of this kind. I am no party to this. I have been asked a dozen times, but I assure you I am not. My paper pertains more to business than anything else. I have been in the cheese business fifty-one years and have manufactured a great deal of cheese but I do not wish to say I have been up against all the points you people have been up against. That is up to you people.

CHICAGO CHEESE DEALERS' ASSOCIATION

By MR. F. GRUNERT of Chicago

The Chicago Wholesale Cheese Dealers' Association has appointed me to speak to you about the cheese business and any other subject I may wish to refer to in connection with it.

A convention composed of practical cheese makers such as you, I would consider best fitted to carry my message home to the different cheese factories and repeat it to your patrons.

In order to give justice to all concerned, my arguments will cover the producers' side which includes the milk producer and the cheese maker, as well as the dealers in the cheese business. All of these are so closely interwoven that a one-sided argument could not do justice to all.

We all know and admit that the cheese business of today is not what it should be. I shall try to show you, to the best of my ability, what is wrong with it. That is the purpose of this paper. My conclusions and arguments are the result of fifty-one years of experience and observation. I shall not attempt to throw bouquets at anyone. An assembly of this kind usually expects an array of compliments, but a little warning and criticism may be timely.

My remarks are intended for the benefit of the entire cheese industry and for reforms which are very much needed at this particular time, and I will therefore speak to you plainly and to the point.

Let us begin with the producer because he is the first in line.

Has the producer done his duty in the last ten to twenty years?

Have the milk producers of Wisconsin as a whole tried to improve their milk output as they have tried to improve the milking stock they own? Have they furnished good milk to the factories?

Taking them as a whole, I believe I can truthfully state they have done as well as could be expected, and if results are a criterion, they have vastly improved upon the quality of the milk that was received at the factories twenty years ago. What few exceptions there may be among the many thousands of milk producers, are fast eliminated because of the good examples set by their neighbors, whom-so-ever they may be.

Cheese makers, as a rule, are better educated and therefore better fitted to make good cheese than ever before, owing to the continuous educational campaigns advocating the manufacture of good cheese, and to judge from results the cheese makers are trying to improve the quality diligently and consistently. The numerous and frequent contributions to cheese exhibits show a zeal and enterprise that is worthy of admiration.

All of the arduous and often troublesome and discouraging work of the milk producer, as well as the admirable accomplishments of the cheese maker, have not brought about the results which are so necessary to secure a steadily increasing demand from the consumer.

Why does the consumer not respond to your well-known efforts in the producing and manufacturing end of the cheese industry? I will try to show you to the best of my ability what evils beset the industry and how they may be corrected.

To give you a better understanding of the entire cheese industry, I will quote from the United States Government statistics a summary of the extent of it, expressed in pounds.

In the year 1919, or five years ago, we manufactured in total numbers 309,000,000 pounds of American cheese and 84,000,000 pounds of foreign type cheese. In the year 1923, which was last year, we manufactured 312,000,000 pounds of American cheese and only 72,000,000 pounds of foreign type cheese, or, in plain words, we manufactured

9,000,000 pounds less cheese of all kinds in this country in 1923 than we did in 1919. This should be plain to everyone.

This is indeed a very poor showing, but I have other figures to quote which make it still darker. In 1919 we imported 11,000,000 pounds of foreign cheese and in 1923, or five years later, we imported 64,000,000 pounds, or 53,000,000 pounds more than in 1919. Adding the 9,000,000 pounds we fell short in manufacturing American cheese to the 53,000,000 pounds of imported cheese, we have the enormous figure of 62,000,000 pounds of cheese which could have been manufactured in this country to be consumed by the home trade.

In the above figures I have not taken into consideration the normal increase in population during the five year period mentioned, which, to judge from former records, is approximately one and one-half to two per cent a year or in round figures at the lowest estimate seven and one-half per cent for five years.

An equivalent consumption by seven and one-half per cent increase in population based on a reported output of 312,000,000 pounds should show another 22,000,000 pounds increase in consumption, but this is not the case. We lessened our consumption of domestic cheese as follows:

A reduced production of 9,000,000: A reduced consumptive demand of 22,000,000 from an increase in population for a period of five years; an increase of 30,000,000 in storage stocks as held on January 1st, 1924, in spite of the already decreased output since 1919, or, a grand total of 61,000,000 pounds. This showing would have taken care of our 50,000,000 pounds surplus on January 1st, 1924, but, for reasons which I will later explain, it did not do so.

An increase of less than one-half pound per capita consumption would have taken care of this and would have received a price of at least twenty-five cents a pound for your cheese instead of seventeen to nineteen cents, a difference of about sixty cents per hundred pounds on your milk.

Who is to blame for all this?

We cannot blame the milk producer or the cheese maker for this condition; they have done their duty. The dealers in cheese have done the best they could. They have established cheese boards which meet every week and where every farmer can be informed as to prices just the same as the dealer. A farmers' cheeseboard has been established to keep the dealer straight, and, let me tell you, these boards are the producers best friends today.

Federations or cooperative associations have been formed by producers because it was the impression these associations would help to increase consumption.

Professors and even members of the President's cabinet have told you repeatedly what a blessing diversified farming is to a community. You have made laws and rulings by the score to improve your cheese product. You have been instructed by state and university instructors how to improve your product, but all of these efforts have not sold any more cheese. Your hard and persistent work gets no reward unless you can sell more cheese to take care of the ever increasing

output. No industry can be successful if it becomes stagnant and that is exactly what has become of the cheese industry. We have neglected or forgotten the most important factor, the **consumer**. No one seems to have given him a thought.

When politicians, professors and other speakers have delivered addresses to you regarding the cheese industry, it has always been taken for granted the consumer accepts what is offered him. This is where the trouble lies.

Ninety out of a hundred consumers do not know what constitutes a good cheese. If they happen to get a piece of cheese that is tasty and can be relished they will order it again, but if they get a rubbery, tasteless piece of cheese you may be sure they will not repeat. This is where the cheese industry suffers.

The consumer has not been educated (except in a haphazard way) as to what a good cheese really is, what it will do in the way of building up his system. There have been a few spasmodic attempts by dairy experts to enlighten the consumer on these points, but they are not frequent enough to make a lasting impression.

The time has come when we must tell the consumer what good cheese is and how nourishing it is to the human body. In short, we must convince him that it is an article of food far superior to nine-tenths of other foods, pure in every way. We must convince our doctors and medical men as to the true value of cheese, because many of them, when delivering speeches on various foods, can only think of ptomaine in connection with cheese and many are unjust in their judgment and wrong in their conclusions.

The various dairy journals in the United States have had a great deal to say about butter and its body building qualities. We should receive their cooperation in educating the public to eat cheese, because cheese not only contains all the body building qualities found in butter, but it contains three vitamins that are found in butter, namely, B, C and D. Why do these dairy journals neglect so important an article of human food as cheese? Why do they not mention it as often as they mention butter?

The consumption of butter has increased forty-five per cent in the last five years. When we compare this increase in consumption of butter with the decreased consumption of domestic cheese, **we ought to wake up and take notice.**

I have often met with the statement that Wisconsin manufactured 47,000,000 pounds more cheese in 1923 than it did in 1919 and sold it, so why worry? Let me correct this statement. Wisconsin did manufacture this amount of cheese more, but New York, Pennsylvania, Ohio, Indiana, Oregon, California and Michigan manufactured 47,000,000 pounds less and Wisconsin only stepped in and filled the gap. These states have dropped so low in their output that they cannot drop much lower. But what is Wisconsin going to do when her output increases 17,000,000 pounds each year and in addition to this increase, Minnesota, Idaho and Montana with several other western states increase their output in leaps and bounds, unless we can increase consumption in the same ratio?

I have also met with the statement, "If we cannot get enough for our cheese we can turn to making butter." Let me tell you if you turn only half of your cheese output into an equivalent output of butter, you would demoralize the butter market to such an extent that prices of butter would drop ten to fifteen cents a pound, which would be of no benefit to the milk producer, but rather a calamity to all concerned.

Before I go into further details with my arguments, I shall quote you a little history which will show you the influence some things have had upon the dairy industry.

In the late eighties and the early nineties, a few cheese manufacturers not satisfied with the legitimate profit they made in buying milk, hit upon the idea of skimming their milk and making butter, and then taking the skimmed milk and injecting oil or lard into it through a steam jet and making cheese. It was quite a trick to make a cheese that resembled the full cream article and be able to sell it to the consumer as full cream cheese. This article was called "filled cheese".

The consumer, as well as the exporter, were fooled for a while with this "filled cheese", but the time came when the consumer did not take to buying this imitation full cream cheese and the consumption of cheese dropped considerably. The exporter, who up to that time was our best customer, also declined to buy any more of it. Those who had participated in manufacturing this imitation cheese found they had ruined the market for the sake of a little extra gain. A howl arose from the dairy states which reached Washington, D. C., asking for immediate relief. At this time, processed butter and oleomargarine were being sold for genuine butter and this was another setback to the dairy industry which was then in its infancy as compared with today.

The blow given the cheese industry at that time by the "filled cheese" can still be felt today. Many of the older people have their doubts as to the purity of cheese and still exclude it from their diet.

However, in 1896 laws were made regulating "filled cheese", processed butter and oleomargarine, and these laws are in effect today.

The dairy industry recuperated and all went well for about twenty years or until 1916. About this time the cheese industry was again disturbed by a new cheese coming into the market, which at first was received with ridicule. This cheese was put up in tins. Numerous imitations of well known shapes of cheese were made and all of them, more or less, proved failures. A few manufacturers finally hit upon the scheme to put cheese into a five pound sandwich loaf shape. I believe this shape was copied from the then well known and popular brick cheese which average about five pounds to the brick. The growing popularity of this five pound shape of brick cheese was a forerunner of the now well known five pound sandwich loaf of processed cheese. **This five pound loaf of processed cheese of today is, in my opinion, the cause of the decline in our cheese consumption.**

We all should know by this time what processed cheese is. For the information of those who do not know, I will briefly state what con-

stitutes a processed cheese, based on information I have received from various sources.

It is a mixture of many grades of cheese melted to the consistency of thick molasses to which is added a percentage of chemicals, water, albumen, skimmed cheese or skimmed curd, butter and oil and put into five pound sandwich loaves and hardened.

I would term this processed five pound loaf "moonshine cheese" because I believe it cannot stand to be investigated under daylight.

Personally speaking, I would not be prejudiced about the manufacture of processed cheese, if it was sold under its right name and the consumer knew what he was buying. But, when I consider the harm it has done to the entire cheese industry, to the producer first of all, to the dealers in cheese all over the country, and to the consumer by furnishing him a semblance of cheese which he does not relish, I believe a measure for the regulation of this traffic cannot be made too severe.

The nationwide advertising campaigns by processed cheese manufacturers costing many hundreds of thousands of dollars have put it over the consumer because ninety-nine out of a hundred do not know there is such a thing as processed cheese. They continue to buy this reworked, renovated or processed cheese which in relation to value should be in the same class as processed butter. The advertisements of processed cheese bearing the slogan "decidedly better" in my opinion cast a slur upon the entire cheese industry of Wisconsin. Why do you producers who manufacture a cheese grading Fancy or No. 1 allow this misrepresentation to go unchallenged?

After many years of effort on your part and that of your instructors of the dairy department to earn the reputation for manufacturing good cheese, you permit this "moonshine cheese" to be advertised and sold as "decidedly better".

Another slur upon your genuine product is the following, "It is fresh, mild and wholesome, long after ordinary cheese would be dry and hard." Do you producers assembled here believe these statements to be true? I do not believe them and no expert can honestly sanction them.

There are still many more misleading statements made in advertising, such as, "The exquisite flavor of our cheese is an index to quality. The hard inedible rind of our cheese, developed while ripening, is removed. It keeps four times as long as ordinary cheese." These are all misrepresentations in intensified form. In answer to these I would say, processed cheese has no flavor to distinguish it except a decidedly cooky flavor. Cooking or melting of cheese can produce no other. Furthermore, I am reliably informed that the hard, inedible rind of the cheese is melted and all the other parts of the cheese and cooked until it disappears in the melted mass. The expression, "It keeps four times as long as any other cheese", is another slur because much of the original and genuine cheese out of which the processed cheese has been made, has been kept for months and years by the processed cheese manufacturers. If it did not keep for them how could they process it and make a "Decidedly better"

cheese, such as they call their reworked product? The consumer, by such insinuating advertisements, is lead to believe that the genuine cheese is not a good cheese to buy.

You producers do not gain anything by these advertisements. They insinuate to the consumer who has never seen a cheese factory that the cheese they formerly had purchased must have been an undesirable article, **when the reverse is true.***

We are all aware that millions of pounds of undergrade cheese is bought by the processed cheese manufacturers at **low prices**, and many thousands of pounds of skimmed cheese and skimmed curd are actually received by them. I have reason to believe this undergrade cheese and the curd is used as a filler at these factories. The word "pasteurized" is used, or rather misused as you may choose. It is not understood by ninety-nine out of a hundred people. Pasteurization of cheese means cheese that has been melted and subjected to heat of from one hundred forty to one hundred eighty degrees F. This heat kills ninety-eight per cent of all bacteria. Why should good cheese be melted by heat and then hardened again unless it is for the purpose of adding something inferior that cannot be added when the cheese is originally made? I leave it to you as experts at cheese making to draw your own conclusions. The melting or pasteurizing of cheese kills the bacteria as I mentioned before. When you kill the bacteria you kill the life that develops the cheese. It becomes a dead mass which has the semblance of cheese but without the substances which are necessary to digest it in the human stomach. The melted mixture is then poured into five pound moulds, wrapped in tin foil and boxed immediately. This is what is offered the consumer as a "decidedly better" product or as "good cheese made better." There may be some truth in their saying, "It will keep longer on the shelves without spoiling," because when the bacteria have been killed the dead mass left cannot spoil. A paper prepared by me two years ago pertaining to processed cheese was roundly abused by many who could not see my point of view, but I still maintain that the processed five pound loaf of cheese is a deteriorated article which has the **semblance** of cheese, but possesses very little, if any, of the

ACTING CHAIRMAN SAMMIS: I want to warn you that we have decided that there be no reference made to competition.

MR. GRUNERT: I am indeed surprised that in the middle of my paper the chairman takes the liberty of interrupting me. And then to take this motion. I don't think it is parliamentary. I think it is out of line. I am here at the instance of the Chicago Cheese Dealers Association invited by you to tell you what I know about this proposition and no matter what it is, this gentleman tries to interrupt me, but I don't think it is fair, but you have decided gentlemen, and I thank you for the decision. (Applause.)

ACTING CHAIRMAN: As I think, I want to again warn you that we have decided here earlier in the day that there should be no reference to competition. What is the attitude of the house? Shall this paper be continued?

MR. MARTY: I move you Mr. Chairman that Mr. Grunert go on reading his paper. Motion seconded and carried.

health and strength-giving qualities of the genuine cheese and is therefore a menace to the cheese industry of Wisconsin.

Is it any wonder that stomach troubles such as chronic indigestion, cancer and kindred diseases are so prevalent in the United States? We consume too much food that has been processed to death instead of following the all wise way Nature has shown us. We should avoid all foods which commercial cupidity has set up for its own gain, and processed cheese in my opinion is one of them.

I have often been confronted by producers with the argument, "Who will buy my undergrade cheese if we close the avenue of supply to the processed cheese manufacturer?" In answer to this I would say, there always was and there always will be a market for undergrade cheese, the same as there is for undergrade butter, wheat, corn, etc. At present this market is closed because the processed cheese manufacturers buy these undergrades almost exclusively. This class of cheese is cheaper for them to use in their mixing process and in turn it passes on to the consumer as "better cheese".

Speaking of commercial cupidity, I will cite you an instance which stands out preeminent. Fancy Swiss cheese sells at twenty-seven to twenty-eight cents at the factories today while the No. 2 Swiss cheese is sold almost exclusively to the processed cheese manufacturers at fourteen to sixteen cents and often for less. But after this No. 2 Swiss is melted and remade it sells at thirty-five to thirty-eight cents. The profit made on this cheese from the time it leaves the factory until it reaches the distributor is of no benefit to the producer. He has sold his undergrade or No. 2 cheese all right, but why should this remade cheese be allowed to go to the consumer as cheese at a price of fifteen to twenty cents more per pound than the original cheese? This certainly does not help the cheese industry.

Furthermore, the consumer does not relish this made-over Swiss cheese. He turns to Imported Swiss cheese and does not buy any more domestic Swiss cheese. Before the processed Swiss cheese made its appearance we sold No. 2 Swiss cheese at from two to five cents per pound less than the price of Fancy or No. 1 quality. Today, the difference is from ten to fifteen cents. There was a demand for this No. 2 Swiss at a little lower price than the Fancy because it was just as nourishing. The consumer has been deprived of this undergrade Swiss for four years because it was all bought by the processed cheese manufacturers. The Sandwich loaf offered him as Swiss cheese is certainly not a fit article to stimulate consumption.

Another example which stands out most glaringly is Brick Cheese. This style of cheese enjoyed an ever growing popularity before processed cheese manufacturers began making the processed brick loaf cheese. The processed brick loaf cheese is a mixture of many kinds of cheese. It is not a pure brick cheese. The consumption of Brick Cheese has dropped from 44,000,000 pounds in 1920 to 33,000,000 pounds in 1923, or thirty-three per cent, and it is a great deal less today. Is it any wonder that brick cheese is the lowest priced cheese, and has been for some time? I can find no other rea-

son for this but that processed Brick Cheese has spoiled the consumer's taste, and you producers suffer as a consequence. The figures I quoted you on the American Cheese tell the same story.

When many thousands of dollars of advertising used to put over processed cheese have not accomplished any more than showing a reduction in consumption of cheese in the United States in the last five to ten years, we should wake up and find out what is wrong with our cheese.

Take butter for instance, which is another dairy product, has increased forty-five per cent in consumption in the last five years, why not cheese? I have consulted a great many consumers of cheese from all parts of the United States, and without any hesitancy, they all tell me they do not like to eat cheese any more because it causes indigestion and seems to be tasteless. It hasn't the flavor the cheese formerly had. They do not know that the cheese they are buying is a reworked or processed cheese. Its flavor is not distinct because of the various additions and mixtures. The cheese they formerly purchased was the pure, genuine article wherein the bacteria had a chance to work and thereby developed the pleasing flavor peculiar to the different kinds of cheese. Such statements as I have received from the various consumers, ought to convince anyone that processed cheese is **not a trade builder, but a trade destroyer.**

Cheese dealers of Wisconsin and elsewhere have felt the demoralizing influence of the processed cheese advertising to such an extent that over a half dozen of these dealers who have suffered severe losses in the past two years, have decided to throw in their lot with the process cheese manufacturers and are now making or preparing to make the processed loaf cheese. Several of these dealers who have gone into the processed field have informed me that the profits they make on this inferior article are surprisingly large. They have turned from opponents of processed cheese to active advocates for it because of these large profits. Have any of the manufacturers of processed cheese offered any part of these profits to the producer? No, they have not done this, but, they have injured the producer by making an article which lessens consumption and decreases the outlet for the producer's product.

This may look like a joke to you, but, it has a serious aspect.

I might suggest that all cheese makers who cannot make good cheese turn their factories into making processed cheese because a No. 2 cheese which is now bought by these grinders, makes as good a processed cheese filler as the No. 1. The price that can be obtained for this finished processed cheese over and above the price of the original cheese is another alluring feature. The more "moonshine" or "make-believe" cheese is made, the quicker it will kill the cheese industry. Or, if we are all satisfied to continue with this "moonshine cheese," what is the need of the agricultural department telling us how to make and improve the quality of cheese? Why employ instructors to assist us in our troubles? All that is needed is a milk curdler to ship his curd to a central station where it can

be made into processed cheese. Why go to the trouble and expense of making the various styles of cheese such as longhorns, Twins, daisies, brick, swiss, etc., if they are all melted and mixed together when later made into the processed article?

One processed cheese manufacturer, not satisfied with the millions of dollars he has made on his reworked product, recently threatened to apply for an injunction restraining all so-called infringers from making a processed five pound loaf cheese. He may not succeed because processed cheese put up in tin foil and used for export has been known in Europe as far back as I can remember. However, do you comprehend what this threat means to you if he succeeds? When I told you two years ago this party would try to create a monopoly in the cheese business, he denied it publicly and said it was impossible. We have proof of my assertion in this recent move of this processed cheese manufacturer. If he succeeds in stopping the manufacture of loaf cheese by all other firms, all Wisconsin will be at his mercy because he alone will be able to make this so-called cheese and he will have no competitors in the buying field and can make the producer take what he wishes to pay. You should assert yourselves and take such steps necessary to prevent this, or the entire cheese industry will be subject to one man's dictation.

So far, he has succeeded in deceiving the consumer into believing his produce is "good cheese made better" and has made statements in letters going to the trade, that he has practically replaced the bulk cheese on the shelves of the retailer with his five pound loaf. It is up to you now to inform the consumer as to the true value of this processed loaf cheese and educate him to become acquainted with and ask for the genuine product. This will have to be done if you want the industry to continue and prosper.

In connection with this, I would like to mention a proposed ruling by Wisconsin authorities to inspect cheese officially at the factories before it is sold. This may be a long step towards improvement upon the grading law which has proven such a disappointment, but this too may fail to come up to your expectations. As proposed, the official graders are to brand cheese as Fancy or No. 1 which will influence all market quotations and establish prices for such grades. So far so good. Now, comes the rub and the part that will make trouble. Cheese that grades under No. 1 or Fancy are not to be marked at all. Who will buy this undergrade cheese when all market quotations are made for Fancy or No. 1? If I know the trade of the United States at all, I will prophesy now that very few will buy it. But, some unscrupulous dealer, however, may buy this undergrade cheese and brand and sell it in competition with your Fancy or No. 1 branded cheese. The grinders, no doubt, will be large buyers of this cheese because it will be lower in price and that is what they need for their so-called blending purposes.

I would consider the proposed ruling an attempt to improve con-

ditions, but, at best it is only a half-way measure because it leaves too much undone.

If the state of Wisconsin brands your Fancy and No. 1 Cheese and puts the stigma of No. 2 on all cheese below these grades, what definition have you for **processed cheese**? If you permit it to go out as cheese you should give it a designation and brand it. You cannot, in justice to all, the consumer especially, permit it to go out without a proper designation. A cheese maker should not be penalized for making a cheese that does not come up to the grade of Fancy or No. 1 when the processed cheese, which is a mixture of many grades, is permitted to go out unmarked but bearing the insinuating expressions that it is a better cheese. This would not accomplish what we most desire, an **increased consumption** of cheese. It would not be just because it puts the processed cheese manufacturer above the law to do as he pleases. If this is not class legislation or a monopoly, then what is it?

Personally speaking, I do not agree with the spirit of the grading law or ruling and its application as it is now interpreted by your state officers. It usurps the power to put a public stigma on an article of food, which is a little undergrade but contains just as much nourishment as one grading a point or two higher.

To make one suffer because he could not overcome natural difficulties so frequent in cheese making, on account of weather or other conditions, is wrong. This is a bolshevistic tendency and it seems to me is an abridgment of one's constitutional rights not to be interfered with so long as he keeps within bounds of recognized honesty of endeavor.

It should be left to each individual's ability to decide what is best to do either in selling or buying. This should and would not interfere with laws that recognize approved standards of quality, nor would it interfere with any laws in which state officers are given police powers to prevent fraudulent attempts by any individuals to circumvent these laws.

A state officer should not nor would he think of going to a creamery and insist upon branding all butter that is extra or fancy in quality and leave the balance unbranded, then, why should an officer insist upon going to a cheese factory and branding the Fancy or No. 1 quality cheese and leave the balance unbranded? This hurts the producer only.

Leave the branding to the individual dealer and his judgment. If he supplies his trade with a poor grade of cheese he will soon find he loses his trade and another dealer who makes a good selection will get it.

Public officers should have police duty to prevent frauds and misrepresentations of accepted standards of food and enforce regulations made to improve them, but, they should not dominate private enterprises.

It is a sign of degeneration when attempts are made to rule

everything by bureaucratic laws and leave too little for the accomplishments of education.

A law was made to protect the producer as well as the consumer against an article of cheese that was not in accordance with the accepted standard of full cream cheese. This law I refer to is the "filled cheese" law which is now in force and which I will quote you. **Cheese Defined:** For the purpose of this act the word "cheese" shall be understood to mean the food product known as cheese, and which is made from milk or cream and without the addition of butter or any animal, vegetable or any other oils or fats foreign to such milk or cream, with or without additional coloring matter. June 6th, 1896. **The "filled cheese" Definition:** For the purpose of this act certain substances and compounds shall be known and designated as "filled cheese" namely, all substances made of milk or skimmed milk with the admixture of butter, animal oils or fats, vegetable or any other oils, or **Compounds foreign to such milk** and made in imitation or semblance of cheese. June 6th, 1896.

The processed loaf cheese may come under this law. I have consulted several lawyers of note who have in turn consulted unbiased authorities and all assert this "filled cheese" law may cover the case against the processed cheese. If this law would be properly interpreted and then enforced, it would regulate the processed cheese business immediately. There would be no more mixtures of under-grade cheese, chemicals, water and what-not going out to the consumer under the guise of better cheese.

What we need in the cheese industry is someone of caliber who will go out, cut the red tape and start to uproot the cause for the present stagnation in the cheese business.

So far my paper has given you facts on the cheese industry and its gloomy outlook and what I believe is the cause of it. Now, let me suggest to you a remedy to overcome this condition. We should immediately inaugurate a campaign in which every producer must participate.

We should give tit for tat and fight the devil with his own weapon, in other words, you must advertise. Explain to the consumer all over the United States what a good, genuine cheese is. It will take some money to do this advertising. Appoint an efficient and capable manager familiar with all details for this work. He should be a well known and capable business man. This head or manager should be assisted by the department of agriculture and the bureau of markets. You are paying taxes for support of these departments and they would help you when called upon to give advice and exercise their authority. Every cheese factory should, through its manager collect a small percentage for each hundred pounds of milk to pay for the cost of advertising the genuine product. You should bring pressure to bear upon your representative in the legislature as well as in Congress to pass laws if needed to improve the situation and prevail upon officials to enforce already existing laws such as the "Filled cheese" law.

As this is not a money making scheme for anyone individually, all work necessary must be donated. The money required is for the necessary outlay of traveling expenses and advertising. The details of this plan can be worked out by calling in representative men, producers as well as dealers. In this way you may be able to promote an increased consumption of cheese and undo the evil influence of the processed cheese manufacturers' advertising. Such measures are necessarily of slow growth and it may take two to three years to accomplish the purpose.

Improvements or reforms in the cheese business must come from the producer's end. The producer can derive no benefit from allowing his product, which in this case is cheese, to be degenerated by processing it.

Retailers have been known to sell processed butter and oleomargarine for genuine butter; filled cheese for full cream cheese; cold storage eggs for fresh eggs until these things were brought to the attention of the consumer who in turn protested and brought the retailer to his senses. The majority of retailers, restaurant owners and caterers know that the processed cheese is not as good nor as healthy as the genuine cheese, but, they sell and serve it because it is advertised so extensively and because it suits their convenience. They will not take the trouble to explain to their customers why the genuine cheese is the better article to buy.

I have actually seen processed cheese sold by these trades people because it is tough and slices better than the original cheese. The housewife who buys the advertised processed cheese is not informed that the toughness of the cheese that slices so nicely is a sign of its indigestible character and should be avoided.

The attitude of the retailer and restaurant owner shows an utter disregard for the health of their customers, and, you producers will suffer in the end because the consumer unconsciously is refusing to buy cheese as he formerly did.

If these retailers, restaurant owners and caterers would attend to their genuine cheese as they do to their genuine butter, and keep it in their iceboxes or in a cool place, there would be no trouble. They are invariably too negligent to give it this care. They buy a tough, indigestible processed cheese because it keeps longer on their hot counters.

Well known and reputable dairy papers and periodicals still accept advertisements from the processed cheese firms for the money there is in it, although their attention has been called to misleading statements in the make-up of these advertisements. These papers preach reforms, but, they fail to carry them out. Under such circumstances, it is up to the producer to inform the consumer by the same method of advertising and tell him what class of cheese he should demand from his retailer, restaurant or caterer.

I have explained to you to the best of my knowledge in the short time allotted me, the influence of the manufacture and sale of proc-

essed cheese on the cheese industry and the injury it does the producer and the consumer.

In conclusion, I would say, the producer sells his product at a low price to the processed cheese manufacturer who adds from seven to twenty cents a pound for processing it. The producer gets no benefit out of this but in turn the processed cheese manufacturer enhances his price to the consumer to such an extent that it injures the sale of it because of its high price. The product is furthermore an inferior article and lessens the consumption of cheese and therefore injures the producer who finds it hard to sell his products.

The proof of this is in the enormous storage stocks held in the United States today. If there was a ready sale they would not be there. It is uneconomical to increase the price of a food product like cheese in which neither the producer nor the consumer has a share.

The processed cheese manufacturer alone enjoys the enormous profits. As a middleman he puts it over by clever misleading advertising to the injury of all of us, producer, dealer and consumer.

If, after all the statements I have made, you still think that processed cheese is as good as the genuine cheese, all my arguments are of no avail. In that case you may as well continue the downward road, but, if you can see any justice in what I have stated, rouse yourselves from your lethargy and bring about the much needed reforms.

Shortly before I left Chicago I heard of some (what I would term unbelievable) propaganda, employed by a processed cheese salesman. Recently a salesman from one of these processed cheese firms held a demonstration in a retail store. Before he went ahead with his story, he waited for a fair sized audience to gather. He then brought out a piece of genuine cheese and a piece of his processed cheese and placed them under a microscope and let the women who were present look at them. He drew their attention to the genuine cheese which was alive with bacteria, and should therefore be condemned, while his processed cheese contained no such living organisms, and is therefore to be preferred.

Has it come to this, that the very life of all good cheese, namely bacteria, and which is found in all foods highly recommended for their body building qualities, should be condemned? These organisms prepare the food for your stomachs and make it easy to digest. Fruits, vegetables, meat, eggs and the highly favored cheeses such as Camembert and Roquefort appear alive with bacteria when put under a microscope, yet no one would condemn them for it. Do you people assembled here approve of such tactics that injure your genuine product? The average consumer does not know that bacteria are an essential part of any food and after a demonstration of this kind, they would naturally condemn the genuine cheese. This is only one example of the injurious propaganda used in promoting the sale of processed cheese. It is unfair to allow these numskull processed cheese salesmen to continue these representations to the consumer.

THE NEXT FEDERATION

By HENRY H. BAKKEN

Dept. of Agric. Economics, College of Agriculture, Madison

Whatever personal animosities or petty jealousies there may exist between cheese makers, cheese dealers and dairymen should be laid by the board when it comes to a question as to whether Wisconsin shall continue to progress as a dairy state. We should be united on a program that will make the cheese industry a permanent and constantly improving business. There is no place for selfish aggrandizement and personal gain when all of us are bent upon making our business a success. We have been improving our production methods for forty years, that is, quantity production especially. What have we done to improve quality and to make distribution more perfect? In the Foreign Cheese Districts, I have observed little improvement in the methods of selling cheese by producers at the present time from that of twenty years ago. This year, 1924, the producers are receiving around 60 cents to 70 cents per hundred less for their milk than they received a year ago (in the foreign cheese districts.) It is a known fact that if the producers are to allow themselves about 25 cents per hour labor, they are losing money on every pound of milk produced. Of course, if the average producer wants to work for nothing, he has that privilege. The question is, how long will this condition continue to exist? The producers charge that there is no market for their foreign cheese at the present time. Well, how does Switzerland find a market in our country for 17,000,000 pounds of their cheese a year, which is about $\frac{3}{4}$ of a pound of their cheese for every pound of ours of the same type on our markets? Other countries seem to find good markets here also. These are some of the causes, namely, low prices, low quality cheese, increase of foreign competition and desire to improve distribution methods as well as the industry as a whole, that have led the producers in the foreign cheese areas to consider seriously another cheese Federation similar to the Wisconsin Cheese Producers' Federation. This new organization is known as the Wisconsin Foreign Cheese Producers' Cooperative. I wish to explain briefly the plans of this organization to this Convention.

Two Districts. There are two foreign cheese districts in the southern part of Wisconsin known as the Green County District and the Dodge County District. The Green County District consists of Green, LaFayette, Dane and Iowa Counties. The Dodge County District consists of Dodge, Columbia, Washington and Green Lake Counties. These two districts have no relationship whatever in the plan except in operating and supporting the central sales organization in proportion to the amount of cheese they have sold through the organization.

Volume of Business. By January 1, 1926, one hundred factories in the Green County District or fifty factories in the Dodge County Dis-

tract, or both, must have joined the organization or it cannot start operation. If the minimum number of factories are not obtained in either district, the organization will not start operation. If the minimum number of factories are obtained in either district, a delegate will be appointed at each factory to attend a general meeting and a Board of Directors will be elected by the delegates to transact the business of the organization. Among some of the initial duties of the Board of Directors will be the problem of selecting a Sales Manager, determining the amount of bonds for each of its employees, determining the point at which the Central Sales Organization will be located, and determine whether to buy, build or lease cold storages and warehouses.

Methods of Financing. Each factory upon joining the Federation must subscribe for a \$10.00 share of common stock in the Central Sales Organization, and if the Board of Directors decide to buy or build a cold storage, the factories will be required to take a \$10.00 share of common stock in the warehouse organization. This represents an initial outlay of \$20.00 on the part of each factory. When the organization starts selling cheese, $\frac{1}{2}$ of a cent a pound and $\frac{1}{4}$ of a cent a pound will be deducted respectively for creating a circulating capital fund and financing the cold storage. Over and above these two deductions, there will be taken out the cost of handling and selling the cheese through the organization. The minimum volume of business that the organization can have will be approximately 8,000,000 pounds of cheese. If both districts succeed in obtaining their quota of factories, there will be approximately 12,000,000 pounds of cheese sold through the organization.

Cheese Pools. Whenever the local factories have cheese that is ready for the market, they may notify the Central Sales Organization and the cheese will be either graded at the factory and shipped from the local shipping point or it will be shipped in less than car lots to the Organization's cold storage. In the latter case, the cheese will probably be graded at the receiving point. The Organization will employ its own graders and the cheese will be graded by the producers own organization, and each factory will receive credit for exactly the grades of cheese it ships to the organization. All the fancy cheese for any particular month is pooled for the entire number of factories in the organization. Likewise, the number ones, number twos and the stinkers cheese. Each factory will then receive as much as its fancy cheese brings on the markets, less the deductions. Likewise, for the number ones, number twos and stinkers.

Contracts. The first contract ends December 31, 1928, and will automatically renew itself for five year periods thereafter, unless the individual factories give a ninety day notice that they do not want to belong to the Federation at the termination of their contract. The contracts between the factories and the central sales organization stipulate that all foreign cheese produced by the factory must be delivered to the organization to be sold. The contract does not, however, stipulate that foreign cheese must be made in the factories, and if the corporation decides to sell its milk on the fluid milk market, to

the condensery, make American cheese, skim its milk and sell cream or make butter, it is not under the contract with the organization at all. It is only when the factory makes foreign cheese that it must deliver its cheese to the organization. There is another contract which is recommended to be used between the producers and the local factory which requires the producers to deliver milk to the factory for the same period that the factory has a contract with the central sales organization. However, the use of this contract is optional with each factory.

This plan has been explained at more than fifty factories, and more than forty have taken favorable action on joining the Federation. The cheese makers everywhere are unanimously in favor of the organization. They feel that some change should be brought about that will give them an opportunity for a greater service to the industry. The producers are in favor of the change for they say, "We can't make conditions much worse no matter what we do." I am conscious of the fact that it may be difficult to present a case that may have the aspects of immediate benefits to the cheese dealers, but I appeal to the cheese dealers upon two points, first, we must secure their cooperation in the improvement of the cheese industry, and secondly, give them greater opportunities to be of service to the producers. These reasons are:

1. The organization is dependent upon obtaining the services of some competent manager that will make the organization a success. He should have the prerequisites of a good salesman, an experienced cheese dealer and possess executive ability.
2. There will be a need for branch managers of warehouses and experienced labor in the handling and grading of foreign cheese.
3. The method of assembling cheese will simplify the sales problems and cheese dealers can go directly to the organization warehouses and cold storages and buy cheese in whatever quantity they desire. They are then dealing with a farmers' organization that can guarantee its product and render a marketing service.
4. There will be general improvement in the quality of cheese, because the responsibility is placed on every factory and the producers will be more favorably inclined to improve general conditions of factory and farm.
5. The farmers will finance the sale of the product through their organization.
6. The cheese will be standardized, graded uniformly and branded with the organization's trade name, which will serve to stimulate consumption and increase repeat orders for their cheese.
7. It gives an opportunity to advertise the product which the producers have to sell.
8. Finally, it opens up an avenue through organization and collective effort that should result in general improvement to the dairy business as a whole because every dairy product is dependent upon the success of all other dairy products to stabilize the business and to insure smooth, continuous operations of the markets by making cheese a staple food article rather than a luxury.

SHOULD WISCONSIN PRACTICE WINTER DAIRYING?

By WM. OLSON, Monroe, Wisconsin

This subject of whether or not winter dairying should be practiced in Wisconsin, which has been assigned to me for a brief discussion, is not a new question, but it has been discussed at farm institutes and through the columns of the agricultural and dairy press for thirty years or more, and all I can hope to do in opening this discussion is to again point out some of its advantages.

In my opinion the rule is, that Wisconsin, should and does now, practice winter dairying. We have here the conditions necessary, not only for producing summer pasture or forage crops, but conditions that produce the very best of feed for winter use. We have a healthy climate, pure water coming from the thousands of springs, limestone soil, and an abundance of limestone, which can be mechanically applied to neutralize the acid soils, making them also profitable for clover and alfalfa culture. We raise on our soils wonderful crops of corn, alfalfa and clover, the three outstanding crops that make up the major portions of the rations for our dairy cattle.

We have here the foundation stock from which came the best dairy herds in the United States. We have in Wisconsin agricultural schools and experiment stations, ranking in efficiency second to none, from which, after long research and experiments, is disseminated to old and young, rich and poor, information pertaining to soils, plant and animal life, which if understood and properly applied, bring satisfactory results.

Again, in winter time, the dairy farmer has more time to devote to his herd, as for example the keeping of feeding records, because he does not have his farm crops and field work to take care of. The average barns in Wisconsin are so constructed that they afford comfortable quarters for Dairy stock during the winter months, with almost summer temperature and with the absence of flies, the cows can be kept comfortable and contented, cold, etc., Bacteria Utensils, short pasture in summer, etc. Another advantage in connection with winter dairying is that it helps to keep a constant supply of fresh dairy products on the market and eliminates to some extent the cold storage costs which is inevitable, when the great bulk of dairy products are produced in summer, a part of which must be stored until the months of less production arrive, thereby adding an item of storage costs. In addition to this we have, as a rule, good transportation facilities and near by large cities where people engage in other industries must look to the farmer and dairyman for a large part of their food supply. These are, in my opinion, at least some of the reasons why we should in Wisconsin practice winter dairying.

It does not follow, however, that all those engaged in winter dairying make a profit, but if we investigate we will find that the reason for their loss, or failure to make a profit, can be attributed to a vari-

ety of causes nearly all coming under the general head of *poor management*. This may mean poor housing, insufficient feed and water, unbalanced rations, uncleanliness, poor ventilation, irregularity in feeding, lack of knowledge of the individual characteristics of the animals, or it may be a combination of all of these causes. But there is one more very important cause that I am going to give as a reason for us farmers and dairymen not getting the profit out of our operations that we are entitled to, even though we may not be guilty of any of the above mentioned practices, and, inasmuch as this cause, and the subject that it involves is not on any of the programs of this convention, I am going to, with your permission, take the liberty to discuss it very briefly. This cause comes from the long neglected study and application of *Agricultural economics*: this is a long word and yet very short, when we take into consideration its component parts, some of which are, organization, co-operation, standardization, grading, trade-marking, advertising, distribution and financing. It has been our practice to devote practically all of our time to production, and to be sure, efficient and economical production is very important and must not be neglected, but in my opinion, economical distribution is just as essential as economical production. Our surplus dairy products held in the storages today, are not there so much because of overproduction, but because of under-consumption, which has at least three causes. One is, poor quality, another, insufficient advertising of their food value, and third, the high prices charged the consumer, who rather than pay these high prices, which in many instances, especially on cheese, are from 50 to 200% more than the producer gets for it, turns away and buys some substitute in its place.

I am aware that the *usual* prescription for increasing demand is to produce high quality. This is very true, but even though we made cheese or other food products that were fit for angel food, if the price to the average laboring man—who should be the largest consumer of our cheese—is prohibitive, it does not help us, for he cannot afford to buy it, and for that same reason we cannot sell, and the result is a surplus, which means market stagnation and loss to the producer.

In conclusion I want to say that if Wisconsin dairying, whether it is winter or summer, shall be made profitable, it behooves us as producers and manufacturers of dairy products to adopt a more complete system which includes not only economical production and high quality but like all successful industries of today puts us in control of distribution as well. Well defined plans for distribution and financing of farm and dairy products by the producers themselves, have been worked out, by competent men, and are now functioning in some parts of the United States, their success depending upon their volume of business, and the loyalty of its members. I am firmly of the opinion that no cheese makers' or dairyman's convention programs in the future, are complete, unless the subject of marketing occupies a prominent place.

STANDARDIZATION OF MILK FOR SWISS CHEESE

THE PRESIDENT: The next on our program will be a general discussion on the Standardization of Milk for Swiss Cheese. I would like to have you men who are more familiar than I am, tell why milk should be standardized. Mr. Marty won't you start this discussion why milk should be standardized for Swiss cheese purposes.

DISCUSSION

MR. MARTY: Mr. Chairman, I would prefer hearing from some of the parties having experience along that line. I think there are many of them here present that are well versed in the matter.

THE PRESIDENT: This particular subject was put on the program at the request of many makers. They felt that Swiss cheese makers in different parts of the state were skimming part of the milk in the Fall of the year which they were forced to do I understand in order to get away from glass. As the American cheese maker was not allowed to do this, we feel it was something wrong and I received many letters.

MR. WARNER: I would like to hear from Mr. Gere.

MR. GERE: Mr. Chairman, gentlemen, the reason for the standardization or necessity for standardization of milk for Swiss cheese is to prevent the cheese turning to glass caused by an excessive amount of fat. All of our imported cheese, standard quality which we have to measure up to is skimmed more or less and in this skimming or standardization the Swiss cheese maker is forced to take a reduction. We might take 4% milk as a standard whereas the American cheese maker would receive approximately 2.6 pounds of cheese per pound of fat. The yield of Swiss cheese would be reduced to about 7½ or 8 pounds; 8 pounds would be the maximum, to get a cheese of proper formation which is essential to measure up to the quality of the standards of the imported cheese, and handling it in a scientific manner so that you have control at all times of the situation. Standardization is necessary in the manufacture of Swiss cheese to make a high grade article. We are in competition with the importer and it becomes necessary for us to standardize to compete with that. We take our reduction with reference to the yield, in and probably the net return for the fine product is no more than the American cheese maker receives.

THE PRESIDENT: I have a few letters here. Fred A. Kuenzi, manufacturer of cheese at Browntown, Wisconsin, was put on the program. He wrote as follows:

Browntown, Wis., Oct. 9, 1924.

Mr. J. L. Sammis,
Dear Sir:—

Please excuse my tardiness in answering your letter of September 18th. I do want to thank you for your consideration, and invitation to speak before the convention in December.

I must decline the invitation to speak, as I do not care to speak on the matter, but will give you my opinion on the questions asked in your letter.

The standardization of milk for Swiss cheese is a very complicated affair, my belief is, that ten per cent skimmed would be a fair amount to skim, but that should be left to the judgment of the man making the cheese alone.

No man in my opinion, should say how much should be skimmed,

saying exactly the percentage, the cheese maker knows his milk, knows all the conditions affecting his particular factory.

You say, "how can the maker tell how much to skim?" Nothing but experience can tell him that, there is no set rule that I would follow, and I have been making cheese since 1892, thirty-two years, and I would not dare to say just how to tell what should be done.

Yours very truly,

F. A. KUENZL.

THE PRESIDENT: Here is a paper from Mr. H. C. Jordan from Antigo, on making Swiss cheese once a day.

MAKING SWISS CHEESE ONCE A DAY

By H. C. JORDAN, Antigo, Wis.

Making Swiss cheese once a day is a matter that rests entirely with the cheese maker and his patrons. The method has advantages and disadvantages that should be well considered before undertaking the change.

Two important, outstanding advantages are, first, it would give the cheese maker a normal working day, allowing him time for recreation and sufficient sleep, which the twice a day factory does not afford. Second, it would save the patrons a trip to the factory every evening which must be especially tedious during busy seasons and holidays. It is not to be expected that a man getting up between four and five o'clock in the morning, working hard all day and half the night, will have the proper efficiency to do his work as it should be done and make good cheese day after day. I think it may safely be stated that with the application of modern methods, fully as large percentage of good cheese will be made in the factory making once a day.

A moderate amount of acidity in the milk is desirable for the best results, but the growth of organisms other than lactic acid bacteria must be guarded against. This means that the milk must be produced under sanitary conditions and cooled to sixty degrees or less immediately after milking. This is naturally the duty of farmers producing the milk but it will be the business of the cheese maker to instruct his patrons along this line and co-operate with them in every way possible to get the desired results.

A larger make room and more equipment will in most cases, be necessary, as the milk will have to be taken care of as fast as it comes in and made up; holding the milk in a receiving vat waiting for the first cheese to be taken from the kettle, would be dangerous unless it was chilled down to a low temperature.

Less rennet will be required to get proper coagulation in the same length of time than for milk made up twice a day. The curd develops faster all the way through the process, from the time of setting the milk to dipping the curd. In the average factory it will work out something like this: thirty minutes to thirty-five for setting, fifteen to twenty minutes to cut and reduce curd to desired fineness, another ten to twenty minutes with the stirrer (Brecher) before turning on the heat. Then heat up in thirty minutes to desired temperature,

very slowly at first, then as temperature rises a few degrees more steam may be turned on, gauging time and temperature so that approximately thirty minutes will be required to reach the cooking temperature.

Experience has shown that better and more uniform results are obtained with the use of pure culture of *Bulgaricus* and rennet extract than with the home made rennet. The home made rennet very often is the source of serious Swiss cheese troubles and should be banished from the factory.

The prevailing opinion among Swiss cheese makers has been at least until quite recently, that good cheese could not be made from milk delivered to the factory only once a day, but proof to the contrary is now available all around us. The long hours demanded of cheese makers continually day after day in twice a day factories, in combination with the heavy labor involved in this work, requires men of unusual ruggedness and endurance.

The most essential requirements for a change are: Proper care of the milk on the farm, both morning and evening, milk must be cooled to sixty degrees Fahrenheit or less, immediately after milking, and delivered to factory promptly after morning's milk is cooled. Have enough kettles to take care of all milk so it will not have to be held. Standardize milk to the required ratio of fat to casein for the proper texture in cheese: watch acidity of the milk with an acidimeter, milk over .18% is over ripe. Use three-tenths to one-half of one percent *Bulgaricus* starter; set milk with about one and one-half ounces of rennet per 1,000 pounds of milk.

When the milk has reached just the right stage of coagulation, cut up curd carefully, when milk is standardized excessive loss of fat in the whey should be avoided, as it reduces the yield of cheese. Watch cooking temperatures closely, the curd will not stand extremely high temperatures.

Unless you can get the hearty cooperation of your patrons in the care of milk do not make a change.

DISCUSSION

MR. UBBELOHDE: Mr. Chairman, do we understand that to make a high grade Swiss cheese the milk must not be too rich?

THE PRESIDENT: The excess amount of fat causes the glass texture which is an injury to the Swiss cheese industry.

MR. MARTY: Mr. Chairman, now the reason is they leave some fat out in Switzerland, it isn't so much glass but that they send, 5000 barrels of cheese over here and have to make a cheese that will stand transportation. I don't see that we have to take so much out here in this country where we send the cheese right from here to the market.

THE PRESIDENT: Are there any more questions?

MR. MARTY: Mr. Chairman, the reason I haven't taken an active part in this matter here, I think I brought this up a year ago before this convention and I brought it up the year before at the Southern Wisconsin Cheese Makers' and Dairymen's Association convention in Monroe. We even got the complaint regarding the matter somewhat later through the medium of a local paper up there and the pointed

question I will not mention. You know the man as well as I do and he happens to be a patron of the factory in Mr. Kuenzi's neighborhood and he took issue in the matter. Not that I couldn't have given an intelligent answer to the matter nor that I believe he misunderstood the question that was intended on the standardization of milk on the basis of ratio between fat and casein. I am satisfied he does not understand the proposition. Here is the point however, in order to go ahead with a matter of this kind that shouldn't be put on the shoulders of any individual whether he be the state dairy and food commissioner of this state or any member or officer of any organization, but I believe that this matter should have the united support if we expect to do anything with the matter and it would be brought up for argument either for or against before men interested in manufacturing of that particular cheese in Wisconsin. It is hard to draw the line to say you can standardize the milk for manufacture in cheese in Wisconsin. Some eight, nine or ten years ago, I think it was 1917, the law was enacted that permits a separate standard on cheese for the manufacture of Swiss cheese. I am satisfied that at the time that that law was presented to the legislature of the state that the intent of the law was misinterpreted to the body in session in that particular legislature. It was not put in the law as I had advocated for three or four years leading up to the enactment of that bill, at our conventions in Monroe for two or three years, as past records of that organization will show you today. But the law put into the Statute book was based upon the finished product. The intent of the law as we wanted it passed at that time was to give us a lawful right and privilege to manufacture to that extent that we can have an elastic curd that would respond to the formation of the eyes and holes of the Swiss cheese. Now naturally if you were to put large eyes into your American cheese which seemingly seems necessary on our market, you know what happens to your American Cheese. You would have seams running through your cheese as we have in our Swiss cheese.

In order to make a Swiss cheese that is characteristic in the eye formation, we must have a curd that will break down the non-elasticity and respond to the eyes and holes. The law that was intended to help the evil went through with many objections but it became a law. The president of that organization at that time, as I was informed, later on presented it to the body of the Assembly just as the law reads today and I am satisfied that he presented a different measure to cure the ills and complaints that the Swiss cheese makers would be up against; and we would have had a law that we wanted and it would have been up to the American cheese people to appeal that law if they didn't like it at this particular time. Instead of us finding ourselves with the law, the law simply reads we are permitted to manufacture a Swiss cheese which contains 43 per cent of butter fat in the water press substance. We can easily manufacture cheese in Wisconsin corresponding to the 43 per cent. We are still within the law, but the law does not give us that right to abstract part of the cream from our milk at the present time. And who does it at the present time is violating the state law.

It isn't said that Swiss cheese can only be made down in the southwestern part of the state. You can make it clear up in Ashland or Superior. You can make it anywhere in Wisconsin and I want to tell you that Barron County today seems to become the banner country of Wisconsin, and is manufacturing the most beautiful Swiss cheese today, some of the very finest. With the small representation in percentage on exhibition here, they have carried off the prizes and honors at our conventions and state fairs. So the industry is open to all of you and I believe that this petty jealousy which is developing on this matter here should be disregarded if we can help out that

particular man that makes Swiss cheese in Wisconsin. Some fine morning some other state across the lake to the West of us will give a law just exactly as is needed for the manufacture of Swiss cheese, and they will go on and steal a march on us and here we are, our legislature preventing us.

DISCUSSION OF SKIM MILK CHEESE LAW ENFORCEMENT

By J. Q. EMERY, *Dairy and Food Commissioner*

Mr. Chairman, I have a few words I would like to say, I think it is recognized I am very glad to say, that the Wisconsin cheese industry is immense. I have been at different times in the office of the Dairy and Food Commissioner and besought to set aside a law for the particular benefit of classes or individuals, that I know on my part as Dairy and Food Commissioner would be a criminal act punishable with imprisonment. I have never been willing as Dairy and Food Commissioner to serve the state in that capacity. It is the legislature of Wisconsin that declares the public policy of the state. The legislature is composed of men chosen by the voters of the state and in that legislature they legislate in the capacity of the people of Wisconsin represented in the Assembly. That body has dictated to the Dairy and Food Commissioner his duties to perform to the best of his ability.

Now I am speaking of this to show why if I were disposed, I should not listen to the pleas of special classes or special privileges of any kind. And no man in an official capacity who will do that is worthy of his position.

Trace the laws through from the beginning to end and you will find that it has been duty of the Dairy and Food Commissioner to follow the dairy production from the cow to the consumer. That has been its maxim. No tampering with milk that is sold to the public; no tampering with milk that is brought to the cheese factory by the farmers; no tampering of the milk in any way. It shall be a pure product. What has been our problem years ago and what were the failings of the milk business—adulteration and impurity by injecting into it skimmed milk and foreign fat and the palming off on the public as something else.

Now in the same law they enacted the oleomargarine law, part of the same section of this provision of law which as Dairy and Food Commissioner I have charged with and for enforcement and it is this, I have been appealed to to ignore or set aside knowingly and wink its violation by some gentlemen who are in this room. There is a law on the statutes as I say, a part of the law that enacted the oleomargarine law, that provides that in the manufacture of skimmed milk cheese, which is therein defined, or cheese produced from milk from which any portion of the fat has been removed is prohibited; unless it is put into cheese on certain specified dimensions and that law has been on the statute books for nearly a third of a century. Now that

is a special law and I ask your attention to this, that is a special law regarding skimmed milk cheese and it defines skimmed milk cheese in that section. The courts have held and do hold, that in all these transactions this special law is to take precedence and govern over a general law. Now the law to which my friend Marty refers is a law not regarding skimmed milk cheese, it is a law regarding cheese of whatever kind—skimmed milk cheese and cheese are separate and defined in the statutes separately provided for and in the law defining cheese this provides the amount of butter fat that shall be in cheese and it provides the minimum amount merely, not the maximum. All those laws set the minimum. It provides that there shall be a minimum standard of 43 per cent. That is a law in regard to cheese itself. It is a general law in that respect.

Now this has been my attitude and I want this to be understood. I am accused I believe of not being elastic enough to suit some people. I am not elastic enough as an officer to myself to deliberately violate a law at anybody's bid. As to standardization in milk; let me say again, when these appeals have been made to me in my office as Dairy and Food Commissioner this has been my attitude. Here is a great industry and there are one hundred and eighty-five thousand farmers know this interest as a whole, and there are factories covering two million dollars invested in the dairy industry and no man, no special set of men will get me committed to any policy against the general prosperity of the dairy interests of the state. As I have said gentlemen, get the consensus of opinion of the cheese industry of Wisconsin fairly and deliberately obtained and when you have got that, go to the legislature and get the legislature to declare its policy, but do not expect of an official of the state, appointed to enforce law in general, to have any special favorites, or to try and use my influence to get a law that shall be, maybe, an advantage to somebody but a detriment to the interests of the whole. Now if the dairy industry of Wisconsin want to go into the business of standardizing milk, so called, you have got this great industry, but it is now understood that Wisconsin cheese is made from milk and not from skimmed milk. If the dairy industry and cheese industry has deliberately considered that, all right, but I as Dairy and Food Commissioner am not to solve that problem. That is not my business, it is the function of the legislature to solve those problems and I shall endeavor to cooperate with the consensus of opinion of the dairy industry and of the cheese industry in establishing laws that shall promote that industry as a whole.

Now, that is what I wish to have considered and that you gentlemen when you are considering the matter of standardization of the milk, get this as I do. If the cheese industry of Wisconsin knowingly wants to embark upon the experiment of changing from the manufacturing of cheese out of milk to the manufacture of cheese out of skimmed milk, all I have to say gentlemen, go to it, but I am not going to be the leader, I tell you that.

Some years ago in the comparative infancy of the dairy industry of Wisconsin, you who could see a few dollars in front of them regard-

less of the interest of the whole undertook to take out the milk fat and we know what that means in recent years more than we did then and put in hog fat or other fats and tried to palm off on the public. It took more than a quarter of a century to recover from that and they did recover but that recovery has not been completed yet and now gentlemen my argument is this, before plunging into to many extremes consider it fairly and squarely what it involves. (Great applause.)

THE SWISS CHEESE MAKER'S WORK AND PAY

By C. M. GERE, Brodhead, Wis.

Mr. Chairman: This part of the program is easier to me.

As our American cheese makers make up this gathering, I have gone into a little more detail in outlining the manufacture of the wages, etc., of the Swiss cheese maker and the duties of the Swiss cheese maker in starting his regular routine work. He of course, takes in milk and starts it the same as you do in any ordinary factory. The time occupied for the manufacturing process of Swiss cheese of course, occupies about four or five hours, the actual manufacturing process is cutting the curd, working and stirring and taking the cheese out and cleaning up. This part of the work depends on whether the milk is received once or twice a day. More than 85 per cent of our Swiss cheese factories are receiving milk and making cheese twice a day which of course involves eight or nine hours in the actual manufacturing. Then we come to the amount of milk that can be handled by one man in comparing the work of the American cheese maker and the Swiss cheese maker. It is possible only for one man to handle approximately five thousand pounds of milk for Swiss cheese daily. That would be about the maximum and it would probably be considered a good day's work for the American cheese maker. In this five thousand pounds of milk the yield of Swiss cheese, the average would be seven to seven and one-half pounds of milk. The yield that would make approximately three hundred to four hundred pounds of cheese. In American cheese it would represent approximately—it would yield approximately five hundred or four hundred and seventy-five pounds of cheese. After the cheese is taken out, instead of developing acid in the vat as American cheese does, the cheese is placed on the press. This cheese is turned four or five times and remains on the press over night until the next morning. Then it is taken from the press and placed in a curing room, or in salt, or a salt brine tank. The cheese is allowed to cool off. The cheese is naturally very warm and has to be cooled off before going into the salt. Then it goes into the salting tank where it lays for a couple of days. After the actual manufacturing process is finished the cheese maker has his afternoon duties in a Swiss cheese factory. He has to go into the cellar. Cheese has to be turned twice a week, washed and salted and new boards placed under the cheese so as to

keep the rind dry and keep the rind forming. After they remain in this room for a couple of weeks then they move on into the warm cellars. That is to develop the eyes. Here they turn them three times a week and they are salted and also the boards are changed. These cheese as we have mentioned weigh from 150 to 200 pounds and sometimes more. If they remain in the warm cellar, and you get the proper eye formation, then they are removed to the cool cellar to retard the working of the cheese or stop the gas forming, that forms the eye. There they are handled and sorted and turned twice a week as in the first case. The cheese must stay in the factory two weeks or two months at least in our district down there. During this time they are sorted as we mentioned and turned and washed. We have been hearing about regulations adopted by this Association as to holding the cheese for two months—so our cheese are held in the factory and handled every two months. And then instead of having boxes ready made up—the Swiss cheese maker has to manufacture his own tubs. These tubs are built with staves of about one-half an inch material and the head is cut off of one inch boards and the tubs are made by the cheese maker, which is no small task. That is part of his duties. Then the cheese are packed in these tubs and shipped, four and five cheese in each tub, making a gross weight of a tub of cheese around six to eight hundred pounds. Then comes the matter of pay or salary that these Swiss cheese makers receive.

Then comes the matter of pay. The average maker in a farmers co-operative factory in the Swiss cheese district receives from 12 to 15 per cent of the gross receipts for the cheese. In this case the equipment, kettles, and manufacturing equipment, separator and boilers, etc. are owned by the cheese maker. Where the farmers organization own the tools, the cheese maker receives something like 8 or 7 per cent. In a few instances 9 per cent but in most cases in our district down there the Swiss cheese factories are owned and operated by the farmers co-operative organization and the cheese makers own the tools and works on a percentage ranging from 12 to 15 per cent. On an average it is calculated that the cheese maker receives from 7 to 9 per cent of the gross receipts for his labor which amounts in a factory handling five thousand pounds of milk, from sixteen to eighteen hundred dollars a season, of nine months. Two men are able to handle ten thousand pounds a day on the same basis. The labor cost in the way of helpers and assistants in the manufacture of Swiss cheese runs from sixty to one hundred dollars a month and board. Some companies pay their cheese makers on a straight rate of -- per pound for manufacture of Swiss cheese. I have in mind a string of seven or eight factories which are operated on a per pound basis. This case they pay two cents a pound straight for the manufacture. And from seventy-five to one hundred fifty dollars for separating. This makes the gross income for the cheese maker range about sixteen to eighteen hundred dollars as in the case of the co-operative factories. It runs about the same. In the American cheese factory five thousand pounds would be considered a one man plant,

and the yield about five hundred pounds of cheese. My understanding is that the maker receives about a cent a pound for the labor, which would make him a gross income of nine months of about \$1350.00. Now in pointing out the advantages or disadvantages whichever it might have been, we must take into consideration what we have mentioned here, the Swiss cheese are held for a longer period for the two months where the American cheese maker is able to move his cheese out in three days. He does not have the heavy cheese to handle. In other words, he doesn't have quite as long a day's work and in checking up we find that there is a difference in the yearly salary here of two hundred and fifty dollars and of course it is a matter of judgment of whoever is doing the work as to whether the additional work that the Swiss cheese maker has is worth more than two hundred and fifty dollars. That I leave to your judgment.

OBSERVATIONS AT SWISS FACTORIES IN 1924

By C. A. ECKBERG, *U. S. Dept. Agric. and Univ. of Wisconsin*

The past season has been in many ways one of the most perplexing the Swiss cheese maker in Wisconsin has experienced in a number of years. The quality of the cheese during the first part of the season was unusually poor, the cold wet weather was conducive to excessive eye formation resulting in a high percentage of No. 2 and Common No. 1 cheese. This coupled with the heavy carry over of the previous years' make tended to make a very uncertain market for the average make.

The thing that is brought out the most forcibly is that in the face of these conditions we have enjoyed a good demand for large eyed fancy cheese, and when we pause and consider that in the year of 1923 we imported some 35 million pounds of Swiss cheese, which is 10 million pounds more than we made, and that practically all of the imported cheese was of the fancy type, the standard by which the domestic product is measured, it is obvious that quality is our greatest problem.

We have observed that factories using improved methods of manufacture have enjoyed a good demand for their output and received fair prices even with these adverse market conditions.

It is apparent that the common No. 1 cheese which has in previous years had a place on the market is now a drug and must be classed as a No. 2 cheese. I have spoken with dealers who said that in previous years it was customary to sell four to five hundred tubs at a time to the mining districts. This is, however, a thing of the past, nothing but the best is wanted there, and other places where we have been accustomed to selling our common No. 1 cheese. It is therefore apparent that to make the manufacture of Swiss cheese a profitable enterprise it is vitally necessary that we reduce the percentage of our No. 2 cheese to the minimum.

It has been proven that to do this we must adopt modern methods

of manufacture cooling and aeration of milk, clarification and use of the cultures. It has been clearly demonstrated during the past season in several factories that these improved methods have brought greater financial return to the milk producer and found a ready market through the dealer at premium of from 1 to 3 cents a pound above the average factory operating under the usual system. These improved methods enable the producer in the Swiss cheese district to compete with the imported product on a more favorable basis.

Three of the factories that we have worked with during the past season have for the past 5 to 7 years made over 50% No. 2. These same factories have by the adoption of methods mentioned reduced their percentage of No. 2 to less than 10% and increased their percentage of Fancy cheese to more than 80% for the entire season, netting the milk producer at least 40 cents per hundred above what the average factory paid.

THE PRESIDENT: The next on the program is "*Experience with Clarifying to make Swiss Cheese.*"

MR. GERE: Mr. Chairman, during the last season there is probably twelve to fifteen clarifiers in use with excellent success and there will be as many more installed in the Swiss cheese factories before the commencement of this coming season. I don't know as it will be necessary to go into details as regards the benefits. I think that has been already discussed before this body. However, if it isn't clear I would be glad to pass over those things, just as to what influence it has.

NATIONAL CHEESE ASSOCIATION

By PROF. W. W. FISK, Ithaca, N. Y.

Mr. Chairman, may I say a word at this time. There is an organization that is known as the National Cheese Organization. I believe your organization is a member. I think they contribute something to it. Last year I was made President of that organization. The organization has never functioned very strongly but simply exists to handle anything that may come up in connection with national cheese work. I want to say that the organization supports anything that this convention may see fit to put before it. There are other organizations. We have one down in New York state and Ohio and several others, I might mention but I would like to mention at this time or point out one or two things which seems to me are rather important. I have sat here and listened to most of the discussions and I would just like to say one or two things about it. In the first place, I think we have got too much talking and not enough action.

It isn't any difficulty to get you folks together and talk things over, but what we want is action and yesterday I was over to a banquet of the Wisconsin National Dairy Association and the speaker suggested that they make a motion which I think might be well for this Wis-

consin Cheese Makers' Association to do and this speaker suggested that they have a committee appointed on monkey wrenches, and I think it would be a good thing to have a committee appointed. I don't know that that is necessary but it might help out because we have got a lot of peculiar people and these people want to talk. What we want in the cheese industry today is action. If you get down to the real thing, the quality of cheese and amount of wages that cheese makers should get, that is the thing they want to get to. Not only in Wisconsin but all over the United States and America, and I am not so certain but over the world and I have been in most of the European countries where they make cheese. I don't care on whose feet I tread but I think we ought to look at the facts as they exist and you know that every one of you here that makes cheese could make better cheese if you wanted to, but so long as the dealers will pay just so much for good or poor cheese what are you going to do? You will do just as you are doing now, make more cheese and that is all that there is to it. If you go out today and buy a pair of shoes, you don't just buy a pair of shoes, you buy shoes which are backed up by some responsible manufacturer. And you know about what you are getting. You know the quality is uniform and you know when you buy that you are going to get just about your money's worth and the same thing is true with a hundred other things. But when you go out and buy cheese, you don't know what you are getting. While you may sneer at loaf cheese and say you don't like it, and perhaps I don't like it all, yet nevertheless the manufacture of loaf cheese has put forth the first real efforts to merchandise cheese. And there is one thing that loaf cheese has done, it has done more to advertise the cheese industry than anything else that has come along and so I believe that if the cheese makers want to get more money for their services and want to put it on a higher plane, you have got to get busy and back up your cheese by some sort of a trade mark or brand that the public is going to recognize and then you will begin to get the prices for the cheese you should receive for it.

Just one other word on this question of clarification, there is no question but that clarification will improve the quality of the cheese—in the Swiss cheese and other varieties, but I don't blame you men for not clarifying your cheese—what is the use, you don't get any more for it. I believe if the cheese industry in Wisconsin is going to use it, we have got to come to the point and recognize quality and pay for it and then I believe we will have clarification of our milk for that cheese.

I don't say people will eat loaf cheese forever, but it was a start for advertising cheese. I don't say all the cheese manufactured is going into loaf cheese and I don't say the way loaf cheese is made that it will continue for two or three years. I will say however, we have come to a point where we have got to get a type of package which is going to suit the consumer and the quality of the cheese will have to be such which will please the palate.

LEGISLATIVE COMMITTEE APPOINTED

THE PRESIDENT: I will appoint on the legislative committee today, Mr. Bilgrien and Mr. A. T. Bruhn of Spring Green.

HOW THE FIRST PRIZE CHEESE WERE MADE

By the Winners in Each Class.

MR. KASPER: Mr. Chairman, Ladies and Gentlemen: The first prize cheese wasn't made any different than what I explained to you the other day. The cheese is made at the time we got the most milk. Like some people have the idea Kasper has got a little cheese vat in the cellar where he makes his cheese. We never try to take one patron's milk or a small amount of milk or select our milk from a very few patrons to make the prize cheese. We take the cheese from our average run as I explained to the boys last year, I do my own grading and the cheese always runs good, but some weeks it runs a little nicer than other weeks especially the 1st of June or latter part of May when we get our best milk. This cheese was picked out late in the first week of June. The milk was heated up to 86. We used about 1 per cent of starter and that is put right in the milk when we got the first farmers milk. When the milk was all in it was heated up to 86 degrees and set with four ounces of rennet and it was about ready to cut in about twenty to twenty-five minutes. We don't time ourselves but it takes about that long for milk to coagulate. After it was coagulated it was cut with a horizontal knife lengthwise and then cut crosswise with a real fine wire knife. We use that every day. The wires are about a quarter of an inch apart from center to center so they are a little less than a quarter of an inch. We cut it lengthwise with that and crosswise. Agitators were started in about ten minutes, the steam was turned on and it was heated up to 102 degrees. It was heated up, then after that the agitators were taken out and stirred with a rake until the curd was firm for about two to two and a half hours until the time the whey was removed. The curd didn't require any stirring to get the whey out. That is the main part of cheese making. Most of the cheese makers think that you have got to have a lot of moisture in the curd to make a nice meaty cheese. That is where they are mistaken. The drier your curd is at the time you run off the whey, the better the cheese is. The curd was cut into strips about six inches wide and there wasn't any more than about 16. They were tipped over and lay about ten or fifteen minutes. They were doubled up. They were always kept piled close together—never leave no space in between. It was piled that way until after dinner. About one o'clock after dinner it was ready to grind. It had about one and a half inch acid. We let our curd lay a long time, we don't salt it until about three o'clock. Then it was left laying about fifteen minutes, and put into hoops. After it was in the

hoops we left our curd stand in the hoops until the vats are washed out and the floor swept up and then we generally turn our cheese over in the hoops and put our pressure on gradually first, first light. About an hour after they are in the press we turn the bandages. This was made in the old style press. I think the full pressure was not applied until the last thing in the evening. Just kept it tightened up. The cheese was in the press over night and it was taken out of the press the next morning and kept in a curing room for about seven days. And taken out into the cold storage and kept there. Then it stood in the curing room for four weeks before we sent it down here for exhibition purposes. Most of the cheese makers generally have an idea when they make a cheese for exhibition purposes they want to get it out into the cold storage as soon as they can, that is where they make a big mistake. If your cheese is good it will stay good. It will turn out to be good cheese. If it is poor the cheese will generally show the bad defects in about nine or ten days, if it has any. That is all.

DISCUSSION

MEMBER: About what temperature do you want in the curing room.

MR. KASPER: Well it hardly ever goes above 70 and it don't go below 40 in the winter time and we hardly have any fire in the winter time. It is moist proof and frost proof.

MEMBER: Do you know what temperature the air is?

MR. KASPER: That depends on the time of the year. We generally close it up in the spring of the year and when it first comes in it is about 37 and it gets cooled down pretty good in the winter.

MEMBER: What amount was it in the summer time when you need it most.

MR. KASPER: In the summer time it comes in about 50 sometimes below 50.

MR. DAVIDSON: How much salt can you use to that cheese?

MR. KASPER: About 2½ pounds but this cheese would have been a still better cheese but I used a little too much salt. My cheese would have been a better quality if it was salted a little bit less. The most of the cheese makers use more salt to take the moisture out but this cheese had no moisture.

MR. BRUHN: From your description you have gone on doing it as you always did twenty years ago.

MR. KASPER: Yes, I have gone back a long time. The cheese on which I got first prize on here some time ago was salted five pounds to a thousand. I had more moisture in that cheese. Then I went back to the method I used thirty years ago. We used to work from morning until night.

THE PRESIDENT: If there are no more questions I will ask the secretary to read the scores. This year's loving cup will belong to Mr. Kasper, awarded by the Sheboygan Daily Market Reporter. I have one in my room presented by the Dairymen's, which also belongs to Mr. Kasper.

DISCUSSION OF BANQUET PLANS

THE SECRETARY: There were about seven hundred paid up memberships at the convention here, not quite all of them were here. There were over six hundred sold at the door, but I believe there were only one hundred and eighty-nine people at the banquet last night. They all enjoyed it very much, but that is not large enough an attendance to warrant the expense of running the entertainment and in all probability we will have to discontinue these entertainments. If we had a big turnout, a thousand people here in the basement, it would be all right, and everything would go along fine, but if the cheese makers don't want it bad enough to come out, we cannot afford to spend the money unless we first get it into the treasury.

After reading of the prize winners and distributing printed lists, furnished by the courtesy of the Butter, Cheese and Egg Journal of Milwaukee it was moved that the convention adjourn. Seconded and carried.

THE ANNUAL CONVENTION BANQUET

The convention banquet, Thursday night in the Auditorium dining room, was attended by 189 members. The tables were filled, and the entertainment by singers, dancers, story-tellers, and the orchestra, together with a few community songs by the diners, filled the hour from 6:00 to 7:30 after which the audience went upstairs to the Convention hall and saw a movie entitled, The Lone Asian Traveller, by courtesy of J. L. Kraft and Bros. Co., Chicago.

THE HONORARY MEMBERS' DINNER

A jolly crowd of 32 Life Members, Honorary Members and officers sat around the dinner table Wednesday night from six to eight o'clock, at the Republican Hotel. Stunts, stories, cigars and features too numerous to mention filled the time after dinner. Plans for a bigger Convention next year were discussed. The vote for another dinner next year was unanimous.

SCALE OF POINTS FOR JUDGING CHEESE

Scale of points for judging American cheese:

Make-up -----	20
Color -----	10
Texture -----	40
Flavor -----	30

Brick and Limburger Cheese are scored on a scale of 100 as follows:

Flavor -----	40
Texture -----	40
Color -----	10
Salt -----	5
Style -----	5

Drum and Block Swiss cheese are scored on a scale of 100 as follows:

Flavor -----	35
Appearance on Trier (holes) -----	30
Texture -----	20
Salt -----	10
Style -----	5

STATE PRIZES OFFERED TO WISCONSIN MAKERS OF AMERICAN CHEESE DECEMBER, 1924

(See also Special Prizes, County Prizes, Premiums and Diplomas)

CLASS 1. AMERICAN CHEESE, ANY STYLE, MADE BEFORE SEPTEMBER 1, 1924

- (1) **First Prizes, for American Cheese in Class 1.**
\$10 in gold from Stoelting Bros. Co., Kiel, Wis.
\$5 cash from the De Laval Separator Co., Chicago, Ill.
The Cream City Chemical Works, Milwaukee, offers a choice of
5 gallons Snowflake Boiler Compound, or 200 lbs. E-Z-Kleen
Washing Powder, or 5 one gallon jugs Kill Germ.
One box Buckeye Metal Polish from the Buckeye Chemical Co.,
Akron, Ohio. (See also Sweepstake Prizes.)
- (2) **Second Prize, for American Cheese in Class 1.**
\$25 Leather Cushioned Rocking Chair from the Wis. Cheese
Makers' Association.
- (3) **Third Prize, for American Cheese in Class 1.**
\$20 Leather Traveling Bag, from the Wisconsin Cheese Makers'
Association
- (4) **Fourth Prize, for American Cheese in Class 1.**
Leather pocket book, engraved with winner's name, from the
J. B. Ford Co., Wyandotte, Mich.

SPECIAL PRIZES FOR AMERICAN CHEESE, CLASS 1.

- (5) \$40 Waltham Gold Watch, 16 size, with 25 year gold filled case,
and 17 jeweled adjusted movement, from A. J. Marschall, of the
Marshall Dairy Laboratory, Madison, Wis., for the best cheese
made with Marshall Rennet Extract, and so stated on the en-
try blank. The cheese must score at least 95 points. No maker
can get more than one watch, and only one watch can go to
the same factory. At least ten cheese must be entered in the
class.
- (6) One \$35.00 gold watch, 17 jewel Elgin, from the Wisconsin Dairy
Laboratory, Green Bay, for the best cheese, scoring 95 or above,
made with Wisconsin rennet extract and so stated on the en-
try blank. Only one to a maker or factory.
- (7) \$15.00 cash and a framed diploma for the highest scoring cheese
scoring 95 or above, made with Hansen's Rennet Extract, and
so stated on the entry blank. Only 1 prize to a maker.
- (8) \$10.00 cash and framed diploma for the second highest, as above.
- (9) \$5 cash from the Morton Salt Co., Milwaukee, for the best cheese
in this class made with "Morton's Flake" cheese salt and so
stated on the entry blank.
- (10) The New York Produce Review, 173 Chambers St., New York
City, offers one subscription to the lowest scoring cheese.
- (11) The Butter, Cheese and Egg Journal, Milwaukee, offers one sub-
scription for the best cheese winning no other prize.

CLASS 2. AMERICAN CHEESE, ANY STYLE MADE DURING SEPTEMBER OR OCTOBER, 1924

- (12) **First Prize in Class 2.**
\$10 in gold from Stoelting Bros. Co., Kiel, Wis.
\$5 cash from the De Laval Separator Co., Chicago, Ill.
The Cream City Chemical Works, Milwaukee, offers a choice of
5 gallons Snowflake Boiler Compound, or 200 lbs. E-Z-KLEEN
Washing Powder, or 5 one gallon jugs Kill Germ.
One Box Buckeye Metal Polish from the Buckeye Chemical Co.,
Akron, Ohio.
- (13) **Second Prize in Class 2.**
\$25 Leather Cushioned Rocking Chair from the Wisconsin Cheese
Makers' Association.
- (14) **Third Prize in Class 2.**
\$20 Leather Traveling Bag from the Wisconsin Cheese Makers'
Association.

120 WISCONSIN CHEESE MAKERS' ASSOCIATION

- (15) **Fourth Prize in Class 2.**
Leather pocket book, engraved with winner's name, from the J. B. Ford Co., Wyandotte, Mich.
- Special Prizes in Class 2.**
- (16) \$40 Waltham Gold Watch, 16 size, with 25 year gold filled case, and 17 jeweled adjusted movement, from A. J. Marschall of the Marschall Dairy Laboratory, Madison, Wis., for the best cheese made with Marschall's Rennet Extract, and so stated on the entry blank. The cheese must score at least 95 points. No maker can get more than one watch, and only one watch can go to the same factory. At least ten cheese must be entered in the class.
- (17) One \$35 gold watch, 17 jeweled Elgin, from the Wisconsin Dairy Laboratory, Green Bay, for the best cheese, scoring 95 or above, made with Wisconsin rennet extract and so stated on the entry blank. Only one to a maker or factory.
- (18) \$15.00 cash and a framed diploma for the highest scoring cheese, scoring 95 or above, made with Hansen's Rennet Extract, and so stated on the entry blank. Only one prize to a maker.
- (19) \$10.00 cash and a framed diploma for the second highest, as above.
- (20) The Butter, Cheese and Egg Journal, Milwaukee, offers one subscription for the best cheese winning no other prize.
- (21) The New York Produce Review, 173 Chambers St., New York City offers one subscription for the lowest scoring cheese.

CLASS 3. AMERICAN CHEESE, ANY STYLE, MADE ON OR AFTER NOVEMBER 1, 1924

- (22) **First Prize in Class 3.**
\$10 in gold from Stoelting Bros. Co., Kiel, Wis.
\$5 from the De Laval Separator Co., Chicago, Ill.
The Pyramid Oil Co., Minneapolis, offers a 15 jewel gents' fancy gold Swiss watch.
One box Buckeye Copper Polish from the Buckeye Chemical Co., Akron, Ohio.
- (23) **Second Prize in Class 3.**
\$25 Leather Cushioned Rocking Chair from the Wisconsin Cheese Makers' Association.
The Pyramid Oil Co., Minneapolis, offers a Parker Duofold Fountain Pen.
- (25) **Third Prize in Class 3.**
\$20 Leather Traveling Bag from the Wisconsin Cheese Makers' Association.
- (25) **Fourth Prize in Class 3.**
Leather pocket book, engraved with the winner's name, from the J. B. Ford Co., Wyandotte, Mich.
- Special Prizes in Class 3.**
- (26) \$40 Waltham Gold Watch, 16 size, with 25 year gold filled case and 17 jeweled adjusted movement, from A. J. Marschall of the Marschall Dairy Laboratory, Madison, Wis., for the best cheese made with Marschall Rennet Extract and so stated on the entry blank. The cheese must score at least 95 points. No maker can get more than one watch, and only one watch can go to the same factory. At least ten cheese must be entered in the class.
- (27) One \$35 gold watch, 17 jeweled Elgin, from the Wisconsin Dairy Laboratory, Green Bay, for the best cheese, scoring 95 or above, made with Wisconsin Rennet Extract and so stated on the entry blank. Only one to a maker or factory.
- (28) \$15.00 cash and a framed diploma for the highest scoring cheese, scoring 95 or above, made with Hansen's Rennet Extract, and so stated on the entry blank. Only one prize to a maker.
- (29) \$10.00 cash and a framed diploma for the second highest as above.
- (30) The New York Produce Review, 173 Chambers St., New York City, offers one subscription for the lowest scoring cheese.
- (31) The Butter, Cheese and Egg Journal, Milwaukee, offers one subscription for the best cheese winning no other prize.

CLASS 4. AMERICAN CHEESE MADE BY THE COLBY PROCESS AND SO STATED ON THE ENTRY BLANK

- (32) **First Prize in Class 4.**
\$15 cash from A. Grossenbach Co., Milwaukee, Wis.
\$5 cash from the De Laval Separator Co., Chicago, Ill.
One Box Buckeye Metal Polish from the Buckeye Chemical Co., Akron, Ohio. (See also Sweepstake Prizes.)

- (33) **Second Prize in Class 4.**
\$25 Leather Cushioned Rocking Chair from the Association.
- (34) **Third Prize in Class 4.**
\$20 Leather Traveling Bag from the Association, if there are 10 or more in this class.
- (35) **Fourth Prize in Class 4.**
One leather pocket book, engraved with the winner's name, from the J. B. Ford Co., Wyandotte, Mich.
- Special Prizes in Class 4.**
- (36) Waltham Gold Watch, 16 size, with 25 year gold filled case, and 17 jeweled adjusted movement, from A. J. Marschall of the Marschall Dairy Laboratory, Madison, Wis., for the best cheese made with Marschall Rennet Extract, and so stated on the entry blank. The cheese must score at least 95 points. No maker can get more than one watch, and only one watch can go to the same factory. At least ten cheese must be entered in the class.
- (37) One \$35 gold watch, 17 jeweled Elgin, from the Wisconsin Dairy Laboratory, Green Bay, for the best cheese, scoring 95 or above, made with Wisconsin Rennet Extract, and so stated on the entry blank. Only one to a maker or factory.
- (38) \$15 cash and a framed diploma for the highest scoring cheese scoring 95 or above, made with Hansen's Rennet Extract, and so stated on the entry blank. Only one prize to a maker.
- (39) \$10 cash and a framed diploma for the second highest, as above.
- (40) The Butter, Cheese and Egg Journal, Milwaukee, offers one subscription for the best cheese winning no other prize.
- (41) The New York Produce Review, 173 Chambers St., New York City offers one subscription for the lowest scoring cheese.

PRIZES FOR CLARK OR MARATHON COUNTIES.

- (42) Clark County—First—\$5.00 from Colby State Bank for Colby Cheese, Class 4.
Clark County—First—\$5.00 from Security State Bank for Colby Cheese, Class 4.
- (43) Clark County—Second—\$5.00 from Kraus & Kersten for Colby Cheese, Class 4.
- (44) Clark County—Third—Set of silver plated knives and forks from Colby Hardware Co., for Class 4.
- (45) Marathon County—First—\$5.00 from Colby State Bank, Colby Cheese, Class 4.
Marathon County—First—\$5.00 from Security State Bank for Colby Cheese, Class 4.
- (46) Marathon County—Second—\$5.00 from A. F. Zillmer & Co., for Colby Cheese, Class 4.
- (47) Marathon County—Third—Auto Strop razor from Zillman Bros. for Colby Cheese.
- (48) Fourth—Parker Fountain Pen from F. W. Lulloff, Colby Cheese, Class 4.

SWEEPSTAKE PRIZES IN CLASSES 1, 2, 3 AND 4

- (49) **First Sweepstake Prizes, for the one best cheese in Classes 1, 2, 3 and 4.**
Silver Loving Cup, engraved with the Winner's Name, from the Sheboygan County News and Dairy Market Reporter, Sheboygan Falls, Wis.
- (50) **Second Sweepstake Prizes in Classes 1, 2, 3 and 4.**
Silver Loving Cup, engraved with the Winner's Name, from the Sheboygan County News and Dairy Market Reporter, Sheboygan Falls, Wis.
- (51) **Third Sweepstake Prizes in Classes 1, 2, 3 and 4.**
Silver Loving Cup, engraved with the Winner's Name, from the Sheboygan County News and Dairy Market Reporter, Sheboygan Falls, Wis.

**SPECIAL PRIZES ON AMERICAN CHEESE, ANY STYLE, CLASS 1, 2,
3 OR 4**

- (52) \$25.00 and a framed diploma for cheese scoring 95 or above, made with Hansen's Rennet Extract, and so stated on the entry blank. The same maker may win a Sweepstake prize and a class prize.
- (53) \$15.00 and a framed diploma for the second best, as above.
- (54) \$10.00 and a framed diploma for the third best, as above.
- \$60 cash from Kraft Bros. Cheese Co., Plymouth, Wis., for the best American Cheese, any class, made in the county named, and so stated on the entry blank as follows:
- (55) \$3.00 First Prize from Kraft Bros. Cheese Co. for American Cheese from Clark County.
- (56) \$2.00 Second Prize from Kraft Bros. Cheese Co. for American Cheese from Clark County.
- (57) \$3.00 First Prize from Kraft Bros. Cheese Co. for American Cheese from Eau Claire County.
- (58) \$2.00 Second Prize from Kraft Bros. Cheese Co. for American Cheese from Eau Claire County.
- (59) \$3.00 First Prize from Kraft Bros. Cheese Co. for American Cheese from Iowa County.
- (60) \$2.00 Second Prize from Kraft Bros. Cheese Co. for American Cheese from Iowa County.
- (61) \$3.00 First Prize from Kraft Bros. Cheese Co. for American Cheese from Langlade County.
- (62) \$2.00 Second Prize from Kraft Bros. Cheese Co. for American Cheese from Langlade County.
- (63) \$3.00 First Prize from Kraft Bros. Cheese Co. for American Cheese from Lincoln County.
- (64) \$2.00 Second Prize from Kraft Bros. Cheese Co. for American Cheese from Lincoln County.
- (65) \$3.00 First Prize from Kraft Bros. Cheese Co. for American Cheese from Marathon County.
- (66) \$2.00 Second Prize from Kraft Bros. Cheese Co. for American Cheese from Marathon County.
- (67) \$3.00 First Prize from Kraft Bros. Cheese Co. for American Cheese from Outagamie County.
- (68) \$2.00 Second Prize from Kraft Bros. Cheese Co. for American Cheese from Outagamie County.
- (69) \$3.00 First Prize from Kraft Bros. Cheese Co. for American Cheese from Shawano County.
- (70) \$2.00 Second Prize from Kraft Bros. Cheese Co. for American Cheese from Shawano County.
- (71) \$3.00 First Prize from Kraft Bros. Cheese Co. for American Cheese from Waupaca County.
- (72) \$2.00 Second Prize from Kraft Bros. Cheese Co. for American Cheese from Waupaca County.
- (73) \$3.00 First Prize from Kraft Bros. Cheese Co. for American Cheese from Portage County.
- (74) \$2.00 Second Prize from Kraft Bros. Cheese Co. for American Cheese from Portage County.
- (75) \$3.00 First Prize from Kraft Bros. Cheese Co. for American Cheese from Taylor County.
- (76) \$2.00 Second Prize from Kraft Bros. Cheese Co. for American Cheese from Taylor County.
- (77) \$3.00 First Prize from Kraft Bros. Cheese Co. for American Cheese from Wood County.
- (78) \$2.00 Second Prize from Kraft Bros. Cheese Co. for American Cheese from Wood County.
- (79) \$25 from Oakes and Burger, Cattaraugus, N. Y., for the highest scoring American Cheese at the Convention from any state made in Oakes and Burger hoops, and so stated on the entry blank.
- \$25.00 cash from the Phenix Cheese Company, Plymouth, Wisconsin, for the best American Cheese in any class, made in the county named and so stated in the entry blank, as follows:
- (80) \$3.00 First Prize from Phenix Cheese Co. for American Cheese from Sheboygan County.
- (81) \$2.00 Second Prize from Phenix Cheese Co. for American Cheese from Sheboygan County.
- (82) \$3.00 First Prize from Phenix Cheese Co. for American Cheese from Calumet County.
- (83) \$2.00 Second Prize from Phenix Cheese Co. for American Cheese from Calumet County.
- (84) \$3.00 First Prize from Phenix Cheese Co. for American Cheese from Washington County.
- (85) \$2.00 Second Prize from Phenix Cheese Co. for American Cheese from Washington County.

- (86) \$3.00 First Prize from Phenix Cheese Co. for American Cheese from Fond du Lac County.
- (87) \$2.00 Second Prize from Phenix Cheese Co. for American Cheese from Fond du Lac County.
- (88) \$3.00 First Prize from Phenix Cheese Co. for American Cheese from Ozaukee County.
- (89) \$2.00 Second Prize from Phenix Cheese Co. for American Cheese from Ozaukee County.
- H. Iwen Box and Veneer Co., Shawano, offers \$20 for Class 1, 2, 3 and 4 cheese.
- (90) First \$3.00 Marinette County.
- (91) Second \$2.00 Marinette County.
- (92) First \$3.00 Oconto County.
- (93) Second 2.00 Oconto County.
- (94) First \$3.00 Shawano County.
- (95) Second \$2.00 Shawano County.
- (96) First \$3.00 Waupaca County.
- (97) Second \$2.00 Waupaca County.
- (98) First \$5.00, for Daisies from Shawano county, Wisconsin National Bank.
- (99) First \$5.00, for L. H. from Shawano county, Wisconsin National Bank.
- (100) One bundle Twin Bandages for the highest scoring Flat, from Walter Voechting & Co., Sheboygan, R. 2.
- (101) One bundle Daisy Bandages for the highest scoring Daisy, from Walter Voechting & Co., Sheboygan, R. 2.
- (102) One bundle L. H. Bandages for the highest scoring L. H., from Walter Voechting & Co., Sheboygan, R. 2.
- (103) One bundle Y. A. Bandages for the highest scoring Y. A.
- (104) One bundle Print Bandages for the highest scoring prints.
- (105) H. L. Mueller, Sheboygan, offers one bundle of bandages for the cheese scoring highest in texture.

PRIZES OFFERED TO WISCONSIN MAKERS OF SWISS CHEESE

Special Sweepstake Prizes on Wisconsin Swiss Cheese, Classes 5 and 6

- (106) \$40 Gold Waltham Watch, 16 size, with 25 year gold filled case, and 17 jeweled adjusted movement, from A. J. Marschall of the Marschall Dairy Laboratory, Madison, Wis., for the best cheese made with Marschall Rennet Extract, and so stated on the entry blank. The cheese must score at least 95 points, and at least ten cheese must be entered in the classes. Only one watch can go to the same factory, and no maker can get more than one watch.
- (107) D. Picking & Co., Bucyrus, Ohio, offers \$5 for the best Swiss Cheese made in a kettle manufactured by this firm, and so stated on the entry blank.

PRIZES OFFERED TO WISCONSIN MAKERS OF DRUM SWISS CHEESE, CLASS 5

- (108) **First Prizes for the Highest Scoring Drum Swiss Cheese.**
\$10.00 cash from the Kraft Cheese Co., Brodhead.
\$5.00 from the De Laval Separator Co., Chicago, Ill.
One box Buckeye Copper Polish from the Buckeye Chemical Co., Akron, Ohio.
- (109) **Second Prize for Drum Swiss Cheese.**
\$25 Leather Cushioned Rocking Chair from the Wisconsin Cheese Makers' Association.
\$5.00 cash from the Kraft Cheese Co., Brodhead, Wis.
- (110) **Third Prize for Drum Swiss Cheese.**
\$20 Leather Traveling Bag from the Wisconsin Cheese Makers' Association.
\$3.00 cash from the Kraft Cheese Co., Brodhead, Wis.
- (111) **Fourth Prize for Drum Swiss Cheese.**
One leather pocket book, engraved with the winner's name, from the J. B. Ford Co., Wyandotte, Mich.

SPECIAL PRIZES FOR WISCONSIN SWISS CHEESE, CLASS 5

- (112) \$35 gold watch, 17 jeweled Elgin, from the Wisconsin Dairy Laboratory, Green Bay, for the best cheese scoring 95 or above, made with Wisconsin Rennet Extract, and so stated on the entry blank. Only one prize to a maker or factory.
- (113) \$15.00 cash and a framed diploma for the highest scoring cheese scoring 95 or above, made with Hansen's Rennet Extract, and so stated on the entry blank. Only one prize to a maker.

- (114) \$10.00 cash and a framed diploma for the second highest, as above.
- (115) The New York Produce Review, 173 Chambers Street, New York City, offers one subscription for the lowest scoring cheese.
- (116) The Lutter, Cheese and Egg Journal, Milwaukee, offers one subscription for the highest scoring cheese winning no other prize.
- (117) \$3.00 First Prize, from Phenix Cheese Co., for best Drum Swiss Cheese from Green County.
- (118) \$2.00 Second Prize, from Phenix Cheese Co., for best Drum Swiss Cheese from Green County.

PRIZES OFFERED FOR WISCONSIN BLOCK SWISS CHEESE, CLASS 6

(See also Special Prizes, County Prizes, Premiums and Diplomas.)

- (119) **First Prize for Wisconsin Block Swiss Cheese.**
\$25 Leather Cushioned Rocking Chair from the Wisconsin Cheese Makers' Association, providing there are ten or more exhibits in this class.
\$5.00 cash from the Kraft Cheese Co., Brodhead, Wis.
- (120) **Second Prize for Wisconsin Block Swiss Cheese.**
\$20 Leather Traveling Bag from the Wisconsin Cheese Makers' Association.
\$3.00 cash from the Kraft Cheese Co., Brodhead, Wis.
- (121) **Third Prize for Block Swiss Cheese.**
\$5.00 from the De Laval Separator Co., Chicago, Ill.
One box Buckeye Copper Polish from the Buckeye Chemical Co., Akron, Ohio.
\$2.00 cash from the Kraft Cheese Co., Brodhead, Wis.
- (122) **Fourth Prize for Class 6.**
One leather pocket book engraved with the winner's name, from the J. B. Ford Co., Wyandotte, Mich.
- Special Prizes for Block Swiss Cheese.**
- (123) \$35 gold watch, 17 jeweled Elgin, from the Wisconsin Dairy Laboratory, Green Bay, for the best cheese scoring 95 or above, made with Wisconsin Rennet Extract, and so stated on the entry blank. Only one prize to a maker or factory.
- (124) \$15.00 cash and a framed diploma for the highest scoring cheese, scoring 95 or above, made with Hansen's Rennet Extract, and so stated on the entry blank. Only one prize to a maker.
- (125) \$10.00 cash and a framed diploma for the second highest, as above.
- (126) The Butter, Cheese and Egg Journal, Milwaukee, offers one subscription for the highest scoring cheese, winning no other prize.
- (127) The New York Produce Review, 173 Chambers Street, New York City, offers one subscription for the lowest scoring cheese.
- Special Prizes for Block Swiss Cheese.**
- (128) 10 Block cheese boxes are offered by Doyon and Rayne Lumber Co., Barneveld, for the best block cheese from Iowa County.
- (129) 1 sack Best flour for best Iowa County block cheese, from A. R. Campbell & Co., Barneveld.
- (130) 5 lbs. high grade coffee from Roach and Kjolrie, Barneveld, for the best block cheese from Barneveld post office.
- (131) 10 block boxes from Mt. Horeb Lumber Co., to any customer for block cheese.
- (132) Mt. Horeb Times offers one subscription for the best block from Mt. Horeb or Blue Mounds P. O.
- (133) \$3.00 First Prize, from Phenix Cheese Co., for best Block Swiss from Green County.
- (134) \$2.00 Second Prize, from Phenix Cheese Co., for best Block Swiss from Green County.

PRIZES OFFERED TO WISCONSIN MAKERS OF LIMBURGER CHEESE, CLASS 7

(See also Special Prizes, County Prizes, Premiums and Diplomas.)

- (135) **First Prizes for the Highest Scoring Limburger Cheese.**
\$10 cash from Lehmaier, Schwartz & Co., 205 E. 22nd St., New York, N. Y.
\$5 from the De Laval Separator Co., Chicago, Ill.
One box Buckeye Copper Polish from the Buckeye Chemical Co., Akron, Ohio.

- (136) **Second Prizes for Limburger Cheese.**
 \$25 Leather Cushioned Rocking Chair from the Wisconsin Cheese Makers Association, if there are ten or more entries.
 \$5 cash from Lehmaier, Schwartz & Co., 205 E. 22nd St., New York, N. Y.
- (137) **Third Prize for Limburger Cheese.**
 \$20 Leather Traveling Bag from the Wisconsin Cheese Makers' Association.
- (138) **Fourth Prize in Class 7.**
 One leather pocket book, engraved with the winner's name, from the J. B. Ford Co., Wyandotte, Mich.
- Special Prizes for Wisconsin Limburger Cheese.**
- (139) \$40 Waltham Gold Watch, 16 size, with 25 year gold filled case, and 17 jeweled adjusted movement, from A. J. Marshall of the Marschall Dairy Laboratory, Madison, Wis., for the best cheese made with Marschall Rennet Extract and so stated on the entry blank. The cheese must score at least 95 points, and at least ten entries must be made in the class. No maker can get more than one watch and not more than one watch can go to the same factory.
- (140) \$35 gold watch, 17 jewel Elgin, from the Wisconsin Dairy Laboratory, Green Bay, for the best cheese scoring 95 or above, made with Wisconsin Rennet Extract and so stated on the entry blank. Only one prize to a maker or factory.
- (141) \$15 cash and a framed diploma for the highest scoring cheese, scoring 95 or above, made with Hansen's Rennet Extract, and so stated on the entry blank. Only one prize to a maker.
- (142) \$10 cash and a framed diploma for the second best, as above.
- (143) \$5 cash from the Conley Foil Co., 511 E. 25th St., New York, N. Y., for the best Limburger wrapped in tin foil.
- (144) The New York Produce Review, 173 Chambers St., New York City, offers one subscription for the lowest scoring cheese.
- (145) The Butter, Cheese and Egg Journal, Milwaukee, offers one subscription for the best cheese not winning any other prize.

PRIZES OFFERED FOR WISCONSIN BRICK CHEESE, CLASS 8

(See also Special Prizes, County Prizes, Premiums and Diplomas)

- (146) **First Prizes for the Highest Scoring Brick Cheese.**
 \$5 from the De Laval Separator Co., Chicago, Ill.
 The Cream City Chemical Works, Milwaukee, offers a choice of 5 gallons Snowflake Boiler Compound, or 200 lbs. E-Z-Kleen Washing Powder, or 5 one gallon jugs Kill Germ.
- (147) One box Buckeye Copper Polish from the Buckeye Chemical Co., Akron, Ohio.
- (147) **Second Prize for Brick Cheese.**
 \$25 Leather Cushioned Rocking Chair from the Wisconsin Cheese Makers' Association.
- (148) **Third Prize for Brick Cheese.**
 \$20 Leather Traveling Bag from the Wisconsin Cheese Makers' Association.
- (149) **Fourth Prize for Brick Cheese.**
 One leather pocket book, engraved with the winner's name, from the J. B. Ford Co., Wyandotte, Mich.
- Special Prizes for Brick Cheese.**
- (150) \$40 Waltham Gold Watch, 16 size, with 25 year gold filled case, and 17 jeweled adjusted movement, from A. J. Marshall of the Marschall Dairy Laboratory, Madison, Wis., for the best brick cheese made with Marschall Rennet Extract and so stated on the entry blank. The cheese must score at least 95 points, and there must be at least 10 entries in the class. No maker can get more than one watch, and not more than one watch can go to the same factory.
- (151) \$35 gold watch, 17 jewel Elgin, from the Wisconsin Dairy Laboratory, Green Bay, for the best cheese scoring 95 or more, made with Wisconsin Rennet Extract and so stated on the entry blank. Only one prize to a maker or factory.
- (152) \$15 cash and a framed diploma for the highest scoring cheese scoring 95 or above, made with Hansen's Rennet Extract, and so stated on the entry blank. Only one prize to a maker.
- (153) \$10 cash and a framed diploma for the second best, as above.
- (154) \$5 from the Barneveid State Bank for the best Iowa County brick.

- (155) \$5 cash from the Morton Salt Co., Milwaukee, Wis., for the best cheese in this class made with "Morton's Flake" Cheese Salt, and so stated on the entry blank.
- (156) \$3 cash from Phenix Cheese Co. for best Dodge County brick cheese.
- (157) \$2 cash from Phenix Cheese Co. for second Dodge County brick. \$15 cash from Kraft Bros. Cheese Co., Plymouth, Wis., for the best brick made in the county mentioned, and so stated on the entry blank, as follows:
- (158) \$3 First Prize from Kraft Bros. Cheese Co. for brick cheese from Barron County.
- (159) \$2 Second Prize from Kraft Bros. Cheese Co. for brick cheese from Barron County.
- (160) \$3 First Prize from Kraft Bros. Cheese Co. for brick cheese from Columbia County.
- (161) \$2 Second Prize from Kraft Bros. Cheese Co. for brick cheese from Columbia County.
- (162) \$3 First Prize from Kraft Bros. Cheese Co. for brick cheese from Dodge County.
- (163) \$2 Second Prize from Kraft Bros. Cheese Co. for brick cheese from Dodge County.
- (164) 10 Brick cheese boxes offered by Eggum and Johnson Co., Mt. Horeb, for the best brick cheese from Dane county makers trading with us.
- (165) The Mt. Horeb Mail offers one subscription for the best brick from Mt. Horeb or Blue Mounds P. O.
- (166) David Harris offers a hat or cap for the best Iowa County brick.
- (167) Gallon of B-K from Thos. Jones, Barneveld, for the best Iowa or Dane county brick.
- (168) D. Baumgartner, Barneveld, offers a \$2.00 box of candy for the second best brick, town of Brigham.
- (169) Daniel Davies & Son offers a Claw Hammer for the third best brick, town of Brigham.

SPECIAL PRIZES OPEN TO MAKERS OF ANY CLASS CHEESE

Fill out entry blank fully to compete for these special prizes

- (170) \$25 First, from A. H. Barber Co., 216 Canal St., Chicago, to their shippers.
- (171) \$15 Second, from A. H. Barber Co., 216 Canal St., Chicago, to their shippers.
- (172) \$10 Third, from A. H. Barber Co., 216 Canal St., Chicago, to their shippers.
- (173) \$5 from the Holstein-Fresian Association of Wisconsin, L. L. Oldham, Secretary, Madison, Wis., for the best cheese, any class, at the Convention.
- (174) \$7 First Prize for shippers to Mid West Creamery Co., at Plymouth.
- (175) \$3 Second Prize for shippers to Mid West Creamery Co., at Plymouth.
- (176) \$7 First Prize for shippers to Mid West Creamery Co., at Manitowoc.
- (177) \$3 Second Prize for shippers to Mid West Creamery Co., at Manitowoc.
- (178) \$3 First Prize to users of boxes from Rogers and Johnson, Marion, any shape cheese, class 1, 2 or 3.
- (179) \$2 Second Prize to users of boxes from Rogers and Johnson, Marion, any shape cheese, class 1, 2 or 3.
- (180) \$1 Third Prize to users of boxes from Rogers and Johnson, Marion, any shape cheese, class 1, 2 or 3.
- (181) \$5 First Prize from the Sheboygan Falls Creamery Co. for the best cheese "make up" score from factories shipping cream to this firm. Only one prize to any maker.
- (182) \$5 Second Prize as above from the Sheboygan Falls Creamery Co.
- (183) \$5 Third Prize as above from the Sheboygan Falls Creamery Co.
- (184) \$5 Fourth Prize as above from the Sheboygan Falls Creamery Co.
- (185) \$5 Fifth Prize as above from the Sheboygan Falls Creamery Co.
- (186) \$5 Sixth Prize as above from the Sheboygan Falls Creamery Co.
- (187) \$5 Seventh Prize as above from the Sheboygan Falls Creamery Co.
- (188) \$5 Eighth Prize as above from the Sheboygan Falls Creamery Co.
- (189) \$5 Ninth Prize as above from the Sheboygan Falls Creamery Co.
- (190) \$5 Tenth Prize as above from the Sheboygan Falls Creamery Co.
- (191) \$5 First Prize from the Manitowoc County Cheesemakers' Association for the best cheese sent by any of their members and so stated on the entry blank. Only one prize to a member.
- (192) \$3 Second Prize as above from the Manitowoc Co. Cheesemakers' Association.
- (193) \$2 Third Prize as above from the Manitowoc Co. Cheesemakers' Association.

Special Prizes Open to Makers of Any Class Cheese.

- (194) \$10 First, from the First Fond du Lac National Bank, to their depositors.
- (195) \$6 Second, from the First Fond du Lac National Bank, to their depositors.
- (196) \$4 Third, from the First Fond du Lac National Bank, to their depositors.
- (197) \$3 Third, from the First Fond du Lac National Bank, to their depositors.
- (198) \$2 Fifth, from the First Fond du Lac National Bank, to their depositors.
- (199) \$5 First, from the Suring State Bank to their depositors.
- (200) Second, Suring Farmers Merc. Co. offers \$2 trade to their patrons.
- (201) \$3 First, to patrons of the Embarass State Bank.
- (202) \$2 Second, to patrons of the Embarass State Bank.
- (203) \$6 First, from State Bank of St. Cloud, for makers checking with them.
- (204) \$4 Second, from State Bank of St. Cloud, for makers checking with them.
- (205) \$5 First, Farmers State Bank of Calvary, for their patrons.
- (206) \$3 Second, Farmers State Bank of Calvary, for their patrons.
- (207) \$2 Third, Farmers State Bank of Calvary, for their patrons.
- \$15 in prizes offered by the Wisconsin Cheese Producers Federation, Plymouth, for cheese sent to the Convention from any Federation factory and so stated on the entry blank, provided that the cheese must score at least 93 points, and not more than one of these three prizes may go to the same maker, as follows:
- (208) \$7 for the highest scoring cheese.
- (209) \$5 for the second highest scoring cheese.
- (210) \$3 for the third highest scoring cheese.
- (211) \$5 First, from Dow Cheese Co., Fond du Lac, to their shippers.
- (212) \$3 Second, from Dow Cheese Co., Fond du Lac, to their shippers.
- (213) \$2 Third, from Dow Cheese Co., Fond du Lac, to their shippers.
- (214) \$5 First, from the Fountain City Dairy Co., to their shippers, past or present.
- (215) \$3 Second, from the Fountain City Dairy Co., to their shippers, past or present.
- (216) \$2 Third, from the Fountain City Dairy Co., to their shippers, past or present.

PRIZES OFFERED FOR CHEESE MADE IN THE LEADING COUNTIES

(See also State Prizes, Premiums and Diplomas.)

\$200 Special List of Prizes from Sheboygan County Banks.

- To place Sheboygan County at the head of the list of counties as to the number of cheese exhibits at the Convention, Sheboygan County banks have united in offering prizes. The following banks have donated: Security National Bank, Sheboygan; Bank of Sheboygan Sheboygan; The Citizens State Bank, Sheboygan; Farmers & Merchants Bank, Sheboygan; South West State Bank, Sheboygan; Plymouth Exchange Bank, Plymouth; State Bank of Plymouth, Plymouth; Falls Bank, Sheboygan Falls; State Bank of Sheboygan Falls; Cedar Grove State Bank; State Bank of Howards Grove; Oostburg State Bank; State Bank of Cascade; Bank of Elkhart Lake; State Bank of Haven; Adell State Bank; Glenbeulah State Bank.
- (220 to 300) Forty \$7.00 gold pointed Fountain Pens, engraved with winner's name, are offered to the forty makers sending highest scoring cheese from this county to the Convention. Only one pen to a maker. The balance in cash will be distributed pro-rata among all Sheboygan County exhibits scoring 90 or above, provided that Sheboygan County sends the most exhibits to the Convention.

Prizes for Cheese Made in the Counties Sending the Largest Number of Cheese to the Convention.

- (301) \$10 Prize offered by the Convention President, H. A. Rindt, Thorpe, Wis., as first prize in the leading county.
- (302) One Nafis Automatic Acidity Test, complete, from Louis F. Nafis, Inc., Chicago, as first prize in the leading county.
- (303) \$5 cash from the General Laboratories, Madison, Wis., as first prize in the second leading county.
- (304) \$5 Gillette Safety Razor offered by Secretary J. L. Sammis, Madison, Wis., as first prize in the third leading county.
- (305) Finest make E. J. B. trier from the A. H. Barber-Goodhue Co., Chicago, for the best cheese from the fourth leading county.

COUNTY PRIZES OFFERED BY CHEESE DEALERS AND OTHERS

For the Highest Scoring Cheese in the County Named

County	Prize	Amount	Donated by
(306)	Brown	First	\$3.00 C. A. Strauble Co., Green Bay.
	Brown	First	\$3.00 Pauly & Pauly Co., Manitowoc.
	Brown	First	\$2.00 The Great Atlantic and Pacific Tea Co., Green Bay.
(307)	Brown	Second	\$2.00 C. A. Strauble Co., Green Bay.
	Brown	Second	\$2.00 Pauly & Pauly Co., Manitowoc.
(308)	Brown	Third	\$1.00 C. A. Strauble Co., Green Bay.
(309)	Calumet	First	\$3.00 First National Bank, Brillion, for class 2 cheese.
	Calumet	First	\$3.00 Pauly & Pauly Co., Manitowoc.
	Calumet	Second	\$2.00 Pauly & Pauly Co., Manitowoc.
(310)	Calumet	Second	\$2.00 First National Bank, Brillion, for class 2 cheese.
	Clark	First	\$3.00 C. E. Blodgett Cheese Co., Marshfield.
(311)	Clark	First	\$5.00 Any class. From Cheese Mfg. Co., Ripplinger.
	(312)	Clark	First
Clark		Second	\$4.00 The Brookshire Cheese Co.
Clark		Second	\$2.50 Any class. From Colby Cheese Co., Colby, Wis.
(313)	Clark	Second	\$2.00 C. E. Blodgett Cheese Co., Marshfield.
	Clark	Third	\$2.50 The Brookshire Cheese Co.
(314)	Door	First	\$3.00 C. A. Strauble Co., Green Bay.
	Door	First	\$3.00 Pauly & Pauly Co., Manitowoc.
(315)	Door	Second	\$2.00 Pauly & Pauly Co., Manitowoc.
	Door	Second	\$2.00 C. A. Strauble Co., Green Bay.
(316)	Door	Third	\$1.00 C. A. Strauble Co., Green Bay.
(317)	Dodge	First	\$5.00 Jos. Dusek Co., Chicago. Classes 1-2-3 only.
	(318)	Dodge	Second
(319)		Dodge	Third
	(320)	Dunn	First
(321)		Dunn	Second
	(322)	Dunn	Third
(323)		Fond du Lac	First
(324)	Fond du Lac	Second	\$4.00 From the Fond du Lac Co. Dairy Assn.
(325)	Fond du Lac	Third	\$3.00 From the Fond du Lac Co. Dairy Assn.
(326)	Green	First	\$5.00 Brodhead Cheese & Cold Storage Co., Brodhead.
(327)	Kewaunee	First	\$5.00 Glandt-Kuffan-Priebe Co., Kewaunee.
(328)	Kewaunee	Second	\$3.00 Glandt-Kuffan-Priebe Co., Kewaunee.
(329)	Kewaunee	Third	\$2.00 Glandt-Kuffan-Priebe Co., Kewaunee.
(330)	Kewaunee	First	\$3.00 C. A. Strauble Co., Green Bay.
	Kewaunee	Second	\$2.00 C. A. Strauble Co., Green Bay.
(332)	Kewaunee	Third	\$1.00 C. A. Strauble Co., Green Bay.
(333)	Langlade	First	\$5.00 First National Bank, Antigo.
(334)	Langlade	Second	\$3.00 First National Bank, Antigo.
(335)	Langlade	Third	\$2.00 First National Bank, Antigo.
(336)	Langlade	First	\$3.00 C. A. Strauble Co., Green Bay.
(337)	Langlade	Second	\$2.00 C. A. Strauble Co., Green Bay.
(338)	Langlade	Third	\$1.00 C. A. Strauble Co., Green Bay.
(339)	Manitowoc	First	\$3.00 First National Bank, Brillion.
	Manitowoc	First	\$3.00 Pauly & Pauly Co., Green Bay.
	Manitowoc	First	\$3.00 Maribel State Bank.
(340)	Manitowoc	Second	\$2.00 Maribel State Bank.
	Manitowoc	Second	\$2.00 Pauly & Pauly Co., Green Bay.
(341)	Marathon	First	\$3.00 C. E. Blodgett Cheese Co., Marshfield.
	Marathon	First	\$3.00 Pauly & Pauly Co., Manitowoc.
	Marathon	First	\$6.00 The Brookshire Cheese Co.
	Marathon	First	\$5.00 Any class. From Cheese Mfg. Co., Ripplinger.
(342)	Marathon	Second	\$2.50 Any class. From Colby Cheese Box Co.

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County	Prize Amount	Donated by
Marathon	Second \$4.00	The Brookshire Cheese Co.
Marathon	Second \$2.00	Pauly & Pauly Co., Manitowoc.
Marathon	Second \$2.00	C. E. Blodgett Cheese Co., Marshfield.
(343) Marathon	Third \$2.50	The Brookshire Cheese Co.
(344) Marinette	First \$3.00	C. A. Strauble Co., Green Bay.
Marinette	First \$3.00	Pauly & Pauly Co., Manitowoc.
Marinette	First \$2.00	The Great Atlantic and Pacific Tea Co., Green Bay.
(345) Marinette	Second \$2.00	Pauly & Pauly Co., Manitowoc.
Marinette	Second \$2.00	C. A. Strauble Co., Green Bay.
(346) Marinette	Third \$1.00	C. A. Strauble Co., Green Bay.
(347) Outagamie	First \$3.00	S. D. Cannon, Neenah.
Outagamie	First \$3.00	Pauly & Pauly Co., Manitowoc.
(348) Outagamie	Second \$2.00	Pauly & Pauly Co., Manitowoc.
Outagamie	Second \$2.00	S. D. Cannon, Neenah.
(349) Oconto	First \$3.00	C. A. Strauble Co., Green Bay.
Oconto	First \$3.00	Pauly & Pauly Co., Manitowoc.
Oconto	First \$2.00	The Great Atlantic and Pacific Tea Co., Green Bay.
(350) Oconto	Second \$2.00	Pauly & Pauly Co., Manitowoc.
Oconto	Second \$2.00	C. A. Strauble Co., Green Bay.
(351) Oconto	Third \$1.00	Great Northern Pail Co., Gillett.
Oconto	Third \$1.00	C. A. Strauble Co., Green Bay.
(352) Outagamie	First \$2.00	The Great Atlantic and Pacific Tea Co., Green Bay.
(353) Pierce	First \$5.00	Jos. Dusek Co., Chicago. Classes 1-2-3 only.
(354) Pierce	Second \$2.50	Jos. Dusek Co., Chicago. Classes 1-2-3 only.
(355) Pierce	Third \$1.00	Jos. Dusek Co., Chicago. Classes 1-2-3 only.
(356) Portage	First \$6.00	The Brookshire Cheese Co.
(357) Portage	Second \$4.00	The Brookshire Cheese Co.
(358) Portage	Third \$2.50	The Brookshire Cheese Co.
(359) Shawano	First \$3.00	C. A. Strauble Co., Green Bay.
Shawano	First \$2.00	The Great Atlantic and Pacific Tea Co., Green Bay.
Shawano	First \$5.00	Citizens State Bank.
(360) Shawano	Second \$3.00	Citizens State Bank.
Shawano	Second \$2.00	C. A. Strauble Co., Green Bay.
(361) Shawano	Third \$1.00	C. A. Strauble Co., Green Bay.
Shawano	Third \$2.00	Citizens State Bank.
(362) Shawano	Fourth \$2.00	First National Bank.
(363) Shawano	Fifth \$2.00	First National Bank.
(364) Shawano	Sixth \$1.00	First National Bank.
(365) Shawano	First	30x3½ Goodrich red tube. John Popp Garage.
(366) Shawano	Second	Shears or Safety Razor. Hammond Hardware Co.
(367) Shawano	First	\$5.00 in trade. Chaimson Merc. Co.
Shawano	First	1 car policy. McGreaham Agency.
(368) Shawano	Second	Shawano Farmers Merc. Co. \$5 in trade.
Shawano	Second	Gillette Safety Razor. Schutz & Carr Drug Co.
(369) Shawano	Third	Silver Eversharp Pencil. F. C. Nommensen.
Shawano	Third	Leather bill book. Albion V. Cole.
(370) Shawano	Fourth	\$5.00 hat. H. C. Hayter Co.
Shawano	Fourth	Men's Outing Shoes. J. A. Leig.
(371) Shawano	Fifth	Set of Weed Chains. Schweers Hardware Co.
Shawano	Fifth	\$1.50 necktie. G. W. Beversdorf.
(372) Shawano	First	\$5 in trade to exhibitor with largest family listed on the entry blank.
(373) Waupaca	First \$3.00	C. A. Strauble Co., Green Bay.
Waupaca	First \$3.00	S. D. Cannon, Neenah.
(374) Waupaca	Second \$2.00	C. A. Strauble Co., Green Bay.
Waupaca	Second \$2.00	S. D. Cannon, Neenah.
(375) Waupaca	Third \$1.00	C. A. Strauble Cheese Co., Green Bay.
(376) Winnebago	First \$3.00	S. D. Cannon, Neenah.
(377) Winnebago	Second \$2.00	S. D. Cannon, Neenah.
(378) Wood	First \$3.00	C. E. Blodgett Cheese Co., Marshfield.
(379) Wood	Second \$2.00	C. E. Blodgett Cheese Co., Marshfield.
(380) Wood	First \$6.00	The Brookshire Cheese Co.
(381) Wood	Second \$4.00	The Brookshire Cheese Co.
(382) Wood	Third \$2.50	The Brookshire Cheese Co.

Prize for Iowa or Dane County, Any Class.

- (383) A Ford Inner Tube from E. G. Kendrick & Son, Barneveld.

Outagamie and Waupaca Counties.

- \$38 from 6 firms, 4 prizes, donated by Citizens State Bank, Bear Creek \$10; Wolff Valley Dairy Co., New London \$10; Farmers State Bank, New London, \$5.00; Bank of New London \$5.00; Hamilton & Sons, New London \$5.00; Hatter Lumber Co., New London, \$3.00.

- (384) \$14 First; (385) \$11 Second; (386) \$8 Third; (387) \$5 Fourth.

Prizes for Brown, Kewaunee and Manitowoc Counties.

- (388) \$5.00 from Lumsden Bldg. Co., Denmark, for the 1 best cheese from the 3 counties.
- (389) \$4.00 from R. C. Jorgensen, Denmark, for the 1 best cheese from the 3 counties.
- (390) \$2.00 from R. C. Jorgenson, Denmark, for the best cheese from Brown County.
- (391) \$2.00 from R. C. Jorgenson, Denmark, for the best cheese from Kewaunee County.
- (392) \$2.00 from R. C. Jorgenson, Denmark, for the best cheese from Manitowoc County.
- (393) \$5.00 from the Denmark State Bank for the best cheese from the 3 counties.
- (394) \$2.00 from the Denmark State Bank for the best cheese from the second county.
- (395) \$2.00 from the Denmark State Bank for the best cheese from the third county.
- (396-397-398) \$3.00 from the Denmark State Bank, \$1.00 for the second in each county.
- (399-400-401) \$3.00 from the Denmark State Bank, \$1.00 for the third in each county.
- (402) \$2.00 from Dufeck Mfg. Co., for the best class 2 cheese from Brown County.
- (403) \$2.00 from Dufeck Mfg. Co., for the best class 2 cheese from Kewaunee County.
- (404) \$2.00 from Dufeck Mfg. Co., for the best class 2 cheese from Manitowoc County.

COUNTY PRIZES OFFERED BY THE ASSOCIATION

For the Highest Scoring Cheese from the Counties Named, Winning No Other Prizes

(405)	Barron	First	\$2.50	If five or more entries from county.
(406)	Barron	Second	\$2.50	If ten or more entries from county.
(407)	Buffalo	First	\$2.50	If five or more entries from county.
(408)	Buffalo	Second	\$2.50	If ten or more entries from county.
(409)	Chippewa	First	\$2.50	If five or more entries from county.
(410)	Chippewa	Second	\$2.50	If ten or more entries from county.
(411)	Columbia	First	\$2.50	If five or more entries from county.
(412)	Columbia	Second	\$2.50	If ten or more entries from county.
(413)	Crawford	First	\$2.50	If five or more entries from county.
(414)	Crawford	Second	\$2.50	If ten or more entries from county.
(415)	Grant	First	\$2.50	If five or more entries from county.
(416)	Grant	Second	\$2.50	If ten or more entries from county.
(417)	Green	First	\$2.50	If five or more entries from county.
(418)	Green	Second	\$2.50	If ten or more entries from county.
(419)	Jackson	First	\$2.50	If five or more entries from county.
(420)	Jackson	Second	\$2.50	If ten or more entries from county.
(421)	Jefferson	First	\$2.50	If five or more entries from county.
(422)	Jefferson	Second	\$2.50	If ten or more entries from county.
(423)	Lafayette	First	\$2.50	If five or more entries from county.
(424)	Lafayette	Second	\$2.50	If ten or more entries from county.
(425)	Lincoln	First	\$2.50	If five or more entries from county.
(426)	Lincoln	Second	\$2.50	If ten or more entries from county.
(427)	Ozaukee	First	\$2.50	If five or more entries from county.
(428)	Ozaukee	Second	\$2.50	If ten or more entries from county.
(429)	Polk	First	\$2.50	If five or more entries from county.
(430)	Polk	Second	\$2.50	If ten or more entries from county.
(431)	Richland	First	\$2.50	If five or more entries from county.
(432)	Richland	Second	\$2.50	If ten or more entries from county.
(433)	Rock	First	\$2.50	If five or more entries from county.
(434)	Rock	Second	\$2.50	If ten or more entries from county.
(435)	St. Croix	First	\$2.50	If five or more entries from county.
(436)	St. Croix	Second	\$2.50	If ten or more entries from county.
(437)	Sauk	First	\$2.50	If five or more entries from county.
(438)	Sauk	Second	\$2.50	If ten or more entries from county.

Similar Prizes will be awarded in any other counties not listed, if there are ten or more entries from the county.

POST OFFICE PRIZES FOR THE BEST CHEESE FROM THE POST OFFICE NAMED

\$30 Five P. O. Prizes for Glenbeulah, to be paid by the donors, provided there are six or more entries.

- (438) \$5.00 First Glenbeulah P. O. from the State Bank of Glenbeulah.
 (439) \$5.00 Second Glenbeulah P. O. from the W. D. Scott & Co., of Glenbeulah.
 (440) \$5.00 Third Glenbeulah P. O. from Herman Froehlich, Glenbeulah.
 (441) \$5.00 Fourth Glenbeulah P. O. from Fred Hoppe, Glenbeulah.
 (442) \$5.00 Fifth Glenbeulah P. O. from Burmeich Bros., Glenbeulah.
 (443) \$5.00 Sixth, Glenbeulah P. O. from Wm. Mueller Hardware Co.

\$20 Four P. O. Prizes for St. Cloud, to be paid by donors, provided there are six or more entries.

- (444) \$5.00 First St. Cloud P. O. prize, from Dreifurst Bros.
 (445) \$5.00 Second St. Cloud P. O. prize, from Herman Kohlman.
 (446) \$5.00 Third St. Cloud P. O. prize, from Ben. M. Baus.
 (447) \$5.00 Fourth St. Cloud P. O. prize, from Jos. Theil.

Gillett Post Office Prizes.

- (448) First, J. M. Anderson, Gillett, offers 5 sacks of Diamond Crystal salt.
 \$21.50 in three prizes, payable at the Citizens State Bank, donated by Citizens State Bank \$6.00, Bocher Bros. \$1.25, Jas. Sorenson \$1.50, Kristiansen and Gilbertson \$1.25, Hohn and Hohn \$1.50, Carley and Marcoe \$1.50, Leif Erickson \$1.25, G. & J. Stromer \$1.25, J. Kuehl \$1.50, Gillett Bldg. Supply Co. \$1.75, Quade-Schmidt Co. \$1.25, Gillett Times \$1.50.
 (449) \$10.25, First.
 (450) \$ 7.50, Second.
 (451) \$ 3.75, Third.
 \$9.50 in three prizes, payable at the Bank of Gillett donated by Bank of Gillett \$6.00, Wm. Fenske \$1.25, J. D. Cronce \$1.25, Helf Hardware Co. \$1.00.
 (452) \$4.50, First.
 (453) \$3.25, Second.
 (454) \$1.75, Third.

Oconto P. O. Prizes.

- \$10.00 in Oconto P. O. prizes from the Citizens National Bank, Oconto.
 (455) \$5.00, First.
 (456) \$3.00, Second.
 (457) \$2.00, Third.
 \$10.00 in Oconto P. O. prizes from the Oconto National Bank.
 (458) \$5.00, First.
 (459) \$3.00, Second.
 (460) \$2.00, Third.

Suring P. O. Prizes.

- (461) \$2.00 First, from the Suring Hardware Co.
 (462) \$2.00 Second, from R. M. Stengel, Grocer.

Marion P. O. Prizes.

- (463) \$3.00 First, for class 1 cheese, from First National Bank, Marion.
 (464) \$2.00 Second, for class 1 cheese, from First National Bank, Marion.
 (465) \$1.00 Third, for class 1 cheese, from First National Bank, Marion.
 (466) \$3.00 First, for class 1 cheese, from Farmers and Merchants Bank.
 (467) \$2.00 Second, for class 1 cheese, from Farmers and Merchants Bank.
 (468) \$2.50 in trade, First, for any class cheese. From L. M. DeVaud Co.
 (469) \$2.50 in trade, Second, for any class cheese. From L. M. DeVaud Co.
 (470) \$2.50 in trade, Third, for any class cheese. From L. M. DeVaud Co.
 (471) First. Any class. 1 year subscription from the Marion Advertiser.
 (472) Second. Any class. 6 months subscription from the Marion Advertiser.
 (473) First. Any class. \$1.00 credit at garage. Spengler and Martin.
 (474) Second. Any class. \$1.00 credit at garage. Spengler and Martin.
 (475) Third. Any class. \$1.00 credit at garage. Spengler and Martin.
 (476) First. Any class. \$2.00 in trade. Henry Uttormark & Son.
 (477) First. Any class. \$1.00 in trade. Clarence H. Mees, Druggist.
 (478) Second. Any class. \$1.00 in trade. Clarence H. Mees, Druggist.
 (479) Third. Any class. 1 large can 999 Auto Polish. Ed. Bertram.
 (480) Third. Any class. 1 Gordon Cap. Chas. L. Bowers.
 (481) Third. Any class. 1 Middletin hat. Marion Coop. Mercantile Co.
 (482) Fourth. Any class. 1 heavy Goodyear tube to fit car. Hofman Bros.

- (483) Fourth. Any class. \$1.50 in trade. Michaelis & Sons.
 (484) Fourth. Any class. \$1.00 in trade. Bangert's Shoe Store.
 (485) Fifth. Any class. \$2.00 in trade. E. M. Kissinger.
 (486) First. Any class. To users of Sharples Separator, 1 gal. oil. Marlon Implement Co.
 (487) First. Any class. To makers buying salt of them, 100 lbs. salt, from the Northern Milling Co.
 (488) Second. Any class. To makers buying salt of them, 70 lbs. salt, from the Northern Milling Co.

\$105.00 in 7 Edgar P. O. Prizes.

- Donated by Pauly & Pauly Cheese Co. \$25; Edgar Basket & Mfg. Co. \$10; and the following parties: L. H. Moll, W. M. Myer, Ottoway & Paeske, Bank of Edgar, A. W. Puchner, Edgar Holstein Breeders Association, Clover Leaf Lumber Co., Lambert Bros., E. W. Pfrang, Draeger Bros., C. C. DeLong, Wm. Bogaard, A. Basemann, A. J. Cherney, P. Mathiesen, Aug. Darge, Casper Meyer, Charles Sharpe, J. Worash, A. C. Wagner, A. P. Hoffman, F. J. Tomkiewicz, The Purity Shop, J. Werner, R. W. Drenkler.
 (489) \$25.00 First.
 (490) \$22.00 Second.
 (491) \$18.00 Third.
 (492) \$15.00 Fourth.
 (493) \$12.00 Fifth.
 (494) \$ 8.00 Sixth.
 (495) \$ 5.00 Seventh.
 (496) Eighth. 500 printed return envelopes from Irve Townsend, Printer.

Cumberland P. O. Prizes.

- (497) \$5.00 First, on Flat cheese, from State Bank of Cumberland.
 (498) \$5.00 Second, on Flat cheese, from The Company Store.
 (499) \$5.00 Third, on Flats, 500 envelopes from the Cumberland Advocate.
 (500) \$5.00 First, on Y. A., from W. S. Hines Mercantile Co.
 (501) \$5.00 First, on Daisy or Print, from Johnson & Ecklie Co.

Bonduel P. O. Prizes.

- (502) First, 1 Aluminum Tea Kettle, from Rose Bros. Hardware Co.
 (503) \$2.00 First, from the Beatrice Cream Station, Blue Mounds, for the best block or brick from their customers.

Bear Creek and Clintonville P. O. Prizes.

- (504) First, Loving Cup, from Dairymen's State Bank, Clintonville.
 (505) Second, Loving Cup, from Dairymen's State Bank, Clintonville.
 (506) Third, Loving Cup, from Dairymen's State Bank, Clintonville.

ADDITIONAL PRIZES, TOO LATE TO CLASSIFY.

- (507) The Schwab-LeZotte Boiler Co., 16th and Canal Sts., Milwaukee, offer an outside fusible plug for a boiler as first prize on Am. cheese.
 (508) The Schwab-LeZotte Boiler Co., Milwaukee, offer an outside fusible plug for the best Swiss cheese.
 (509) The Schwab-LeZotte Boiler Co., Milwaukee, offer an outside fusible plug for the best Limburger cheese.
 (510) \$5.00 First. From the First National Bank of Neenah, as a P. O. prize.

Iron Ridge and Woodland P. O. Prizes.

- \$27 for Iron Ridge and Woodland P. O. prizes from the Iron Ridge Advancement Assn. \$15. Commercial State Bank \$5.00, Woodland State Bank \$5.00, Ohrmund & Daniels \$2.00, to be divided. (511-2-3-4) Class 8, \$6.00, \$4.00, \$3.00, \$2.00. (515) Class 5, \$4.00, \$2.00. (516) Class 6, \$4.00, \$2.00. (517-8-9) Farmers State Bank, Beaver Dam, \$2.50, \$1.50, \$1.00.

LIST OF EXHIBITORS, PRIZES AND PAYMENTS, JANUARY,
1924, WISCONSIN CHEESE MAKERS' CONVENTION

Class 1. American Cheese Made Before September 1, 1923

No.	Name	Prize	Score	Check
101	Henry J. Loehr, Calvary, R1...	434, 465, 65, 130, 149	97.00	\$31.89
102	Emil Bartz, Deerbrook, R1.....	44, 235, 238, 241	96.50	11.32
103	H. G. Wiskow, Clintonville.....	3, 66, 1/2 of 124, 276, 277, 284, 304, 309, 312, 313, 438, 437	98.50	55.66
104	Martin H. Parsons, Antigo, R1.....	43, 234, 237, 240, 242, 243	97.00	14.68
105	F. E. Gotter, Humbird.....		96.00	3.57
106	Ed. A. Volz, Cecil, R1.....		97.00	3.68
107	O. W. Bartelt, Campbellsport.....	467	96.00	7.57
108	Guy Strang, Menomonie.....		95.25	3.12
109	Ed. F. Winter, Gillett.....	260, 261, 262, 342, 345	97.00	15.68
110	A. M. Johnson, Marathon, R2.....	47, 247, 248	96.00	12.36
112	F. J. Slegler, Stangelville.....	1/2 of 230, 1/2 of 233, 287, 1/2 of 460	95.00	8.04
113	Emil Boeing, Richland Center.....	427	96.00	7.93
114	Albert Drove, Muscoda.....	1/ of 42, 161	95.75	6.55
115	John Babler, Lomira.....		94.25	1.15
116	Aug. G. Schwanke, Reedsville.....		96.00	5.19
117	Andrew Peterson, Muscoda.....	411	94.75	7.50
118	J. F. Drab, Kewaunee, R3.....	229A, 232, 457, 286	95.50	20.19
119	H. W. Behrens, Plymouth, R3.....		94.75	3.17
120	Erwin O. Wunsch, Cleveland.....		93.25	4.10
121	A. R. Rädtker, Tigerton.....	1/2 of 273	95.00	4.02
122	O. H. Olm, Chilton, R6.....		94.00	6.44
123	Ben Henningsen, Denmark, R2.....	206, 207, 444, 454	96.25	19.01
124	John H. Peters, Plymouth.....	127, 383, 384, 385	96.00	13.40
125	L. J. Breher, Sheboygan Falls.....	4, 5, 120, 204	98.13	17.25
126	A. W. Hahn, Plymouth.....	121, 164, 380, 381, 382	97.25	24.56
127	A. F. Schwartz, Clintonville.....	1/2 of 320, 1/2 of 321, 1/2 of 322	95.00	4.84
128	E. H. Kielsmeier, Columbus.....		96.50	4.32
129	L. B. Kohlman, St. Cloud.....		91.50	8.75
130	Alvin F. Jindra, Two Rivers.....	141	96.25	7.27
131	C. A. Bremmer, Chili.....	37, 215, (499-509)	96.25	16.65
132	Otto Weyer, Manitowoc.....	450	96.00	6.19
133	Oscar Stock, Manitowoc.....	123, 139, 246, 447, 458, 64	97.25	17.59
134	J. F. Herold, Maribel, R1.....	449	96.00	9.11
135	Wm. F. Braatz, Shawano.....	2, 36, 57, 389, 390	99.00	27.12
136	P. H. Kasper, Bear Creek.....	1, 6, 35, 53, 302, 205, 437, 440, 62	99.25	95.67
137	E. H. Peters, Sugar Bush.....	49, 118, 125, 256, 257, 439	97.63	17.88
138	H. A. Kalk, Sheboygan Falls.....		96.50	2.40
139	Louis K. Korth, Antigo.....	236, 239	96.00	7.36
140	Ed. Gruenstern, Marion.....	1/2 of 273, 272, 371	95.00	8.54
141	Reinhard Jacob, Sheboygan, R1.....	1/2 of 8	94.00	4.55
142	Edwin Fleming, Avoca.....	1/2 of 8	90.00	2.44
143	Arnold Krenz, Humbird.....		90.00	1.44
144	Wm. Plansky, Peshtigo.....		95.25	4.33
145	Alfred H. Hilse, Birnamwood.....		91.25	1.84
146	W. H. Thurk, Fremont.....		94.88	4.00
147	Otto Freimind, Thorp.....	395, 481, 484, 485	93.75	8.12
148	Al Gruenstern, Marion.....	365, 366, 367, 442	97.00	11.27
149	Schwartz, Porterfield.....		91.25	.22
150	L. J. Buckholz, Manawa.....		95.50	3.20
151	F. C. Stoppel, Edgar.....	249, 250	95.50	8.20
152	A. L. Richardson, Dodgeville.....	1/2 of 42	95.75	4.49
153	A. H. Hein, Clintonville.....	328	92.00	5.08
154	W. H. Thurk, Fremont.....		95.25	3.92
155	Theo. G. Woldt, Chippewa Falls.....		90.75	2.30
156	J. D. Parkinson, Marshfield, R6.....		95.00	3.84
157	A. P. Stengel, Algoma, R4.....	219, 220	91.50	5.92
158	F. H. Carpenter, Stetsonville.....	57	95.00	7.04
159	Lawrence J. Rebman, Peshtigo.....		91.25	6.79
160	Sam Curtis, Richland Center.....		91.75	4.57
161	C. J. Fokett, Reedsville.....		91.75	3.54
162	Adolf Duescher, West De Pere.....	208, 209, 451, 456	96.00	10.98
163	Arthur H. Woldt, Reedsville (Comp).....		96.25	4.27

Class 2. American Cheese Made in September or October, 1923

No.	Name	Prize	Score	Check
201	Martin H. Parsons, Antigo, R1.....		91.50	\$3.20
202	J. S. Ulmer, Pound.....		91.25	3.09
203	Martin Kubitz, Edgar.....		91.50	2.00
204	Emil Bartz, Deerbrook, R1.....		91.50	3.20
205	A. F. Schwartz, Clintonville.....		91.00	2.78
206	Theo. W. Treptow, Clintonville, R2.....			
1/2 of 320, 1/2 of 321, 1/2 of 322		95.00	7.12
207	H. G. Wiskow, Clintonville.....	311, 314, 315	97.00	8.77
208	A. R. Radtke, Tigerton.....		93.00	3.84
209	Ed. A. Volz, Cecil, R1.....		94.00	4.27
210	Arthur Johns, Luxemburg, R2.....	1/2 of 445,		
1/2 of 455, 1/2 of 229, 1/2 of 231, 1/2 of 288		95.75	16.03
211	L. J. Buckholz, Manawa.....		96.00	7.40
212	W. H. Krumrey, Platteville.....	412	92.50	5.13
213	Wm. F. Preuss, Seymour, R3.....		91.75	3.52
214	Theo Larke, Nichols.....		95.00	3.91
215	August Brandt, Kewaunee.....	153	94.50	8.49
216	Robt. F. Otto, Wausau, R2.....		89.50	1.12
217	I. K. Wanderoos, New Richmond.....		88.50	4.19
218	Moses Jones, Kewaskum, R5.....		89.75	2.33
219	Paul Kleinschmidt, Merrill, R4.....			
9, 13, 34, 45, 63, 118A, 420		99.50	31.14
220	O. W. Friemund, Thorp.....	483, 490	90.25	2.86
221	Joe Schmittfranz, Thorp.....	482, 489	91.25	3.30
222	Walter C. Jones, Wausau, R8.....		93.50	3.06
223	C. H. Schneider, Merrill.....		95.25	9.60
224	R. O. Knickel, River Falls.....	267	89.50	6.88
225	Oswald Reitz, Calvary, R1.....		91.25	3.51
226	Wm. Bonman, Andrus.....		94.75	5.46
227	Oscar H. Tappan, Cumberland.....	331, 335	91.00	8.84
228	Geo. Sommers, Wausau, R4.....		94.75	3.60
230	E. H. Kielsmeier, Columbus.....		91.50	2.41
231	Fred H. Kucken, Reeseville.....		90.50	4.25
232	Vick Miller, Richland Center.....		91.50	5.89
233	John Feutz, Waterloo.....		93.75	3.97
234	Albert Drove, Muscoda.....		94.75	5.02
235	Wm. C. Lindow, Plymouth, R2.....		94.50	4.70
236	Harry A. Olson, Abbotsford.....		91.25	4.57
237	Geo. M. Geoden, Wausau, R3.....		94.75	3.60
238	John Levy, Kewaunee, R3.....	154	94.00	4.48
239	Geo. E. Seiler, Forestville.....	217, 218, 155	93.50	9.68
240	Arthur Deidrick, Lone Rock.....		94.00	4.31
241	Rob. L. Gafner, Brownsville.....		89.50	2.74
242	Albert J. Loehr, St. Cloud, R2.....	436, 146, 137	95.50	6.75
243	Henry J. Loehr, Calvary, R1.....	131, 150, 435, 466	96.50	22.39
244	Herman W. Behrens, Plymouth, R3.....		93.75	5.00
245	W. F. Scholl, Spring Green.....		91.00	2.78
246	Fred J. Chapman, Sheboygan Falls.....		91.50	4.03
247	John Greenbeck, Lone Rock.....		94.75	4.02
248	John Babler, Lomira.....		91.00	1.13
249	John Babler, Lomira (Comp).....		91.25	2.47
250	John Babler, Lomira (Comp).....		91.50	2.27
251	Erwin O. Wunsch, Cleveland.....		91.00	3.81
252	Chris Hageness, Denmark.....		93.00	8.21
253	Ewald W. Mothe.....		93.00	9.41
254	H. T. Dederling, Kiel.....		94.00	4.10
255	Wm. Meyer, Fredonia, R2.....	133	94.25	10.21
256	Ed. R. Princl, Two Rivers.....	448, 461	96.25	21.23
257	Andrew Peterson, Muscoda.....		88.50	3.16
258	L. J. Breher, Sheboygan Falls.....		94.25	4.80
259	A. W. Hahn, Plymouth.....		90.50	3.39
260	R. O. Pohl, New Holstein, R1.....	1/2 of 213, 1/2 of 214	94.75	8.40
261	Henry Nolte, Cleveland.....	142	94.25	4.42
262	Ed. Minniecheske, Tigerton.....	271, 272	97.25	9.67
263	E. H. Peters, Sugar Bush.....	17, 258, 259, 50	96.75	18.08
264	F. Heckman, Cleveland, R2.....	452	95.75	11.07
265	Leon Laack, Brillion.....		94.00	5.51
266	Alb. Gruenstein, Marion.....	368, 370	96.75	8.46
267	H. A. Kalk, Sheboygan Falls.....		96.50	3.23
268	Alvin F. Jindra, Two Rivers, R3.....			
363, 363A, 364, 11, 52, 1/2 of 124, 269, 270, 362		92.75	3.54
269	Ed. Gruenstein, Marion, R2.....		98.50	20.71
270	Leo F. Schlichter, Fairchild.....	39	94.00	7.27
271	P. H. Kasper, Bear Creek.....			
10, 54, 274, 275, 283, 303, 441		98.75	23.59
272	Ed. F. Winter, Gillett, R1.....	263-4-5, 343, 346	96.00	13.34
273	Emil Sonnenburg, Cata.....	12, 122, 244-5, 443, 446, 453	98.00	28.41
274	Reinhard Jacob, Sheboygan, R1.....		93.75	5.21

No.	Name	Prize	Score	Check
275	Earl B. Whiting, Gillett, R1		94.75	4.40
276	C. A. Bremmer, Chili		94.00	4.27
277	Oscar Stock, Manitowoc		95.25	5.64
278	L. B. Kohlmann, St. Cloud	134, 147	94.25	10.21
279	Earl B. Whiting, Gillett, R1	266, 266A, 344, 347	95.50	7.54
280	John P. Wry, Thorp	396, 479, 488	94.00	6.27
281	Wm. Plansky, Peshtigo, R2		91.50	3.41
282	Joe Ullmer, Pound	16, 253, 254	94.00	19.21
283	Chas. Mullen, Spring Green	41, 203	96.25	12.45
284	Leonn Laack, Brillion	132	94.50	9.29
285	Peter G. Amacher, Rosendale		91.50	4.68
286	Jerome L. Reif, Saukville	424	94.00	6.98
287	Paul B. Kuhr, Edgar R5		91.25	2.30
288	Jos. F. Dhuey, Peshtigo		92.75	2.54
289	Erwin C. Gustmann, Spring Green		95.00	3.50
290	O. Kielsmeier, Seymour		95.50	4.92
291	Adolph Duescher, West De Pere	459, 210	94.75	8.40
292	D. D. Korth, Antigo		91.25	2.89
293	Ray Palrocheek, Deerbrook		94.25	3.18
294	Gottlieb Schubiger, Beaver Dam	18	87.75	1.12
295	A. H. Hein, Clintonville	316-17-18-19, 166	96.00	11.34
296	Otto Fingerhut, Highland	349	95.00	13.47
297	Joe Crary, Highland	350	95.00	11.20
298	J. E. Kopps, Highland	351	95.00	14.68
299	F. C. Stapel, Edgar		95.00	4.50
2200	F. C. Stapel, Edgar (Comp)		94.50	3.92
2201	K. C. Mittelstaedt, Highland	348	96.13	18.07
2202	Theo. G. Woldt, Chippewa Falls		91.25	3.92
2203	Ralph Randall, Highland	353	91.25	20.70
2204	Louis H. Sabrousky, Merrill		95.00	3.70
2205	John Greiner, Appleton R1		95.00	3.70
2206	Walter Reisner, Bonduel		95.25	4.81
2207	L. J. Blahnik, Kewaunee	1/2 of 288, 1/2 of 455, 152, 1/2 of 229, 1/2 of 231, 1/2 of 455	95.75	9.83
2208	B. J. Hrabik, Luxemburg	1/2 of 230, 1/2 of 233, 289, 1/2 of 460	95.00	11.70
2209	Otto E. Heller, Chilton, R3	211, 212	95.25	4.23
2210	Louis Rach, Granton	38, 216	95.00	6.85
2211	Mrs. L. C. Bruhn Auburndale		91.25	3.69
2212	W. H. Kuehl, Dorchester		94.25	6.85
2213	John Fischer, Boaz		94.09	4.48
2214	Fred Moser, Loraine		94.25	4.43
2215	Maitland Bird, La Farge (Comp)		96.00	6.61
2216	Arthur H. Woldt, Reedsville (Comp)		95.00	5.32

Class 3. American Cheese Made After November 1, 1922

301	H. G. Wiskow, Clintonville	326	94.50	\$7.08
302	D. J. Fitzgerald, Eden		93.50	4.58
303	Theo. W. Treptow, Clintonville, R2	327	93.00	6.12
304	Fred Glaus, Pardeeville		91.25	2.24
305	Martin H. Parsons, Antigo, R1		92.00	3.83
306	Martin Kubitz, Edgar	48	95.25	7.04
307	Barnard Splitt, Stratford		94.50	3.87
308	August Brandt, Kewaunee	291	91.25	5.24
309	L. J. Buckholz, Manawa		95.50	9.71
310	J. J. Voith, Junction City	55	93.00	7.33
311	I. K. Wanderoos, New Richmond		91.50	5.23
312	Albert Drove, Muscoda		91.50	3.99
313	E. F. Hrudka, Peshtigo		84.50	2.12
314	Joe Schmittfranz, Thorp	397, 480	93.25	4.24
315	Aug. Ehlert, Thorp	394, 475A, 493	95.00	14.54
316	C. H. Schneider, Merrill		91.50	6.26
317	Wm. Eucker, Wittenberg	24A	82.50	.92
318	Jesse J. Spieles, Wisconsin Rapids, R2	60, 282	94.00	8.42
319	Moses Jones, Kewaskum, R5		88.00	2.12
320	A. W. Schulte, Cumberland	329, 330, 402	94.00	19.39
321	Jos. L. Steinwand Colby		90.50	5.14
322	Andrew Amble, Wauzeka	409	90.75	6.98
323	Edwin Fleming, Avoca		91.25	3.45
324	Ewald Jung, Horicon		93.25	4.24
325	Cecil F. Cowling, Blue Mounds		91.00	2.12
326	E. H. Kielsmeier, Columbus	135	92.75	9.21
327	Albert J. Gafner, Brownsville		93.75	5.33
328	W. H. Thurk, Fremont		91.50	4.20
329	Hans Puellmann, Manitowoc, R2		89.00	8.11
330	Herman W. Behrens, R3		94.00	5.66
331	Erwin O. Wunsch, Cleveland	20, 23, 129	97.25	11.86
332	Bernard Winder, Richland Center		93.00	4.16

No.	Name	Prize	Score	Check
333	O. W. Bartelt, Campbellsport, R15.....	136	88.50	13.93
334	Henry J. Loehr, Calvary, R1.....	132, 151	95.00	10.15
335	Andrew Peterson, Muscoda.....		90.75	4.04
336	Albert Koopman, Jr., Grafton.....		91.25	4.07
337	L. J. Breher, Sheboygan Falls.....		95.25	5.86
338	Geo. Sommers, Wausau, R4.....		94.50	5.49
339	Otto Duebner, Manitowoc.....		96.00	5.66
340	Jacob Preisig, Willard.....		90.00	1.62
341	Henry Nolte, Cleveland.....		90.00	3.24
342	O. H. Kielsmeier, Seymour.....		87.00	.06
343	Jerome L. Reif, Saukville.....		91.50	9.36
344	Oscar Stock, Manitowoc.....	21, 140	97.00	9.95
345	Otto Weyer, Manitowoc.....		95.25	6.07
346	Mike R. Lauer, Hilbert.....	1/2 of 213, 1/2 of 214	94.75	10.62
347	Fred W. Koller, 1030 N. Main St., Sioux Falls, S. D.		89.50	5.04
348	Jos. F. Dhuey, Peshtigo.....	251, 252	95.00	11.33
349	Walter H. Miller, Antigo, R3.....		94.50	3.67
350	Reinhard Jacob, Sheboygan.....	131	94.75	9.80
351	Emil Sonnenburg, Cato.....		96.00	5.42
352	Wm. C. Lindow, Plymouth.....	128, 165, 386-7-8	95.25	16.04
353	A. W. Hahn, Plymouth.....		94.75	8.62
354	Alb. Gruenstern, Marion.....	373	93.00	5.33
355	James E. Payne, Antigo, R2.....		94.00	3.42
356	Earl B. Whiting, Gillett, R1.....		94.25	4.54
357	E. H. Peters, Sugar Bush.....		94.50	5.08
358	C. A. Bremmer, Chill.....		94.50	4.87
359	Wm. Werth, Wittenberg.....		93.75	3.50
360	Wm. Woller, Merrill.....		90.00	1.62
361	Henry Schiller, Manawa.....		91.00	3.12
362	A. L. Wagner, Chilton.....		91.25	3.24
363	Otto Schwartz, Porterfield.....	255	93.75	3.24
364	Chas. Gehst, Embarrass.....	143, 145	93.75	18.36
365	Fred Matti, Watertown.....		90.00	2.62
366	A. H. Hein, Clintonville.....	323, 324, 325	94.50	6.87
367	Thomas Moore, Highland.....	352	95.00	14.31
368	H. A. Kalk, Sheboygan Falls.....		95.75	3.38
369	D. D. Korth, Antigo.....		92.00	3.62
370	P. H. Kasper, Bear Creek.....	19, 126, 278, 285, 305	97.50	26.20
371	Louis H. Sabrousky, Merrill.....		94.25	4.74
372	Herbert G. Kanitz, Merrill.....	22, 24, 46	96.25	9.01
373	Elmer G. Everson, Avoca.....		94.00	5.69
374	G. C. Laabs, Paul, Idaho.....		90.50	1.87
375	A. J. Blahnik, Kewaunee, R3.....	290	93.50	6.37
376	H. F. Laabs, Paul, Idaho.....		90.00	3.24
377	M. Christopherson, New Franken.....		89.50	.51
378	A. A. Miller, Star Prairie.....		94.75	5.86
379	Mrs. L. C. Bruhn, Auburndale.....	59, 281	94.13	10.89
380	Fred Moser, Loraine.....		93.75	3.71
381	O. N. Wray, Montpelier, Idaho.....		94.75	5.42
382	John Jaussi, Paris, Idaho.....		95.00	5.33
383	B. R. Wheeler, Geneva, Idaho.....		83.00	2.54
384	F. M. Thatcher, Grover, Wyo.....		91.25	3.86
385	Alva Abbs, La Farge.....		95.25	6.72
386	Arnold Fuhrman, Iron River (Comp).....		96.00	4.42
387	Olaf Seboe, Gilman (Comp).....		91.00	2.12
388	Louis Schneider, Two Rivers (Comp).....		93.25	3.05
389	Herman Kalkofen, Greenwood (Comp).....		94.25	4.75
390	Ernst Gyger, Winslow (Comp).....		96.25	7.01

Class 4. Colby Style Cheese

401	Leonard Klink, West Bend.....		93.13	4.19
402	Ed. A. Krause, Shawano.....	391, 392, 393	92.00	7.36
403	Seymour Creamery, Seymour.....	33	90.50	.69
404	Albert Koopman, Jr., Grafton.....		91.00	3.84
405	Seymour Creamery, Seymour.....		91.50	1.24
406	Christ Bhend, Pardeeville.....		93.25	4.45
407	L. J. Breher, Sheboygan Falls.....	28, 30	93.75	4.95
408	E. H. Kielsmeier, Columbus.....		91.50	3.50
409	Math Holzman, Unity.....	27	94.00	5.73
410	Ernst Mandel, Colby, R2.....	25, 29, 31, 336	94.50	27.22
411	Joseph L. Steinwand, Colby.....	338	92.00	6.04
412	Richard M. Schmitz, Unity.....		92.50	4.50
413	J. F. Tesmer, Colby, Box 74.....	26, 337	94.38	9.07
414	A. J. Blahnik, Kewaunee.....		91.25	1.75
415	Herman Laabs, Curtiss.....		93.25	5.53
416	F. W. Laabs, Curtiss.....		93.00	5.97
417	O. L. Baumgart, Colby.....	32, 339	93.38	17.01
418	Nick Krebsbark, Stratford.....		91.50	2.30

Class 5. Drum Swiss Cheese

No.	Name	Prize	Score	Check
501	G. L. Bartell, Monroe.....		95.25	\$65.00
502	Otto Wirz, Monroe, R2.....		93.00	50.28
503	John Muller, Monroe.....		95.75	65.63
504	John Badertscher, Rice Lake.....	75	90.50	66.56
505	Joe Kuster, Monroe.....	71, 228, 412	98.00	78.19
506	John Blickenstorfer, Gratiot.....	74	96.25	53.52
507	Casper Jaggi, Albany.....		92.75	52.27
508	Eugene Wirz, Darlington.....	69, 72, 418	97.00	43.80
509	Albert Schlappi, Browntown.....		90.75	39.45
510	Robt. Herrmann, Dallas.....	73, 401	96.50	63.88
511	Jacob Niffenegger, Darlington.....		91.50	50.55
512	Valentine Zibung, Argyle (Comp).....		98.00	68.06

Class 6. Block Swiss Cheese

601	Jost Hoesli, Black Earth.....		92.50	\$6.24
602	Frank Mock, Fox Lake.....		92.25	14.38
603	Henry V. Weissenfuh, Blue Mounds.....	81, 84, 85, 159, 162, 306	93.50	12.62
604	Rudolph Wahlen, Blanchardville.....		93.00	8.26
605	Joe Keoster, Monroe.....		91.75	5.16
606	Anton Koller, Mt. Horeb.....		93.75	7.50
607	Rudolph Speich, Dodgeville.....		93.00	6.97
608	Gottl. Werrin, Blue Mounds.....	68, 70, 76, 80, 83, 158, 160, 308	96.50	2.43
609	John Sager, Mt. Horeb.....		90.25	5.71
610	G. C. Bartell, Monroe.....		93.50	8.22
611	John Bleisch, Mt. Horeb.....	77, 82	95.00	8.97
612	John Muller, Monroe.....	78	94.50	13.72
613	Louis Kneubuhler, Fox Lake.....		89.75	16.29
614	Arnold Schmid, Barneveld.....		93.25	8.10
615	R. H. Schaller, Riley.....	79	93.63	9.46
616	John Lehnher, Barneveld.....	85	93.38	8.27
617	Ulrich Furrer, Hollandale.....		93.25	8.39
618	Joseph Lauber, Blanchardville (Comp).....		93.00	6.67

Class 7. Limburger Cheese

701	Anton Motz, Monroe.....	89	97.00	\$12.80
702	E. F. Horn Beaver Dam.....	223	95.25	8.13
704	Adolph Gurtner, Rubicon R1.....	224, 357	94.50	18.32
705	Wm. D. Gempler, Monroe.....	90	96.50	9.58
706	Ernest M. Jung, Juneau.....		94.00	5.45
707	Albert Bernet, New Glarus.....		93.00	15.28
708	August Thomen, Blanchardville.....		92.00	4.99
709	John S. Moser, Monroe.....	95	91.50	6.05
711	Rudy B. Lengacher, Monticello.....	92, 413, 88	94.50	5.47
710	August Martini, Monroe R8.....		94.75	3.33
703	John Minnig, Monticello.....	91, 93	96.00	4.91
712	Otto Fuglister, Red Oak, Ill.....		93.25	4.05

Class 8. Brick Cheese

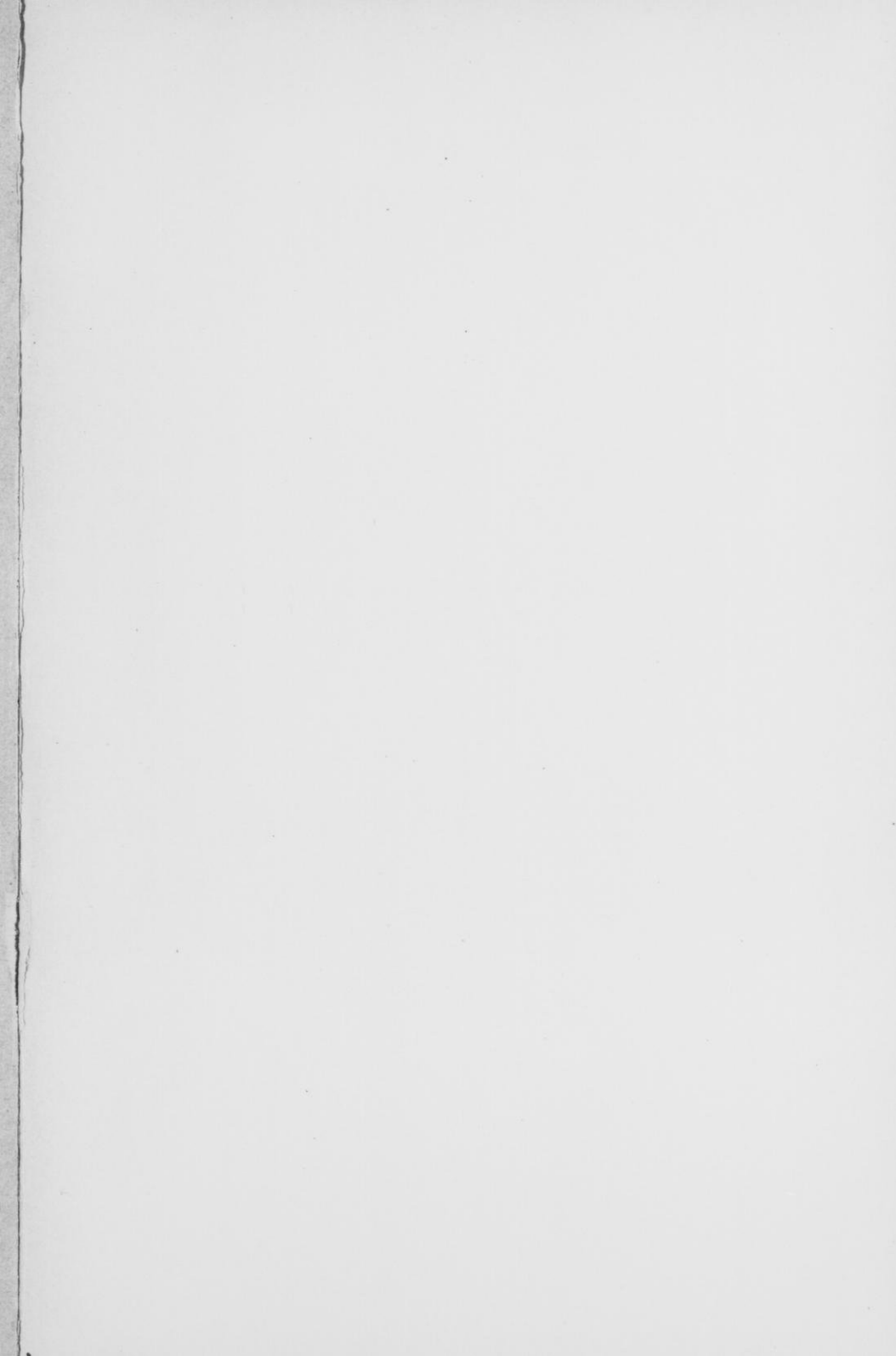
801	Jake Balsiger, Pardeeville.....		93.00	\$5.58
802	John Braderscher, Rice Lake.....	1/2 of 105, 463A	93.00	9.12
803	Rudolf Wahlen, Blanchardville.....		93.50	5.19
804	Emil Gruber, Dalton.....		94.50	3.83
805	Jacob Disler, Hartford.....	359A	92.00	9.12
806	Wm. Feutz Burnett.....	109	94.50	8.68
807	H. F. Zarling, Clintonville.....	163, 301, 310	92.75	14.03
808	Rudolf H. Schaller, Riley.....	98, 114	95.25	8.59
809	Rudolf Streit, Brandon.....	1/2 of 100	94.25	5.75
810	Fred Feutz, Rubicon, R1.....	357A	94.00	15.24
811	Marcel Steiner, Cambria.....		92.00	4.12
812	Walter Feutz, Neosho, R1.....		94.25	4.72
813	John Blickenstorfer, Gratiot.....		93.00	6.19
814	Fred Feutz, Fall River.....	96, 99, 106, 407	96.00	16.46
815	Alfred Hirsig, Lomira.....		93.00	2.32
816	Jacob Tschan, Rosendale.....		92.75	3.03
817	Otto Badertscher, Rice Lake.....	1/2 of 105, 464	93.00	5.91
818	Emil Schneider, Lomira.....		94.50	3.63
819	Anton Sutter, Jr., Sun Prairie.....		83.50	2.76
820	E. F. Horn, Beaver Dam.....		93.75	4.90

No.	Name	Prize	Score	Check
821	Henry Egli, De Forest.....		92.25	2.98
822	John Feutz, Waterloo.....	97, 102, 108, 222, 201, 202	95.50	27.88
823	Fred Jung, Juneau		92.50	4.53
824	Ewald Jung, Horicon		93.25	4.67
825	Ernst Looser, Juneau		93.00	4.14
826	Fred Blauer, Columbus		92.75	3.03
827	Christ Bhend, Pardeeville		93.25	4.47
828	Karl Zuberbuhler, Iron Ridge.....	117	91.00	2.22
829	Gottlieb Schubiger, Beaver Dam.....		92.50	2.71
830	Ernest Schneeberger, Woodland		93.00	4.55
831	Adolph Gurtner, Rubicon	358	94.00	13.81
832	Alfred Berger, Kilbourn, R3.....	107, 408	94.25	9.02
833	Aug. H. Raether, Watertown, R8		93.00	3.32
834	Carl Bachofen, Beaver Dam, R2.....		92.75	3.63
835	Herman Hoesley, Antigo		93.25	2.44
836	Gust Drachenberg, Watertown, R8.....		93.25	4.2
837	Ernest W. Jung, Juneau.....		93.00	4.35
838	John Wegmueller, Mt. Horeb.....		93.00	3.14
839	John Bremser, Watertown		93.25	5.49
840	Julius Heusser, Clear Lake.....	98A, 101, 425	95.13	13.44
841	Frank Mock, Fox Lake.....		93.75	5.93
842	Gottlieb Werren, Blue Mounds.....	112, 115, 307	94.00	6.40
843	Fritz Marti, Argyle, R1.....		93.00	4.96
844	Ernest Herrmann, Neillsville, R1.....	1/2 of 100	94.25	10.28
845	Carl Bruni, Iron Ridge.....		92.00	9.83
846	Gottl. Zulliger, Rice Lake.....	104, 463	93.25	11.03
847	Ben Weber, Rubicon	358A	93.50	11.04
848	Frank Schmidt, Oconomowoc, R3.....		92.50	4.35
849	Fred Gurtner, Jackson, R1.....	103	92.50	9.32
850	Abr. Blatter, Rice Lake.....		95.00	5.09
851	Jost Hoesli, Black Earth.....		93.00	3.53
852	Fred Baertschy, Mayville		92.75	4.06
853	Robt. Herrmann, Dallas		91.25	4.16
854	Fred Indermuehle, Brownsville		92.50	2.91
855	Arnold Zumbach, Calamine		93.50	5.01
856	Ernest Stucke, Hartford, R4.....	359	92.75	10.47
857	John Hammerli, Cross Plains.....		93.75	6.16
858	Ernest Schwartz, Rosendale		92.00	2.68
859	John Schuetz, Monroe		94.50	2.40
860	H. Bilgrien, Iron Ridge.....		93.00	3.73
861	R. F. Gronert, Burnett.....		93.50	6.01

Too Late to Classify

901	Leonard Klink, Horn	95.00	\$4.66
902	Bernard Splitt	93.75	4.20
903	Leonard, Klink, Horn.....	95.00	4.91
905	Raymond Larson, Bonduel	90.00	.36
906	Factory No. 61, Antigo (F. J. Bruss).....	95.25	4.25
907	Nic Arentz, Saukville	95.50	5.37

Total..... \$3,542.12



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