



LIBRARIES

UNIVERSITY OF WISCONSIN-MADISON

Proceedings of the thirtieth annual convention of the Southern Wisconsin Cheesemakers' and Dairymen's Association held at Monroe, Wisconsin, Thursday and Friday, February 13 and 14, 1930. 1930

Southern Wisconsin Cheesemakers' and Dairymen's Association
Monroe, Wisconsin: Times Printing Co., 1930

<https://digital.library.wisc.edu/1711.dl/7XZNVDJRBTLCF8K>

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

For information on re-use, see

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

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

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

44.9
S082
30th
1930

**Proceedings of the Thirtieth
Annual Convention
of the
Southern Wisconsin
Cheesemakers' and Dairymen's
Association**

44.9
S082



**Held at Monroe, Wisconsin
Thursday and Friday, February 13 and 14
1930**

USDA, National Agricultural Library
NAL Bldg
10301 Baltimore Blvd
Beltsville, MD 20705-2351

Proceedings of the Thirtieth
Annual Convention
of the
Southern Wisconsin
Cheesemakers' and Dairymen's
Association



Held at Monroe, Wisconsin
Thursday and Friday, February 13 and 14

1 9 3 0

MEMBERSHIP

of the Southern Wisconsin Cheesemakers' and Dairy-
men's Association for 1930

A

Acherman, Joseph	Monroe, Wis.
Armour Creameries	Monroe, Wis.
Augsburger, Mrs. Rudy	Monroe, Wis.
Augsburger, Gottfried	Monroe, Wis.
Aebly, Henry	Monroe, Wis.
Abplanalp, Adolf	Monroe, Wis.
Angliker, Adolph	Monroe, Wis.
Anderegg, Arnold	Juda, Wis.
Abplanalp, Bros.	Monroe, Wis.
Amacher, John	Argyle, Wis.
Arn & Zweifel	Monticello, Wis.

B

Blum, Sam	Monroe, Wis.
Becker, Mrs. Dave	Monroe, Wis.
Bear, Dr. W. G.	Monroe, Wis.
Bleiler, George	Monroe, Wis.
Buholzer, Xaver	Monroe, Wis.
Bast, Ray T.	Monroe, Wis.
Blumer Products Co.	Monroe, Wis.
Burkhard, John J.	Monroe, Wis.
Bennett, Dr. C. W.	Monroe, Wis.
Baltzer, M. E.	Monroe, Wis.
Buehler, Chas. H.	Monroe, Wis.
Becker, Wm. A. Co.	Monroe, Wis.

Badger Motors Co.	Monroe, Wis.
Babler, Jacob L.	Monroe, Wis.
Burkhard, Wm. A.	Monroe, Wis.
Burkhard, E. F.	Monroe, Wis.
Burmeister, Roy F.	Monroe, Wis.
Bennett, Dr. Byron R.	Monroe, Wis.
Benkert & Stauffacher	Monroe, Wis.
Bauman Hardware & Implement Co.	Monroe, Wis.
Buri, Louis E.	Monroe, Wis.
Blum, Werner	Monroe, Wis.
Block, Gust. A.	Monroe, Wis.
Biederman, Emil	Blanchardville, Wis.
Bregenzer, Edward	Monroe, Wis.
Bennett, Edward (New York Dispatch)	Milwaukee, Wis.
Bush, G. W.	Milwaukee, Wis.
Baker, B. H., 1401 S. Clark St.	Chicago, Ill.
Blum, Martin	Monticello, Wis.
Butter & Cheese Journal	Milwaukee, Wis.
Bockman, Julius	Gratiot, Wis.
Bussman, John	Gratiot, Wis.
Burgy, Jacob	Monticello, Wis.
Buhlman, Christ, R. 1,	Clarno, Wis.
Benkert, Fred E.	Monroe, Wis.
Booth, Max G.	Monroe, Wis.
Bowen, Miss Mazie V.	Monroe, Wis.
Blum, Bruce M.	Monroe, Wis.
Brog, Paul	Clarno, Wis.
Brand, Franz	Monroe, Wis.
Buholzer, Ernest, R. 3	Monroe, Wis.
Bernet, Peter, R. 1.	Monticello, Wis.
Bucher, Xaver, Independence Fact., R. 2,	Monroe, Wis.
Buholzer, Emil	Juda, Wis.
Brown Swiss Dairy	Monroe, Wis.
Baumgartner, Emil	Monroe, Wis.

C

Chadwick, Howard W.	Monroe, Wis.
Caradine, Dr. Harold B.	Monroe, Wis.
Collentine, Frank	Monroe, Wis.

Clark, H. H. Drug Co.....	Monroe, Wis.
Carter Machine Shop	Monroe, Wis.
Cunningham, Dr. H. F.	Monroe, Wis.
Chocolate Shop, The	Monroe, Wis.
Creasy, Dr. L. E.	Monroe, Wis.
Connors & Niles	Monroe, Wis.
Casanova, John M.	Monroe, Wis.

D

Dodge, LaRoy	Monroe, Wis.
Doyle, George L. & Co.	Monroe, Wis.
Durst, J. H.	Monroe, Wis.
Dempsey, P. J.	Monroe, Wis.
Discher, John C.	Monroe, Wis.
Dunwiddie, Wm.	Monroe, Wis.
Dunwiddie, J. D.	Monroe, Wis.
Dunwidie, Brooks	Monroe, Wis.
Durner, Dr. T. L.	Monroe, Wis.
Dettwiler, John	Monroe, Wis.
Dettwiler, Fred	Monroe, Wis.
Deininger, John	Monroe, Wis.
Dallenbach, Gottfried	Monroe, Wis.
Durst, M. C.	Monroe, Wis.
Divan, E. L.	Monroe, Wis.

E

Evenson, Roy	Monroe, Wis.
Etter, John T.	Monroe, Wis.
Erickson, R. E.	Monroe, Wis.
Einbeck, Chas.	Monroe, Wis.
Eaton, George	Monroe, Wis.
Eschler, John	Monroe, Wis.
Elmer, Henry C.	Monticello, Wis.
Elmer, Henry	Monroe, Wis.
Elmer, John H.	Monroe, Wis.
Escher, Emil	Monroe, Wis.

F

Figi, John	Monroe, Wis.
Feldt, John & Sons	Monroe, Wis.
Felder, Louis	Monroe, Wis.
Fritz, Dave	Monroe, Wis.
Fitzgibbons, James M.	Monroe, Wis.
Fitzgibbons Bros.	Monroe, Wis.
Frautschy, E. D.	Monroe, Wis.
Frutig, John	Belmont, Wis.
Friedli, Hans, R. 2,	Argyle, Wis.
Freitag, John	Belmont, Wis.
Frey, John	Argyle, Wis.
Fritsch, Albert	Clarno, Wis.
Forster, Emil	Mt. Horeb, Wis.
Frehner, Emil	Monticello, Wis.
Frautschy, Arthur C.	Monroe, Wis.

G

Geiger, W. J.	Monroe, Wis.
Ganshert, Dr. J. W.	Monroe, Wis.
Green County Lumber and Fuel Co.....	Monroe, Wis.
Geigel, John	Monroe, Wis.
Geigel Hardware Co.	Monroe, Wis.
Grinnell, Mark D.	Monroe, Wis.
Gnagi, Dr. W. B.	Monroe, Wis.
Gifford, R. B.	Monroe, Wis.
Geigel, Matt	Monroe, Wis.
Geigel, Wm.	Monroe, Wis.
Geigel, Jacob	Monroe, Wis.
Grode, R. J.	Monroe, Wis.
Goetz, Chester J.	Monroe, Wis.
Greenwald, Sam R.	Monroe, Wis.
Glauser, Fred	Monroe, Wis.
Geissbuehler, Fred	Darlington, Wis.

H

Huber, August	Monroe, Wis.
---------------------	--------------

Hotel Monroe	Monroe, Wis.
Hefty-Jones Co.	Monroe, Wis.
Hartnett, J. J.	Monroe, Wis.
Hartwig, Fred F.	Monroe, Wis.
Hess Meat Market	Monroe, Wis.
Hauser, John F.	Monroe, Wis.
Herold Printery, The	Monroe, Wis.
Haren, Dan H.	Monroe, Wis.
Holmes, Ramson	Monroe, Wis.
Heeren, J. B. & Son	Monroe, Wis.
Hughes, H. B.	Monroe, Wis.
Hodges, Dr. F. L.	Monroe, Wis.
Hoesly, T. A.	Monroe, Wis.
Hansen, Chr., Laboratory, Inc.....	Little Falls, N. Y.
Heim, Jacob	Monticello, Wis.
Holun, Roland	Mt. Horeb, Wis.
Hofer, Carl	Monroe, Wis.
Heitz, John P., R. 2	Monroe, Wis.
Hardell, Martin	Ohio
Huber, Walter, R. 1	Warren, Ill.
Hill, Charles L.	Madison, Wis.
Hoerburger, Alex, R. 1	Argyle, Wis.

I

Ingold, Ferdinand, Store	Monroe, Wis.
Indra, Charles, N. Y. C.	Milwaukee, Wis.
Imhof, Oscar	Browntown, Wis.

J

Jaberg, Roy	Monroe, Wis.
Jerrold Clothing Co., The	Monroe, Wis.
Johnson, Walter A.	Monroe, Wis.
Janke, L. F.	Madison, Wis.
Jackson, H. C.	Madison, Wis.
Jegerlehuer, Walter,	Darlington, Wis.
Janke, Edward	Mt. Horeb, Wis.

K

Kammentzing, Franz	Monroe, Wis.
Kundert Bros.	Monroe, Wis.
Knight, W. J.	Monroe, Wis.
Kubly Meat Market	Monroe, Wis.
Kundert, Ralph	Monroe, Wis.
Kundert Shoe Shop	Monroe, Wis.
Knipschild, John H.	Monroe, Wis.
Karlen Bakery	Monroe, Wis.
Kohli, Charles R.	Monroe, Wis.
Keel, Everett	Monroe, Wis.
Kohli, Louis H.	Monroe, Wis.
Kuenzi, Fred A.	Monroe, Wis.
Kummer, Adolph, R. 3	Monroe, Wis.
Koenig, Christ	Monroe, Wis.
Kohler, Oswald	Brodhead, Wis.
Klueter, Harry	Madison, Wis.
Kohn, Herman	Monroe, Wis.
Kiechle, Julian	Monticello, Wis.
Kopp, Fred, R. 1	New Glarus, Wis.

L

Lamboley, F. E.	Monroe, Wis.
Lyford, Harry B.	Monroe, Wis.
Ludlow Hotel	Monroe, Wis.
Lengacher, John	Monroe, Wis.
Lanz, Fred	Monroe, Wis.
Luchsinger, Frank B.	Monroe, Wis.
Lynch Garage	Monroe, Wis.
Ludlow, Edwin	Monroe, Wis.
Ludlow, Willis	Monroe, Wis.
Lanz, H. E.	Monroe, Wis.
Lengacher, Clarence	Monroe, Wis.
Lichtenberg, Wm., R. 3	Beaver Dam, Wis.
Lengacher, Fred	Monroe, Wis.
Lauper, Arthur	Winslow, Ill.
LaCombe, F. E. (Lavo Co.)	Milwaukee, Wis.

Laeser, Sebastian, R. 6	Monroe, Wis.
Locher, Fred, R. 1,	Argyle, Wis.
Luthy, John	Brodhead, Wis.
Lenherr, Jacob	Monroe, Wis.
Loveland, Wm. A.	Monticello, Wis.

M

Meythaler Bros.	Monroe, Wis.
Monroe Bakery	Monroe, Wis.
Monroe Evening Times	Monroe, Wis.
Monroe Land Co.	Monroe, Wis.
Magdal, S. H.	Monroe, Wis.
Monroe Laundry	Monroe, Wis.
Marty, Adam	Monroe, Wis.
Marty, Carl, & Co.	Monroe, Wis.
Mason, H. W.	Monroe, Wis.
Metropolitan Store	Monroe, Wis.
Montgomery Ward & Co.	Monroe, Wis.
Miller & Weaver	Monroe, Wis.
Meythaler Electric Co.	Monroe, Wis.
Maurer, Rudy	Monroe, Wis.
Moore, Dr. L. A.	Monroe, Wis.
Miller, Walter A.	Monroe, Wis.
Movie Inn	Monroe, Wis.
Minnig, John	Monticello, Wis.
Mahlkuck, Fred R.	Monroe, Wis.
Matter, Otto	South Wayne, Wis.
Moe, H. H.	Monroe, Wis.
Marty, Gotlieb	Monroe, Wis.
Mertz, Laverne	Madison, Wis.
Marty, Carl O., Jr.	Monroe, Wis.
Marty, Robert	Monroe, Wis.
Meythaler, William	Monroe, Wis.
Morton Salt Co.	Dubuque, Iowa
Motz, Anton, R. 7	Monroe, Wis.
Marschall Dairy Laboratory	Madison, Wis.
Marty, Fred	Monroe, Wis.

Miltz, Paul	Monticello, Wis.
Marty, Fred	Argyle, Wis.

N

Newman, Henry (Lavo Co.)	Milwaukee, Wis.
Naef, John	Argyle, Wis.
Nelson Washer Co.	Janesville, Wis.
Nieffenegger, Jacob	Darlington, Wis.

O

O'Brien, J. P. (J. B. Ford Sales Co.)	Milwaukee, Wis.
Olson, Wm.	Monroe, Wis.

P

Penny, J. C., Co.	Monroe, Wis.
Prechel, Harry R.	Monroe, Wis.
Pfund, Louis	Monroe, Wis.
Price, W. V.	Madison, Wis.

R

Ruefenacht, Fred	Monroe, Wis.
Reitinger, A. J.	Monroe, Wis.
Rohrer, Arnold	Monroe, Wis.
Regez, Jacob	Monroe, Wis.
Roderick, Claude A.	Monroe, Wis.
Rote, Alvin F., Co.	Monroe, Wis.
Regez, Herman	Monroe, Wis.
Regez, Rudy	Monroe, Wis.
Roub, Dr. A. J.	Monroe, Wis.
Roth, H. C.	Monroe, Wis.
Rottler, R. G.	Monroe, Wis.
Redman, G. L.	Monroe, Wis.
Roth, Paulus A.	Monroe, Wis.
Raichle, C. G. (DeLaval Sep. Co.)	St. Paul, Minn.
Richter, Joe	Watertown, Wis.

Roethlisberger, John, R. 9	Monroe, Wis.
Risser, Adolph	Argyle, Wis.
Rosenberger, John	Argyle, Wis.
Roelli, Adolph	Shullsburg, Wis.
Rohner, Joe, R. 2	Juda, Wis.
Rouse, Mrs. Alta R.	Monroe, Wis.
Ridweg, Joe	Woodford, Wis.
Ryser, Albert, R. 3	Blanchardville, Wis.
Roth, Christ (Racine St.)	Monroe, Wis.
Rufenacht, Paul	Monroe, Wis.

S

Sheboygan Dairy Products Co.	Monroe, Wis.
Saucerman, W. T.	Monroe, Wis.
Schroeder, Arnold	Monroe, Wis.
Siegenthaler, Otto	Monroe, Wis.
Stauffacher, Fred J.	Monroe, Wis.
Stauffacher, Glenn F.	Monroe, Wis.
Stuart, George W.	Monroe, Wis.
Schuetze, Wm. A.	Monroe, Wis.
Spoerri, Arthur (Green County House)	Monroe, Wis.
Schmid, Adolf	Monroe, Wis.
Strahm, John	Monroe, Wis.
Spaide, Clarence P.	Monroe, Wis.
Schneider, John J.	Monroe, Wis.
Schindler, Dr. A. J.	Monroe, Wis.
Style Shop, The	Monroe, Wis.
Shriner Bros.	Monroe, Wis.
Stauffacher, W. J. Co.	Monroe, Wis.
Staempfli, Fred	Monroe, Wis.
Schneider, Max	Monroe, Wis.
Solomon, Henry, Coal and Iron Co.	Monroe, Wis.
Scheidegger, Ernest	Monroe, Wis.
Schneider, George	Monroe, Wis.
Schwaiger, Jerome H.	Monroe, Wis.
Schindler, Chas. A.	Monroe, Wis.
Schulze, Paul T.	Monroe, Wis.
Stillman, C. L.	Monroe, Wis.

Snodgrass, P. N.	Monroe, Wis.
Specialty Service Co.	Monroe, Wis.
Stubbe, Charles	Monroe, Wis.
Stoldt, Albert	Monroe, Wis.
Schmidt, Leon O.	Monroe, Wis.
South Side Drug Co.	Monroe, Wis.
Stauffacher, M. H.	Monroe, Wis.
Schepley, Chas. R.	Monroe, Wis.
Stauffacher, Emil	Monroe, Wis.
Spence Byran (Chr. Hansen Lab.).....	Madison, Wis.
Schmitt, E. L.	Argyle, Wis.
Sammis, J. L.	Madison, Wis.
Stauffacher, Frank L.	Monroe, Wis.
Schmid, Gustav	Clarno, Wis.
Schindler, Thomas	Monroe, Wis.
Schwaiger, Otto	Monroe, Wis.
Smith, Roscoe, R. F. D.	Monroe, Wis.
Stauffacher, I. M.	Monroe, Wis.
Stauffacher, Emanuel	Monroe, Wis.
Siegenthaler, Ernest	Darlington, Wis.
Stoller, Emil	Argyle, Wis.

T

Thalman, Otto	Monroe, Wis.
Tuttle, Harold W.	Monroe, Wis.
Treat, Frank A.	Monroe, Wis.
Tschanz, John	Monroe, Wis.
The Service Printery	Monroe, Wis.
Triangle Cheese Co.	Monroe, Wis.
Thorp, Ed. M.	Monroe, Wis.
Trukenbrod, Wm. E.	Monroe, Wis.
The National Tea Co.	Monroe, Wis.
Treat, Ben G.	Monroe, Wis.
Trumpy, Henry	Monroe, Wis.
Thalman, Ernest	Albany, Wis.
Tibbetts, H. L. (N. Y. Dispatch)	Milwaukee, Wis.
Trumpy, Joseph	Clarno, Wis.
Thorp, George	Monroe, Wis.

Thorp, Eugene B.	Monroe, Wis.
Thuli, Arnold	Hollandale, Wis.

U

Universal Grocery Co.	Monroe, Wis.
Ufer, Walter	Argyle, Wis.

V

Voegeli, Alfred B.	Monroe, Wis.
Von Moos, Leon, R. 5	Darlington, Wis.

W

Wirz, Eugene	Monroe, Wis.
Weirich, Paul J.	Monroe, Wis.
Woolworth, F. W., Co.	Monroe, Wis.
Wenger, Sam	Monroe, Wis.
Wenger, Ralph H.	Monroe, Wis.
Wenger, Wm. E.	Monroe, Wis.
Wisconsin Hydro-Electric Co.	Monroe, Wis.
Wisconsin Power and Light Co.	Monroe, Wis.
Waffle Shop, The	Monroe, Wis.
Wettengel, Fred W.	Monroe, Wis.
Wilkinson, G. W.	Monroe, Wis.
White, Leland C.	Monroe, Wis.
Whalen, George	Monroe, Wis.
Wenger, Rudy, Co.	Monroe, Wis.
Wirz, Otto, R. 2	Monroe, Wis.
Watertown Butter and Cream Co.	Watertown, Wis.
Wyssbrod, Fred	Argyle, Wis.
Waelti, Gottfried	Monroe, Wis.
Wuethrich, Gottfried	Monroe, Wis.
Wuethrich, Fred	Juda, Wis.
West, Myron	Monroe, Wis.
Walser, David	Monticello, Wis.
Wyssbrod, Fred	Martintown, Wis.

Y

Young & Co. Monroe, Wis.

Z

Zurkirchen, John, Co. Monroe, Wis.

Zumbach & Zeller Monroe, Wis.

Zibung, Valentine, R. 1 Darlington, Wis.

OFFICERS FOR 1930

President—Fred Marty	Monroe, Wis.
Vice President—Adolph Abplanalp.....	Monroe, Wis.
Secretary—Fred Glauser	Monroe, Wis.
Treasurer—Fred E. Benkert	Monroe, Wis.

DIRECTORS

Rudy Krebs, R. 2, (for three years)	Browntown, Wis.
Jacob Lenherr (for two years)	Monroe, Wis.
Gottfried Waelti (for one year).....	Monroe, Wis.

JUDGES ON CHEESE

Arnold Rohrer	Monroe, Wis.
Fred Boessiger	Monroe, Wis.
Gottlieb Marty	Monroe, Wis.

COMMITTEE ON RESOLUTIONS

Chas. R. Shepley	Monroe, Wis.
H. H. Moe	Monroe, Wis.
Fred Glauser	Monroe, Wis.

AUDITING COMMITTEE

Adolph Abplanalp	Monroe, Wis.
Emil Buholzer	Juda, Wis.
Reinhard Mueller	Monroe, Wis.

ADDRESS OF WELCOME

By R. G. Rottler

President Chamber of Commerce, Monroe, Wis.

It is indeed a pleasure for me to greet you, at this your 30th annual convention, and I welcome you to Monroe in behalf of its citizens, its business men, and particularly the Monroe Chamber of Commerce.

We have always taken a keen interest in the activities of your association, knowing that you have a sufficiently large membership, which is strong enough financially, and who are deeply concerned in the development of this industry, to hold such successful and well rounded out conventions.

Your annual sessions are of vital importance to the economic welfare of our state, which is evidenced by the support the state offers you, in recognizing your demand for men to address you, from the various offices of the Department of Agriculture.

The developments and expansion of your industry is of **more importance to Southern Wisconsin**, for you are converters and distributors of our basic products, from which 97% of the agricultural resources of our own county are derived. The successful and profitable production and distribution of these products and the revenue derived therefrom greatly concerns the **economic welfare of our community**. Therefore, upon every member of this organization, rests a **great responsibility**. In your efforts and achievement to produce a better product, lies the prosperity of Southern Wisconsin.

The idea and origination of this organization was for the direct purpose of improving and advancing the dairy products industry in this section of the state, and its development can be credited to the Southern Wisconsin Cheesemakers' & Dairymen's Association.

There will be an abundance of substantial knowledge for you to obtain at the various sessions at this convention, and you will benefit greatly by giving at-

tention to all of the addresses, which are to be given on the different subjects on your program, by men who are interested in your business and your welfare.

The economic situation of industry and business, is going through a state of transition at the present time, and you will have to cope with the changing conditions during this economic revolution. You can accomplish much in your particular vocation, in listening to what is to be said to you with reference to economy in production, efficiency in distribution, and suggestions as how to increase the consumption of your commodities. The benefits from which we hope will have a decided tendency to greatly increase your profits.

We have always been held under the **spotlight** as the **producers** of **good cheese** and **dairy products**. **Our Cheese** is marketed all over this nation, and our **Cheese Day** is known all over the world. It is through your ambitions, efforts, and achievements, that this exists.

It is therefore a pleasure for me to again extend to you a most cordial welcome to hold your convention in Monroe.



Green County Swiss Cheese for Coolidge

When President Coolidge received Swiss cheese at the summer capitol at Superior presented to him by Green County producers.

RESPONSE TO ADDRESS

By F. E. LaCombe

District Manager of Lavo Company of America,
Milwaukee, Wisconsin

Mr. President, Mr. Speaker, Ladies and Gentlemen:

I hope you will pardon me reading my response to you instead of memorizing it, but I was told by the first boss I ever worked for in the selling field, that in order to be successful one must first be truthful—second to be sincere in each business transaction, and last but not least be original, and by these applications toward my work I would never fear as far as working an honest living was concerned. Many of you in this audience will no doubt whisper and say for once LaCombe is stumped—but honestly, I am, for this happens to be the first time I've ever been trusted with this honor. However, I am indeed proud to have been selected to offer the response to the address made by Mr. R. G. Rottler, and in behalf of the Southern Wisconsin Cheesemakers' and Dairymen's Association I wish to say that during the six years I have been privileged to attend your convention, the hospitality extended each individual who resides in your midst, be it for one day or a year, has been such as to warrant my stating, without fear of contradiction, that the spirit of brotherhood and good fellowship ranks first in the minds of each and everyone of you.

However, no talk, regardless of how brotherly, must be made a serious one, also one which should dwell, if but for a moment, upon the subject at hand, and I know from past experience your livelihood is cheesemaking.

I quote from Olson & Company Butter and Cheese Journal, the following paragraphs, which I feel strike us all fairly hard, for we as a whole, are our worst enemies. Instead of worrying now about the much talk-

ed of higher tariff, we should be concerned about the enemy from within, and that is over-production. Pause for one moment at our sister industry, butter-making. Olson & Company facts prove we now have an over-production of 46,000,000 pounds of butter in storage throughout the country, and we know if a condition of this kind is allowed to exist for any length of time, we shall have perhaps a like amount of cheese to talk about.

So in closing, may I state we are our own doctors, and prescribe our own medicine, and in this case it shall be that we are resolved, each and everyone of us, to eat more butter, drink more milk, and eat more cheese, and in this way drive the ever-approaching wolf from our door, which eventually can ruin us all, rob our fair state of the proud fact it has always been recognized as the finest and only Dairy State in the Union, and last but not least, we shall all be healthier people, for I know no other food product which contains all the elements the human body needs as do milk, butter and cheese.

I thank you.

TREASURER'S REPORT

By Joseph Trumpy, Treasurer, Monroe, Wis.

RECEIPTS

November 15, 1928, Balance.....	\$1,992.21
By Membership	353.00
Admission Tickets	44.25
Foreign Type Cheese Dealers	80.00
Hansen Laboratory, Little Falls N. Y.....	15.00
Gottlieb Marty	3.00
Morton Salt Co., Milwaukee	5.00
Herman L. Schindler	5.00
The Citizens Bank	10.00
The Commercial and Savings Bank	10.00
The First National Bank	10.00
The Colonial Salt Co., Chicago	5.00
The Marschall Dairy Laboratory	20.00
The Midland Metal Co., Chicago	5.00
The Ohio Salt Co., Wadsworth, Ohio.....	5.00
The Sharples Separator Co.	25.00
C. E. Zuercher & Co., Chicago	10.00
3 days extra work Johnson Facy., Darlington....	30.00
For cheese sold	30.74
State Appropriation for 1928-1929.....	1,000.00
State Appropriation, 1929-1930	1,000.00
Interest	61.60
Total Receipts	\$4,719.80
Disbursements	\$3,630.45
Balance	\$1,089.35

DISBURSEMENTS

778—L. Newcomer	\$ 100.00
837—The Monroe Evening Times.....	133.50
844—St. Louis Button Co.	13.00
800—Fred Wuethrich	4.77
789—Reinhard Mueller	15.08
805—Rudy Gogg	4.66
808—Walter Laupoer	11.00
804—Leo Von Moos	4.69
829—Jacob Waeffler	8.19
830—W. F. Trukenbrod	5.00
827—Werner Blum	6.56
786—Sulzer Bros.	33.00
770—Gottfried Waelti	2.00
773—The Green County Herold	8.75
772—M. P. Peavy	2.00
780—Miss Maud E. Wenger	5.00
775—Monroe Evening Times	22.00
776—Harry Albright	10.00
784—Henry Elmer	10.00
777—Miss Marie Spec	55.00
781—Badger Cheese Co.	5.00
779—C. L. Chambers	12.50
782—Miss V. L. Sweet	15.00
766—Fred Marty	2.00
785—The Brodhead News	2.50
790—Alex Abplanalp	10.04
803—John Rechsteine	4.71
799—Franz Brand	4.77
807—Fred Giessbuehler	8.00
789—Fred Giessbuehler	13.00
798—Emil Stoller	4.79
823—Anton Motz	8.00
818—Fred Wagner	9.81
822—Julian Kiechle	8.00
826—Emil Frehner	7.45

774—New Glarus Post	2.50
813—August Schmid	4.81
801—Jacob Nieffenegger	4.74
787—John Anderegg	5.00
819—Gottfried Vogel	4.84
810—Ernest Schlagenhaufen	8.77
809—Otto Matter	13.00
825—Rudy B. Lengacher	6.17
832—Henry Elmer	3.20
802—Christ Stettler	4.72
793—Valentine Zibung	5.00
820—Vincent Lingg	4.79
816—Joe Willi	9.32
791—Ernest Hermann	5.04
817—Sam Schober	9.64
828—August Theiler	7.44
794—Eugene Wirz	4.97
824—Fred Wysbrod	4.88
811—Nick Buerguser	7.00
792—Jacob Aeschliman	11.04
843—Harry B. Lyford	5.00
806—Walter Ufer	10.00
795—Emil Buholzer	4.93
814—Arnold Thuli	4.76
797—Christ Koenig	4.91
821—John Minnig	20.96
815—David Walser	4.71
783—Turner Hall, Rent	75.00
796—Emil Baumgartner	4.92
836—Fred Marty	3.50
839—The Herold Press	7.50
838—Fred Marty	16.00
840—Henry Elmer	3.20
841—The Heroid Press	11.00
842—Ferdinand Ingold	6.00
831—Adolph Abplanalp	1.80
833—The Schempp Printery	3.00
812—Herman Aebersold	4.82

835—Fred Marty	7.53
834—Henry Elmer	3.22
Henry Elmer, Salary \$200; Postage \$10.21.....	210.21
Fred Marty, Salary \$50.00; Postage \$6.00.....	56.00
Fred A. Kuenzi, Salary for 1928-1929.....	1,000.00
Returned to State Treasury July 1, 1929.....	1,214.84
Henry Elmer Salary for 1929-1930.....	200.00
Fred Marty, Salary for 1929-1930.....	50.00
	\$3,630.45

Respectfully submitted,

JOSEPH TRUMPY, Treas.

We, the undersigned Auditing Committee, examined the Treasurer's report and found it correct:

Adolph Abplanalp
Emil Buholzer

Auditors.

SECRETARY'S REPORT

By Henry Elmer, Secretary, Monroe, Wis.

Mr. President, Ladies and Gentlemen:—

On March 14, 1929 our Association officers met with the officers of the Foreign Type Cheesemakers' Association to consider the hiring of a Factory Instructor. It was agreed to employ Mr. Fred Kuenzi and that our Association pay one thousand dollars and the Foreign Type Cheesemakers' Association pay three hundred dollars to compensate Mr. Kuenzi for his work at ten dollars per day. Later on the Foreign Type Cheese Dealers' Association joined also in hiring Mr. Kuenzi and agreed to pay seven hundred dollars so that Mr. Kuenzi's salary for eight months' work would be two thousand dollars. Mr. Kuenzi's work consists of helping the cheesemaker in time of trouble, visit dairy barns, see that everything in the cheese factories and dairy barns is in a sanitary condition, see that the cheesemakers tend the cheese regularly in a creditable manner, and that it is kept a reasonable time on the shelves in the factories. Mr. Kuenzi worked from April to December, in all 200 days, and visited 715 cheese factories besides a goodly number of dairy barns.

On September 28, the Directors and other members of the Foreign Type Cheese Council, the Foreign Type Cheesemakers' Association and of our Association assembled in the Chamber of Commerce quarters to discuss the holding of our next annual convention and it was agreed to hold same on February 13 and 14, 1930 in the usual manner. The Secretary was instructed to make the necessary preparations and when soliciting for mem-

bership to give only two admission tickets with each membership.

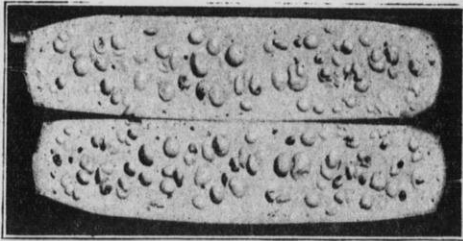
Several meetings were held to prepare the way to merge the Foreign Type Cheese Dealers' Association, the Foreign Type Cheesemakers' Association, and the Southern Wisconsin Cheesemakers' and Dairymen's Association into one great association, but through some misunderstanding the project did not materialize. The following 27 cheesemakers took part in last year's Course for the Manufacture of Swiss Cheese held at Madison: Anton Kuhn and William Meier, R. 4, Blanchardville; Louis Krauer, Louis Stucky, Herman Staempfli, Vincent Lingg, Joe Staub, Jr., Joe Anderhalden, Robert Wicki, R. 1, Jacob Meier, R. 1, Willy German, Fred Buob, and Aug. Schmidt, R. 8, Monroe.

Arnold Guedel, Browntown; Joe Jaeggi, Juda; John Liechti, Gootlieb Oberholzer, R. 1, Woodford. Christian Kurz, R. 4, Peter Rupp, R. 4, Jacob Buscher, R. 4, Darlington; J. Vandell, Campbellsport; Eugene Schuepp, R. 3, Verona; Ulrich Naef, R. 5, Monticello; E. J. Seeholzer, Madison; H. J. Ramseier, Argyle; Ernest Aeschlimann, Blue Mounds, and Walter Lauper, R. 2, Winslow, Ill. The following seven cheesemakers took the Brick cheese course: Albert Gutman, R. 7, and Joe Staub, Jr., Monroe; Ernest Aeschlimann and John Aeschlimann from Blue Mounds; Anton Koller, Mt. Horeb; Anton Pedersen and Carl W. Becker, Madison.

A new law was passed in 1929 that the unexpended balances of all the State appropriation by July 1 shall flow back into the State Treasury and through that law our Association lost \$1,214.84. The law went into effect on July 1, 1929 while we were not notified of such change in the respective law until July 29, 1929.

During the past year I sent out 782 pieces of mail. According to our Treasurer's report we have a balance on hand of \$1,089.35. In conclusion I wish to sincerely

thank all the business and professional men in Monroe for their willingness to support our Association. I also thank the speakers, the supply houses, the National Cheese Federation, the wholesale cheese dealers, the musicians, the yodlers, the singers, the dramatic club, in fact everyone who helped us to make this 30th annual convention worthwhile.



PRESIDENT'S ANNUAL ADDRESS

By Fred Marty, President, Monroe, Wis.

At this, our 30th Annual Convention, we find ourselves in a most peculiar situation, pertaining to the cheese and butter industry, there seems to be a surplus of Dairy products, the surplus of either branch of the dairy industry, butter, condensed milk or cheese reflecting its effect upon the other.

Authentic statistics reveal that in 1929, 30 to 35 millions of pounds more Oleomargarine has been consumed with the results of 35 million pounds surplus butter on hand today.

Authentic statistics also reveal that the cheese consumption per capita has reduced from nearly 4.5 pounds to 3.5 pounds; evaporated and condensed milk is said to be seriously overstocked. Many are the reasons attributed to the present surpluses of these dairy commodities, some of the most prevalent reasons given are the vast expansion of the dairy industry of the West and South, and the enormous increase of Oleomargarine consumption causing an equal proportionate surplus of butter on hand today.

Reasons For Our Present Situation

"Many basic reasons are at the bottom that has caused the lack of forming habitual cheese eaters in this country. The answer in short is lack of uniformity in quality of our cheese to the consuming public.

"Let us go back to the early days when the cheese manufacture took on a noticeable proportion, commanding the attention of commercial possibilities.

"The traditions then employed in the production of a uniform aged cheese at the factories were soon reduced and absorbed by constantly increasing numbers

of cheese dealers which soon caused such keen competition for cheese that the old custom and practice of buying cheese by grade fell by the wayside.

“Therefore, a tradition that is the foundation and stability of any and all manufactured goods that hope to grow and become successful in the commercial field fell in oblivion.

“Laws were enacted to regulate the quality of cheese, state departments were established to try and enforce the laws, and whatever other state educational institutions were trying to build up. Just so fast were all recommendations, regulations and teachings, for better uniform quality cheese pulled down by the keen competition of dealers, who employed every trick and left no stone unturned to get the other dealer’s cheese, and naturally all at the expense of quality.”

So down through all of two decades of years we kept right on railroading in a mad rush for quantity cheese, not quality cheese, and never in mind the ultimate results that were sure to follow by the “at last impatient consumer.”

Foreign Type Cheese Dealers On Right Track

It took us many years to tear down our cheese industry and naturally it can not be brought back over night, but I dare say if the foreign cheese dealers will continue with the system they inaugurated some six years ago by buying the cheese upon the merits of quality or grading system at the factories and in turn commercialize it to the trade on a quality basis we will soon encroach upon the field of import Swiss cheese and soon derive the benefits, for the domestic Swiss cheese has certainly improved wonderfully in the last six years.

Quality Swiss Cheese Our Salvation

The domestic Swiss cheese industry has the advantage over all other dairy branches of our industry in

that it imports nearly one hundred per cent more Swiss cheese than we manufacture in Wisconsin which is about eighty-five per cent of all Swiss cheese manufactured in the United States, the import Swiss cheese demands a premium over our best domestic Swiss cheese so its evidence that our consumer is willing to pay a premium for quality: wholesale 10c per pound, and retail about 15c per pound over our domestic Swiss cheese, the domestic Swiss cheese is the only type of cheese in Wisconsin where the dealers are making a distinction in price of a Fancy No. I, and No. II Cheese of 11c a pound from Fancy down to a No. II.

It would therefore seem, in spite of the dark cloud hanging over our dairy industry if we would only care and take an interest in obtaining the highest benefits that are at our command mainly eleven cent premium for the highest quality cheese and finally encroach upon the field of import Swiss and capture still higher awards, what a wonderful opportunity confronts us and to realize that the Swiss cheese industry is the only branch of the dairy industry so fortunately situated for the mere sake of quality.

A Few Suggestions for Better Cheese

All those makers who are today enrolled in the special cheese course given here in Monroe again, which was brought about by the united efforts of local organizations will learn that it takes more than a milk clarifier to produce clean milk, they will learn that milk once contaminated by an unclean milking machine or otherwise is entirely beyond his control for the best and highest quality cheese, they will learn how to propagate a milk starter, how to use such a starter as to condition of milk on hand, they will learn the use of instruments necessary to learn the strength of the acidity of the milk and the starter, they will learn the use of all other instruments and tests that are necessary in the manufacture of high

quality cheese.

I have in mind the cheesemaker who contemplates changing to the method of clarifying the milk thinking that that method is a cure for all, and that all the instructions given at this special course are not necessary. Most of our successful cheesemakers who have taken this special course time and again, have done a lot of missionary work among farmers to obtain sanitary milk, and their good results were their awards.

In conclusion, let me say that we are headed right beside the 25 some million pounds of domestic Swiss cheese that we make, we are still short to the extent of about 35 million pounds of quality Swiss cheese on our home markets, which is demanding a special premium, what a wonderful opportunity ahead of us; no other branch of the dairy manufacture is so fortunately situated and nature has provided all for us to take full advantage of this golden opportunity, and which is yours for only your will. So farmer, cheesemaker, and cheese dealer, let us all work in a united effort to help elevate this, our industry, to a level that will make us the beneficiaries of the opportunities that are before us.

I take this opportunity to extend our thanks to the speakers for this convention, as well as all those that were instrumental in promoting the large enrollment at our special Swiss cheese course now being given here at Monroe and especially Prof. J. L. Sammis, of the Department of Agriculture of the University of Wisconsin, and Mr. Robert Hardell of the United States Dairy Division, Department of Agriculture who are again leading the course as in the past, and finally to all of the contributors of the premium fund of past and present, I wish to say that you have done your part nobly, in that you have contributed an incentive to further advance the quality of cheese.

“Nature’s Laws in Cheese Making”

By Walter V. Price

Professor of Dairy Husbandry, Madison, Wis.

An address delivered at the 30th annual convention of the Southern Wisconsin Cheesemakers' and Dairymen's Association, February 13, 1930, Monroe, Wis.

It is interesting but highly unprofitable to try to imagine the origin of cheese. Probably it was the result of an accident. But the development of the art of cheese-making was not an accident but rather the result of thousands of observations over a period of many years. Certain treatments were followed by definite effects and gradually the rules of cheese-making, as we know them now, were evolved. The various changes in the curd which take place during the manufacture of cheese are the result of action of natural laws. But what is a natural law?

If we observe a series of events and their effects, which we have not noticed before, we learn new things. Perhaps these isolated bits of knowledge have certain features in common with each other. If this is true we can summarize this common aspect in a generalization which we call a “law of Nature”. Actually the laws of Nature are made by man. Civic laws express commands or duties but natural laws are descriptions of facts.

Laws are valuable because they are short cuts to learning. They summarize the experiences of others. They are concise statements of truths which can be proved by experiments or otherwise.

We may be inclined to question the reason for the existence of a law. In order to do so we often resort to

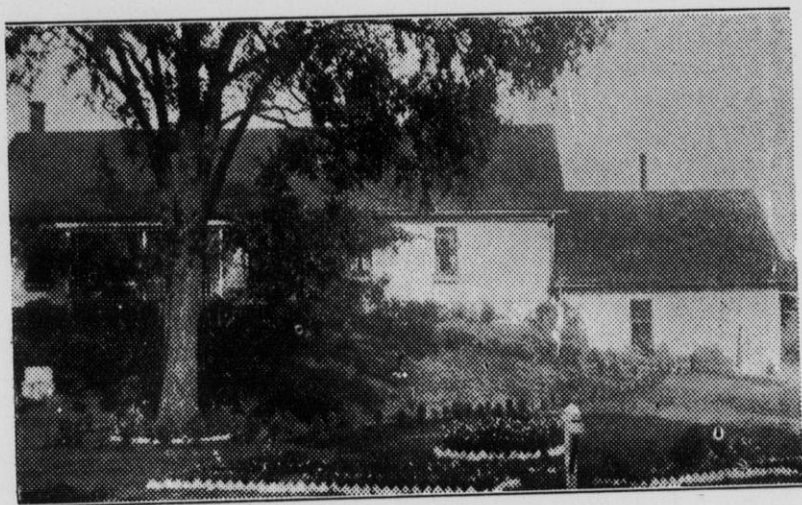
theory. Theories may or may not express facts which may or may not be observed in the future. When a theory has been proved it becomes a law so that a theory is really knowledge in the state of formation. First comes the theory and then the law. Each is essential in the development of systematic knowledge.

We are getting more and more away from the instinctive methods of cheese-making as more of the facts concerning the processes are understood. I would like to speak for a moment about a theory concerned with the manufacture of Swiss cheese that was developed by William Mansfield Clark (Jr. Dairy Science Vol. 1, pages 91-113, 1917) several years ago.

Mr. Clark calls attention to the three main types of holes that develop in Swiss cheese: the small, Nissler type, the large blow holes, and the regular eyes. There are various theories which might account for the formation of these holes. Workers have shown that regardless of their size these holes are formed by gas. The question arises "Why should there be many small holes in some instances, and fewer and larger holes in other cases?"

Could the difference in the size of the holes be explained by assuming that the holes occur where the bacteria are grouped together? If this were true then examination of the cheese with the regular eye formation should show the presence of the bacteria in and around the eyes themselves. Microscopic examination by many careful workers has shown that this is not the case. It is true that the bacteria occur in clumps in the cheese but there is no tendency for these clumps to occur exclusively in the vicinity of the eyes. They are uniformly distributed throughout the cheese.

If these organisms are distributed through the cheese they must produce gas wherever they occur. If this is so then how and why does this gas find its way to the certain spots in the cheese where the eyes are formed? Clark was familiar with certain natural laws which made him believe that the gas which each organism developed,



ADVANCE CHEESE FACTORY IN CLARNO

diffused through the cheese until it encountered a favorable spot for expanding the curd to form a hole. He argued that this would occur for much the same reason that a large soap bubble at one end of a tube grows at the expense of a small bubble at the other end of the tube.

In order to prove to himself that this was so even in the curd where no tubes were visible, he performed an experiment. He took a closed flask in which he had placed a sterile, jelly-like medium, which was suitable for the growth of the gas producing organisms. He suspended a small collodion bag in this medium and placed a culture of the gas producing bacteria in this sack along with some more of the jelly-like medium. Thru the top of the flask he inserted a long glass tube which extended below the surface of the medium but **outside** of the collodion bag. This collodion sack was sufficiently thick to prevent the escape of the bacteria into the medium surrounding it and yet it was not so thick that the gas which these organism produced could not penetrate it. At the beginning of the experiment the medium was allowed to cool slowly until a bubble or two of air could be blown into it thru the long tube without reaching the surface. This was possible because the medium solidified as it cooled and thus trapped the bubbles near the end of the tube where they were first formed. These bubbles remained fixed, therefore, in the gel while the bacteria were growing inside the sack. Gradually the bubbles of air began to increase in size. Although there were no bubbles of gas within the collodion sack, it was evident that bacterial growth caused the development of gas which diffused thru the sack and the intervening gel in order to reach the bubbles which had been made by blowing through the tube. This experiment was successful only when the gas was formed slowly. When the gas production was rapid, many small holes were formed in the flask of solidified medium.

And so Clark was ready to apply his knowledge to

an explanation of the formation of the holes is Swiss cheese. He argued that rapid gas formation should produce many small holes in the cheese and pointed to the work of Freudenreich, who had demonstrated that Nisslers were formed while the cheese were in the press. Slow gas formation on the other hand would result in the formation of fewer and larger eyes and again Clark referred to the work of the eminent bacteriologist Freudenreich who had shown that the largest holes were formed after the cheese was many days removed from the press.

In 1896, an experienced Swiss cheesemaker, named Baechler, expressed the belief that the holes in Swiss formed between particles of curd where whey was trapped in the pressing and which resulted in the formation of small weak spots in the body of the cheese. Clark argued that if this were so then the bubbles of gas in the curd should be formed **outside** of the original particles. To prove this idea he used a clever procedure. He dyed the **outside** of the curd particles red. Then he pointed out that if the holes were formed outside of the curd particles then the eyes should be lined with red walls. And so it was. When the gas holes were of the Nissler type, however, they were formed both inside and outside of the curd particles because some of the holes were lined with the red color while others were colorless. But the slow forming eyes of the Swiss were uniformly colored with the red dye.

And so Clark proved his theory and by the application of this proof we are able to understand something more of the complicated process of Swiss cheesemaking.

This is an outstanding example of the result of careful observations and study of a problem, thru an appreciation of the general application of the laws of Nature. But it doesn't always take a scientist to develop a theory and prove it. Careful observations and thoughtful minds will always be responsible for advances in the art and in the science of cheesemaking regardless of whether the worker finds himself in a laboratory or in a cheese factory.

"1929 Swiss Cheese Factory Troubles"

By Fred A. Kuenzi

Local Swiss Cheese Factory Inspector, Monroe, Wis.

Mr. President, Friends and Members of this Association:

Last year was my second year as Field Instructor in Southern Wisconsin, including four counties, Green, Lafayette, Dane, Iowa, and some factories in Illinois.

I inspected close onto 700 factories and about 160 barns since May 1st. The most trouble to the cheese factories have proven to be the milking machines and inexperienced cheesemakers. The milking machines are a very nice and time saving machine if they are kept clean, but a very small percentage are in a condition to be used.

Most of the factories in Green and Lafayette counties have had very good success with cooling their milk which means a better quality of cheese.

Often times when I called on patrons and cheesemakers to inspect barns, milk machines, factories and utensils, I was called down and sworn at when told of their uncleanliness, which was only for their benefit as well as others.

I must also say I cannot alone blame the farmers for the cheese troubles. Some cheesemakers must be more strict and sanitary and especially have more experience and I find the most trouble to be among the younger generation, which is a damage to our Swiss cheese industry. I can give you at least a dozen names of cheesemakers that should not have the cheese license anymore until they can show a better satisfaction in their cheese practice.

Although we have a very great percentage of very good cheesemakers that cannot be beat. As an old cheesemaker, I find that he must be the leader and be

respected by the farmers. With what respect will a farmer take orders from an unclean cheesemaker?

I believe that our Dairy and Food Department should be more severe. If some of these farmers and cheese makers would be fined and their license taken away, we would find that the quality of the cheese would be improved and would raise the standard of our profession as cheesemakers.

We all know that when a cheesemaker sends in one dollar, he gets his license. Now, right here is where it shows what our Dairy and Food Department know about those things. We are about 10 to 15 years behind Switzerland; there a man cannot get a license until he has been a hired-help for four years and by proving by an examination at a Dairy School and is qualified by them.

It is my judgment that the instruction work of our organization together with the power and inspections of the Dairy and Food Commission should be so lined up that it should eliminate the unclean and inefficient cheese makers from our profession.

I thank you.

“My Experiences in Swiss Cheese Making”

By John A. Frey

Cheesemaker at Search Factory, Blanchardville, Wis.

Mr. President, Members of the Association, and Friends:

To speak to you about my experiences in cheese making, I will have to say first something about cleanliness; cleanliness in the cheesefactory as well as on the farm.

Why? Because I truly believe that cleanliness in both places means 75%, if not more, toward success. I do not know of any trade where this word, cleanliness, means more or as much as in cheesemaking, in handling milk in general. If we cheesemakers are able to get a clean milk we also are able to make an absolutely good quality product, no doubt about that; on the other hand, if the milk is dirty, and dirt means bad bacteria, our chances to make a good product are gone.

We have here in Southern Wisconsin quite a lot of milking machines, and I wish to say right here that 40% of the owners of them are not able or at least not willing to take proper care of them. Nobody can wash a milking machine once or twice a week and expect at the same time to produce a good milk, on the contrary, a machine must be washed thoroughly every day and whoever isn't willing to do this, isn't fit and should not be allowed to use one of them. Furthermore, a new set of rubbers every year would be proper, because a rubber hose that is used a full season has so many little cracks and pockets in its fabric that it is hard to keep it clean.

How can we produce the cleanest milk now? I believe through close cooperation between farmer and cheesemaker is the best way. The cheesemaker ought to be willing to give to each farmer plenty of good, clean hot water to wash his milk utensils in the proper

way and by doing so expect from each farmer to have his things clean.

I was asked many times already by farmers: 'What have you cheesemakers got a clarifying machine for if not for removing the dirt from the milk?' Very true, but—and here I wish to quote Prof. J. L. Sammis of the U. of W. in explaining this very question. He said: Can you, after sweetening your coffee with sugar, take this sugar out of it again? Some of it, sure, that is all the sugar that isn't properly dissolved in the coffee, but the coffee will stay sweet. The very same thing happens with the milk by the clarifying of it.

We are able to take all of the dirt out of it that has some substance, but all the dirt that has properly dissolved in the milk will stay there with all its bad forces as bacteria and taste. I wonder whether there is any product in this world that will take foreign flavors in as quickly as milk does. Set a gasoline can close to a container with milk in it and in a few minutes that milk will smell of gasoline; but not only the milk, but every product you make out of it.

Right here we have one good reason why every dairy farm should be supplied with a good milk house, a place for nothing else but for the milk and the caring of it. A good sized water tank, a rig to put the clean, washed milk cans and pails on and so forth.

And as the farmers are supplied with good milk houses, so should the cheesefactories have different milk intakes from what we have today. Our present milk intakes were alright as long as our saloon keepers served free lunch, as long as millions of pounds of cheese were served and eaten in a market which was abolished by the 18th amendment of our constitution, when all grades of cheese sold at about the same price. We ought to adopt the same milk intakes which are used in the factories where American cheese is made; this principle would give the cheesemakers a chance to look at every can of milk, smell of it, feel its temperature and of

course turn a can full of milk back now and then, instead of spoiling with it a big kettle full of good milk.

We have at the present time laws, state laws that call for certain kind of holes in our Swiss cheese, we have moisture laws and so forth; but we have no laws which call in the first place for good, clean milk, cooled down during milking hours to a degree where the bacterial life will be checked, no laws which would give your cheesemaker a real good chance to make an A No. 1 product if such laws would be enforced. Oh no! But moisture laws to make brick cheese so hard that nobody will eat it anymore, brick cheese which the Kraft Cheese Co. is grinding over into Swiss cheese. I believe that is really why we have this law.

In conclusion, I wish to suggest that our President of this organization, Mr. Fred Marty, would start among the farmers of our district what he has started among the cheesemakers about ten or twelve years ago, namely a course for the farmers under the same leadership of Prof. J. L. Sammis. This would help in the future more than anything I could suggest. A five or six day training would do a lot more good than all the arguments at the factory doors.

I thank you.

"The Romance of Wisconsin Dairy"

By Charles L. Hill

**Chairman of the Wisconsin Department of Agriculture
and Markets, Madison, Wis.**

Wouldn't you like to know who milked the first cow in Wisconsin? Without doubt it was some pioneer with either a team of horses hitched to a prairie schooner and the family cow tied behind or with perhaps an ox and a cow yoked and pulling a wagon. They crossed what is now the Wisconsin state line in Rock or Walworth counties, unhitched the team, tethered and milked the cow and used her milk to feed the baby and for the family supper. We know that many of the early pioneers brought their livestock with them.

As early as 1837, a man by the name of Rockwell made, as far as we know, the first cheese made in Wisconsin, on his farm at Koshkonong in Jefferson county.

In 1840 Mr. Pickett of Jefferson county brought 10 cows from Ohio to his farm and in the summer of 1840, Mrs. Pickett and her 14-year-old son made cheese from these 10 cows. The result seemed so profitable to the neighbors that in 1841 four neighbors of the Picketts sent one or more of their number to Ohio and they brought back 30 cows. In that summer Mrs. Pickett and the son made cheese from their own herd and these 30 cows belonging to the neighbors, and this was without doubt the first cooperative dairy effort in Wisconsin.

Cheese was made on the farms and this business continued to grow until we know that as early as 1859, J. V. Robbins of Burke, Dane county, was making cheese on his farm from 120 cows, and he had made an importation of a dozen or more Alderneys directly from the island.

In 1859 he showed a 1,650 pound cheese at the Wisconsin State Fair. It would be interesting to know just

where he secured the 16,000 or more pounds of milk necessary to make such a cheese, but my guess is that he probably collected the curd from neighboring farmers, many of whom themselves were making cheese on their farms.

As early as 1860 farmers' wives in my own county, Fond du Lac, were making cheese from as many as 60 cows.

In 1864 Chester Hazen of Ladoga, Fond du Lac, built on his farm what was the first real cheese factory in the state and in three years from that time was making cheese from 1,000 cows at that factory. The next year the second factory was built at Rosendale, Fond du Lac county, and shortly after factories were built in Jefferson, Sheboygan, Dodge and other counties.

Mr. Hazen was always a leader in every agricultural enterprise of his day. He started and ran what was probably the first farmer's cooperative store in the state. at Brandon, and in 1870 through his leadership the Fond du Lac Dairymen's association was organized which is said to be the first dairymen's association in United States except the State Dairymen's Association of Vermont.

In 1871 Mr. Hazen and Governor Hoard with five other men organized the State Dairymen's association at Watertown. The first meeting of this organization was held at Watertown in 1872 and the minutes of that meeting are preserved, and I note that my father asked this question: "Is it considered advisable to keep the cows in the barn at night during the winter?" Such a question would certainly seem strange at a dairy meeting today.

In the same year a cheese board of trade was organized at Watertown. At that time, the only known market for cheese was Liverpool and the freight rates to the seaboard were very high. As secretary of the board, Mr. Hoard went to Chicago to see if he could get lower freight rates on cheese. He spent two days visiting the different freight offices with no success. At

the end of the second day he walked into the office of Mr. Chandler, agent of the Star Union Refrigeration line, this being the line of cars operated by the Pennsylvania railroad. Refrigerator cars were then first coming into use, and Mr. Chandler was busy at his desk and the office force was gone. Mr. Hoard stood and waited until Mr. Chandler looked around and said, "Young man, what can I do for you?" Mr. Hoard replied, "I represent a million pounds of cheese in Wisconsin, seeking an outlet to Liverpool market, and we want you to make a rate of one cent a pound from Wisconsin points to Boston and New York on the Atlantic seaboard. We want you to come and bring one of your refrigerator cars to our Watertown board meeting next week and explain its work and we will have cheese on hand to load the car for shipment." Mr. Chandler said, "Is there anything else you want?" Mr. Hoard said, "Not now." Mr. Chandler then said, "If you can show me that you represent a thousand pounds of cheese, the car will be there and I will be there myself."

Both the car and Mr. Chandler appeared and the car was loaded with cheese and was probably the first full refrigerator of cheese to leave Wisconsin.

Up to that time and for another decade or more all of the butter made in Wisconsin was made on the farms. In 1878 the Cooley deep water system of raising cream was invented and shortly afterwards the first creamery appeared in New England and shortly after that in the west.

In 1875 a farmer in Jefferson county hearing of the French pit silo, dug a hole on his farm and filled it with green corn, and you can imagine his neighbors gathered when he opened the pit in the winter to see him take out the rotten corn but lo and behold had perfect silage.

In 1880 the first above ground silo was built of stone by Dr. Weeks of Oconomowoc.

There will only be time for just a word about the land marks of the industry both state and national.

In 1883 Dr. Horlick made at Racine the first malted milk ever made.

In 1884 Dr. D. W. Curtis of Fort Atkinson invented the box churn. Up to that time all the churns had been dasher churns of one sort or another, but Mr. Curtis conceived the idea of a churn without inside fixtures that turned upon its axis that would produce results and would be easier to clean. This was followed shortly by the barrel churn and the Davis Swing Churn and in 1890 by the Disbrow combined churn and butter worker for factory use.

The De Laval separator was invented in 1878 and farm and factory sizes of this machine revolutionized butter making. As early as 1856 Gale Borden had invented Eagle Brand condensed milk and this is still manufactured.

In 1885 the evaporated milk process was invented and Wisconsin now produces much more than any other state.

In 1885 Mr. Hoard started Hoard's Dairyman which has since that time been the leading exponent.

In 1886 the glass milk bottle was first used.

In 1889 Prof. J. W. Decker first parafined cheese at the University of Wisconsin.

In 1890 Dr. Babcock gave to the world his invention of the Babcock tester. This has probably done more than any other one thing to advance the dairy industry.

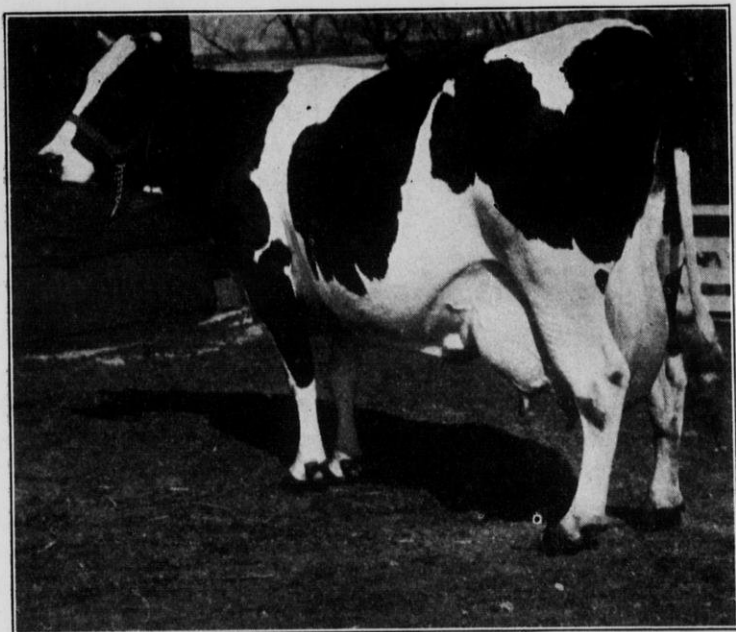
In 1890 the discovery of the tuberculin test was announced and a year or two afterward Dean Russel returning from a study at the Koch Laboratories in Germany, brought tuberculin home with him and tested the station herd.

In 1891 Wisconsin dairy school was started.

In 1894 the first successful milking machine was used.

In 1895 Pasteur gave the world the discovery of the pasteurizing of milk.

WORLD RECORD MAKER



Korndyke Netherland Star De Kol, 6-year-old Holstein ace of F. B. Luchsinger's Cold Springs farm herd, who as a 4-year-old made a record of 976 pounds of butter in a year, on twice-a-day milking, a world's record as a 4 year-old, Class C.

In 1897 or 1898 the first subearth duct for the curing of cheese was made and in 1898 one was put in by P. H. Casper, Welcome, who still uses it in curing the splendid cheese he sells.

In 1901 the first powdered milk was made and Wisconsin now produces it by the millions of pounds.

In 1906 the first cow testing association was organized and in the same year the First National Dairy Show was held.

In 1913 the National Dairy Council was organized and has since done splendid service advertising dairy products.

In 1915 Dr. McCollum of the University of Wisconsin told of his own and others work in the discovery of vitamins.

In 1927 Dr. Steenbock also of the University of Wisconsin announced his discovery of irradiation of food products by ultra-violet rays.

Recent years have shown a marvelous change in the cheese industry due to the process cheese and the use of tank cars and tank trucks.

The continuous process ice cream freezer homogenizer and many other modern dairy machines have revolutionized the industry. These last six decades brought such a marvelous change in the industry that it would seem as if we now had arrived at the limit of changes. Probably, however, 60 years from now when we look back, we will think the industry was primitive at this day. Who knows but Henry Ford's synthetic cow tied to the tail of an airplane may drop all sorts of dairy products at our back door and poor bossy be among the extinct animals and the only remaining specimen be a stuffed one in some museum of natural history.

"Stepping Up The Swiss Cheese Industry"

By F. G. Swoboda

With the National Cheese Producers Federation,
Plymouth, Wisconsin

Green county farmers and cheese factory operators are vitally interested in the kind of a program for their cheese that will not only guarantee them the highest possible present return for their product, but will assure greatest permanence to their industry. And well they may be for Green county's 2403 farms and 137 cheese factories represent an investment of \$43,067,000.00. The annual return from cheese of \$3,008,314 represents 42 percent of the farmers, annual milk income. Outside of cheese and other dairy products, surplus and worn out cows, veal calves and hogs that are partly grown and fattened on the whey, there is very little left in the way of revenue for the farmers of Green county.

It can be said without fear of successful contradiction that up to the immediate present entirely too little interest has been taken by the farmer in the important problem of marketing, despite the fact that the marketing of the products of the farm is just as important a responsibility as the production of the same.

Down through the years, ever since the first cheese factory was established in the county almost three-fourths of a century ago, the selling of cheese has been made largely an independent factory proposition. With the buying end of the business much more centralized and dominated the disorganized factories lacked the unity of effort necessary for getting best results.

Not only did that kind of a program defeat the producer's best interests by depriving him of the marketing protection needed, but it also made it impossible

for him to get together on certain other factors essential to success. Domestic Swiss producers have never done anything in a concerted way to help build up the demand for their product with the result that the output in this country has fallen from twenty-four million pounds, the high point, to a little above eighteen million pounds, the present production. In the meantime the organized producers of Switzerland have within a few years built their American market from 12,011,000 in 1922 to 21,000,000 pounds in 1928, and in doing so have been obliged to overcome a tariff handicap, which the past few years amounted to $7\frac{1}{2}$ cents per pound.

Experienced dealers advise that there was a time when the price of Fancy American Swiss was only a cent a pound above the best American fancies. At the present time this differential often amounts to as high as eleven cents.

How did the foreign producers turn the trick? Did they do it by sitting around the stove at the corner store or tavern and whining and complaining because the market for their cheese was being destroyed or because America, the land of the free and the home of the brave and the new domicile of thousands of their fellow country, friends and relatives, was constantly building a higher tariff barrier against them? Not for a split second. These Swiss dairymen with their rugged resistance and love for independence inspired zeal, got their heads together. They perfected their producer and marketing organizations, adopted a program on quality that would result in the production of the maximum percentage of real quality cheese and then decided to crash the American Market in true American business man fashion by putting on such a program of education and advertising, in America as would cause the cheese consuming public to stand at attention. Now, that's just what they did.

The first year over \$100,000 was spent on ads in leading national magazines. In subsequent years this

amount was appreciably increased. That the investment proved profitable indicated by the gradual increase in Swiss cheese imports from year to year as the following figures show:

1922.....	12,911,000
1923.....	16,982,000
1924.....	13,632,000
1925.....	15,993,000
1926.....	16,736,000
1927.....	19,066,000
1928.....	21,000,000

Just advertising "Made in Switzerland Cheese" in American magazines and newspapers didn't turn the trick. It took more than that. The reason it is mentioned is not to pat our Swiss brothers on the back, but to draw from their experience certain valuable lessons that can profitably be applied to our own situation. The organized Swiss producers jointly with their sales agencies organized to sell in America, but before doing so they did other things.

They got together on a quality program. Careless and undesirable methods were eliminated. A more rigid system of grading was instituted, a plan of marking the cheese was devised so that each wheel that left the home country for America bore the imprint "Made in Switzerland Cheese" on its face, radiating like the spokes of a wheel. Cheese not good enough to bear this marking received other disposition. It wasn't bootlegged for what it wasn't the way that has often happened in America.

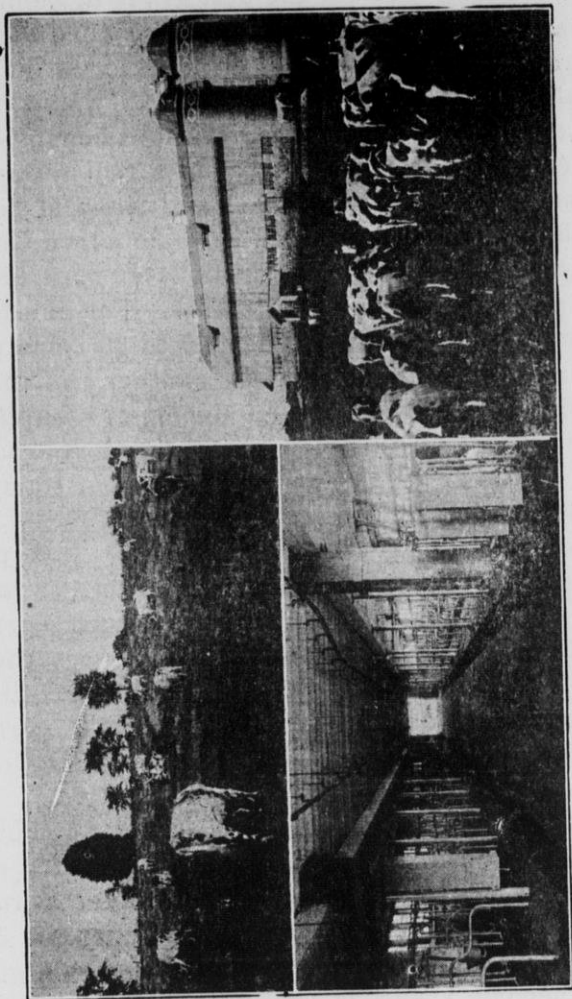
While Wisconsin can't duplicate the high Alpine valleys, with their snow capped mountains, source of supply of crystal clear ice cold water, uniformly cool nights and all that, our Wisconsin Swiss sections have the valleys, a little more modest perhaps, but attractive for dairying none the less. The water from spring fed creeks and deep wells fed per chance from underground

streams that have their origin in the distant snow capped Rockies is adequate for the manufacture of the best quality of cheese. Our luscious blue grass pastures offer the finest source of forage. There is nothing in building material in Switzerland that should make it possible to erect finer buildings than we can erect and equip in America although it might appear from photographs that in some respects the brothers across the pond have the edge on us, at least the pictures that are sent over would lead one to believe that such is the case. Our makers, many of them Swiss trained, should be able with proper farmer support on milk quality to do as well here as they do over ther and they would too with the proper marketing support.

There is no reason why our dairy school and Federal agencies should not be in a position to supply the necessary scientific background and necessary training in manufacture and technique to produce the desired quality.

What is needed above all else is for the industry itself to get a real vision of the situation. There is an old saying to the effect, "That where the leaders lack vision there the people perish". This applies with truth and exactness to the cheese situation. Despite efforts put forth, many of them rather spasmodic, the industry has been allowed to drift, at least it has drifted in its marketing end.

Practices have been instituted that have encouraged cheesemakers to be less careful. Cheese has been taken from factories long before it had the proper age and cure just because competition among buyers temporarily made that practice an advantageous and gave certain buyers the cheese in preference to a competitor. Zeal to get the cheese out of the factory and get the money back inspired makers and sales committees to follow the lines of least resistance. Getting the cheese to the consumer in a form other than that in which it left the factory did not help the quality situation any.



Green County barnyard and pasture view with interior view of modern cow barn

As a result of all of these things and others, which might be named the cheese consuming public has expressed its preference for a quality product by a willingness to pay a bigger differential for the high quality imported product, than for the best grade of home made as compared with American or Cheddar cheese producers, who up to date haven't been able to get any kind of a quality recognition on price, and to whom $\frac{1}{2}$ cent over on a real fancy cheese is veritable bonanza offer. Swiss cheese producers are receiving a real recognition. With fancys 2c to 3c above No. 1 and No. 1 at 2c to 3c above Standards and Standards 2c to 3c above Grinders there exists a spread of 6 to 10 cents, often more between the best grades and the lower grades. For one factory in a community often able to pay 50 to 80 cents a hundred pounds of milk more than another, making the same style of cheese is not an uncommon happening. Such a difference in American cheese territory would almost cause a near revolution and possibly a stampeded to the high paying factory.

The dairy industry in Wisconsin has just passed through a mild crises. While the situation has latterly improved somewhat and only because such organizations as the National Dairy Council have seen the wisdom and necessity of getting into the game, with the county agents, breed associations, and other organizations, the dairy industry is still far from being out of the woods.

What the dairy industry needs is not an umbrella or a lightning rod to be used in case of storm, but a real well organized, well sustained, constructive effort that will carry it through every possible contingency. Every producer whether farmer or cheesemaker should get behind and become a part of such a movement. It needs to concern itself not alone with the dairy industry direct, but with lines that effect the dairy industry as well, the tariff; regulation of use and manufacture of dairy substitutes and other things. Working alone or as indepen-

dent factory groups little can be accomplished in a big way.

Wisconsin as a dairy state has much at stake and unless the producers with their investment of over three fourths of a billion dollars see fit to take a hand the outlook is not encouraging. The producer needs to be informed. Education is the first necessary step. This must be followed by organized, intelligent action.

Harry Klueter, Chief Chemist of the Department of Agriculture and Markets, Madison, Wis.

Mr. Klueter had for his talk the following subject: "The Working of the New Law Regarding Keeping a Record by the Cheesemaker of the Fat Content of all the Milk Delivered.

When asked for his talk in writing, he answered in his letter of February 21, 1930, as follows:

"This will acknowledge your letter of February 19, 1930, requesting a copy of the address which I gave at your convention.

"As I spoke from an outline and did not have a paper prepared, I will not be able to comply with your request."

Respectfully,

Harry Klueter, Chief Chemist

**Mr. Robert E. Hardell, Cheese Expert from the Bureau
of Dairy Industry, United States Dept. of Agriculture
Washington, D. C.**

When asked for his talk in writing, Mr. Hardell sent the following answer:

Sugarcreek, Ohio, March 14, 1930

Dear Mr. Elmer:

There is a Bureau ruling that talks cannot be given or printed without first being approved. For this reason I did not keep the outline of the talk which I gave at your convention in Monroe. I am sorry that I did not have time to prepare a speech and have it approved so that it could be published in your annual proceeding.

Please pardon my delay in replying to your letter.

Thanking you very much for the many kindnesses shown me by you and members of your association, I am

Very truly yours.

Robert E. Hardell.

RESOLUTIONS

Again upon this the 30th Annual Convention of the Southern Wisconsin Cheesemakers' and Dairymen's Association, the committee on Resolutions wish to extend an invitation to dairmen, retired dairymen, with cheesemakers of Southern Wisconsin, business men, and others, to become members of this Association. We feel that this Association has served many useful purposes in the past. That dairying is so fundamental to this community and that the value of this Association should commend itself to all. To this end we again remind you of some fundamentals for which this association has stood: To serve the best interest of the cheese and dairy industry we urge again the importance of proper sanitation and cleanliness in connection with all milk food products. Let every one strive for a clean and sanitary dairy barn, clean milk utensils, clean and sanitary cheese factories, healthy dairy cows, and properly cooled milk. "In Union there is Strength". Come with us and thus show your interest in a worthy undertaking.

2. After many years of consistant and persistant work by this association, the obnoxious so called "Whey Butter" law was repealed by our State Legislature only to be vetoed by the Governor. We regret very much this action on the part of our Governor, and feel frank to say he could not have been properly informed on this subject. We again ask for the repeal of a law that serves no useful purpose. We therefore repeat our request of many years standing:

Whereas, We have on our statutes a law compelling the labeling of a pure and wholesome article of food with the label "Whey Butter," which label is detri-

mental to this kind of butter because it arouses curiosity and suspicion among the consuming public, and drives our cream out of the state to be manufactured into butter and reshipped into Wisconsin as creamery butter.

Therefore be it: Resolved, That we instruct our member of the State Legislature to work for the repeal of this law.

3. We would again urge all cheesemakers to avail themselves of our dairy school, and heartily endorse this branch of the work. We strongly urge that the local organizations with the aid and cooperation of the College of Agriculture of the University of Wisconsin and the U. S. Department of Agriculture to the end that this important work may be carried out in the most efficient manner. We also heartily endorse the comment and suggestions of Mr. Fred A. Kuenzi in his field work. Be it,

Resolved, That we recommend that annual Swiss, brick and Limburger course be continued at Monroe, Green county, Wisconsin.

4. We further recommend that this Association cooperate with the College of Agriculture of the University of Wisconsin and the U. S. Department of Agriculture in any way that it may benefit our dairy and cheese industry.

5. Whereas: Divine Providence has removed from our field of activity, Mr. Alex Schaller, of Blue Mounds, an active, earnest worker, be it

Resolved, That we extend to the members of his family our sincere and heartfelt sympathy and that our Secretary be instructed to send a copy of this resolution to his family.

6. We also hereby wish to extend our Greeting to the newly organized Southwestern Wisconsin Cheesemakers' and Farmers' Association of Platteville, Grant county, Wisconsin.

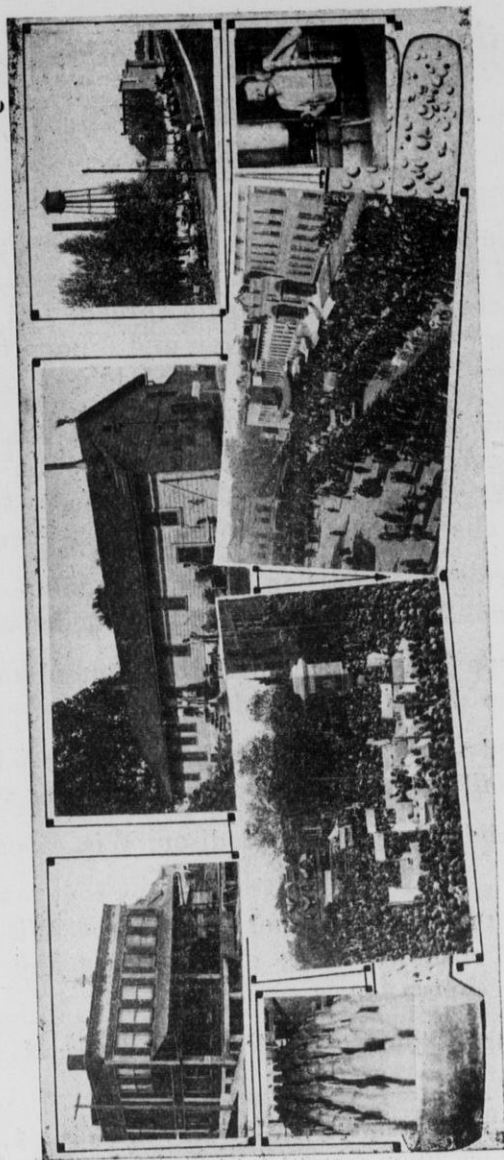
7. Resolved, That the thanks of this association are hereby tendered to the officers and members; to exhibitors and donaters of special prizes; to speakers on our programs and entertainers who assisted in making this convention a success.

C. R. SCHEPLEY

H. H. MOE

FRED GLAUSER

Resolutions Committee.



CHEESE DAY SCENES IN MONROE, WIS.

Donations of Premiums and Special Prizes

Adolph Angliker, Monroe, Wis., 2 double thread, full size 14-4 cheese cloths; 2 single thread, full size 12-4 cheese cloths; 1 single thread, full size 10-4 cheese cloth; 10 yds. burlap and 6 imported cheese brushes.

Badger Box Co., P. O. Box 26, Madison, Wis., through their agents, Regez Cheese Co. and John Zurkirchen Co., Monroe Wis., 10 Block cheese boxes; 10 Brick cheese boxes and 10 Limburger cheese boxes.

Cherry-Burrell Corporation, Barber-Goodhue Division, Chicago, Ill., one pair of high top wooden sole shoes.

Foreign Type Cheese Dealers' Association, Monroe, Wis., For the pro-rata fund, \$40.00.

Geigel Hardware Co., Monroe, Wis., 2 pocket knives; 1 curd pail; 1 thermometer and 1 Canister set.

General Laboratories, Inc., Madison, Wis., 5 one gallon jugs B. K. Disinfectant.

Green County Lumber & Fuel Co., Monroe, Wis., 5 block cheese boxes; 5 brick cheese boxes and 10 Limburger cheese boxes.

Chr. Hansen's Laboratory, Inc., Little Falls, N. Y., Cash \$15.00.

D. & F. Kusel Company, Watertown, Wis., 4 No. 115 c. m. pure linen hemp drill Swiss imported aprons.

Lavo Company of American, Milwaukee, Wis., Four 35 pound pails Wash Kleen Powder Soap.

Monroe Lumber & Fuel Co., Monroe, Wis., 1 Barrel of
Diamond Crystal cheese salt.

Morton Salt Co., Milwaukee, Wis., Cash \$5.00.

National Cheese Producers Federation, Plymouth, Wis.,
For the pro-rata fund \$40.00.

Nelson Washer Co., Janesville, Wis., Mr. Wells, Monroe,
Wis., agent, 3 portable wash stands.

Frank Priewe, Juda, Wis., 400 feet cheese staves and
10 cheese tub heads.

Ruggles & Rademaker, Milwaukee, Wis., Regez Cheese
Co., Monroe, Wis., agents, Eight 100 pound sacks
cheese salt.

Herman L. Schindler, Life Insurance Agent, Monroe,
Wis., Cash \$5.00.

Southern Wisconsin Cheesemakers' and Dairymen's As-
sociation, Monroe Wis., for the pro-rata fund \$70.

Stoelting Brothers Co., Kiel, Wisconsin, One 20 gallon
20 gauge welded factory milk can.

The Citizens Bank, Monroe, Wis., Cash \$10.00.

The Commercial and Savings Bank, Monroe, Wis., Cash
\$10.00.

The Creamery Package Mfg. Co., Chicago, Ill., 1 white
duck suit.

The De Laval Separator Co., Chicago, Ill., Mr. Thomas
Shindler, Monroe, Wis., Local agent, one 5 gallon
can and six 1 gallon cans power machine oil.

The First National Bank, Monroe, Wis., Cash \$10.00.

The J. B. Ford Sales Co., Wyandotte, Mich., 4 sets con-
sisting of 6 teaspoons each in "Louis" pattern.

The Johnston Tin Foil & Metal Co., St. Louis, Mo., Mr.
C. R. Schepley, Monroe, Wis., Local agent, 1 strictly

all wool blanket; 1 cotton and wool mixed blanket and 1 cotton and little wool mixed blanket.

The Marschall Dairy Laboratory, Madison, Wis., Cash \$20.00.

The Midland Metal Co., Chicago, Ill., Regez Cheese Co., local agents, 1 set fancy dishes and 1 cotton and wool mixed blanket.

The Ohio Salt Co., Wadsworth, Ohio, Regez Cheese Co., Monroe, Wis., local agents, Cash \$5.00 and five 100 pound sacks cheese salt.

Vacuum Sediment Tester Co., Madison, Wis., 1 vacuum sediment tester.

Adolph Vogel, Winslow, Ill., 1 dipper; 1 factory pail; 1 syphon strainer, and 1 curd pail.

Wacho Manufacturing Co., Milwaukee, Wis., 1 retinned 10 gallon milk can.

C. E. Zuercher & Co., Chicago, Ill., Cash \$10.00.

John Zurkirchen & Co., Monroe, Wis., Agents for the Badger Box Co., Madison, Wis., 1 imported curd knife; 1 imported wooden scoop; 2 14-4 cheese cloths; 5 block cheese boxes; 1 thermometer; 5 brick cheese boxes; one 100 pound sack Diamond Crystal salt; 1 imported cheese brush; 5 Limburger cheese boxes; 1 curd pail and 1 gallon Marschall Rennet Extract. Also as agents for the Sharples Separator Co., West Chester, Pa., Cash \$15.00.

Total value of all premiums and special prizes \$539.15.

CHEESE EXHIBIT PRIZE WINNERS

The following cheesemakers received premiums and special prizes:—

SWISS CHEESE

Emil Escher, Fairview Factory, Monroe, Wis., 96 points

One 14-4 double thread cheese cloth worth \$4.20, donated by Adolph Angliker; 1 pocket knife worth \$1.00, donated by Geigel Hardware Co.; 1 gallon B. K. worth \$2.75, donated by the General Laboratories; 1 cheese apron worth \$2.75, donated by the D. & F. Kusel Co.; \$5.00 in cash, donated by the Morton Salt Co.; one 100 pound sack salt worth \$1.65, donated by Ruggles & Rademaker; \$5.00 cash, donated by Herman Schindler; \$5.00 cash, donated by The Marschall Dairy Laboratory; \$5.00 cash donated by The Ohio Salt Co.; 1 portable wash stand worth \$5.50, donated by Nelson Washer Co. Total value \$37.85.

Valentine Zibung, Buttery Factory, Darlington, Wis., - - - - 95.5 points

One 12-4 single thread cheese cloth worth \$2.65 donated by Adolph Angliker; 1 pocket knife worth \$1.00, donated by the Geigel Hardware Co.; 1 gallon B. K. worth \$2.75, donated by the General Laboratories; one 100 pound sack salt worth \$1.65, donated by Ruggles & Rademaker; two 100 pound sacks salt worth \$3.30, donated by The Ohio Salt Co.; one imported curd knife worth \$6.25, donated by the John Zurkirchen Co.; 1 portable wash stand worth

\$5.50, donated by the Nelson Washer Co.; one 10 gallon retinned milk can worth \$3.50, donated by the Wacho Mfg. Co. Total value \$26.60.

Fred Geissbuehler, Brunkow Factory, Darlington, Wis., - - - - 95 points

One 10-4 single thread cheese cloth worth \$2.00 donated by Adolph Angliker; 1 gallon B. K. worth \$2.75, donated by General Laboratories; one 35 pound pail wash powder worth \$5.25, donated by the Lavo Co. of America; 1 imported wooden scoop worth \$5.00, donated by John Zurkirchen Co.; \$5.00 cash donated by The Sharples Separator Co. Total value \$20.00.

Jacob Nieffenegger, Darlington Factory, Darlington, Wis. - - - - 94.7 points

\$5.00 cash, donated by The Sharples Separator Co.; pro rata money \$6.16; total value \$11.16.

Abplanalp Bros., First Swiss Factory, Monroe, 93.7 points

400 feet staves worth \$10.00, donated by Frank Prieue; pro rata money, \$6.11. Total value \$16.11.

Ernest Siegenthaler, Eureka Factory, Darlington, Wis., - - - - 93.7 points

Pro rata money \$6.11.

John Frutig, Staver Factory, Belmont, Wis., 93.1 points

Pro rata money \$6.07.

Franz Brand, Pfund Factory, Monroe, Wis., 93 points

10 cheese tub heads worth \$4.00, donated by Frank Prieue; one 5 gallon can power separator oil worth \$6.25, donated by the DeLaval Separator Co.; pro rata money \$6.04. Total value \$16.29.

- Eugene Wirz, Co-Op. Fact., Monroe, Wis., 92.8 points
 Pro rata money \$6.04.
- Leo Von Moos, Spring Valley Factory, Argyle,
 Wis., - - - - - 92.7 points
 Pro rata money \$6.04.
- Paul Brog, Evergreen Factory, Clarno, Wis., 92.2 points
 Pro rata money \$6.01.
- Joe Riedweg, Miller Fact., Woodford, Wis., 91.7 points
 Pro rata money \$5.98.

BLOCK SWISS

Franz Brand, Pfund Factory, Monroe, Wis., 95.7 points
 One 14-4 double thread cheese cloth worth \$4.20, donated by Adolph Angliker; 5 block boxes worth \$2.50, donated by the Badger Box Co.; 5 block boxes worth \$2.50, donated by the Green County Lumber and Fuel Co.; 1 cheesemaker's apron worth \$2.75, donated by D. & F. Kusel Co.; 1 bbl. Diamond Crystal cheese salt worth \$5.00, donated by the Monroe Lbr. and Fuel Co.; one 100 pound sack cheese salt worth \$1.65 donated by Ruggles & Rademaker; three 1 gallon cans power machine oil worth \$3.75, donated by The DeLaval Separator Co.; \$5.00 cash, donated by the Marschall Dairy Laboratory; 100 pound sack salt worth \$1.65, donated by The Ohio Salt Co.; \$3.00 dollars cash, donated by The Commercial and Savings Bank; 1 14-4 double thread cheese cloth worth \$4.25, donated by the John Zurkirchen Co.
 Total value \$36.25.

David Walser, Holstein Prairie Factory, Monticello, Wis. - - - - - 95.3 points
 One 12-4 single thread cheese cloth worth \$2.65

donated by Adolph Angliker; 5 block boxes worth \$2.50, donated by the Badger Box Co.; 1 gallon B. K. worth \$2.75, donated by the General Laboratories; \$5.00 cash, donated by the Chr. Hansen's Laboratory, Inc.; one 100 pound sack cheese salt worth \$1.65, donated by Ruggles & Rademaker; \$7.00 cash, donated by The Commercial and Savings Bank; \$5.00 cash donated by C. E. Zuercher & Co.; one 14-4 single thread cheese cloth worth \$3.40, donated by John Zurkirchen Co. Total value \$29.95.

Eugene Wirz, Co-Op. Fact., Monroe, Wis., 93.7 points
 10 yds. burlap worth \$2.00, donated by Adolph Angliker; one thermometer worth \$2.50, donated by Geigel Hardware Co.; one 35 lb. pail wash powder worth \$5.25, donated by Lavo Co. of America; \$5.00 cash, donated by the Citizens Bank; 1 set of 6 teaspoons worth \$2.50 donated by the J. B. Ford Sales Co.; 5 block boxes worth \$2.50, donated by John Zurkirchen Co. Total value \$19.75.

Fred Geissbuehler, Brunkow Factory, Darlington, Wis., - - - - 93 points
 Pro rata money \$6.06.

Fritz Locher, Big Rock Fact., Argyle, Wis., 92.7 points
 Pro rata money \$6.04.

Walter Ufer, Willet Factory, Argyle, Wis., 92.3 points
 Pro rata money \$6.03.

Emil Stoller, River Bend Factory, Argyle, Wis., 92 points
 Pro rata money \$6.00.

Arnold Thuli, Fairview Factory, Hollandale, Wis., - - - - 91.3 points
 Pro rata money \$5.95.

John Amacher, Flanagan Fact., Argyle, Wis., 89.7 points
 Pro rata money \$5.85.

Emil Foster, Blue Mounds Factory, Mt. Horeb,
 Wis., - - - - - 87 points
 Pro rata money \$5.68.

BRICK CHEESE

Wm. Lichtenberg, Zastrow Factory, Beaver Dam,
 Wis. - - - - - 94.8 points
 2 imported cheese brushes worth \$2.20 donated
 by Adolph Angliker; 5 brick boxes worth \$2.00
 donated by the Badger Box Co.; 1 gallon B. K.
 worth \$2.75, donated by the General Labora-
 tories; one cheesemaker's apron worth \$2.75
 donated by the D. & F. Kusel Co.; one 100
 pound sack cheese salt worth \$1.65, donat-
 ed by Ruggles & Rademaker; one 100 pound
 sack cheese salt worth \$1.65, donated by the
 Ohio Salt Co.; 1 vacuum tester worth \$10.00,
 donated by the Vacuum Sediment Tester Co.;
 1 thermometer worth \$1.75 donated by the
 Geigel Hardware Co.; 5 brick cheese boxes
 worth \$2.00, donated by John Zurkirchen Co.;
 \$5.00 cash, donated by The Sharples Separator
 Co.; \$5.00 cash, donated by the Chr. Hansen's
 Laboratory, Inc. Total value \$36.75.

Franz Brand, Pfund Factory, Monroe, Wis., 94.7 points
 2 imported cheese brushes worth \$2.20, donat-
 ed by Adolph Angliker; 5 brick cheese boxes
 worth \$2.00, donated by the Green County
 Lumber and Fuel Co.; one 100 pound sack
 cheese salt worth \$1.65, donated by Ruggles &
 Rademaker; 1 20-gal. milk can worth \$8.70,
 donated by Stoelting Bros. Co.; \$5.00 cash,
 donated by The Citizens Bank; 1 set of 6 tea-
 spoons worth \$2.50, donated by The J. B. Ford
 Sales Co.; one 100 pound sack D. C. cheese salt

worth \$1.75, donated by the John Zurkirchen Co.; \$5.00 cash, donated by Marschall Dairy Laboratory; \$5.00 cash, donated by Chr. Hansen's Laboratory, Inc. Total value \$33.80.

Ernest Buholzer, Klondike Factory, Monroe,
Wis., - - - - - 93.7 points

2 imported cheese brushes worth \$2.20, donated by Adolph Angliker; 5 brick cheese boxes worth \$2.00, donated by the Badger Box Co.; one 35 pail wash powder worth \$5.25, donated by the Lavo Company of America; 1 white duck suit worth \$3.75, donated by the Creamery Package Mfg. Co.; 1 set of 6 teaspoons worth \$2.50, donated by the J. B. Ford Sales Co.; 1 curd pail worth \$2.40 and one syphon strainer worth \$1.40, donated by Adolph Vogel; one imported cheese brush worth \$1.00, donated by John Zurkirchen Co. Total value \$20.50.

Albert Ryser, York Center Factory, Blanchardville, Wis. - - - - - 93.2 points

Three 1 gallon cans power separator oil worth \$3.75, donated by The DeLaval Separator Co.; pro rata money \$6.08. Total value \$9.83.

Alex Hoerbunger, Duncan Hill Factory, Argyle,
Wis., - - - - - 92.2 points

Pro rata money \$6.01.

Fred Marty, Bleiler Factory, Argyle, Wis., 89.3 points
Pro rata money \$5.83.

Emil Forster, Blue Rock Factory, Mount Horeb,
Wis., - - - - - 87.3 points

Pro rata money \$5.69.

LIMBURGER CHEESE

Paul Miltz, Feldt Factory, Monticello, Wis., 95 points
1 curd pail worth \$2.25 donated by the Geigel

Hardware Co.; 5 Limburger boxes worth \$2.18 donated by the Green County Lumber and Fuel Co.; 1 cheesemaker apron worth \$2.75, donated by D. & F. Kusel Co.; one 100 pound sack salt worth \$1.65, donated by Ruggles & Rademaker; 1 all wool Blanket worth \$10.00, donated by The Johnston Tin Foil & Metal Co.; 1 set of 6 teaspoons worth \$2.50, donated by the J. B. Ford Sales Co.; \$5.00 cash, donated by The Marschall Dairy Laboratory; one 100 lb. sack salt worth \$1.65, donated by the Ohio Salt Co.; 1 dipper worth 80c, and one factory pail worth 75c, donated by Adolph Vogel; 1 curd pail worth \$2.40, donated by the John Zurkirchen Co.; 1 portable wash stand worth \$5.50 donated by the Nelson Washer Co. Total value \$37.43.

Julian Kiechle, Hefty and Zum Brunnen Factory,
Monticello, Wis. - - - 94.75 points

5 Limburger boxes worth \$2.18, donated by the Badger Box Co.; 5 Limburger boxes worth \$2.17, donated by the Green County Lumber and Fuel Co.; one 100 pound sack cheese salt worth \$1.65, donated by Ruggles & Rademaker; 1 pr. high top wooden sole shoes worth \$2.75, donated by the Barber-Goodhue Co.; \$10.00 cash, donated by The First National Bank; 1 half wool and half cotton mixed blanket worth \$5.00, donated by the Johnston Tin Foil and Metal Co.; 5 Limburger boxes worth \$2.15, donated by the John Zurkirchen Co. Total value \$25.90.

Peter Bernet, Clover Hill Factory, Monticello,
Wis., - - - - - 94.5 points

5 Limburger cheese boxes worth \$2.17, donated by the Badger Box Co.; 1 four piece Canister set worth \$2.80, donated by the Geigel Hard-

ware Co.; one 35 pound pail wash powder worth \$5.25, donated by the Lavo Co. of America; 1 wool and cotton mixed blanket worth \$3.00, donated by The Johnston Tin Foil and Metal Co.; \$5.00 cash, donated by C. E. Zurcher & Co.; 1 gallon Marschall Rennet Extract worth \$2.15, donated by John Zurkirchen Co. Total value \$20.37.

Fred Wysbrod, Martintown Factory, Martintown, Wis., - - - - - 94 points

One-half wool and half cotton blanket, worth \$5.00, donated by The Midland Metal Co.; pro rata money \$6.13. Total value \$11.13.

John Minnig, Loveland Factory, Monticello, Wis., - - - - - 94 points

1 fancy set dishes worth \$10.00, donated by the Midland Metal Co.; pro rata money \$6.13. Total value \$16.13.

Emil Frehner, Wittenwyler-Babler Factory, Monticello, Wis., - - - - - 92.7 points
Pro rata money \$6.04.

Werner Blum, Wyss Factory, Monroe, Wis., 91.8 points
Pro rata money \$5.99.

Xaver Bucher, Brennen Factory, Gratiot, Wis., 91 points
Pro rata money \$5.93.

SECRETARY'S NOTES

In spite of the fact that Monroe was blessed with a number of worthy gatherings (National Cheese Producers' Federation, Farmers' Institute and Legion Carnival) our 1930 Convention opened on Thursday afternoon, February 13, at 1:30 with an attendance of 125 which increased to 250. It was a lovely day. Professor J. L. Sammis and Professor Jackson, both of the Dairy Department of the U. of W., Madison, Wis., spoke and urged the cheesemakers to enroll in the Swiss cheese makers course and attend every session.

The second day February 14 was colder and in the evening we had a little snow. The attendance was 150 and increased to 350. Every speaker booked was present and some splendid papers and talks were given. On Thursday afternoon several selections were sung by the Monroe High School Girls' Glee Club and in the evening the Boys' Glee Club entertained, both clubs are under the leadership of Miss V. G. Sweet, city schools music director, and their numbers caused many encores. Ray T. Bast's Orchestra done some wonderful work during the two entertainment evenings and the well known yodel quartet was as good as ever. The Cadiz Amateur Dramatic Club with their 3-act play "Getting Acquainted with Madge" won the admiration of the whole audience on both evenings.

No cheesemaker should use a cheese trier on any of the exhibited Swiss and Block cheese, except their own, two Swiss cheese had from 7 to 10 try holes which lowered the price of the cheese considerable. All the different cheesemakers who won prizes should keep the donators of prizes in mind and when in need of any

machinery or cheese factory supplies should give them the preference over other dealers.

As this is my last report, I take this opportunity to express my gratitude to all the parties that through their willingness and kindness helped to lighten the burden associated with the secretaryship.



U

INDEX

	Page
Membership	2
Officers for 1930	14
Address of Welcome	15
Response	18
Treasurer's Report	20
Secretary's Report	24
President's Annual Address	27
"Nature's Laws in Cheese Making"	31
"1929 Swiss Cheese Factory Troubles"	36
"My Experience in Swiss Cheese Making"	38
"The Romance of Wisconsin Dairy"	41
"Stepping Up the Swiss Cheese Industry"	47
Letter from Harry Kleuter	54
Letter from Robert E. Hardell	55
Resolutions	56
Donations of Premiums and Special Prizes	61
Cheese Exhibit Prize Winners	63
Secretary's Notes	71



NATIONAL AGRICULTURAL LIBRARY



1022432311