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Proceedings of the Wisconsin Cheese Makers' Association forty-fourth annual convention November 13, 14, 1935 assembled in the City of Fond du Lac, Wisconsin. 1936

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

FORTY-FOURTH ANNUAL CONVENTION
NOVEMBER 13, 14, 1935

Assembled in the city of Fond du Lac,
Wisconsin

C. J. Ebert, Secretary



Gresham, Wisconsin
1936

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

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

November 13, 14, 1935

OFFICERS AND DIRECTORS

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

1935 JUDGES OF CHEESE

American Cheese

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

Foreign Type Cheese

WALTER KRAMER.....	Madison, Wis.
EDWARD REGEZ.....	Plymouth, Wis.

SUPERINTENDENT OF CHEESE EXHIBIT

J. W. CROSS.....	Milwaukee, Wis.
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LIFE MEMBERS

E. L. ADERHOLD, Neenah	AL. WINCKLER,	J. L. SAMMIS, Madison
P. H. KASPER, Bear Creek	Cumberland	OSCAR DAMROW,
J. D. CANNON, Neenah	FRED MARTY, Monroe	Sheboygan Falls
J. W. CROSS, Milwaukee	W. F. HUBERT, Sheboygan	A. T. BRUHN, Madison
JACOB KARLEN, Monroe	MATH MICHELS,	
	Fond du Lac	

1935 HONORARY MEMBERS

GLENN C. WEISS, Eden	W. R. SCHMIDT, Sheboygan Falls
JOHN H. PETERS, Plymouth	A. H. GRAF, Zachow
M. M. SCHAETZL, Athens	V. H. MALUEG, Shawano
E. F. HORN, Beaver Dam	L. E. KOPITZKE, Marion
E. B. WHITING, Gillett	E. A. INDERMUEHLE, Woodland
A. M. JOHNSON, Blanchardville	

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

OFFICIAL ORGANS

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

OFFICIAL COLD STORAGE

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

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LETTER OF TRANSMITTAL

Office of the Secretary,
Wisconsin Cheese Makers' Association,
Gresham, Wis., 1936.

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

I have the honor to submit the report of the forty-fourth annual meeting of the Wisconsin Cheese Makers' Association, showing the receipts and disbursements of the Association, also containing papers, addresses and discussions had at the last annual convention held at Fond du Lac, in November, 1935.

Respectfully submitted,

C. J. EBERT, *Secretary.*

LIST OF HIGHEST HONOR CLASS A CHEESE MAKERS

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

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

1. A special class of honor cheese makers shall be created from our membership during the past 12 years.
2. Every cheese maker who, by the records in the secretary's office, is shown to have received either three first sweepstake prizes on American cheese, or three first prizes on Swiss cheese, or three first prizes on Brick cheese, shall be placed in this honor class.
3. Members of this class shall hereafter compete only for such prizes as may be offered for this honor class.

1935

CONVENTION CHEESE EXHIBIT

A GRAND DISPLAY OF WISCONSIN'S BEST



THE ABOVE EXHIBIT OF CHEESE WAS DECLARED OF EXCEPTIONALLY HIGH QUALITY BY THE JUDGES WHO SCORED THEM

ARTICLES OF INCORPORATION OF THE WISCONSIN CHEESE MAKERS' ASSOCIATION

Incorporated February 2, 1899

Article I

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

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

Article II

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

Article III

The association shall be a corporation without capital stock.

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

Associate Membership

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

association, but not to vote or speak, by paying in advance the annual membership fee of \$2.00 to the association secretary for the current calendar year. (Adopted 1931.)

Subscribing Membership

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

Article IV

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

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

Article V

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

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

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

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

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

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

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

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

Article VI

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

Article VII

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

Article VIII

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

Article IX
(Adopted 1931)

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

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

Amendments Adopted

(See Annual Reports)

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

FORTY-FOURTH ANNUAL CONVENTION OF THE WISCONSIN CHEESE MAKERS' ASSOCIATION

Held at Fond du Lac, Wisconsin

November 13 and 14, 1935

THE PRESIDENT: Ladies and gentlemen, we will call this meeting to order. The Rev. B. J. Stecker will lead us in invocation.

INVOCATION

By the REV. STECKER

Eternal God, we stand in the presence of the divine truth this morning, that Thou art the giver of every good and every perfect gift; that we live in a world which is of wide design and that all therein is Thy gift to the children of men. The cattle of a thousand hills belong to Thee and the gold and the silver is all Thine. Thou hast made Thine children students of all these things. Thou dost open Thine hand and satisfy the desire of every living thing.

Not only do we recognize that Thou art the designer and creator of all things goodly but that Thou hast made man in Thine own image and in Thine own likeness. That Thou hast endowed man with an eternal soul and when he leaves this world he is going on living in a world to come. We thank Thee that Thou dost not only so graciously provide for all the wants of man but for the soul Thou hast endowed him with as well. That Thou hast given him a divine truth upon which his soul may keep and so in recognition of Thy divine divinity we as Thy servants bow down in obedience and admiration this day and pray Thy blessing upon this group of men and direct them and move them in a proper sense of the stewardship we have in this life.

These things we all ask in the name of Christ, our living Lord and Redeemer. Amen.

THE PRESIDENT: The next on our program will be the address of welcome by Mayor Albert J. Rosenthal, Fond du Lac. I take pleasure in introducing Mr. Rosenthal.

ADDRESS OF WELCOME

MAYOR ALBERT J. ROSENTHAL

Mr. President, ladies and gentlemen: It always gives me great pleasure when people start their undertakings or their doings of any kind in the manner in which you have started them this morning, by the invocation of the Rev. Stecker.

It is a true saying that if you start your labors with the Lord all will be well, and that is what you have done, and it pleases me that you did it in that way.

I further want to congratulate you for having this convention and having a large number of people in our city, but I don't see them in the hall where they should be, at least at this time. I understood that this convention was to start at 9:30 this morning. It is way past that time but I am going to offer several excuses. Your trains may have been late; your automobiles may have been broken on your way down, or some of you may have over-slept this morning. I understand some of you already were in our city last evening. And then, of course, when you are in a city like Fond du Lac—hospitable, courteous and friendly towards every one who comes here, I take it that those things can all happen, especially one can oversleep the next morning after he has been here the night before.

I want to assure you that the people in our city will most heartily welcome you and offer you every courtesy that anyone could offer you. We are happy to have you with us. The city is yours, so far as it behooves good citizens to be in our midst, and I take it for granted that every cheese maker and every friend that the cheese maker has, it may be his wife or it may be his friend, will be welcome in our city. We want you to have a good time; we want you to further the interests of your association and we want you to take away with you a kindly spot in your heart for the city of Fond du Lac.

I don't want to take up very much of your time. I know that you have other speakers on the program, especially one that is going to talk to you about the food value of whey, and I will back him up on that because I can tell you this, when I was a young lad I drank whey myself. I worked on the farm and at that time I happened to be a little bashful and didn't eat all I wanted to eat or could eat at the table, so I went to the cheese factory and ate cheese and drank sweet whey. So you see I lived up to now. I think it is the sweet whey that did it. When a man gets to the age I am now, then he doesn't think as much of the whey any more, and the cheese makers all know that he needs something different than whey.

Once more I want to extend to you the sincere greetings and heartiest welcome of the city of Fond du Lac.

THE PRESIDENT: I certainly can vouch for what Mr. Rosenthal has told us because the city of Fond du Lac certainly has been courteous to us, and I certainly am well satisfied with the way we have been treated here since we started this convention.

We will next have the response by our vice president, Mr. Kopitzke. I don't think this man needs any introduction, because everyone knows Leonard, and I take great pleasure in having Leonard give the response this morning.

RESPONSE

By L. E. KOPITZKE, *Vice President*

Mr. President, Mayor Rosenthal and friends: In behalf of the Association, I wish to thank Mayor Rosenthal who has so heartily

welcomed us to his city. I do not know of any other city which is more conveniently located for holding our convention than Fond du Lac and I believe we are going to have a record attendance.

The only thing which I regret is that a majority of the cheese makers usually stay at home. I am positive that if seventy-five per cent would attend and voice their opinions things would be different.

In the past year, I have come in contact with a great many makers who are rather disgusted with conditions and you can not blame them for they are justified in feeling that way.

Just place yourself in a cheese maker's shoes who has his life savings invested in a cheese factory and machinery. Then imagine a professional organizer (who has practically nothing invested) coming into his territory and trying to mislead his patrons. The sad part of it is that this could not be accomplished by making statements that are true. It seems to be immaterial to some, however, whether statements they make are true or false just so they can persuade the producer to sign on the dotted line.

Have had the pleasure of hearing several prominent speakers recently among whom were some of our state officials. Some of them contend that if we want to prosper in the dairy industry we must have a real co-operative system such as they have in Denmark. Let us consider this for a moment. Did not our forefathers from Denmark as well as other foreign countries come here mainly because they wanted to be more independent?

I believe most of us were quite well satisfied with the way things were run in this grand old state of ours before we ever heard of certain co-operatives and would be better off if they never had entered the picture.

After all, I wonder just how much better situated the producers over in Denmark are than those who are living right here in our state.

Government reports indicate that up to some time in May we had imported approximately twenty-six million pounds of butter most of which was shipped from Denmark and New Zealand. After deducting about fourteen cents per pound for shipping charges with butter prices ranging from twenty-four to twenty-six cents per pound, there could not have been much left for the producer.

The fact is friends, most co-operatives do not benefit the producer so much, but create jobs for those who either can not or do not want to invest any money in a business.

THE PRESIDENT: We will next have the report of the auditing committee. I would like to ask you, can you folks in the back of the room hear?

REPORT OF AUDITING COMMITTEE

By MR. SCHAETZEL

Mr. President, fellow members, ladies and gentlemen: The auditing committee has audited the books of the secretary as to the receipts and disbursements and we found them true and correct and signed the report as such. I haven't the exact balance with me, it is \$258.60 in

the secretary's fund and twenty-three hundred and some dollars in the state fund. If the secretary didn't hand me the report he possibly hasn't it here, it was forgotten this morning. If there is anything you want to know about it further, but that is the report within a couple of cents, 23 hundred some dollars in the state treasury and \$258.60 in the secretary's fund, that is the balance.

THE PRESIDENT: I am certainly glad to hear that report. We are not broke yet. We will next have the financial report of our secretary, C. J. Ebert.

FINANCIAL REPORT OF SECRETARY

C. J. EBERT

Mr. President, ladies and gentlemen: This is the financial report of the Wisconsin Cheese Makers' Association.

As you know we have two funds, one fund is in the State Treasurer's office and the other is the Secretary's Donation and Program fund.

The report of the fund in the State Treasurer's office is as follows:

Balance forward from last audit.....	\$1,644.77
State appropriation	600.00
Cheese sale to Pauly & Pauly.....	1,092.90
	<hr/>
Total.....	\$3,337.67

Disbursements

Pay roll of exhibitors.....	\$1,104.67
Sec'y Sammis' October travel expense.....	83.62
J. E. Rilling Co. Prizes.....	73.48
Abel & Bach Co. Prizes.....	62.72
	<hr/>
Total	\$1,324.49

Balance on hand	\$2,013.17
Transactions after the January 17, 1935, audit and before the books were turned to me:	
Deposit of membership fees.....	490.00
	<hr/>
Total turned over to me in State Treas. Fund.....	\$2,503.17

The report of the Secretary's Donation and Program Fund is as follows:

Balance forwarded from last audit.....	\$ 288.95
Convention receipts	2,583.65
	<hr/>
	\$2,872.60
Total disbursements	2,091.52
	<hr/>

Balance on hand	\$ 781.08
Transactions after the January 17, 1935 audit and before the books were turned over to me:	
Membership fees paid into State Treas. Fund.....	\$ 490.00

Addressing annual reports, transfer trunks, etc.....	5.00
Total	\$ 495.00
Balance on hand	\$ 286.08

Combining the two funds made a total on hand and turned over to me by J. L. Sammis of \$2,789.25.

THE PRESIDENT: Gentlemen, you have heard the secretary's report; are there any questions you would like to ask about this report?

MR. NEUHAUS: Mr. President, is there any refund on those?

THE PRESIDENT: That is going to be taken up later in our program. You will notice in your program that will be discussed tomorrow afternoon. Are there any other questions?

The next on our program will be a five minute report from branch secretaries by those that are present as I call off this list. A. F. Schultz from Phlox. Is Mr. Schultz here? Martin Beaton from De Pere. Is Mr. Beaton here? Gus E. Plate from Brillion. Is Mr. Plate here? O. R. Schwantes from Clintonville. A. M. Johnson from Edgar. I wish as I call off these names if any of these secretaries are here they will come up here and give their report. Glenn C. Weiss from Eden. Harold Smelzer from Highland. John Reynolds from Kewaunee. Will you please come up here, I am very glad that Mr. Reynolds is here. I take pleasure in introducing Mr. Reynolds, secretary of the Kewaunee county local.

REPORT OF THE KEWAUNEE COUNTY CHEESE MAKERS' ASSOCIATION

By JOHN R. REYNOLDS

The cheese makers of Kewaunee County organized their branch of the Association June 13, 1933.

Since then they have held regular meetings in different parts of the county. Practically all of the cheese makers of the county are members of the Association.

Our yearly dues are only 25 cents which pays for postage. Funds for other purposes have been raised by giving benefit dances and by having lunch stands at the County Fair. We have had wonderful success selling toasted cheese sandwiches.

Up-to-date we have painted five large barn signs and are planning on having another one painted next spring.

We have done considerable newspaper advertising and have distributed free cheese sandwiches at all of our dances.

During the time we have been organized we have sent several committees to Madison to attend legislative hearings. We feel that we have helped the dairy industry by sending these committees there to either approve or oppose certain bills which were scheduled to come before the legislature. The Association stood the expenses of these trips.

In closing I wish to say that the Kewaunee Association is ready to give the State Association a helping hand at all times and wish it many years of success.

THE SECRETARY: Mr. President, I wasn't in here all the while when Mr. Schaetzel, chairman of the auditing committee gave the report. You probably notice in my report it runs up to the time the books were turned over to me. Mr. Schaetzel give the audit of November 12th and the figures he stated were as they are now. I want to make this correction because it may leave a misunderstanding with some of the people. There is at this time in the state fund \$2369.64 and in the secretary's fund \$759.72.

MR. SCHAETZEL: Mr. President, I think it becomes necessary that a resolution be passed in regard to the report as to rejecting it or accepting it, as Secretary Ebert stated, I don't quite remember. But it will be necessary Mr. President that the cheese makers vote on that, either accepting it or rejecting it.

MR. HOEN: Mr. President, I move you we adopt the secretary's report as read.

(Motion seconded and carried.)

MR. PRESIDENT: I certainly want to thank Mr. Reynolds from Kewaunee for giving his report and for the attitude that they have taken when they say they are willing to help this state association at any time, and I certainly want to thank them for that and I know we have other locals that feel the same way.

We will next hear from Earl Rindt from Merrill. Ladies and gentlemen, I take pleasure in introducing to you Earl Rindt from Merrill, secretary of the Lincoln County local.

REPORT OF LINCOLN COUNTY LOCAL

By EARL RINDT

I have been secretary of our association in Lincoln county for the past four months and during that time we only held two meetings. Some of the members of our association are not so very active; therefore, it is very hard to get them together but there is one thing I would like to mention. Our association has done this—that is the Lincoln County fair which was held in August. Our association had a booth and all members of our association helped to decorate this booth, all members bringing two or three forms or styles of cheese which we had on display in this booth and which I think was a very nice display.

Our meetings haven't been very lengthy and I haven't much of a report but if I am able to attend this convention next year, I sincerely hope I will be able to give you a much better report. I thank you.

MR. PRESIDENT: I want to thank you Mr. Rindt and we know if you will be with us next year you will have a lengthy report and I hope you have a very successful year in your county.

We will next hear from Art Johns of Luxemburg. Is Mr. Johns here? Ladies and gentlemen, I take great pleasure in introducing Mr. Johns, secretary from Luxemburg.

REPORT OF LUXEMBURG LOCAL

By ART JOHNS

Mr. President, fellow members, ladies and gentlemen: Our 44th annual convention is assembled here today, I want to say that I am mighty sorry that every one of those seats aren't filled with cheese makers this morning. Like your mayor has said, there has been a number of excuses why they probably aren't filled.

If it weren't for seeing a number of your cheese makers and reminding me of a little off odor that comes to the intake in the morning, I might say that I might be in the gentleman's position that had forgotten what he was going to say. It is quality milk in the intake and quality program that I feel of speaking to you this morning. I am sorry that those seats aren't all filled. I hope that before this convention is over that we will have a unanimous resolution passed in favor of a real quality program. I don't mean quality program on the outside, I mean on the inside and on the outside, both.

A quality program might be compared something with a little sore on your hand or on your face or anywhere on your body. You might apply a little lotion or medicine of any kind on the outside and you may improve that sore quite a bit. You may improve it quite a bit but to get down to the root of the evil, a quality program in dairy production means a whole lot more than applying a little on the surface. I feel that we have got to get down a whole lot deeper than on the surface or it is mighty hard to get real quality products.

Now my opinion is that we ought to have every dairy farmer licensed—I mean licensed with the State Dairy Department or with the Department of Agriculture and Markets, so that the department would have some regulations over every producer of dairy products. You have licenses on your automobiles today. You have to take out a marriage license; the beer manufacturers have to take out a license, and any other industry in the state doing business has to take out a license to prepare any sort of drink or food product that humans consume today, and I am unable to see why a dairy farmer shouldn't have to take out a license with the State Department of Markets and Agriculture, supervising every licensed producer and see that sanitary and proper methods are used and employed in producing dairy products.

Now, with the licensing of every producer of dairy products alone wouldn't be enough. I think that our dairy department ought to have at least one inspector in every county. Now, there are some counties that probably wouldn't need one but some counties would probably need two or three inspectors to inspect milk at the farm where it is produced. I think nearly every cheese maker in the audience and plenty that are not in the audience will agree with me on this point, that after your milk is produced on the farm and delivered at the factory there is too much evil been done that cannot be seen when that milk comes into the intake, not alone seen or smelled but tested

properly besides. Only the bad effects are found after the product is manufactured. That is where we ought to have better inspection at our farms to see that milk is produced in a better way.

Your Chicago Board of Health isn't satisfied to take milk the way the Wisconsin dairy farmer produces it on the average. Anybody that ships milk to the Chicago district must have his place inspected at certain intervals and everyone knows that those inspectors are quite strict and they must be in order to produce good dairy products.

Now, I want to say again, I think there is quite a few on the list that will talk to you this morning for a ten minute period and I don't want to take up too much of your time, but I do hope before this convention closes that there will be a unanimous resolution passed favoring the licensing of every producer of dairy products with inspectors in every county to supervise the production of milk at the farm. I thank you.

THE PRESIDENT: I certainly want to thank you, Mr. Johns.

Rudolph Jaehnig, Two Rivers, secretary of the Manitowoc County local. Is Mr. Jaehnig here? John Boehnlein of Auburndale, secretary of the Marshfield local. John Erb from Rice Lake, Northern Wisconsin Foreign type. P. S. Sommers, Amery, secretary of the New Richmond local. Ray Nelson, Oconto Falls, secretary of the Oconto local. William Champeau of Beaver, secretary of the Pound local. Paul Viktora from East Dubuque, Illinois, secretary of the Platteville local. A. R. Wilhelm, Oscar Krause, from Price County. W. C. Bleick from Bonduel, Shawano County. L. S. Adsit, Richland Center, Richland Center local. E. J. Conger from Plymouth, Sheboygan County. Mrs. Arthur Klessig, from Brussels, Sturgeon Bay. L. A. Dederich, Spring Green. E. A. Indermuehle, Southeastern Wisconsin Cheese Assn.

MR. HORN: Mr. President, we have with us our president of our association. Maybe he has a few words to say.

THE PRESIDENT: I take great pleasure in introducing Mr. Gottlieb Froehlich from the Southeastern Wisconsin Association.

REPORT FROM SOUTHEASTERN WISCONSIN CHEESE ASSOCIATION

By GOTTLIEB FRIEDLI

Ladies and gentlemen and brother cheese makers. As our secretary isn't here as stated by Mr. Horn, I want to tell you a few words about our association down there. We have been going for six years, and have had good success; we are working hard in the dairy industry as much as we possibly can; when we started organizing we had Mr. Schwantes with us helping us along. He made several trips down to Dodge County, and in the name and in behalf of the association we want to thank him again. He took the time to come down quite a few hundred miles to help us, and we also believe that improvement in quality of milk will be one of the main things to producing good quality of cheese, and by having a few more inspectors and having them in the farmers'

yards looking in the stables and helping them, I think that movement will be a great help to the cheese industry.

Just a while ago we had our convention at Beaver Dam, and had quite a large attendance; we had some officers, officials of the Wisconsin Cheese Makers Association, Mr. Whiting, the President, Mr. Kopitzke, vice president, and Mr. Ebert. We were surely glad to see them down there and I made my mind up I would be up here with you on both days; Mr. Indermuehle will be here this afternoon and also tomorrow, and we also will try to help to co-operate as much as possible with the state cheese makers association and I hope that all the branches will feel the same way toward the state association. I thank you.

THE PRESIDENT: We certainly want to thank Mr. Friedli for the remarks be made and I surely did attend the Southeastern Association and I enjoyed the afternoon. It was my first time down at the Southeastern. I heard a lot about it and they certainly had a fine program and a fine entertainment. I want to congratulate those boys and I know they are working hard.

Carroll Clarson, Boscobel; J. N. Felton, Black Creek; G. E. Foelsch, Greenwood; W. G. Price, Soldiers Grove. I am sorry there are so many of these secretaries missing but as you all heard, they probably got up late or had flat tires. P. E. Gotter, Thorp; F. E. Haase, Seymour, secretary of Outagamie county; George Snyder from Dodgeville; J. H. Wagner, Fremont; Werner Stauffer from Mt. Horeb; Clifford Huss, Crivitz, Marinette County; H. H. Solie, from Abbotsford; R. L. Reitz, Marshfield. I know the next man is here, Mr. A. H. Graf from Zachow, secretary of the Northeastern Wisconsin Cheese Makers and Butter Makers Association. I don't think Mr. Graf needs any introduction because he has been your president of the association but I take pleasure in introducing Mr. Graf of Zachow, secretary of the Northeastern Cheese Makers and Butter Makers Association.

REPORT OF NORTHEASTERN WISCONSIN CHEESE AND BUTTER MAKERS ASSOCIATION

By MR. A. H. GRAF

Ladies and gentlemen, members: I am certainly glad to be here today and to be able to attend this convention and I hope that we don't have such a bad night that we won't be able to be here tomorrow. The Northeastern Wisconsin Cheese Makers and Butter Makers Association was organized eight years ago and we have always tried to co-operate with the Wisconsin Cheese Makers Association and since the Wisconsin Cheese Makers had started to organize locals we have tried to co-operate with them and felt it was really our duty to support the county local.

The county locals are doing a wonderful thing in the state, only it is too bad there are not more of the cheese makers who will attend these county local meetings. Now, the county locals are doing a wonderful thing, I think. There are quite a number of the locals have put signs on the barns advertising Wisconsin cheese and other things that are

really helpful to the industry. Of course, we haven't laid down on the job—the Northeastern Wisconsin Cheese Makers and Butter Makers Association. We feel it is our duty to not lay down on the job, so during the past year we have given our moral and financial support to the national cheese institute and National Cheese Week. Both last year and this year we have donated cash to the furtherance of National Cheese Week and we have done everything we can to help advertise Wisconsin cheese. We have sent representatives down to Madison to appear before the legislative committees to fight for bills that we felt were to the benefit of the industry and we have also fought against bills that we thought were detrimental to the industry. I think we owe our President Mr. Kopitzke a vote of thanks for ably representing us at Madison and our other members of the association that have done practically as much. He has untiringly given of his efforts and of his own money and I know he takes money out of his own pocket and uses it on these trips because the association has not been paying his entire expenses. Mr. Ebert who was secretary of this association before I was and after I was, Mr. Ebert was secretary for about two years, but when he was elected secretary of the Wisconsin State Association he found it necessary to resign and so the Board of Directors asked me to take the position again and help them out until the coming convention. I promised to do this but when the convention came around they didn't want to give me a vacation; they said you better stay on for another year.

We put on what we call a successful convention at Shawano this year. We had a nice attendance, had quite a few cheese makers there and some others that supported us and the association. We only put on a one day convention this year. We felt it was our duty to kind of give our support to the State Association, seeing that they were holding their convention here at Fond du Lac which really is centrally located and it was no more than right for us to do that. We thought we could possibly boost the attendance here if we didn't have such a big convention there. But the thing that I possibly mentioned before—the thing I would like to see is to have more makers attend these conventions, the Northeastern, the Central Wisconsin conventions.

In closing I want to say I want to extend my best wishes to the Wisconsin Cheese Makers Association for a most successful convention and hope we will be able to work out things here for the best interests of the dairy industry.

MR. PRESIDENT: I certainly want to thank Mr. Graf for the remarks he made and I know they came right from his heart. The Northeastern said they were going to hold a one day meeting, and seeing Fond du Lac was so near they were going to boost the state convention and you know how it makes your officers feel without telling them.

We next have a song by Leola Mitchell from Clintonville.

The next is an address by Mr. A. C. Hillstad, secretary of the Butter Makers Association. Ladies and gentlemen, I take great pleasure in introducing to you Mr. A. C. Hillstad, secretary of the Butter Makers Association.

QUALITY GOODS

BY MR. HILLSTAD

Mr. Chairman, Ladies and Gentlemen: I would much prefer being down there on the floor because I feel I would be much more on the level with you folks down there. I am a butter maker with some almost 74 years experience, so that really instead of being on a speaker's platform like this I would rather prefer being down there.

I have been attending conventions and meetings—well, it wasn't hardly a week for possibly 16, 18, 20 weeks that I wasn't in some kind of a meeting down there and in the last six weeks I haven't missed being at some convention or other, so that I am almost "conventioned" to death, as a fellow said.

I have attended conventions in Minnesota, Iowa, the National Dairy Show at St. Louis, and of course, our own state convention and one or two others, and the main topic has been, The Quality Problem. That is what we have been hearing; that is what I have been hearing for the last 34 years. As I said, 34 years ago, why it was the quality problem and it has been that ever since.

I have wondered a great many times whether we really are accomplishing what we really should along this line. I cannot help but believe that we are responsible—I say we, and when I say we I mean the operators of the cheese factories and the creameries—that we are somewhat to blame ourselves for not having the quality that we deserve in making quality goods for Wisconsin.

Now, why I make that statement is this: That being an operator myself, I know that there has been many a can of cream come into my plant and many a can of milk that I should not have taken in. But why did I take it? I simply took it because I didn't have the protection that I was entitled to have and that was the other fellow in taking it in. Now we are in hopes of having some kind of a ruling or some kind of legislation although I don't believe in legislating ourselves into a quality program. That is one thing I don't hardly believe in. There may be some things along legislation that we can get some good out of but, after all it is going to be up to the industry as a whole to co-operate and put the program across themselves. In other words, it is going to be up to the operator to put a program across that is going to be a credit to Wisconsin.

On my trip to St. Paul last March I had the privilege of sitting in with the National Board of the National Butter Makers and during the evening one of the directors and myself went on a sort of window shopping tour. We just took a walk, possibly a mile or mile and a half through the business section of St. Paul and there were two or three window displays there of cheese and some butter, but mostly cheese; and to my surprise one window was practically all stamped or marked "Wisconsin Cheese." But I will tell you this, gentlemen, that I wasn't proud of that exhibit. The quality wasn't there, the make-up of the package wasn't there. I am not criticizing; I don't want you to feel I have got any malice in my heart toward the cheese industry because I have not. I am perfectly willing to work with

the cheese makers any day of the week or year, but if we are to build up quality goods for Wisconsin we must have the quality in the package. We must have the make-up in the package.

All right—now then I will take you down to the National Dairy show that was held two weeks ago. I will tell you that exhibit was a credit to any state. We just had a wonderful exhibit down there at St. Louis, and if we could only have an exhibit like that all over the country we surely would put Wisconsin on the map again so far as our industry is concerned.

Now, you take our cheese exhibit down here at the State Fair, that was a wonderful exhibit. We had a wonderful butter exhibit but say, there were very few cheese makers there and but very few butter makers there. Why is it that we cannot get those men from the industry to attend an exhibit of that kind? I am criticizing the butter makers as much as I am the cheese makers. I think we should back up the industry and show our appreciation when we have exhibits like that.

Now, getting back to the quality end of it, I cannot help but feel the responsibility is in the makers themselves, whether it is a cheese maker or butter maker. It is true, like Mr. John said, that the operator has not control of the milk before it comes to the factory. That is very true but nevertheless, there is many a can of milk and many a can of cream that is dumped in the whey can that should never be dumped by the operator in charge. I know that to be a fact. I have been travelling all over this state for the past five years, and I have had an opportunity to visit a good many creameries and cheese factories, and I can see the responsibility myself in the operator's hands as to whether we are actually going to put Wisconsin across for the real kind of a quality program.

I really believe that the life of the dairy industry depends on the quality that we make. Now, that is what I really believe, that the life of the dairy industry depends on the quality that we make. So for that reason I hope that we will take this seriously and really buckle right down to trying to put Wisconsin in the lead as a dairy state as it has the right to be. I thank you.

MR. PRESIDENT: I certainly want to thank you, Mr. Hillstead. The next on our program is the appointment of the resolutions committee and the nominating committee. I am going to omit this now until this afternoon. I will appoint those right after dinner. At this time I want to make an announcement to the officers and directors that we are going to have a meeting at 1:10 and I wish you would all be there on time.

The next on our program we will have the entertainment of any amendments to our constitution. Has any one any amendments to our constitution that they would like to bring up at this time? We were a little late getting started this morning with our program, as often happens, but we are going to try to start on time this afternoon. I hope that everyone will be in this hall by two o'clock and we will try to start on time, and I am going to appoint the nominating committee and resolutions committee right after noon; and this completes our

program for this morning, but we are going to have music by the Blanchardville Clown Band.

WEDNESDAY AFTERNOON

MR. PRESIDENT: Ladies and gentlemen, I have a few announcements to make. I told you this morning I was going to make the appointments for the nominating committee and resolutions committee.

NOMINATING COMMITTEE

Chairman, A. H. Graf, Zachow; Gottfried Friedli, Neosho; Clair Thoreson, Mineral Point; John Lensmire, Edgar; Ernest Tracy, Plymouth.

I wish you men would get together after the close of this meeting and you can come to the secretary's office and hold your meeting there. We have for the resolutions committee:

RESOLUTIONS COMMITTEE

Chairman, H. P. Mulloy, Kiel; Glenn C. Weiss, Eden; C. C. Brick, Manitowoc; Fred Bleuer, Cambria; Earl Rindt, Merrill.

Now, gentlemen, in thinking over this nominating committee and resolutions committee, it has been customary for the chair to appoint this committee. The reason I didn't appoint them this morning was because I wanted to meet with our directors right after dinner, and we want to have a representation on these committees from every part in this state. The directors helped me pick out this committee and we tried to do our best and we want to have a representation from every part of the state, and I think we have done as good as we could do.

At this time I am glad to announce special prizes we are going to have given to us tomorrow. There is going to be a door prize. This came as a surprise from F. Hurlbut Coal Company of Green Bay. There is going to be someone who will win a carload of coal tomorrow. They are going to give a carload of coal as a door prize at this convention, and I certainly think they deserve a hand on that.

As our program reads, Mr. Broughton is next on our program to give an address. Ladies and gentlemen, I am certainly glad to introduce our next speaker who I am sure you all know. Mr. Broughton has not only been a friend of the cheese makers of Wisconsin but he has always shown his interest in the cheese business and when the question of financing the campaign of advertising cheese came up he put in quite a large sum, five hundred dollars, and he has promised to serve in every way to promote the plan of advertising Wisconsin cheese. Gentlemen, I take great pleasure in introducing to you Mr. Broughton at this time.

ADDRESS

Honorable C. E. BROUGHTON

President Whiting, members of the Wisconsin Cheese Makers Association: I don't know how I am going to live up to that introduction. I was hopeful that any mention of that five hundred dollars would be

in the discard. I didn't do that because I had any designs upon that fund or had any hopes that at some future time I might share in advertising my publication.

The Wisconsin Publicity Association has had a strenuous time in the last several months. The fruits of their labor I think are manifested here this afternoon in the renewed interest, in the increased attendance, and further and higher and better than that in the loyal support that you have received throughout the state of Wisconsin in the weekly newspapers of this state. Week after week our clipping department has cut a half column, yes, sometimes a column from your neighborhood newspaper. That in itself has had a tendency to bring to the attention of the people of Wisconsin not only the importance of your state association but the importance of the industry that you represent here this afternoon. The Wisconsin Publicity Association cannot exist unless it has the whole-hearted support of every cheese maker and every patron of a cheese factory in the state of Wisconsin. You have got the product to sell and your officers and the officers of that Publicity Association aim to cement you all together to send out to the world, to the United States in particular, the message that back home here in Wisconsin we produce an article of cheese that cannot be duplicated any other place in the country.

Now, several bankers have underwritten amounts. Bankers we hope will keep their word, but we found that it isn't always an easy matter to establish a fund of twenty or twenty-five thousand dollars to finance an undertaking of this kind. The officers have tried. They met with me about ten days ago. We had our own bankers there and they subscribed not what they ought to.

You know, I am a little hard on the bankers perhaps because I have said many a time that the bankers wouldn't be in business today if it wasn't for the Democrats—and I am a Democrat.

Now, let me tell you that when I come to the bankers now and ask them to help an association here at home that will bring dollars back into their banking institutions, I am not asking one-half as much as they asked of me when I went to Washington in 1933 and saved the banks of Wisconsin. Now then, they have an opportunity to pay it back without giving one single cent. All they ask is a loan, and when the factories of Wisconsin have been organized, when we get to the point we can move on all fours, when we can say to Mississippi and California and to New York, there is a product of cheese out here labelled as a quality product that cannot be duplicated any other place in the country, friends, if there was ever a time in the affairs of this state when the Department of Markets could come forward and assume at least their responsibility in order to show that they represent the dairy interests of Wisconsin, it is now; the Department of Markets ought to be sending a man in here and working shoulder to shoulder with this publicity committee in order that the whole state of Wisconsin may be advertised to a nation.

Now then, the Department of Markets is deeply interested or has been in doing away with your boards here in Wisconsin. They say

that is in the hands of the dealers. They say that the same group of buyers are there every week and the same offerings are made every week.

I was a secretary of the dairy board many, many years ago. I remember when we had many boards. They simmered down now to where you have two in Plymouth, but I want to say to you that those two boards with all the evils that you may charge up against them, those two boards today have done more to give you a fair price for your product than any other agency that we have had. Instead of abolishing them, for heaven's sake, let the Department of Markets get back of the board; let the cheese makers and the patrons of factories put their offerings on the board. Why is it they haven't the great number of offerings? It is because somebody doesn't offer their cheese, but you can't tell me that on Saturday morning but what every cheese maker and every patron and every reader of a newspaper who is interested in cheese turns and ascertains what price was made on the Plymouth Boards the afternoon before. That my friends, is the answer whether it is good or not. If it isn't all that you want, let this association and its members and the people of Wisconsin get in back of that enterprise and make it 100 per cent.

I remember when they attempted to put that board out of business. I remember when I stood before them for half an hour and every question they asked on the part of Mr. Wiley and the others was unfair to that board, unfair to me and unfair to every supporter of the board, and yet they went out and gave publicity and they had unfortunately a man from Wisconsin who had gone with the federal government that was sold on abolishing that board and over here in Fond du Lac the meeting was held to kill that board.

Now, fellows, if I were to tell you what I think of some of those people, it wouldn't sound good in print and if I were to give you the language I ought to give you, well, you would think I was swearing and I think I would be.

Now then, friends, you have met with me over in Sheboygan. I think you had a good time; at least, the reports are that some of you did. There are certain ladies there that would like to see you men come back, that is, you single men. There are certain tavern keepers that haven't forgotten the money you put over the bar. Now, I am here this afternoon not to take the glory from somebody else, not to give you advice other than that which you want to accept in the spirit that I give it, but if you decide next year to come back to Sheboygan, we will give you everything we gave you before, and we will give you something else. We will not only furnish you the hall, we will furnish you a place in the Rathskeller this year where you can exhibit cheese and you can go somewhere else for your beer. You won't have to move it up to the third floor. We will give you an auditorium that will seat 3000; we will furnish you the booths and paint them and make them attractive. We will put up those booths, we will relieve this association from every dollar of expense while you are in Sheboygan so far as housing the convention is concerned. I couldn't guarantee to pay your hotel or your bar bill because I would go broke if I did it.

That is one reason why we want you back there. You were good patrons, you were good friends, and you represented a great industry, and all the conventions that we have had, I don't care whether it was the American Legion or what it was, none of them ever made the impression that you made.

I don't think you made it in your rooms at the hotel. I think you made your impression with the people you visited, your wives were there, they went to stores and looked over the stocks, and they bought, and they are going to do the same thing over here in Fond du Lac and I say to the people of Fond du Lac this afternoon, you have done fine, you have provided a fine place but you haven't done any more than you ought to for one of the finest groups in the agricultural sections of Wisconsin.

Now you have got a lot of matters before you. I want to impress upon you this, that this Wisconsin Publicity Association—the name may not be just what it ought to be—sometimes I have wondered about that, but the name was originated with the idea of calling attention and advertising your product, but there is something else besides that. This organization, if it is formed, takes on similar activities to the Sun-Kissed oranges, to the date and to the prune industry, to the cranberry industry. It means laying the foundation so that the people of the country will know the product that we have.

We have about 120 cheese factories in this state as near as I can ascertain from the Conservation Department. They are selling a large amount of cheese through the tourist trade. They are conducting a mail order business. They have a product there that the people like and that goes 100 per cent. As an illustration, that if the people of the other states know the character and the kind of cheese that we are making here in this state, they are going to order and reorder and if you build up your quality as they have in the Sun-Kissed industry, orange industry, as they have in the prune and the date industry, as they have in the cranberry industry, you are going to get a premium price for your cheese and the Lord knows you need it.

Now friends, it wouldn't be fair for me as a Democrat to come over here and talk to you Republicans—some of you—without telling you this, that since 1933 the price of farm commodities has mounted higher and higher and here in old staple Wisconsin where we thought that the farmer would be the last to come back, he is realizing the fruits of an administration that is endeavoring to act in the interests of humanity. It wouldn't be fair if I should leave this rostrum this afternoon without telling you that from 1933 and during that year we had modification and repeal which has centered sales in Wisconsin and the 47 other states of the union, instead of sending all that money over the border into Canada. It has been a means of helping you in the conduct of your business, for when a man is prosperous in one line it reacts to the advantage of men in other lines, and this afternoon, no matter what is said, if you will pick up your financial sheet, don't read the front page of the Chicago Tribune, turn to the financial sheet of the Chicago Tribune where facts are given and there you will ascer-

tain that this whole United States of ours is going forward, upward, and on, and we are not taking advantage of the constitution to tell you that fact.

Let me say to you this afternoon as my final word that I love my constitution, I love the flag and the draperies that are around the balcony of this hall. To me they mean what? Not the mere cloth, that represents nothing, but the heritage and the devotion that our ancestors have shown in preserving the stars and stripes and preserving the constitution. That is what makes this country beloved by you and by me.

I am not afraid of the constitution but I am afraid of the country. Friends, back in the age when the constitution was framed we didn't have this machine age. We had territory; our backs were not against the Pacific as it is today. Now, what is the situation? In my own town in one industry two machines were installed and 14 people put out of work. That is the answer. We have got the machine age with us now and we have got to meet the conditions as they exist today, and finally, if it is a question of deciding whether this country shall endure or the constitution be amended, I say if that amendment is in the interest of preserving the country, amend the constitution. What good is a constitution if you lose your country?

MR. PRESIDENT: I certainly want to thank you, Mr. Broughton, and I especially want to thank Mr. Broughton for that invitation. I will say this, at our convention held at Sheboygan they certainly lived up to every promise they made us, and I certainly want to thank Mr. Broughton for that invitation again.

Ladies and gentlemen, we will now be entertained by Mr. Louis Wrensh, well-known cheese maker from Calumet County, who wrote the first cheese song, together with his two daughters, who have been successfully heard many times over radio station WLBL at Stevens Point.

Ladies and gentlemen, I am very glad to introduce to you C. D. Morris, who is going to speak on Transportation.

TRANSPORTATION

By C. D. MORRIS

Mr. Chairman, ladies and gentlemen: I am under obligations to your officers for shifting my place on the program to a little earlier time. I have a sick wife at home and I received a telegram since I got here to come home as quickly as I could.

You may think it is funny that we talk about transportation at a cheese convention. I do not. The most important economic problem now before the American people is the question of transportation. Railroads of this country are bleeding to death. Forty-one of the Class 1 railroads are in receivers' hands. Many more of the remainder of them are candidates for that very interesting position. There is a remedy for this condition which I am sure the American people will adopt when they come to understand it.

I am not going to detain you very long, but I want to impress what I have to say on your minds so you won't forget it. There are three fundamental principles every man or woman who undertakes to discuss the question of transportation ought to keep constantly in mind. May I enumerate those principles. First, in a country like ours it is impossible for us to get along and maintain our present standard of living, for God knows the American people don't want to lower it. We must have good efficient, competent transportation service. I think everybody will admit that. In a country with such wonderful geographic distances as ours we must have good efficient service of some kind or other if we would maintain our present standard of living. I wouldn't say we must have railroad transportation.

Listen to the next fundamental principle. The second I would state is this, that the American people are entitled to the very best, most convenient and most satisfactory transportation obtainable. And you will all agree to that.

Third, all forms of commercial transport in a country like this ought to pay all the expenses of its own operation. So that we understand that transportation, every transportation commercial agency in our country ought to under our constitution and laws and policies, ought to pay all the expenses of its own operation.

With those three fundamental principles in your mind, let me discuss the transportation question from the standpoint of a railroad man. I said a moment ago the American railroads were bleeding to death. The reasons for that ought to be apparent to every American citizen. The railroads of this country are under the control of the commission appointed by the president of the United States. Mr. Roosevelt didn't appoint more than one or two. I have no reference to the present occupant of the White House, but under a law passed 40 to 45 years ago, this commission regulates every act of the American railroad. The railroad cannot build a mile of track or abolish a mile, it cannot build a depot or abolish one; it cannot issue a dollar's worth of stock or bonds; it cannot fix the wages of its employes. It has nothing to do with the assessment of its equipment and taxation. All that is done for it by your representatives in Washington.

On the other hand, the competitors of the railroad, the boat lines and the commercial highway vehicles regulate, so to speak, themselves. They come when convenient and go when the going is good. Some states have regulated commercial transportation on their highways; other states have not.

At the last session or rather the first session of the present Congress a law was passed placing all commercial transportation on the highways in interstate traffic under regulation. That is a step in the right direction, but this regulation will do nothing whatever for the railroads unless the agency that puts that law into effect and determines that the motor bus and the motor truck shall pay all the expenses of its own operation. The law ought to be extended to the river line and they be made to pay their own operating expenses. As it is the taxpayer

of America is paying a large per cent of the operating costs of our buses and trucks and of their river boat lines.

Now briefly, let me show you why. In the past two decades we have placed twenty billion dollars, such a sum two-thirds the size of the present national debt. Twenty billion dollars, a sum larger than any man, woman or child in this room can appreciate. We put twenty billions of dollars into the building, and maintaining of hard surface highways only to turn those highways over to a commercial business to use without adequate remedy.

Well, you say we didn't build them. We built them out of moneys received from gasoline taxes and license fees. Let me give you the latest report of the Bureau of Agriculture at Washington, D. C. Up to last January, 37 per cent of the money we had placed in highways had been paid by license fees and gasoline taxes. Sixty-three per cent had been paid from ad valorem taxes or property taxes, taxes on land, taxes on buildings, taxes on merchandise, taxes on commodities of every kind—had paid 63 per cent so that these highways belong to the people in Wisconsin, and in Illinois to the people of Illinois. And in Iowa to the people of Iowa.

Now then, that is to say, these very people have turned over these highways to commercial vehicles to use for commercial purposes without charging an adequate rent. Therefore, you, the taxpayer, pays a portion of the operating expenses of the highway truck and bus. On the other hand, take the boat line. We started a boat line on the Mississippi River called the Federal Barge Line some ten or twelve years ago under the supervision of the government. The government pays the salary of the president, \$9000 a year. He is a major in the army. His salary is paid by the War Department. He has an assistant, the captain, and his salary is paid by the government—\$6000 a year, and pays no postage. It has 18 different subsidies paid by the people, and ever since that line had started operation the people of the American nation in taxes have paid an average of \$2.50 a ton for every ton of freight it has carried. You and you have paid taxes to maintain a form of transportation in competition with railroad transportation and paid \$2.50 a ton. If you had paid that to the railroads every railroad would make money.

I have no objection to the river line or bus line. I am in favor of every form of transportation under God's heaven. I maintain that whatever picks me up there and sets me down here or may produce is an advantage to the rate, to my customer, to every one. Mankind never advanced a single step in the scale of services until he came in contact with these fellows.

Sometimes I go to my breakfast table, and I pick up a copy of the Chicago Tribune and I read about the starving children of central Europe, and I close my eyes and I can see those little children in their bright smocks on the playground illy clad. I read about the suffering womanhood of France, and I close my eyes and I can see grandmother and mother, daughter and grandchild with little steel props in their hands down on their knees digging in the vegetable fields,

tending lettuce and celery and other forms, personal pursuits all over France. You know France is a vegetable country. The average size of its farms is 15 acres. Outside of wheat they relish no other crop much. Vegetables and vegetables.

Now then, how do I know that? Because something picked me up and set me down over here in Paris, and then I jumped aboard an automobile and I travelled around the rural districts. That is transportation, and I received an education by that, and so you and you are educating by coming in contact with your fellows. It was not until some ingenious soul dug a hole in a birch log and pushed it into the water and then with the pole pushed himself across some arm of the unknown sea that men in one section of the world knew what men in the other section were doing, how they dressed and how they educated their children. We grow by coming in contact with our fellows, so that transportation in any form is a blessing to us.

I only ask that all forms of transportation in America be placed on an equality before the law. Now then, either we are going to do that, we are going to place them on an equality or we are going to purchase them as a government which would be nothing. Nothing the new deal has done, nothing the old deal ever did, and I class them both alike. Neither one of them has ever done anything for the railroad. They loaned us some money in the last three or four years, and charged us six per cent for it. We are paying for it. We already paid one hundred million of the five hundred million they loaned us and we will pay it all back but we can't pay it now because we aren't making enough.

Let me tell you why. For years and years the National Congress had been in the habit of listening to the lobby of the organized labor and year after year adding on to the operating expense of the railroad without discussing it with railroad officials. Let me give you an example. This year for seven months our revenues amounted to five million dollars more than they did last year. We began to come back. Five million dollars—most of it came from passenger service, but during that seven months our labor bill was \$60,000,000 more than during seven months last year and we had 27 thousand fewer men employed. Hence we are not as well off as we were last year. Now, why is that so? Because of an agreement with organized labor forced by the administration at Washington that eats up every possible dollar of revenue it is possible to get. We have other bills; one is to establish a six hour day. That would reduce our labor bill 25 per cent each year. We can't pay it. I don't know what some railroad men think about that, but let me say to you Wisconsin men who have made your living by the sweat of your brow, I never knew a successful cheese maker or successful banker or lawyer or merchant or newspaper man who did not work more than six hours a day. Now they want us to make a six hour day on the railroad and to pay the eight hour wage.

When I was a young man I united with the oldest fraternal organization in America. I believe many of you men belong to the same order, but one of the fundamental things I learned in taking the first

degree of that order was that the time of man should be divided into three parts, eight hours for work, eight hours for sleep and eight hours for recreation and serving your fellow men. I have never yet in all these forty years since I took those degrees, I never yet found a better rule for the division of man's time.

My judgment is that organized labor in America needs to be saved from its own grave. I am a union man myself; I am a union printer. Let me tell you how it works. I used to publish a daily newspaper in St. Joseph, Mo. One time our printers came to me and said, Mr. Morris, we would like to have you reduce our working hours to six hours, and I said I would be glad to reduce it if you will reduce your pay to six hours. No, they didn't want that. After talking it over I told them I would change the plan, I would try the plan for six months and if at the end of six months it worked, all right, we would continue it, and if we agreed it didn't work, all right, we would discontinue it.

After the committee had gone I called the auditor up to my room and I said, "I want you to get together the checks we paid our men on Monday morning for the previous week's work. I want you to get the checks that we paid labor during the past three months and make a record of how many of them were cashed at this saloon next door." He said, "All right." "Now, I said, I want you to save the checks for the next three months and come to me with the amount, the number that were cashed at the saloon that next three months." The young men used to take in their checks, take a drink and take the rest home—I don't know.

Now let me tell you the result. The past three months when we had the eight hour day 27 per cent of the checks were cashed at the saloon, and three months after we had the six hour day 85 per cent of the checks were cashed at the saloon. Does that mean anything? It means above everything else that an idle wave is the devil's work shop. I pray that the six hour day may never come while my two sons are trying to establish themselves in business life in America.

For fifty years I have worked—yes, 55 years; you wouldn't believe it but I am pretty nearly 70 years old, and I began working for a salary, for a wage, when I was fourteen years of age, and ever since I have been working. Why, the first job I had was working on a farm for three months for \$25 a month. My father drew the wages and kept them. He was a preacher and didn't have any money and I had to help to support the family. It didn't hurt me and ever since I have been working from eight to 12 hours a day and I enjoy it.

The first step in socializing America will be taking over of the American railroads by the government, already burdened as heavy as the American taxpayer. One thought more and then I am done. Privately operated as they are today, the railroads do not enjoy one penny of subsidies from state or federal government or other forms of transportation revenue. If we take them over the government will have to pay that deficit. Canada tried it and they let it go. Since they took over the road they have borrowed \$2,200,240 for every man, woman and child in the Dominion and during that time they have never received one cent from interest or profit.

We have a government-owned railroad, one that runs from Seattle to Alaska, owned by our government, and the taxpayers of this country pay a million dollars every year to keep it in operation. But I shan't discuss that.

Let me close by this one illustration that will bring the point home. When I was home, a young man—I told you my father was a Methodist preacher and he wanted to educate his own children at a Methodist university. When I came back that summer from working for a farmer, he said, "Get ready son, we are going to the Methodist university." I didn't have anything but a pair of overalls and a jumper or two, but I got ready. He says, I will drive you up to Columbus—it was over in Ohio)—in the buggy and then you can get from there up to Delaware where the college is located. I remember now that beautiful fall day, and father drove me to Columbus in the buggy and then handed me two letters and a little book. I have got it yet, it is in my bag at the hotel; I keep it with me, it is a little worn and thumb marked. Well, he said, "Good bye, son," and I walked all night to cover the 26 miles between Columbus and Delaware and when I got there I went down to the depot where they had a lavatory, and I washed and brushed the dust off and then I went up to the First National Bank. One of these letters was addressed to the First National Bank president. I went in and handed it to him, and he said, "Yes, you are Deacon Morris' son. He said, "Do you know, your father was my buddy in the Civil War; he was chaplain of the regiment I was captain in. He said sometime ago he wanted to send you to school and I want to help you out. My wife and I live on five acres of land at the edge of town and we keep three or four cows. If you want to come out and milk those cows night and morning we will furnish you room and board all winter." I said, "You are on." Then I went over to the university—the other letter was addressed to the president of the university. And he looked at it and he said, "Yes, you are Brother Morris' son. I told him at the conference the other day we would help you through the university. We have a building here that has no janitor. If you will serve as janitor we will give you your tuition." I said, "You are on." Despite the two jobs I took on after I matriculated at the university I joined the athletic club. We didn't play much football, but pole vaults and so forth. We had a free coach.

Yes, way in the summer I received a letter from the president of the university asking if I wouldn't come back on the second day of November and speak on home-coming day to the students. I was so proud, I swelled all up like a harvest toad and I sent a telegram, yes, I would be there although I had three months to write a letter. They met me at the depot and took me up to the professor. We got up in the corner of the stadium. I looked around and directly he nudged me, "See that fellow with the red sweater on?" I said, "Yes, I see him." He said, "That is our new coach, we pay him \$10,000 a year." I said, "What!" He said, "We pay him \$10,000 a year." "How much do you pay your president," I asked. "Why, we used to pay him \$3600; we cut him \$600.00 on account of the depression, we pay him

\$3000 now." Think of that, one of the oldest, most reputable, successful college presidents in the United States receiving a salary of \$3000 a year while a young fellow practically not dry behind the ears received a salary of \$10,000 for coaching the football team. The coach, when I went to college was not paid. I guess the school gave him his tuition; I can see him coming to class at four o'clock and saying, "Boys, we are going to have practice." As soon as the class was dismissed we would run up to the pasture and strip ourselves as naked as the day we were born.

And there was going to be an inter-collegiate day. I remember it as if it were yesterday. I was in the 100 yard dash and I wore the belt to this day. I could run like a scared hound when I was 18. Well it come to that hour in the day's exercises and every boy that was going to make that 100 yard dash went out. They had a white wash line and they put their left foot on it and the coach said, "Everybody ready, and with a revolver in his hand, he would count one, two, three, and when he said three he would fire that revolver and every boy on the line would leap into the thing and then when he got to the other end of the line there were three judges, and they caught me because I was ahead and they held up my hand and every boy in the race came up and congratulated me. Everybody seemed glad. There wasn't any fault finding, there wasn't any speech making or criticism or comment. Why? Because everybody's boy in that line had an equal chance. Every one was equally dressed or equally undressed, didn't have anything on.

If I had my way about it, my Wisconsin friends, if I had my way about it I would take every commercial transportation agency in America and I would say, put your foot on the white wash line, each equally taxed, each equally weighted, each paying comparable wages to their employes, each regulated and I would have the railroad co-ordinator go out and say, everybody ready and with a revolver in his hand go out and count one, two, three, and fire and let each agency, the railroad, the river boat, the pipe line, and let them go and the devil take the hindmost. If the railroads in America cannot support themselves under such a policy they ought to take my word for it, that the cheapest, most convenient service form of transportation in America is that furnished by the American steam railroad. I thank you.

MR. PRESIDENT: I certainly want to thank Mr. Morris. I am sure everybody enjoyed his speech.

Now we are going to have next on our program a discussion on Refrigeration in Cheese Factories. Who has a refrigerator in their cheese factory? Well, will they please tell us about it and start the discussion?

MR. KOPITZKE: I have an electric machine and I certainly like it and I wouldn't be without it.

MR. PRESIDENT: Is there anyone else who has a refrigerator or would like to ask Mr. Kopitzke about it? We certainly ought to have some discussion on that. Mr. Graf, have you a refrigerator in your cheese factory and would you tell us how you like it?

MR. GRAF: I have quite a plant but as far as butter is concerned, but my cheese cold storage needs improvement and I figure on building

a new one next spring. That is why I am interested in hearing from somebody that has got a real good one.

MR. PRESIDENT: Is there anybody else? There are certainly some cheese makers who have refrigeration in their cheese factories and we would like to ask you some questions about it.

MR. DIEDLO: I have just cold water from the well. It is about 40 degrees but I can get it down to about 60 degrees. That is the best I can do. So far it has been satisfactory.

MR. PRESIDENT: Is there anybody wishes to ask Mr. Diedlo any questions. He has refrigeration in his factory and uses cold water.

MR. ZIELINSKI: I have a York machine. I have had it about two or three years. We have room inside with three inch coil, 34 by 36. The other runs 55 to 60.

MR. PRESIDENT: What size machine have you?

MR. GRAF: I would like to ask him how he controls the humidity in the cheese room so that the cheese doesn't dry out too much.

MR. ZIELINSKI: We don't control it at all. If there is too much humidity in there it will mould. The General Electric Company are putting out a fan. I don't know if it will work better than the coils. If it gets too dry, it will mould. In the fall of the year we open up both doors.

MR. GRAF: I would like to ask the gentleman whether he ever checked as to the expense of the cooling system?

MR. ZIELINSKI: No.

MR. GRAF: How large a motor have you on your machine?

MR. ZIELINSKI: Three horsepower.

MR. GRAF: About what per cent of the time during the 24 hours does your machine operate ordinarily in warm weather?

MR. ZIELINSKI: Why, this happens to be an air cooled machine. We have running water; we have an artesian well and we put up about 43 feet extra coil and that cuts the machine down, running considerably. It is air cooled and in summer time we run both hot and cold water through, and during the hot summer a year ago the machine ran considerably. I judge it may be run 18 to 20 hours out of 24. It was always over 100 degrees but I haven't any figures.

MR. KOPITZKE: I have kept a pretty close check and during the hottest months we buy our current at 3 cents a K.W. and in the hottest months it runs about \$3 a month. I don't believe it will average over \$7 during the hottest months. Here is one thing, don't make a mistake and try to save on cork when you put up your building. Better put four inches of cork in. Cold travels downward. There was one question by Mr. Graf about humidity—you won't have any trouble. We box our cheese every night. We leave it out and we put our cheese into storage and turn it at night and the next morning we put it in boxes and never have any trouble with mould. We just have coils, no fan, although I think a fan is all right.

MR. DAMROW: In refrigeration it will depend on first what you want to do. Do you just intend to do it in your curing room, get it down to a cooler temperature or do you want to actually cure your cheese

for holding? If you just want to cool down your curing room to a lower temperature, then of course you will not need any additional cooler and in your curing room it ought to be absolutely separate from the cooler. If you want to hold cheese for any length of time and cure it up it cannot be done satisfactorily in just one room. You will have to have two separate rooms. The curing room, when your cheese comes fresh from the press into this curing room it will be necessary to dry off the surface of your cheese and it should not be done too hastily either. We have found that maybe the most practical way of running your curing room with refrigeration is to not have your cooling refrigerant—that is the stuff you have in your coils,—at too low a temperature. If you have it at too low a temperature your moisture will freeze on your coils. That is actually taken from the surface of the cheese. We recommend where you sell considerable of cheese to the patron or other people that come and call for cheese at your factories, don't open your refrigerator doors any more than you have to. There I recommend rather have a small cupboard where there is a separate refrigerating plant so you put your cheese in from the inside of a refrigerator or from your cooler or into your curing room into a separate box so that when you open your outside door into this separate refrigerator that the air cannot rush through into your cooler or curing room. If the air rushes in your cold air rushes out, and the hot air rushes in and that hot air that comes in has about 10 to 15 times as much moisture as the cold air going out, carrying out with it. That is one very important point.

Another thing for your cooler, you must have circulation in both of them and your circulation should be so that it can be controlled. That the circulation isn't too much and at times you may want a little more, so that the air is in motion. If the air is not in motion you may have some what we call pocket in your cooler and you will have or are liable to have mould. Now, the best way and the best temperature for your cooler—this is not the curing room I am talking of, but your cooler where you actually are cooling cheese and holding cheese, it is by far better to have a slight loss of moisture or slight loss of weight in your cheese that you will not have any mould. I intended to have the regular detailed figures here for you of how much air you have to have and what temperature is most practical to carry, but I am sorry to say we were too busy over at our place and we didn't have time to prepare that information. The air should be actually in motion and the refrigerant in your coils should never be at the freezing point, and the coils you have should all depend on how you want to run your cooler or curing room. I would rather have that coil moist at all times and not freezing because that moisture that is in that curing room or in that cheese and your cooling unit or radiator or coil, whatever you may call it, should be wet. You can always measure it by letting it drip into a small container and you can set that unit to almost just what you want. We recommend usually not to run the unit more than half the time. Should there be an extra amount of cheese that is put into your cooler at one time it should be run a

little faster but ordinarily it must be figured how much cheese must be put in, and how much surface you have that will cause leakage for cold or heat coming in so that you have the proper amount of surface for cooling, just to the proper amount that is necessary.

MR. DAVIS: Mr. Chairman, my question is whether refrigeration is suitable or beneficial to the factories in the state of Wisconsin. My experience is that most of you makers try to get your cheese out the next day out of the hold. If you put a good deal of money into refrigeration that means at the end of the month you pay for the cheese you have on hand. Now, cooling and refrigeration are two different things absolutely. At one time I had a cold control at the Plymouth objects. You have to maintain different temperatures for different objects. I think the general operative factories in the state of Wisconsin that had this old pipe up in the air where they caught the air and circulated it in your curing room got fine results. They have been out of use now, but those of you who are troubled with mould can always figure there is moisture in your room and those of you who have electricity can put fans in there and blow that air out and overcome in a large measure that mould and it will be cheaper than investing considerable money in putting in cold storage plants.

MR. KOPITZKE: Mr. Chairman, as I see this, this is only a question of mould, but I understand you can have a perfectly good cheese and you can have your cheese with a temperature of 100 outside and possibly 70 or 80 in your curing room and you can spoil a perfectly good cheese.

MR. DAVIS: Mr. Chairman, we used to have a pipe running into the ground 150 feet and a big stack with a big funnel at the top of it that we could turn and catch the wind and drive it down there or turn it the other way so that it would draw, and the passage of that air underground was cooled down much below what the temperature was outside, and I think that Mr. Aderholt here can tell you very clearly about the number of kinds of ventilating systems that were found very effective and beneficial at that time.

MR. KOPITZKE: Mr. Chairman, I only meant this, that we ask our patrons to cool down their milk to 60 degrees or lower to make a good grade of cheese. It isn't only mould, you have to get your temperature down.

MR. DAVIS: Mr. Kopitzke, there hasn't been a convention that you and I haven't had a little discussion. All I am trying to bring before you is that the hot weather outside makes you make better cheese, and the hot weather outside has controlled moisture more than you people have ever controlled it and I can remember back 30, 40, 50 years ago, where they didn't sell their cheese every week or twice a week or three times a week but you took that cheese and turned it every day and rubbed it with Johnson's grease and the oil ran off it and you had a cured cheese. The only point I am making is this, can you at the wages you are receiving and most of you taking out of your pocket to meet the condensary cost, afford to spend a lot of money to put in to that expense.

MR. KOPITZKE: Mr. Chairman, I will answer him. Absolutely, yes.

I built my storage ten years ago and there is not going to be two years, but what it hasn't paid for itself. I took a Daisy and put it down in the curing room in the cellar and one in the storage, two Daisies of the same make, you would be surprised at the shrinkage. It was $\frac{5}{8}$ th of a pound on the Daisy for four days. Fellows, that will absolutely pay for itself and as far as the moisture is concerned I wouldn't dare to start with Mr. Davis' question—it would last all night.

MR. PRESIDENT: The next on our program is the discussion for formulation of a program to submit to the next session of the legislature. Is everybody satisfied with the way the dairy laws are now? Do you want to have some discussion on that, some program to hand in to our next legislature?

MR. DAVIS: What is the qualification of an applicant to become a cheese maker? As I understand it, anyone without any experience can apply for a license as a cheese maker and the department in Madison will grant it, and after he has spoiled a lot of milk they will send an inspector and take his permit away. Now, why can't we have a law in the state of Wisconsin that before a man can take a factory and spoil a lot of milk that he should be qualified as a maker, that he shall have had certain experience in the factory, that he shall pass an examination or serve a certain time in a factory and then pass an examination before he is permitted to go into a factory and manufacture cheese.

I would suggest that that phase be handled by this association. I would suggest that a law be passed and enforced establishing butter fat standards on all cheese manufactured in the state of Wisconsin. We have it today on American cheese and on Swiss cheese but we do not have it on other styles of cheese. And I am sorry to say that the dairy department of the state of Wisconsin is not enforcing the present law. The buck is passed from one department to another and I think it would be well for this association to request—almost demand—that butter fat standards be established on all cheese manufactured in the state of Wisconsin. Now, I am not opposing the manufacture of any type or standard of cheese but I do know that some types are abused even by those that are manufacturing it and opposed by others who are trying to manufacture a fine quality of goods, and I think it would be well if this association ask the dairy department to establish those butter fat standards.

MR. KOPITZKE: Mr. Chairman, for once I have to agree with Mr. Davis 100 per cent, and I think we should introduce a resolution, and go down there and back it up, that we should have a butter fat standard for all cheese.

MR. HORN: The first topic of Mr. Davis there asks the licensing of cheese makers, is one that should be well considered. There are young men going into the cheese business from our section and they haven't the ability to carry on the good standards of cheese making. Mr. Davis also stated that the state takes their permits away if they aren't satisfactory. I haven't heard of an instance and possibly it hasn't

come to my attention, but I do know of an instance of a couple years ago here, it was in my own factory, I had a man hired, in fact for the second time. He got married and I felt sorry for him and re-hired him and he swore up and down that he absolutely would take good care of everything. He went along for about three months. He had a license and was a good cheese maker if he wanted to be but he had several side lines. One was appearing at a broadcasting station singing for an hour or two and, usually would get in a boy to finish his cheese while doing that. This happened to be around three o'clock in the afternoon and there was myself with the help of a few inspectors that tried to get this boy doing the right thing. But it went on another six months and I finally fired him, but during this time the state authorities would surely have been justified in taking away this man's license and not permit him to make cheese in the state of Wisconsin again because he was filthy. I hired another man in his place. He was a very clean man and a good cheese maker and he didn't apply for a license immediately. He had been out for two years, he had gone farming but possibly the inspector is right in this room now—if he is, he will hear it. He went on to this man and said, "You haven't a license." "No," he said, "I haven't a license yet but I will get it." He evidently rubbed him the wrong way and they got into an argument and the inspector threatened to arrest this man for making cheese without a license. Yet he had cleaned that factory up so that it looked like a cheese factory. A few weeks later that same inspector came to me and said, "What will I do about this man? I have a mind to arrest him, he has no license." Yet the man he should have arrested and called into court and taken his license away, he left there as a cheese maker and he has travelled in the last two years over different states and is still holding a Wisconsin license.

There are a lot of improvements that can be made in that line. I think there should be restrictions and those restrictions should come from this organization here, recommending some instructions as to what a cheese maker ought to be and what he should do, and if he can't live up to those qualifications don't call him a cheese maker or don't grant him a license. As it is today, most any man, after he has walked through a cheese factory can apply for a permit to make cheese, and after he has cleaned up his factory, possibly with some outside help, any man can make good cheese when the milk comes clean and there is no trick in putting in the rennet and stirring it, but when it comes to make good cheese, it takes knowledge.

MR. MULLOY: As chairman of the Resolutions Committee I would like to ask Mr. Davis and Mr. Horn to get together and frame up some resolution on this question to be submitted tomorrow; and while I am on my feet, as chairman of that committee I would like to suggest that the members of that committee meet here in this hall. I didn't get all the names and if those who are on that committee will meet at the front end of the hall maybe we can get something framed up.

THE PRESIDENT: Is there anyone else has any questions they would like to bring up at this time?

A VOICE: At Shawano we brought up a resolution that a fellow should get a permit for the first year and that permit should not allow him to operate a factory only under a licensed cheese maker. So the inspector of the state will have a record of this man for one year where he actually worked in the factory, for his neatness and the way of taking care of the factory and after that grant him a license on this permit.

MR. KOPITZKE: I suggest, Mr. Chairman, that we have a resolution that calls for 2½ years. For instance, if a man who worked for me now for five years and I know he can make cheese any place, and he has already his license.

MR. HORN: Mr. Chairman, when we are speaking of 2½ years, five years, ten years—there are some men who have been in the business fifty years and they haven't learned how to make cheese. I had some experience fourteen years ago, a young man came to me because I had a position open for him. He only had six months experience, yet under my tutorship he has made cheese every year since then. Now, some men will learn in six months, some will learn within a year or two years and some will never learn. I say the only way of judging men as to their ability is as to the products they turn out.

MR. PRESIDENT: I received a letter from Mr. George L. Mooney which I would like to read to the convention.

November 7, 1935

Mr. Earl B. Whiting, Pres.
Wisconsin Cheese Makers' Assn.
Gillett, Wisconsin
Dear Earl:

It is with regret that I am compelled to announce that it will be impossible for me to appear on your program at Fond du Lac at your convention which I know is going to be one of the largest ever held in Wisconsin.

I was talking to Mr. Broughton this week regarding the presentation to the White House, and I will be in Washington at the time the presentation is made.

You will note that I will be busy with Wisconsin cheese even though I am not in Fond du Lac, and I will appreciate your telling the convention why it was I could not attend and unable to advise you sooner.

I promise to make this up in some other way at a later date.

With best wishes for a successful convention, I am

Sincerely,

GEO. L. MOONEY.

I also received a telegram today from Mr. Mooney which reads as follows: "Mammoth Wisconsin Cheese received at White House. President Roosevelt told us he considered the presentation an historical event. Best wishes for successful convention." Signed, Geo. L. Mooney.

The next on our program is a discussion on more inspection by either Regional Field men or more State Inspectors to improve the quality of milk before delivered to dairy plants.

MR. GRAF: Maybe I shouldn't open up a subject that has already gone by but I want to give the state department credit for turning down

a man when he hasn't a license and he shouldn't have one. When a young man applies for a license or permit they should check up on it thoroughly whether he really has the experience or hasn't the experience and make him furnish a notarized statement.

MR. PRESIDENT: Well gentlemen, shall we have more inspectors? Let's hear from somebody.

MR. HORN: Mr. Chairman, I would like at this time to call on some one from the department to explain to us the proposed 350 men as we see it at the present time, who are going to go into the agricultural field with the dairy, the farm and the factory for inspection work. Is there anyone here who can give us the details as to what the department proposes to do there and what the department really has done so far? Mr. Moore, are you informed on that particular question?

MR. MOORE: No, sir, not at all.

MR. HORN: Isn't it a fact, or is it just merely paper talk, Mr. Moore; tell us that?

MR. MOORE: I believe it is a fact. It will work through the Dairy and Food Division. The plan is being worked out through the Dairy and Food Division.

MR. HORN: I think it would be very reasonable at this time to discuss that subject. I don't know, since we haven't the details, but I am informed Mr. Hill will be with us tomorrow and we can ask Mr. Hill to give us the details so that we are intimately acquainted with the proposition to judge whether it will do us harm or good.

MR. JOHNS: Mr. President, I would like to say that these inspectors in the field with reference to quality milk brings me back to the remarks I made this forenoon. There is no question about it, every man will have to admit that more inspection is needed, right at the root of the evil, at the farm where the milk is produced, where the inspector can see how the milk is taken care of and there is no question about it. The man that goes out and does the inspecting ought to have a little more thorough knowledge and experience in the manufacture of dairy products. The man who doesn't know much about the manufacture of dairy products isn't going to do so much when he gets on the dairy farm, at least he won't command very much respect from the farmer. When a man comes out to the farmer and he tries to educate him along sanitary lines and do it the way it should be to protect the farmers, he will command the respect of the farmers. When the inspector comes out that has some knowledge of milking and the farmer knows that inspector is coming out he will brush up considerably. There is no question about it. And I might add, as far as the quality milk program with the inspection of the farms, if we have every farmer licensed under the Department of Markets and Agriculture with a small license fee, not enough to burden him with it, he can use it as an argument but with enough license fee so that he will have to abide by the rules and regulations that the dairy department would lay down before him, and ask him about, because the farmer would know when the dairy department asks him to follow a few good sensible rules how to produce milk, that if he didn't live up to those requests he would

have his license revoked and he would have a hard time selling any milk. Every maker has to take out a license with the state department in order to make cheese. Why not license the farmer and make him comply with a few sanitary laws that the department would lay down for him, and then have your inspectors with the knowledge of producing dairy products go out there and tell him how to take care of milk. I think we can do more than we have ever done before in these 44 years that this convention has been assembled, and there is no question about it that if we don't do another solitary thing, if we get down to a quality program and pass a unanimous resolution before this convention is over, recommending the licensing of every dairy product, producers and inspectors to inspect the licensed farmers, then it will be the greatest step toward quality dairy products that the state of Wisconsin has ever seen. I thank you.

MR. KOPITZKE: I don't believe it will do any good even if you put on a thousand inspectors. Why don't they enforce the laws on the books today? Over her at Gillett there is a factory without a ceiling in the place. Why don't they inspect that place? That is a big place.

MR. SLATER: I suggest that you are wasting a lot of time about licensing the farmer at this time. There are too many votes out there on the farm and there is no state administration is going to license them. I believe we have many farm organizations in this state of Wisconsin, and I believe that some of us gentlemen with good ideas and bad ones both, will get out to these farm organizations and try to demonstrate if we had a real quality program by licensing them and see if it is going to do us some good. Let's go at it 100 per cent. Get out and try to get that farmer to see it in the right light and he will come out and pull with us 100 per cent.

MR. LEOPOLD: Mr. Chairman, I am not a cheese maker; a lot of the men saw me at the convention two years ago. I came here to Fond du Lac at my own expense just to listen to this argument. I am virtually just as much responsible as some of the other farmers who were interested in proposing to the legislature—I was glad to see Mr. Johns, and other friends. I want to tell you again, I don't know whether I have the fortune or misfortune to be appointed as the chairman of the governor's dairy committee in 1933. We met a good many cheese makers in all parts of the state of Wisconsin. In the bills we drew it was only in conformity with what the cheese makers wanted. Under the present system of competition what is the best thing to do? How can this man be assured if he insisted on quality—that has been the question in 12 meetings all over the state. I don't know how many of you men have been present but there are a good many faces I have seen. I know we had a good many cheese makers supporting that bill and quite a few opposing it. I know if you took the spirit of that bill into consideration and read it as it is, not as it could be made, not as you want it to be, perfect, 100 per cent—and I agree with you men there isn't such thing as 100 per cent, and while we look this way we think the other way. That bill intended to do the thing that these men said let's try here. Kopitzke knows that his neighbor cheese maker is taking

advantage. I know enough of Kopitzke, he is trying to do the right thing. There is another man over there, he is not afraid of anything, and he knows that the cheese industry means much to him. I know a good many of you cheese men think the same way; we tried to see that the bill was made perfect.

I am glad that I came here, and I came here for this purpose only because I know in two years from now at the next session of the legislature, and I agree with Malloy and the other fellows, we need to advertise, but let us advertise a Wisconsin cheese that the Wisconsin cheese makers will stand back of all the time. Some of you cheese men are doing it today; the farmers will appreciate it. Maybe we are rushing the thing too fast. I want to warn you, to keep steady and keep your feet on the ground.

MR. HORN: Mr. Chairman, it is still too early to quit. If you are going to make laws, let's make some more. The gentleman over here was complaining about if he refuses milk not fit for cheese making it goes over to his competitor. If you are about to make laws, make them this way. If you are going to make laws, let's add 30 days to it, that will help out the man fighting his competitor.

THE PRESIDENT: Any further discussion? I have an announcement to make at this time. Through some oversight the Sheboygan committee prizes were not listed in our program book. We were very sorry but we have corrected it in some of the cheese papers and I wanted to make that announcement.

MR. GRAF: Where could the nominating committee meet tomorrow morning?

THE PRESIDENT: Gentlemen, Mr. Graf wants me to make this announcement that the nominating committee will meet at the secretary's office tomorrow morning at 8:30.

Ladies and gentlemen, if there is nothing further at this time to come before the convention, we will stand adjourned until tomorrow morning at 9:45.

THURSDAY MORNING

THE PRESIDENT: Ladies and gentlemen, we will call this meeting to order. I have great pleasure in introducing to you Mr. W. G. Carlson of Madison.

ADDRESS

By Mr. W. G. CARLSON

I suppose you folks have heard many probabilities and possibilities of the cheese industry while you have been here, and you will hear much more today. I don't know of any more interesting message that I can bring to you but rather than deal with that I would like to tell you a little bit of what we did at St. Louis at the National Dairy Show, in the way of telling the folks around St. Louis and the folks that attended the show about Wisconsin cheese.

Perhaps you know that the past legislature appropriated the sum of \$50,000 to our department for the promotion of Wisconsin dairy products,

and that decision was definitely made about three days too late to make the dead line for the St. Louis show, but we made it because we thought it would be a fitting inaugural of the program to put a real Wisconsin cheese and butter exhibit on at the dairy show. And I am just going to sketch briefly for you a few of the highlights of the things that happened there. I know you are late and I am going to try to be just as brief as possible.

We had nothing but a bare floor to start with and we built a refrigerating cooler 40 feet long, 8 feet high and 10 feet deep and in it we placed five tons of Wisconsin cheese, and my worthy colleague Mr. Bruhn—he is the man who can take a pile of cheese a mountain high and give it a shove and everything falls in place. We were the first exhibit ready and we had the large two ton cheese there for the center piece of our exhibit, and naturally the first thing we did when the two ton cheese was unloaded, was to get a pretty girl, and have her picture taken and shoot it to the papers in and around St. Louis.

Here is something interesting. The papers in St. Louis were full about the dairy show and they made mention of the fact Wisconsin was going to have a butter and cheese exhibit, but when these pictures started popping up in the papers the office of the dairy show was bombarded considerably by questions asking how much extra will it cost to see the cheese. Think of it, cheese was a curiosity.

One of the arrangements we made down there was that the Farm and Home Hour every noon during the National Dairy Show, carried the announcement of the Wisconsin exhibit to their listeners throughout the United States. There were several folks in Madison who were not interested in the cheese business outside of the fact they live in Wisconsin, and who stopped me on the street and asked, did you have anything to do with the Wisconsin cheese exhibit we heard over the radio. That was a bit of free publicity we received down there.

Every time we had the opportunity down there during the show we took some of the cheese from the cooler and sent it to various banquets that were being held. There was one meeting of the mayors and editors of the state of Missouri and Southern Illinois and we made arrangements for cheese to be on every table at that particular banquet, and I wasn't present but others who were there have told me that you should have seen that cheese disappear, and of course, we made it very plain that that was Wisconsin cheese that they were eating.

At the dairy show they had a very excellent cavalry unit from the United States army and one evening we brought them a Daisy and told them to try it on their mess. Well now, there were 59 men that sat around the table and I brought the cheese to them about a half hour before mess time. The cook had already prepared everything but they cut up this Daisy and put it on the table and over and above their regular meal the Daisy disappeared. That certainly is a bit more than their daily portion of per capita consumption of cheese, I would say.

Several of the hotels down there featured cheese and then we made a contact before we went to St. Louis with every grocery man,

every market man and every delicatessen store in the city, telling them of the exhibit and inviting them to come out and look it over. Many did. How many, we don't know but we know that there were several that took the trouble to stop and talk to us. Many a time we spent from half an hour with one or another grocery man or market man in going down the line and just showing them what you and I consider the standard run of cheese but what to them—well, it just wasn't available to them down there. They were always asking, where can we get that; my grocery man doesn't have it, and if there are any cheese dealers in the house today, I am telling you that you are missing a great big bet or you are not fair to your own business in St. Louis, Mo.

There was one other interesting reaction we had down there. A man walked up and talked to both Mr. Bruhn and I and said he was from Dallas, Texas. He ran a chain of dairy stores in Dallas, Texas, and naturally he said, I want to have the best in conducting this store. He hadn't opened all of his stores as yet, but he said when he did and got selling he was going to feature nothing but Wisconsin cheese because he was convinced after seeing the exhibit that if Wisconsin had available the type of cheese he was seeing there, that there was no question but that Wisconsin should be his one and only source in order that he might make the kind of profit and the kind of a good living he expected to make from the business that he was about to start.

I have some photographs here of the exhibit. I have some photographs of a grocery store that I just received yesterday. One of the grocery men came down there and he was very much impressed with it—he has a chain of four stores in St. Louis. He went back and put on a Wisconsin cheese exhibit of his own. He had some signs fixed up in the back of the counter and he bought quite a bit of cheese from the exhibit from us and I am going to have this available. We will just pass it around. If it never comes back to me I will feel bad but I suppose there is nothing to do about it.

Now, while we were down there we wanted something that would sort of attract a bit of additional attention, and we planned a guessing contest. Now, had we known that cheese was the great curiosity that it was to folks in the St. Louis market, we certainly would not have conducted this contest, but we thought it was a bit novel to have something additional, whereby the folks would guess how many cows were milked to make the big cheese, and we had 20 thousand guesses all the way from four cows up to four million, and we gave away a dozen very excellent cheese toasters to the winners. And here is something interesting. One young fellow came up to me the last Saturday afternoon of the show. The prizes had been delivered in the morning, and he said, "I certainly want to thank you, I won the prize." I said, "Are you a dairy man?" He said, "No, I just usher around the prize fights around here." I said, "How in the world did you figure it out?" "Oh, I just guessed it." He missed it by a few. He said, "Why I am particularly tickled is that when we were down here last Monday both the wife and I made a guess, and this noon I can go out and see her

at the hospital, where yesterday she brought me a nice baby girl. I want to show her this nice present I have won." That was very interesting and pleased me a great deal.

It wasn't 10 minutes until a fellow a bit older came up to me and said, "Gee, that toaster was great but you have got to do some letter writing when you get back to Madison and prove me not to be a liar." I said, "How so?" He said, "Today is our 31st anniversary and today a Western Union messenger came in the house with a cheese toaster, and some marks on it showing it was from the Wisconsin prize, and my wife said, "I made the marks on there and it was just another way to get a gift to her." And so I said we would help him out by some correspondence. So the daddy had the laugh on that deal.

In closing I want to give you one interesting fact that perhaps many of you are familiar with, the relation of sale of Wisconsin dairy products in the markets such as St. Louis. St. Louis is the doorway to the south and the southwest. It is a large market with a million and a half people. Perhaps it is a typical metropolitan market. You pick up the daily newspapers in St. Louis and look at the dairy quotations for butter. Wisconsin butter is particularly quoted in there, at a cent over Missouri and nearby butter. And what about cheese? You find your cheese quotations all the way down the line, quoting Wisconsin cheese. Then at the end of the quotation the statement is made, Missouri and nearby one cent to 1½ cent less. Now, why? One of the principal reasons is the fact that Wisconsin cannot help but be recognized as the leader in quality because of the determining factor of an item like that after it leaves our state down into another market, but by the same light how do you suppose it makes one feel when a grocery man comes to you and says, "I have difficulty in securing that cheese with the Wisconsin state brand on it." "Why do you have that difficulty?" I asked. He said, "Because there are some of the dealers down here, and a week ago when I asked them to send me 2 pounds or 6 pounds of Wisconsin horns or Wisconsin daisies or Wisconsin twins, they told me they were all out. We haven't any but we have some excellent Indiana or Illinois. When I get that Indiana or Illinois, it doesn't sell nearly as fast nor are my customers nearly as well satisfied as they are when I can secure the Wisconsin state brand items in cheese for my customers. That is an actual happening."

Then another thing. We see these prices quoted in the papers of St. Louis, quoting a price of 2½ cents over the Plymouth Board. But you talk to the buyers down there and the grocery stores, they are buying on the Plymouth board price. Why? The dealers are in there and they are cutting one another's throat for cheese business and butter business. Why are they doing it? Because unfortunately dairy products are so important a part of the diet that everyone seems to have the mistaken idea that people have to buy just so much milk, so much butter and so much cheese and no more. So that if you want to get people to come into your store, advertise or give them something that they need at a cut price and the result is that dairy products

down there just as in other sections have become a loss leader in order to get the people into the store where they can sell them corn flakes and a million other things.

But those are just a few of the experiences we had down there. We have newspaper clippings from the entire state of Missouri and all through Illinois indicating the tremendous amount of interest that this exhibit created in that market.

During the show and before the show you could ride on the street car, on the taxi cab, talk to the bell hops, talk to grocery clerks and drug store clerks and ask them if they were going out to the dairy show and they would all say, I am going out to see that big five ton cheese they have lined up there.

I will quote others who made the statement to me and to the public, that without any question the Wisconsin exhibit at the National Dairy Show was by far the most interesting and educational, and as a result the most liable to rebound to the benefit of those who were its sponsors. And I hope that in the future we will be able to do as good a job and get as good results in the future as we did at the National Dairy Show at St. Louis. Thank you.

MR. PRESIDENT: Ladies and gentlemen, I want to introduce next to you Mr. Raymond C. Zuelke, Appleton, Wisconsin, who is going to talk about the Fremont Cheese Day, November 23rd.

MR. ZUELKE: By long over-due tribute and long delayed recognition to Wisconsin's biggest and greatest industry, the cheese industry, the Fremont Cheese Makers Association including 31 cheese makers from four central Wisconsin counties, from Waupaca, Waushara, Winnebago and Outagamie counties, are sponsoring in co-operation with the Fremont Chamber of Commerce a Fremont cheese week and Fremont cheese day. A second cheese week following this week for central Wisconsin, and it is planned to be a permanent affair, and we hope that there will be 52 National cheese weeks through consistent publicity eventually, and the Cheese Makers Association and the Chamber of Commerce invites each and every one of this assemblage to Fremont Cheese day. We hope that you may have read something about it in the daily and weekly newspapers and we hope you already have planned to come up there. We feel that it won't be a complete success unless you do come. We feel, however, there will be many people there. The last eight summers Fremont has put on a water carnival of speed boat races and they have had more than 15 thousand people every time.

At Fremont beginning November 20th there will be attractive exhibits of Wisconsin natural cheese in every show window of the entire city. Mr. Carlson said something about guessing contests. They started in a week ago at Fremont guessing the number of milkings to make 1000 pounds of cheese, guessing the number of sandwiches that can be made from 1000 pounds of cheese.

There have been 1055 pounds of Wisconsin cheese already donated for free cheese sandwiches, and that includes 300 pounds of the big batch we had at the White House in Washington. Today the patrons

of the cheese factories in Central Wisconsin will have the privilege, if you come up to Fremont, to eat some of the President's cheese.

The cheese makers and the Association of Commerce feel that this community festival indicates that the cheese makers are the friends of the local cheese factory patrons. It is the first of its kind in the history of the cheese industry and they plan to make it permanent, and I extend to all of you a personal invitation to attend the Fremont cheese day.

It is a pleasure and a privilege to be here today to invite you. I was sorry I couldn't be here to that grand ball last night. I talked to the two river lines who are 100 per cent behind the plan to increase the consumption of Wisconsin cheese and 100 per cent for the Wisconsin cheese publicity. There is another factory group in this state in Manitowoc county, the oldest factory in Manitowoc county, and one of 25 factory groups in Manitowoc county on record in favor of this, and this factory, Mr. Hugo Horn—10 miles east of Kiel, went 100 per cent with it, and this morning after eating breakfast with Mr. Horn, he invited me to stay over night.

As chairman of the Fremont cheese day I want to urge you, all of you to come up to Fremont, 48 miles northwest of Fond du Lac, at the junction of Highways 10 and 110 for Fremont Cheese day, Saturday, November 23rd.

MR. PRESIDENT: Ladies and gentlemen, I have the extreme pleasure of introducing to you His Excellency, The Governor of Wisconsin, Hon. Philip La Follette.

ADDRESS

By Gov. PHILIP LA FOLLETTE

Mr. Chairman and delegates to this convention: I am very pleased and honored to have this opportunity to come to speak to you. I appreciate the very high sounding introduction which your chairman gave me with all the titles to it and if any of you don't know, my name just happens to be Phil La Follette, and I am perfectly willing to be introduced that way. And in fact, when people introduce me "Your Excellency", I think they are talking about somebody else.

There is no need or purpose in my speaking at great length this morning on the importance of the industry that you represent to the State of Wisconsin. You are as well aware, perhaps better aware, than any other group in Wisconsin as to the part that this industry plays in the life of our state.

Wisconsin was unusually fortunate when the Almighty came to make our soil. He endowed this state with unique advantages in the type of soil that he gave to us and in the way that he placed our state in relation to the great lakes. I have been told by very competent authority that one of the reasons why Wisconsin has predominated in the dairy industry is due primarily to the unique advantage that we have in climate and soil which has produced a type of pasture land that is not to be found in other sections of this country.

The second great advantage that the Creator also of all things did for

our state, was in bringing to us a type of people who by training and experience in the old country had learned the trades, arts, and crafts of this industry and brought that age-old experience and training in the technical side of the industry, and perhaps just as important a type of character of human being that was industrious, that was thrifty, that was law abiding and that was filled with one of the most precious things that the human being has, which is great quantities of vitality and ability to stand out and to lead.

Your industry has made Wisconsin not only a pioneer but has given Wisconsin the deserved reputation as the best state in America in this particular field. You and those who went before you have led in giving Wisconsin this great reputation, and this great standing and you today have the responsibility and the spirit together with the help of the farming producer, together with the help of such other agencies as we may have, of carrying forward this great reputation of Wisconsin.

I am sure that I don't need to say this morning that it is disastrous for any human being or any industry to sit back on its laurels. Everything in human life is a contest, and any group of individuals or any industry that doesn't keep on its toes is bound to wake up some day and find that others were more ambitious and more industrious and they have crept ahead of them. We in Wisconsin value this industry for what it means to the economic life of our people, too great ever to permit any other state to take away from us our crown. And we must largely depend upon you for maintaining and carrying ahead this great record because in the last analysis advertising is important, salesmanship is important, but what is most important of all is quality.

You can have the finest advertising campaign and all the money you want but unless you got quality to sell, your advertising campaign will be a flop. And on the other hand, even though you may not have as much money to spend in advertising and salesmanship, I maintain that the best salesman of all is the quality of your product.

I know that I don't need to say to you this morning that there are many things that we can do, you can do, that your state government and your university and the farmer can do to improve our product but more than to improve it is to establish standards by which the customer who goes into the store in Chicago or St. Louis or San Francisco will know when she looks at a given product, that that product comes from the state of Wisconsin and comes from workmanship such as you have established. That kind of thing can be done, and I am confident that in the period ahead of us that we are going to make great achievement in the line of not perhaps calling it better salesmanship but in identifying our products so that the work that you do back in the creamery, the work that the farmer does back on the farm to maintain the quality of his raw milk, the work that you do to maintain the quality of the standard of the finished product. There are many things I think we can do and must do that will enable your work to become identified in the mind of the customer.

Today I don't think that there is any state in America that is within running distance of the product that you produce—nowhere. But this is true, that in many parts of the United States your product instead of carrying right to the consumer what you have done in your standards, it is true in many states and communities where because of labelling or marketing the results of your work, the standards that you have established, are not known to the consumer. Anything that the governor of Wisconsin can do to help promote quality and the making known of that quality to the consumer of America, I assure you will be done with the greatest readiness.

The government of Wisconsin belongs to the people of this state and a government, particularly in the days in which we live has many functions to perform besides that of just being a policeman. A government today which really meets the needs of the demands of its people must be a government that is serving the interests of its people. Helping them to supply technical knowledge, helping them to supply services, helping them with the right kind of leadership so that their efforts are protected to really function and so that they can get a fair and just share in money terms, in economic terms of the results of their efforts.

I am sure that there isn't anyone in this room who doesn't fully appreciate that your industry like every other industry in America is a part of the whole country. If this depression has taught us any lesson, it ought to have taught us this one, that we are our brother's competitor; that we can't have prosperity in one section and poverty in another without that poverty inevitably spreading throughout the whole body of our life. We can't have prosperous cities with a bankrupt agriculture, and you can't have a prosperous agriculture with millions upon millions of people in the cities who are out of work and unable to buy the products of the farm. We are all in the same economic boat, and if we want prosperity in America we have got to have prosperous cities and prosperous farms. We all have got to be able to buy and sell and use the products of each other. That is what prosperity is. It is our ability to buy and sell and use the goods and the products of the services of each other, and it seems to me vitally that we start with that major premise, with that starting point, that understanding, that in trying to promote the best interests of agriculture we are not just helping the farmer or that in trying to promote the best interests of living in the cities that we are not just trying to help the workingman or the small business or professional people. That any program that increases the prosperity of the farm or any program that increases the prosperity of the people who live in the city, if it is sound, is a program that benefits all of us.

The most interesting chart of figures, I think, that I have seen, is the chart about almost as large as that drop back behind us, that curtain, and on it are two lines. You know you try to wiggle across the board, as you see these charts do, one line that wiggles up and down, that line represents the total wages paid to all people in all

the factories of the United States. And the other line that wiggles up and down is the line that represents dairy products, butter and cheese and milk; and the extraordinary thing is this, that both of those lines always go up and down together. When the total pay rolls in your factories rise, the total price in consumption of dairy products rises because as people have more money in their pockets they buy the things that they need.

You could build exactly the same kind of a chart with two other lines, and one would be the price paid to the farmer and the producer for dairying and other agricultural products and run another line right under it which would be manufactured products. As the income of the farmer rises, so does the sale of the products of your factory.

Now my friends, may I take the liberty this morning in suggesting that the fundamental thing that we need in America for the farm and for the factory is exactly the same thing. The farmer, the cheese factory, the butter maker, the shoe maker, the farm machinery manufacturer, the steel worker, the railroad—every industry in America on the farm and in the city, both of them need one thing—they need a market for their products. What the farm needs are customers with money in their pockets to buy and to pay a fair price for what can be produced on the farm, and what the factory needs is a market, customers with money in their pockets to buy their products of those factories.

Now, it is true that there are people in America and there have been all over the world ever since this depression hit us, who have told us that our troubles came from over-production. That so to speak, you and I were being smothered to death under an avalanche of plenty, that we didn't have enough shoes because we had too much; that we didn't have enough suits of clothes because we produced too many; that we didn't have enough to eat because we had too much to eat.

Now, my friends, if there is any fundamental starting point by which, if we are going to build soundly for the future, we must agree upon, and that is whether our problem relates to over-production or whether it relates to under-consumption. If the problem of disposing of the cheese we produce in Wisconsin at a fair and just price—if that problem is complicated by the fact that we do produce too much cheese, then the remedy that we will use will be entirely different than if our problem arises not because we produce too much cheese but because the millions of people who might buy it haven't the purchasing power in their pocket books to supply their need.

As I see it, there are two kinds of surpluses, and if I may use it, I am going to use a very crude illustration that I always think of. If I sit down at this table to a great big dinner and I eat and eat until I am filled to my jaw bone, then if right away you put a 10 pound turkey on the table or a 20 pound cheese, that turkey and that cheese to me right then is a real surplus. I haven't got any room inside for it. If, however, I had been out of work, I am unable to

get a job to earn the money to support my family on an adequate standard of living, if I am on a farm and I haven't been able to get enough for my products to pay my taxes and pay the interest and to pay the cost of operating that farm, so that every year I am always a little behind, then if you put a cheese or turkey or shoes or automobile or anything else on that table I want, then I need them but I haven't got the money in my pocket to buy them.

Now if you want to call that second step a surplus, if you like, but it is an entirely different kind of surplus than that first turkey we talked about. With the second table loaded, if you take off part of the cheese or part of the turkey or part of the shoes and throw them on to the refuse heap, you haven't helped me in the slightest when sitting at that table to buy more or use more because my problem doesn't arise out of anything that is on the table. My trouble—the reason I didn't buy them all and use more, the trouble is under the table, in my pockets.

Let's grapple with it because there isn't anything that I see that is more vital to your industry and my industry than this basic problem of where we are to begin and what the real problem is. We have got to have a clear understanding of it. Every one of the cheese makers makes up a batch of cheese and there is something wrong with the cheese; you know that isn't an accident. You know there is something wrong either with the whole milk or with the process of manufacture, and you go back as scientific experts of your business and profession to find out what was wrong, and when you correct it the cheese comes out as it ought to come out and in just that sense we have got to deal with causes instead of a fact. We have got to deal with a real central problem and as far as I am concerned there never has been, and their isn't today one iota of doubt in my mind that broadly speaking the problem we face in America has nothing whatever to do with over production. It is basically a problem of under consumption and I could give you, as I know you could give me, literally hundreds of illustrations of cheese of the fact that time after time in recent years the total cheese in storage could be eaten up by the American people, if they had the power to buy it, could be eaten up in just the course of a question of days. We could take milk. It is the basic material from which all of our dairy products come, and the secretary of agriculture himself speaking at Philadelphia, Pa. a few months ago said, that instead of our having a surplus of milk in America, that if the American people could buy the milk that they need, not to gorge themselves but to just give our boys and girls good strong bodies and good strong bones, by giving them a proper milk diet, that instead of our having a surplus of milk, that to supply the American family today with just enough milk to sustain good health, instead of having a surplus that we have in America today one-half enough of milk cows to give enough milk to give the American people a well balanced milk diet. And you could go on through in 1929, in order to supply the American people with what our best experts have told us is a basic minimum standard of living, we would have—think of this—in 1929 we would have had to increase

the total production of food and other industrial products we would have had to increase it by 75 per cent in 1929 in order to have supplied the American people with what the best medical and other experts we have maintain is the minimum necessity for a sound and adequate standard of living for our people.

My friends, I don't want to be misunderstood. As far as I am concerned, I believe that any policy or any program as a permanent outline of trading to restrict our products, is taking us in the wrong direction, but I would like to say that by the same token that as soon as we maintain and have maintained in this country over a 50 or 60 year period a system of tariffs for the protection of industry, that until we are able to again restore the normal flow of trade and begin to reduce some of these excessive and arbitrary tariff policies, that there is no alternative as a tariff policy but something along the line of the triple A, a temporary policy of trying to equalize agriculture with industry.

As a long time program there is no alternative, as I see it, in order to bring a prosperous condition on the farm and city but to return to a very certain fundamental proposition that guided the human race for centuries. The first one is this: that the total income of the United States today is just about one-half of what it was in 1927 or 1928. If we want more wealth for the farmer, if we want more wealth for the people in the city, if you and I are to have more wages, better salary, better income, there is just one way we can get it and that is by turning our whole American people back to the fundamental proposition that if we want wealth, there is just one way we can create it and that is by the application of human brains and human energy to the raw resources and raw materials that God Almighty put here.

You can't create wealth with a printing press and you can't create it by waving a wand. Most people think that money is wealth. Sometimes it is pretty useful but money is the medium of exchange and it is only worth what you can buy with it. I hold in my hand a piece of money worth in round numbers according to its figures \$25,000,000, one hundred million marks and at home I have got another one which says across the front ein hundred million mark. Now, you people that don't understand German like I do, that is about a billion mark, and yet in 1923 you couldn't take that into a German dry goods store in Cologne and buy a single white pen with it. The pen would become worth more than the money.

I try to use that as an illustration, that the only wealth there ever has been or ever will be is the wealth you can touch; it is your cheese and your butter and your milk and your cows, your farm machinery, your coal and oil, your shoes and clothing; it is the wealth that man produces by applying his energy and his earnings to the great natural resources that God so beneficently and fruitfully endowed this country with. And if we want wealth in America we have got to get back to our thinking in the basic idea, that the only way we can get wealth is by going to work and protecting it. And so during the

period of this depression we have maintained a varying number, between 15 and as high as 25 per cent of our human and material resources in idleness.

As we maintain human and material resources in idleness they fail to produce and as they fail to produce and as we restrict our production, the total wealth in America falls. I think all of us today come to recognize that one of the great problems we face is a better distribution of our wealth so that we can maintain customers to buy the product of the farm and the factory.

The problem is just as simple to me as a cement mixer. You have seen those cement mixers. Well, if you want to get concrete out of the front end you have got to put sand and gravel in the hind end, and if you want people to buy butter, eggs, hogs, beef, shoes, clothing, electric light and machinery, you have got to have something in the pocket to buy it and that is why in this country there is an increasing and growing understanding that our biggest problem is that we must have a bigger distribution of our income, not the same to everybody, of course, but we have got to have a distribution of our income so that the people can buy what we have produced on the farms and in the city.

Now my friends, our problem does not relate only to dollars and cents. That is important. It is important that you and I and all the other people shall have an opportunity to increase their income, to make a better living, to become more prosperous instead of less prosperous. That is important; but there is something that is more important than dollars and cents. The greatest resource that this or any other country ever has or ever will have is the vitality, the character and the stamina of its people. A nation may be rich with gold but if its people have lost their strength and vitality and have become flat—we learn by history that there is some nation that is stronger can come and take the gold away.

The greatest resource of this or any other country is the strength and character of its people, and I would like to state a second great objective that we ought to aim for in America is that we ought to get away just as soon as we can from this old business of giving somebody something for nothing. When you establish a system, that system that before anybody can get help they have got to take a pauper's oath, you are turning our whole American people away from the very things that built us up and made us strong. I say to you with the utmost frankness that if my choice were heard, I wouldn't spend a single solitary thin dime to support any able-bodied man or woman in idleness, doing nothing. It is not only expensive, in that it costs money to pay for it; it is not only extravagant in the sense that you are paying two millions. When you pay an able-bodied man or woman to do nothing, you are losing the money you are paying out, but you are also losing more than that. You are losing whatever that able-bodied person could produce in terms of like wealth. It is doubly expensive; and over and above that there is a bigger cost, and that is what it does to human ambition, to human character, in undermining

people's self-respect and taking away from them the urge and the desire to build a better life.

Now I would just like to say that I know and you know that you can't have this system of relief. It is absolutely humanitarian, it has been needed and necessary, but as this depression goes along we are all learning more. We have got to get away from the system of relief on the farm as well as in the city. My friends, you and I know, with no disregard to anybody here, you can't get a thousand people into this hall without perhaps having one or two of us that aren't all we ought to be. You can't have twenty million people on relief without having some people who are on relief who have no business to be there, who are chislers, but for whatever it may be worth, what I have been able to see in this whole system, that I would like to say to you my friends, that you will never separate the sheep from the goats with investigators, because when you get to investigate them, you have to get some more investigators to investigate the investigators.

Now, there is just one way to begin to get our feet on solid ground, and that is to have a test for the city fellow and the farmer who needs help and to decide those who are worthy from those who are unworthy, and the only test I know is the test we have had in America for 100 years, which was this: if you offer able-bodied people decent work under decent conditions, that will separate the sheep from the goats, about as quickly and as accurately as human beings can do it. We have got, it seems to me, we have got to get back to two good American principles, and the first one is this: we have got to restore to America the real opportunity for able-bodied men and women in the city and on the farm to earn a decent living for themselves. That is the first thing we have got to do. When we have done that, when a man or woman has a real chance to earn their own living, then you can go back to another basic and fundamental American principle, and that is this: that if an able-bodied man or woman has had a chance to earn their own living at decent work and they refuse, then we can re-establish the old principle that people who refuse to accept decent work shall not live at the expense of their neighbors. But you can't do the second until you have done the first.

My friends, some people may ask you, have we got work to do. I don't know about Illinois and Minnesota, or Texas, or Oklahoma, but we do know something about it in the state of Wisconsin; and I say to you here this morning that we have got enough work on the farm and in the city to take every able-bodied man or woman in Wisconsin who needs the job, who needs help, to put every one of them at work, at useful work, the kind of useful work that every farmer and every business man would approve on his own place, and to keep those people at work for literally years to come.

What kind of work do I refer to? If we had the time this morning I would like to talk to you about some of the things I think can be done for the cheese, the butter, the milk and dairy industry. But just to touch upon one problem of how by utilizing all the resources we have got for scientific investigation and research, how we should

be able to perfect for the farmers of Wisconsin, for the cheese makers of Wisconsin, for our dairy industry, that we should be able to perfect in a reasonably short time methods of marketing our products and by marketing I am talking about the mechanical method of setting them up in packages and getting them out to the consumer so that they understand when a product comes from you it is A-1, and they can always depend on it. Of what could be done by a co-operative effort of that kind between the producer and the manufacturer, and your state government and its resources, that would inevitably tremendously increase the consumption of all our dairy products and by maintaining a standard of quality would bring to the state of Wisconsin a premium on every one of its agricultural and dairy products. That is no dream.

We know what Denmark has done with the British market, where anything with a Danish label on it produces a premium on the London market. In Wisconsin we have people skilled and trained. We have a product that is as good as any place it can be produced in the world. All we need to do is organize and coalesce our efforts. We have many other kinds of important work to be done. We know today that if we set to work in Wisconsin to just repair our home in the city, to put our buildings, homes and barns on the farms in a decent state of repair—we are not talking about luxuries, we are simply talking about putting the building back into the state of repair they were in in 1929, repair the fences, the roof, the damage to the foundation, and just to put the premises back into a decent state of repair, would put one hundred thousand people back to work, not for two days a week but for an eight hour day six days a week for three and a half years. So much work and people talk about not having enough to do.

Just one more question that every one of us, it seems to me, ought to agree on, and that is how are we going to pay for the job that we have ahead of us. My friends, just one way that we can finance and pay for what needs to be done in America and in Wisconsin, and that is this: we ought to have better homes, better streets and highways and we ought to have better facilities for the marketing, we ought to have the highest standard for the support of our school. We ought to have all these things that mean a higher standard of living, and if we do it right we can pay for the total cost of the whole business without increasing by a solitary dime the tax on general property or the tax out of our present income. We have got to do this whole business by increasing the total wealth, the total business income, and we have got to pay for what we do out of the increased income instead of figuring out ways and means that we can put the screws harder on to us and all the other people's pocket book.

Now my friends, there may be some people that doubt that. What I should like to say to you is this, and what I have just said is no miracle. It is the way that every bit of wealth that we have in America was created in the past. May we use the illustration of your grandparents and mine who came into Wisconsin 50 or 60 or 100 years ago. Did they have any money? Well, if your grandparents were anything like mine they didn't. They came in here with an ox team and covered wagon and a plow, and there were a few farm tools and axes and

generally a man and his wife and his children. And what did they do, did they go to the bankers and borrow the money? No, they took the raw materials that God Almighty put there and they started to work on those raw materials; they started to work with an ax and they cleared the land. And then they got together the seed grain and they planted the seed grain and they tilled the soil, and then harvest after harvest they reaped in the wealth that their energy had created out of the work that they had done on the raw materials and natural resources that have been put here by a beneficent God. That is the way we create wealth. We don't create it in the bank.

We create wealth. You are creators of wealth; you are producers of wealth. You take a natural resource and you turn that into a more valuable and useful nutritious product and, my friends, if we could turn our backs on this whole idea of trying to lessen the wealth of America, turn our faces toward the future with the idea of what we are going to do, so as to restore again in American people the opportunity to work, the opportunity to increase wealth, to have greater prosperity for all, we not only would then begin to see the income of America rise, but think of what it would mean if we could restore the income of this country. We would have forty billion dollars a year more than we have got today. Did you ever think of it in these terms?

We lost—since 1929 the income of America has shrunk and that means your income, your pocket book has shrunk, the income of America has shrunk enough in the last six years, the lost income would have bought lock, stock and barrel every piece of property and every piece of cattle in the United States. That was lost in six years and shrunk in income. Think if we could lose that much in six years to equal our total capital, think of what it would mean to the prosperity of you and the farmer and business and professional people.

If we can only change that, and instead of living on a shrunken income, we would again restore the total wealth and production in America. The way it can be done is to go back to the same principles that guided our ancestors. I am not talking about the complicated details, but in its simplified terms, to go back to the principle, if you want wealth you have got to go to work and produce it and if we do that we will not only increase our wealth but we will restore again to America perhaps the most priceless thing we have had in a material and spiritual way, and that was the sense on the part of every American boy or girl, that he lived in the land of unlimited opportunity, that all he had to do was to work hard to develop his mind and his hand and his body so that he became skilled in a given occupation of life. Then if he did that and was law-abiding and God-fearing, success to him was assured. That was what gave America the reputation all over the world of being the land of opportunity. And let's not forget this morning—let's never forget, that no matter what difficulties we have to go through or what difficulties we have to go through in the future, let's not forget that we still live in a land of the greatest opportunity on the face of the earth.

Oh, just stop and think for a moment. Think what God has done for this country. He gave us the greatest natural resources on earth,

coal, oil, iron, silver, gold and copper. He gave us a marvelous soil; he gave us the choice peoples of the world who came here to settle, not lazy, idle rich, but people who came because they were appealed to by the opportunity to improve their life. People came because they believed in the American ideals of liberty. Those are the people he gave us, and then he unlocked the secrets of nature and taught us how to harness steam and electricity and to take these raw materials and products and by the use of our hands turn those products into useful things that make life better and more secure for people.

Ask yourselves one question as you think of all that God has done for this country. Why it seems to me sometimes as if we were sitting at a great banquet table that is spread with all the things that mankind has dreamed about of having for centuries. Now, what more, my friends, could God have done for us than he has done. It is all here, the answer to centuries and centuries of prayer, a land where we can, if we have got the brains,—where we can abolish poverty, not by giving everybody exactly the same but by giving everybody a real and equal chance to run the race of life on their own feet; by giving to people again the chance to have this century-old principle of equality of opportunity.

I have tremendous confidence in the future of America. I have got this confidence because I have confidence in our people. I believe that within a course of years that will be seen by the majority of the people who are in this room this morning. I believe you are going to see this country enter into the happiest and the richest period that has ever been vouchsafed to the human race on this earth. It isn't going to come easy. Anything that is worth while having is never given to us for nothing. Anything that is worth while keeping you have got to make an effort to keep it and this offer to America isn't going to come to us by sitting back on our seats and letting nature give it to us. It will come to you and I, you and the other people; you and I will work together, to co-operate one with another in a real sense to build for ourselves and our children, this rich and prosperous life and it can be done without having to sell our souls to the dictatorship of reaction or to the dictators of Communism.

I am convinced that America has the chance to blaze a new trail in this wilderness the world finds itself in this period, just as our ancestors did 150 years ago. 150 years ago they set out, the pioneers of America, the founders of our constitution and Declaration of Independence; they set a new standard of government—they gave to you and to me a voice in our political life. They said that the mass of people can learn to govern themselves peacefully, orderly and free with rights of liberty. Today I hope and I pray that the people of America will again blaze a trail through this economic wilderness and will again demonstrate to the world that we in America will show a way out by giving to our people a voice in their economic life; that we will have in this country some economic Democracy just as we had political democracy. That you can have order and that you can have peace and you can have prosperity for your people without having to

give up the precious right of individual liberty guaranteed to us under the constitution.

I have spoken to you as I have this morning and I am through. I just want to add this word. I have spoken to you as I have this morning because I am deeply and profoundly convinced and I ask you to believe me in this—I am not interested in politics this morning. A person who has been interested in politics as I have been for the last five years, you see as you begin to grow older that life is a pretty short span of years. Everyone of us have to go through a doorway at the end of the road and as you begin to get older you begin to see your own children coming on and you begin to see that for the most of us we are not just building for ourselves but for our children and nothing I have said to you this morning I beg of you to believe should be considered in the light of an attack upon any individual political party or group of parties. I have done my best to talk to you in the terms of the next 15 or 20 years, because most of us believe somebody is going to come right to us out of the west or east, like we used to read in books. It is not coming that way. If we do the possibilities that can be done in America it will not be because we have got one leader in the White House or in the capitol or senate or any place else. It will be solely for one reason, that the millions of level-headed common-sensed Americans on the farm, in your cheese factory, in the store, in the street, and the factory and the business house, are determined to have it not just for themselves but for their children, and because everyone in our home sphere of life have begun to give the leadership in our cheese factory, in our paper or in our store or our shop, on the railroad, whatever it may be, because everyone of us in our own walk of life is supplying the kind of leadership where we live that we want in higher places. That is the way real leadership comes; leadership that is lasting and that builds a country. It was that kind of leadership that carried America through the Civil War; it was that kind of leadership that carried us through the Revolutionary War; it is that kind of leadership that gave us that flag, and it is that kind of leadership from every one of you and millions of others where everyone of us do our part to build the kind of a country that we want. It is our job that every one of us have in doing our part, not in the terms of next month or next year but in the next ten years, doing our part to build the kind of a country we want. If we develop that spirit with the help of God we cannot and we will not fail. We will see here in this country the nearest thing to the promised land that has ever been offered to mankind in the history of the world. You are leaders, great leaders in an important field, and that is why I talked to you as I have.

I deeply appreciate the honor and the privilege and I offer you as the governor of this state congratulations on the great record that you have made in the past, in the way you have maintained that record and I ask the blessing on your efforts in the future, not to just maintain that record but like Americans to carry it forward to higher and finer things for yourselves, for your patrons, for your state and for your country. I thank you very much.

MR. PRESIDENT: I want to thank the Governor for the kind address he has given us and I assure you, Mr. Governor, that you have presented to this convention many very fine ideas.

MR. MURPHY: (Of Green Bay) We still want you to come up to Green Bay. I know what the contract is, I know what a city must do to entertain your convention and I want to say that we are prepared to do that very well in Green Bay. We have the facilities to take care of you; we have a city that is convention-minded, in which visitors are welcome and in which visitors always own our city. We turn it over to you when you come and we want you to come there next year. This invitation is going to come every year until you do come, so if you want to get rid of me and get rid of me on your program I hope you will accept the invitation and come next year. Everyone in the city wants you; that includes our city government, our business people and every citizen of the city and we hope sincerely you will accept the invitation at this time and come.

ANNUAL ADDRESS

By President E. B. WHITING

Members of the Wisconsin Cheese Makers' Association: Ladies and gentlemen: I surely am well pleased to see such a large attendance at this convention, and I know all your officers feel the same way.

I am wondering if we, as cheese makers, realize the full importance of the position we hold in this great Dairy Industry. We surely should feel proud of manufacturing the major product of Wisconsin, and I hope that feeling will stay with you as long as you are making cheese. If a job is worth doing at all, it is worth doing well, and if that principle is followed, the crossroad factory is bound to prosper.

Cheese has been made in this country for a great many years, and in 1802 the first American Mammoth Cheese was presented to Thomas Jefferson, President of the United States.

The presentation was made by a Baptist Minister by the name of John Leland in Cheshire, Massachusetts. One day he announced from the pulpit, that all members of his congregation who owned cows should bring one day's milk to a cider mill owned by a veteran of the Revolutionary War, whose name was Captain John Brown. The request was met with tremendous enthusiasm and a large quantity of milk was brought to the mill, made into curd and pressed. The mammoth cheese was then mounted onto a sleigh and the minister drove a distance of five hundred miles to the Federal city.

That established a precedent which today is being followed through the accomplishment of the National Cheese Institute in arranging for a similar presentation to President Roosevelt of one of Wisconsin's finest mammoth cheese. I wish to congratulate the National Cheese Institute for that accomplishment and also for sponsoring National Cheese Week.

We surely should be thankful for the good prices and the substantial supply of milk we have had this year.

I wish to advise the members of this Association that we have had splendid cooperation the past year from the members of the Department of Agriculture and Markets. Your officers have attended many hearings held in Madison on different bills pertaining to the dairy industry, through their efforts, some of those bills which would have been a great detriment to the dairy industry, were prevented from passing.

At this time I would suggest that a helper in a cheese factory be required to be an apprentice a longer period of time than is necessary at the present time. I do not think that we are doing the fair thing with any person to allow him to make chese or operate a factory under the present time required to secure a license.

I also believe we should have stricter regulations as to the buildings that are being used as cheese factories. Until such buildings have been made to comply with the law, they should not be permitted to operate.

Friends, we have about 2100 cheese factories in Wisconsin, and a membership in the Association last year of only about 444. That is not enough. Something must be done to increase that membership.

About a year ago, your officers endorsed the Cheese Makers Mutual Fire Insurance Co., and we believe this is a safe and sound place to insure your factory at a large saving. The Mutual is your own company, operated for your benefit.

Tuesday, your officers also endorsed the organization of the Cheese Makers Mutual Automobile Co., through which your car or truck may be insured, and with this policy you will receive a membership in the Wisconsin Cheese Makers Association. This is one of the plans we have for building up the membership of this Association. We should have at least one thousand members, and will try to attain that quota this coming year.

About a year ago, the Association endorsed the Wisconsin Cheese Publicity Association, and now during their drive, we urge that those interested give it their hearty support.

Your officers, especially your Secretary, Mr. Chas. Ebert, have worked very hard to make this Convention a success. This work has been very congenial, and I am certainly glad to announce that your Association is in a very good financial condition. After this Convention is over, we believe there will be a larger balance on hand than we had a year ago.

I want to thank all of the companies who have rented booths and paid for advertisements in our program book, and also all those who have donated prizes.

I also want to thank the city of Fond du Lac for their cooperation in helping us make this Convention a success. I thank you.

THURSDAY AFTERNOON SESSION

(Three minute addresses by the Ex-Presidents)

MR. ADERHOLD: Mr. Chairman, and Members of the Convention: I am very glad I had the chance to hear this band and they say they do everything themselves. I asked the man that toots that big horn,

I said, "Do you always toot that yourself or do you sometimes let your substitute?" "No," he says, "I do all the tooting myself." That is the kind of people we want in this country.

While the Governor was talking about relief for unemployed, it reminded me of a woman who during the depression came to the mayor of her city to ask for financial aid for herself and husband. She was the kind that liked to use big words, but she didn't always handle them very well, and the mayor was very much surprised. He said, "How come you folks need help from the city?" She said, "Ever since my husband became 'parallel' he can't make both ends meet." Now, that was logical.

In January 1893 there was a cheese makers' organization known as the National Butter and Cheese Makers Association and in that month they held their convention at Dubuque, Iowa, and a handful of us cheese men from Wisconsin went there. There was a big blizzard on and it took some of us a day longer to get there than it should have. They had a four days' program, of which the butter makers used three and a half days and the cheese makers got one-half day, and when it came their turn the butter makers all left.

I suggested to some of the men—Ex-Governor Hoard was there and Mr. Noyce and a few old-timers, and we had enough cheese makers there to have a cheese makers convention of our own and we planned then to met the next month at Waupaca where the Dairymen's Association was to be held and make the arrangements for the meeting in getting the organization started.

We met with the Dairymen at Waupaca and we prepared a program for a meeting at Agricultural Hall in Madison the next month. That was in March 1893. The program was all printed on one little leaflet that large and it was folded together like this. That was the whole program and about a dozen years ago I found one of those at my home, and I took it to the convention and showed it and gave it to the then Secretary, Mr. Sammis, who had it published in the following report and I think he still knows where that first program is.

Now, that is the way this association started. At first it was called the Northwestern Cheese Makers Association. We thought in that way we might attract members from Minnesota and other cities but it didn't seem to have any results in that way. So later on we called it the Wisconsin Cheese Makers Association. We have held a convention ever since annually, and there is only one man that has been stubborn enough to attend every one of them since then. Ladies and gentlemen, I think you can guess who that man is.

MR. PRESIDENT: I will next call on Mr. Math. Michels of Fond du Lac.

MR. MICHELS: Mr. President, you are all aware that I am not a story teller as Mr. Aderhold is, so I just jotted down a few facts for you this afternoon.

As a former worker and officer of this Association I feel proud of the kindly invitation to again appear upon your fine, worthy and instructive program.

In looking over the past history of the cheese making industry in

Wisconsin, I feel that much has been accomplished by this association since its organization in 1893. In fact, much more than any of us anticipated at that time, although we knew that our aims were high and worthy.

As an operator of cheese factories in Fond du Lac and Calumet Counties dating back to 1886—this was before we knew anything of the Babcock or acidity tests—I can now see more plainly than ever before the steady improvement from farm to retail in the handling of milk and cheese. This advancement, though slow at times, was largely due to the efforts of the Wisconsin Cheese Makers Association, our state dairy school and the dairy press.

Today there are as many as ever—and I think more weighty problems confronting the Wisconsin cheese industry. The one uppermost in my mind is that giving the consumer the kind of cheese demanded at a more reasonable price in order to stimulate consumption. All of us know that the per capita consumption has not been increased in spite of the many fancy packages on the market today. This is due in a large measure to the unreasonable high price attached when ripened and put up in these fancy packages.

The consumption of cheese can be increased only by such methods that will guarantee to the consumer a uniform well ripened cheese at a more reasonable price. This can be accomplished only by an effective state and national grading system that will consider ripening of the cheese. I feel that this association can well afford to put its whole weight on this matter until accomplished.

The growing sentiment for an advertising campaign will not make for any permanent increased consumption unless properly ripened cheese is offered at a more reasonable price. This association can well afford to investigate all cheese problems with a view to put over an effective advertising campaign. Any advertising campaign that will just advertise cheese or just Wisconsin cheese, will get us nothing of permanent value. Before paying for advertising I would advise to investigate what others are doing in this field. No automobile manufacturer would think of just advertising automobiles; no gum manufacturer would think of just advertising gum; no shoe manufacturer would think of just advertising shoes.

In conclusion let me wish you one and all a prosperous and happy future.

MR. A. T. BRUHN: Mr. President, fellow members of this association: I think it is a mistake to have me here and I will tell you the reason and then you will realize why my talk is so short. You see I was only president for two months and during those two months I found that the association was \$700 in the hole. Then I fired the secretary and then the Board of Directors fired me. They said they needed a good looking fellow for president so that he could preside at the meetings with somewhat more dignity perhaps than I had, and anyhow, they needed somebody to do the work, so they made me secretary. The fact is, that I think the rest of the Board of Directors continued to hold that same opinion because I can't remember a single convention that they haven't made me work. I thank you.

MR. P. H. KASPER: Ladies and gentlemen, I am certainly glad of the honor to be given the opportunity by our worthy secretary to talk to you. Your profession is one of the finest and noblest in the world. I know there are great opportunities in the world for the cheese maker who knows the art of making cheese. Don't worry about the millions of pounds made in the other states; don't forget we are living in Wisconsin. We not only have the finest land, lakes and streams but also some of the finest dairy farms on which the best breeds of dairy cattle are owned by progressive farmers. We have the quality of milk to make quality cheese but it is up to us makers to make this quality cheese. Let's make cheese not only for the dealer but also for the consuming public. It doesn't do us any good to say Wisconsin makes the best. We must make the best. We have to get the consumer to talk that Wisconsin makes the best and then we are on the right road to success. I thank you.

MR. A. H. GRAF: Mr. Chairman, fellow members of the Wisconsin Cheese Makers Association: I feel a little out of place talking here with these older gentlemen. I am a comparatively young man beside them and I haven't as many years of experience as they have, but I certainly wish to say that I am glad to be here to attend this 44th Annual Convention of the Wisconsin Cheese Makers Association.

I have been attending these meetings for 17 years, a very long time, but it certainly has given me a chance to really see what the association does and can do for the cheese industry of the state of Wisconsin. I really formed the habit of going to these conventions in 1900 when I was a student at the Wisconsin dairy school. I remember that the Northwestern was kind enough to hook an extra car in back of our regular train and take 75 of us dairy students over to Milwaukee to take in the convention. I think it is a mighty good practice for the officials of the dairy school to give the boys and girls attending an opportunity to attend the convention because there are many things that I feel they can learn at these conventions.

Now, I am going to take this opportunity to say that I believe this is one of the best conventions I have ever attended. We certainly must comment favorably, and give the board credit for putting on the successful convention that I feel they have put on at Fond du Lac. There is one thing I would like to mention in particular and that is the cheese out on the main street where everybody can see it. It certainly encourages the consumption of cheese, I believe.

Now, that is about all I have to say and I want to wish you many more meetings of this kind and I hope they will always be as large or larger than this one has been.

MR. PRESIDENT: The F. Hurlbut Co. of Green Bay are giving a 25 ton carload of Hurlbut's ashless Elkhorn Egg to the owner of the lucky ticket chosen from the cards filled out at their booth. We will draw 13 numbers and the names will be written on the blackboard. We will then put these 13 numbers in the box and again draw them out one at a time. The last number in the box will win this 25 ton carload of Hurlbut's Ashless Elkhorn Egg.

I will next call on Mr. E. C. Damrow. I am glad, ladies and gentlemen, to introduce to you Mr. Damrow. He is one of the men that really helped to get this convention at Fond du Lac.

FEED VALUE OF WHEY

By E. C. DAMROW

When the cheese maker in our home factory put in a whey separator, the general talk among the farmers was, "If he is going to take that little bit of fat out of the whey, then he might just as well keep the rest too." The farmers did not think there was any feed value left in the whey, and this is still the general feeling among most farmers—they do not realize the feed value of the whey.

Your secretary has requested me to handle this subject, and I am going to show the actual feed value in by-products of milk in dollars and cents, which every patron of a cheese factory or creamery should know and try to utilize. There is real hidden money in these by-products.

All the feeding experiments made at the universities are usually based on skim milk and buttermilk, which are the major by-products of milk in practically every state except Wisconsin especially in the cheese section of our state where whey is the feed for the young stock.

The feed value in skim milk and buttermilk has been reported in Henry's book, "Feeds and Feeding", on page 203; and the feed value in skim milk and whey has been compared as follows:

<i>Solids in</i>	<i>Skim milk, lbs.</i>	<i>Whey, lbs.</i>
Sugar	5.00	5.00
Albumen75	.75
Casein	2.7
Ash7	.4
	<hr/>	<hr/>
	9.15	6.15

"Total solids skim milk, 9.15 pounds; whey, 6.15 pounds, or whey contains a little better than two-thirds as much solids as skim milk, and naturally is worth two-thirds of the feed value of skim milk."

I know of cases where the skimmed whey was powdered, and out of a hundred pounds of whey they got better than six pounds of whey power with a moisture content of 4 to 5%.

The following information has been taken from L. C. Thomsen's "Value of Skim Milk and Buttermilk for Livestock Feeding." (Send for a copy—Write the Wisconsin Dairy School, Madison, Wisconsin.)

1. "There composition is such that skim milk and buttermilk are exceptionally well adapted for building muscles and the bony framework of young animals, according to Henry and Morrison."

2. "Feeding trials have shown, that in general skim milk is superior to whole milk for calf feeding, after the calves have once become adjusted to the change."

There is little difference in composition between skim milk and whey.

3. "For hogs, feeding trials have demonstrated that, where skim milk or buttermilk have been fed as a supplement to corn or other cereals, the gains are larger than with any other substitute."

4. "Experiments prove that when fed in combination with grains, 500 pounds of skim milk are equal to at least 100 pounds of grain."

Corn at \$1.00 per bushel; 100 pounds equals \$1.785. Therefore 500 pounds skim milk equals \$1.785 or 35.7 cents per hundred, and $\frac{2}{3}$ of this is the value of whey, 23.8 cents per one-hundred pounds.

5. "Pigs fed skim milk or buttermilk in addition to corn gained 59.61 percent (almost 60 percent) faster than did those receiving corn alone, and 4.18 pounds of skim milk and buttermilk had the same value as one pound of corn, according to composite results of experiments at seven different stations."

And again if 4.18 pounds of skim milk equals one pound of corn, 100 pounds of skim milk equals 23.9 pounds of corn. At \$1.00 per bushel—39.8c per 100 pounds of skim milk or 28.8 cents per 100 pounds of whey.

Feed to produce 100 pounds gain in weight in hogs:

Average Daily Ration	Total No. of Pigs	Av. initial Weight Per Pig	Av. final Weight Per Pig	Av. daily Feed to Produce 100 Lbs. gain Per Pig	Feed to Produce 100 Lbs. gain
5.09 corn	53	106.42	186.61	1.05	492.88
5.09 corn	302.07
12.58 buttermilk and skim milk	53	108.38	226.46	1.66	799.40

492.88 pounds corn equals 302.07 pounds corn plus 799.40 skim milk or almost 500 pounds corn is equivalent to 300 pounds corn plus 800 pounds skim milk. Therefore 200 pounds of corn is equal to 800 pounds of skim milk. 200 pounds corn at \$1.00 per bushel equals \$3.57 and 800 pounds skim milk equals \$3.57 or 44.6 cents per 100 pounds and whey 29.7 cents or $\frac{2}{3}$ the value of skim milk.

The above is from experimental feeding stations on feeding skim milk and buttermilk, at a very conservative value.

The following is from an experimental feeding of whey by F. P. Baker, St. Cloud, Wisconsin:

Bought 8 seven-weeks old Poland China pigs June 16, 1928, at \$3.00	\$24.00
Seed for one-fourth acre pasture, oats and rape	1.25
Ground barley	\$10.25
Flour middlings	12.40
Hominy feed	19.80
	<hr/>
Total cost of pigs, seed and feed	\$67.70

The hogs were fed mostly whey and very little grain. Starting with 80 pounds of whey, which was increased to 240 pounds daily in the last two months, or an average of 180 pounds of whey, for 117 days (three mos. 26 days) making a total of 21,060 pounds of whey.

The hogs were sold in less than four months of feeding at the age

of 5 months 16 days weighing an average of 196 pounds or a total weight of:

1,584 pounds @ 10½¢	\$166.32
Cost of pigs and feed	67.70

Net gain for pasture and whey

\$98.62 ÷ 210 = 47¢ per 100 lbs. whey and what little the pasture produced.

If the hogs would have sold for eight cents per pound the value of the whey would have been 27 cents per hundred.

The hogs know good whey as well as the little pigs know sweet milk. The whey tank was thoroughly cleaned every other day, except for one week, and the hogs soon voiced quite emphatically a protest against such slop and insisted on good wholesome whey.

Experiment made by Julius Kuhlow:

Bought five 6-weeks old Chester White pigs, April 18, 1935 @		
\$4.25		\$21.25
300 lbs. Rye Middling @ \$1.00 per C	\$ 3.00	
1440 lbs. oats @ \$24.00 per ton	17.28	20.28
		<hr/>
		\$41.53

Roughage around straw stack

Hogs sold October 28, 1935, fed 6 mos. 10 days, or 190 days: (243 lbs. average hog).

1215 lbs. @ 10¢	\$121.50
Cost of feed and pigs	41.53

\$ 79.97

Pigs consumed daily from 70 to 240 lbs. of whey, or an average of 155 lbs., a total of 29,450 lbs. of whey.

\$79.97 ÷ 294 = 27¢ per C, the value of the whey and what little the straw produced.

I hope that cheese makers and butter makers, as well as the farmers will also make these tests on feeding. Our agricultural departments at Madison, Wisconsin, will be only too glad to help and work with you.

I shall appreciate it very much if you will make such experimental feedings, keeping an absolutely accurate record of same, and send me your results. I shall then compile them and give you a summary of the complete report at your next convention which, I hope, will be bigger, better, and of far more educational value to us all.

MR. PRESIDENT: Ladies and gentlemen, yesterday afternoon we had some discussion about the 350 inspectors we were going to have and Mr. Hill is here today and I think that he would be glad to explain to you what he knows about this; and I take great pleasure in introducing Mr. Hill.

ADDRESS

By MR. HILL

First of all I want to say how glad I am to be here and what a perfectly marvelous attendance there has been at this convention. I have attended a good many cheese makers conventions before, but I never have seen any such audience as has been here this morning. Naturally, you would appear to see your Governor, but you are here again; and secondly, I want to congratulate the people who furnished the cheese and the people who put it on display.

I understood when I got here this morning I would say a word about the 330 dairy inspectors we have asked the relief department to furnish us for the improvement of the quality of dairy products of the state of Wisconsin. I am not going to take over five minutes of your time and I think I can make it clear enough to tell you what our plans are so you will say, let's try the plan.

Some of you heard our Governor say last winter if his work relief program went through he could supply the Department of Agriculture and Markets with enough people to give them what they wanted. He had asked us about it and we told him it would take \$500,000, and he said all right, if it took twice that we would have the money and he also said, when that quality is improved from that fund we would have money to advertise Wisconsin's product.

You know that that work relief program didn't go through. The legislature did make a start in appropriating \$50,000 to advertise dairy products. We have regularly fourteen dairy inspectors. We have that number right now. We have 2200 cheese factories in the state to say nothing about the condensaries, receiving stations, creameries, and so forth. And naturally, you know how they come to your plant. If they have time, they just look in on you twice a year, and that is all the time they have. They have problems at the plants that are not producing good products. They have trouble with either the milk supply or something about their process so that they have to have help. And that is where the men spend their time. But they can't begin to cover the state and you know it, and you were demanding yesterday, I understood, that the department give more time to the improvement of the quality of milk going to the plant.

Well, after every other effort failed I suggested a plan last year of a 25 cent tax to produce half a million dollars, half to be given to the department for the improving the quality of milk by adding some dairy inspectors, and the other half to advertise those dairy products. That project was warmly received but the members of the legislature didn't dare to ask the farmers for another 25 cent tax. I think the only criticism which has come about, and I want to just speak about that particular phase of it, they said that we couldn't possibly find any people on relief that could do this work without upsetting our present inspection program.

Now, first of all you know Mr. Klueter, if you don't care to take my word about my interests in it—you know Mr. Klueter's life work has been at the head of the Dairy and Food Division, and you know he wouldn't let any man go in the field unless they are competent to do the work, whether they are on relief or otherwise. We have asked for 330, 185 for plant inspectors and 145 on the farms, and if we can't find 330 we can find 30 or some other number and we are not going to put any man on that program unless when they come to your farm you will see they are competent to do the work.

Somebody said, no man with any gumption would be on relief. I think that is crude to say that because I think you have some friends on relief. People who have been unfortunate in business or one way or

another—and as I promised to talk only five minutes—I want to tell you about one man who came into the office the other day. We went through the relief rolls in Dane County. We have gone through all the counties now, and our inspectors are out now making more examinations of these men by personal contact to see what their character and personality is. We went first to the relief rolls and there is a questionnaire that the man fills out, his age, condition of health, business experience, and so forth. Well, our inspectors went over those records and picked out the men who, by those lists showed they had training to make them competent to do the work. That didn't indicate they are competent, but I say they had the training and experience that would make them do the work and we had them in for a personal interview and naturally we discovered some of them wouldn't be competent to do the work.

I want to tell you our experience when we had the 18 best men on the relief rolls. I will take naturally the first two, two outstanding examples. One of the men was a factory inspector and the other was also an inspector and there couldn't have been better men in the state of Wisconsin for that job. Mr. Klueter said the plant inspector was a better man than any of the 1300 men we had as regular inspectors. He had been president of the Wisconsin Butter Makers in the best four years of its experience and he had taken prizes for making butter from one coast to another. He retired at 55 years of age and he invested his money and now is down and out and hasn't a cent left. Mr. Klueter said he was competent to do the best work anywhere. That man was 65 years of age. He is too old to go back to a factory to make butter.

Take the other inspector, we are not so far away from this man's territory. He was one of the best Holstein breeders in the state of Wisconsin. You know how a lot of us are interested in cattle and at the time the Murphy herd was distributed at Green Bay, this man bought the Murphy bull insured for \$25,000, but don't think he paid that for the bull. He was going along in splendid shape and he had a 350 acre farm and produced milk for the Chicago market that passes city inspection. In buying those cattle he bought an animal with tuberculosis and he lost all of his cattle and lost his health beside. He was a man any of you would be proud to count on.

Those are outstanding examples and we found dozens and dozens of men who Mr. Bruhn said had been outstanding cheese makers and butter makers in the state.

I want to leave this in your mind, that we are going to do two or three things. In the first place, this whole program is going to be built up on the quality of milk we find as it comes to the plant. We are not concerned whether it is made in a straw shed or best barn in the state. When the milk comes to the factory and we find—when the inspectors get there—by the way our own inspectors will always go with them until they learn exactly what we want them to do. They will take in that milk at the intake tank and if they find the milk at that plant as it comes in that day as it ought to be, we will be all through. But when they find milk coming in that will not make quality products

they will take sediment tests and Mythelene Blue tests, and the whole thing will be an educational project to show those men that the character of the milk they are bringing to the factory is tearing down what the other 85 per cent of the milk builds up. If we don't succeed in influencing them that way we will go to the farm. We will do everything you ask them to do.

Every time I have been to a dairy meeting they ask, what in the sun are you going to do with milk turned away from us. After we have done everything we can to improve the farmer's milk supply so that when it comes to your factory you can make good cheese of it; if he won't come along with good milk we have power under the department so they can't go anywhere else and if they won't come across then they are going to keep their milk home.

MR. PRESIDENT: There are a few men here now who would like to speak for a couple of minutes. I will call on Mayor Rosenthal of Fond du Lac.

MAYOR ROSENTHAL: Ladies and gentlemen, I presume that you have heard so much about milk and cheese and whey that you would like to hear a few words of some different character than milk, cheese and whey. I have been asked and I want to do it of my own accord—I understand that your convention closes this evening and you are going to leave Fond du Lac, and I would like to at this time extend to you the most cordial invitation to be here with us again next year. I hope you have all had a good time while here in our city so that you will want to come back next year. I am thinking of one man that I saw yesterday. He comes from the northeastern part of the state. He worked at his cheese vats practically all day and drove down here in the afternoon in his working clothes and I saw him change his clothes in our city to be here for the ball last night. Those are the kind of people we would like to have come here again next year that are going to go in their working clothes and change their clothes here. That is all right, we just like those kinds of people.

I have had a number of complaints registered that didn't meet with my approval, but I am in a position to just mark those complaints off the record so there won't be anything against you. I understand that the town was open or at least open until the early wee hours of the morning. I don't know; I wasn't out but somebody told me that was the case. I haven't been bothered with anybody telling me that they had so and so and they wanted me to take care of them, so that was all right. I didn't have anything to do with it. So I think we have had a real nice convention crowd here and we hope and I hope that we will have you here with us again next year. I have already had a key made for next year so that if I know in time you are coming I will give you the key in case the gates are locked. Thank you.

(A similar invitation was extended to the association by representatives from the city of Madison).

MR. PRESIDENT: The next listed on our program is the disposition of balance of News Letter money in Secretary's fund.

MR. HORN: Mr. Chairman, as the members will remember, there was a small balance left in the treasury a year ago that was paid from

branch memberships for news letters. There was no disposition made of this particular fund a year ago and no recommendations made. Since then we have had a legislative session and considerable of that money was again spent to acquaint you with bills introduced in the assembly and senate. Just what that amount might have been we have no way of knowing. I actually believe that the small amount still left of that particular fund would be hard to divide among all those who have contributed. Therefore, it would be my wish, if you feel as I do, that we move to leave the balance of this particular fund in the state organization's fund.

Motion seconded and carried.

MR. PRESIDENT: Discussion of the following resolution as passed by a county local: "*Resolved*, That our association favors legislative enactment under which all milk purchasing plants in this state should be obliged to send a certified copy of the statement as issued to their patrons each pay day to the Department Head of the Dairy Industry at Madison, Wis., as a check against issuing of false and misleading factory statements."

A VOICE: I believe, Mr. President, there should be a uniform statement throughout the state. Nearly all the factories have a different form of statement and I believe we should have a uniform statement for the whole state.

A VOICE: Mr. Chairman, the idea is to find out just what each factory is paying for butter fat and the price per hundred. I imagine that is the idea of the resolution and I think the average patron will show that quite plainly without getting a uniform statement. While it is a good idea to get a uniform statement, it is quite a problem to get that. It is almost impossible to get that. It is almost impossible because there are so many ways of making cheese. I would say that the department should say whether the statements are all right and the way they are being done. Some statements are misleading in that regard which is the reason for this resolution and I believe it is a good thing. Some of the statements are quite deceiving and there should be a stop to that.

A VOICE: For years the banks were obliged to give a statement every three months and everybody did think the banks were in good standing but after we had the big bank crash we all understood that the statements don't mean anything, and I think that would be the same thing with this thing.

A VOICE: Mr. President, of course, it depends on the facts. Suppose the bank figured the statement. How does the Department of Markets know that that statement is correct? Supposing the cheese maker had a thousand blank statements with him, and have this statement certified and sent to the Department of Markets. Supposing the cheese maker turns around and issues another. Is there a chance to check that? How about that? It has been done because I thought about it.

A VOICE: Mr. Chairman, what do you figure is the cause of bringing forth such deceiving statements? Don't you think it is the quality of the cheese that a man finds himself in a predicament and has to do something about it? I believe by next year we should almost know

what we can do about a statement. I believe if we can improve on the quality we will do away with a lot of the evils that exist in the state.

A VOICE: My belief is the condensery turns out a statement how much the fat is and the farmer gets the check and that is all.

A VOICE: Mr. President, the idea of sending in the statement is not a new one. It has been followed for quite a number of years by the butter makers of Wisconsin who send in a statement to the Department of Agriculture and Markets. A great many of those statements had reasons for the discrepancies or whatever you may call them, for the difference, you might say, in the statement from one creamery to the other. A lot of times they come out frankly and state it was due to competition, they had to make that kind of a statement. So it is not a new idea.

MR. SCHWANTES: Mr. Chairman, let's hear from the department what they actually would do with two thousand statements coming in every month or maybe some of them pay every two weeks, whether they actually check them over or not or whether they have help enough to check them over?

MR. PRESIDENT: What is your pleasure, gentlemen, with this resolution.

MR. MALCZEWSKI: Mr. Chairman, I think that resolution wouldn't do any good. As I understand, you are going to have a legislative committee—you couldn't just send it in unless you had some more statutes and I think it would be just useless to do anything on this.

Motion made and seconded that the resolution be tabled; motion carried.

MR. PRESIDENT: Ladies and gentlemen, I certainly take great pleasure in introducing Mr. H. P. Mulloy.

PLANS AND PROGRESS OF THE WISCONSIN CHEESE PUBLICITY ASSOCIATION

By MR. H. P. MULLOY

Mr. Chairman, Fellow Cheese Makers and Visitors: I see I am on the program to talk on the plans and progress of the cheese publicity association at 2:20, and by the clock on the wall it is 3:35 now. I know it wasn't very long ago it was about three o'clock in the morning. I know we have got a lot of work to do today, so I am not going to keep you sitting here very long.

As far as the plans of the Cheese Publicity Association is concerned, I believe everybody in this audience knows what the plan of the Cheese Publicity Association is. It is simply to get more people to eat more Wisconsin cheese in the United States. That is the plan of the Association. However, there is quite a bit of misunderstanding, apparently, as to just how this cheese publicity association movement came about. In fact, I hear every once in a while it is just a pet idea of Mulloy's in the way of getting a few extra dollars in his pocket, and so forth, and so on.

I want to say a little bit how this thing came about. It is not a brand new idea, folks, by a long way. For seven or eight years a

gentleman, John W. Kelley of New York City, was advertising counsel for Ringling Brothers. He came clear from New York to Milwaukee to deliver an address before this convention assembled in the Auditorium on advertising. I heard that address with a couple hundred other cheese makers, many of them right in this audience. I am going to give you just a few of the statements Mr. Kelley gave us that evening about 12 or 14 years ago, I don't recall the exact date.

He went on to give us many suggestions about how advertising should be worked out. He was an expert in that. I remember him saying that the ladies, God bless them, spent—I forget just how many millions of dollars—every year for lip sticks so they could have reasonably red lips, and he pointed out how important red was in the make-up of advertising. He even went so far as to say it was a red apple that Eve tempted Adam with in the garden.

Another statement that he made was that here we are in Wisconsin producing hundreds of millions of pounds of finest cheese that can be produced anywhere and going broke producing it. At that time, ladies and gentlemen, cheese was 22 cents per pound. Mr. Kelley, we are not going broke producing it. Well, it is not 22 cents a pound today, and I believe Mr. Kelley would still say we are going broke producing it; and he was convinced that a proper educational and advertising program would prevent that very thing in the cheese industry.

Well, the seed that Mr. Kelley planted that evening in Milwaukee has taken root and the movement that is under foot now to organize the cheese industry, the cheese maker and the farmer in an effort to put one per cent of his income into an advertising program is the plant that is beginning to grow from that little seed planted by Mr. Kelley 12 or 13 years ago. The fruit that that plant will bear is going to depend upon you and I as co-partners in a movement of this kind.

I am happy to report that up to the present time our men in the field—and there are twenty of them, as many of you know, in every section of the state—arrange for meetings at the cheese factories where the cheese maker and the farmer can be given this plan in detail, very similar to how you see it displayed in the booths downstairs.

I am happy to report that those meetings are very successful and far more successful than the officers of this association ever anticipated. Going back just a little bit further as to just how this started.

On May 17, 1934, 200 cheese makers met in Kiel and that night that advertising idea really got root. The Cheese Publicity Association had its beginning and a name was given to it and a board of fifteen directors was elected to take charge of the movement. Up until the present time we have made no effort to solicit funds from farmers to support this program. We are not asking the farmers today to put one penny into this effort until and unless we can get 50 per cent of the cheese producers of Wisconsin to do likewise. You can readily understand that if we can do that we will have a group sufficiently large enough to actually do something towards tackling this problem of telling the world about Wisconsin cheese.

I have got just a few notes here, just one or two things I don't want to overlook concerning the progress of the Association. I am not so much interested today in just how many cheese factories we have enrolled in the last three or four weeks nor with just how many thousands of farmers who have agreed to put their one per cent in. For your information it is just a little less than four hundred factories with just a little over eight thousand farmers during the past four weeks, but there is other progress that this association has made that is very interesting.

One of the most important steps of progress that this association has been able to secure was to get the support, the financial support of bankers in fourteen cheese producing counties in this state to finance this organization campaign. Now gentlemen, if you think that it is an easy proposition to get money out of a banker today, try it. You will find that you have to have something pretty substantial in the way of security if you are going to get bank funds these days.

Well, this association had absolutely nothing as financial security and had no difficulty in getting nearly nineteen thousand dollars financial aid pledged just to give this program proper opportunity to be properly presented to the cheese industry of Wisconsin. Gentlemen, that fact alone should be sufficient if you convince the most skeptical individual in this industry that there must be something in back of this program.

Another little bit of progress that is worthy of note—I dare say that many of you during the past few weeks have driven through some town or other where you saw a large banner floating with the words "Let's tell the world about Wisconsin cheese." Those banners are up in cities in every section of the state from that corner to this corner. I don't know how many dozens of towns have such banners floating. In every instance those banners were paid for and erected by the business men of those towns. Why? Believing that the sooner Wisconsin started to tell the world about Wisconsin cheese the sooner their own business would be increased. And another little bit of progress is the wonderful newspaper support.

Yesterday many of you found copies of only one of our daily newspapers in Wisconsin, a copy with 12 full pages devoted exclusively to cheese. A paper with a circulation of about 15 to 17 thousand—12 full pages of cheese publicity. Friends, this industry is 70 years old. Did you ever see anything like that before in behalf of the interest of this industry? Certainly not. Why do we see it now? Simply because cheese has become a more live news topic. It has become more interesting. That is exactly what we want to bring about, not only here in Wisconsin but throughout the nation where 95 per cent of the cheese you and I make is consumed.

One other little matter I want to touch upon. Our field men report that occasionally they find a cheese maker who objects to giving his farmer an opportunity to hear this program, and I am going to let you know a few of the objections that are being met with. They are not being met in many instances, thank God, but occasionally they

are. One of the objections is that this association has in mind, if it is the will of the majority of the members of the association immediately after this drive, which we expect will be early in January, this association, the officers at least, are going to recommend that the product of our members be identified by a trade-mark, and it appears that without having a thorough understanding of the whole program, going off more or less half-cocked at what they have been able to pick up about it here and there, some cheese makers have made the mistake of deciding that such a thing would be a calamity. I personally can't see any reason for the objection, particularly with our Governor here this morning using these words, "identify your product and make the nation appreciate that identification."

Another objection the men are meeting with occasionally, and there really is no excuse for this objection, and that is personalities. We find cheese makers who don't like Mulloy, and for that reason they are not interested in a meeting in their cheese factory for this program. We find others who don't like Schwantes and we find others who don't like this individual and that individual in the organization. Well, that is too bad. I would say this in that respect, and say it with all sincerity, friends. That ought to be the one outstanding point why you in particular should get into it and vote Mulloy out or Schwantes out or the other individual in. I would say that is the real reason for getting into it.

Another objection some of the cheese makers particularly have an idea that this one per cent of their gross income as dues for this work is way out of proportion. They feel that is going to break them up in business. Well, I was circulating around quite considerably all day yesterday and today and thank God, I know there is quite a few cheese makers here at least who are not much concerned about letting go one per cent of their gross income in a day or two. That is not a burden; one penny out of every dollar is not a burden to any cheese maker in the state and it is not a burden to any farmer. Certainly we are not finding any objections among the farmers along that score.

I want to say just a word or two to refresh your memory on the statement that our good friend Wilbur Carlson made this morning in talking about the St. Louis National Dairy Show. Wilbur said he found Wisconsin cheese was actually selling at a premium of one to one and a half cents over local cheese in Missouri. That is fine. Friends, I wouldn't be a bit surprised that right now that one per cent to one and a half per cent could be boosted to 2 and 2¼ because of the intense enthusiasm that has been aroused in that particular vicinity as the result of the National Dairy Show. The unfortunate part of it is we have no organization prepared to maintain the enthusiasm that was aroused in that particular community by the National Dairy Show.

Another thing that Wilbur said down there that really should be alarming to you and I, and that is the dairy products were being used as a leader to get people in to the merchandising stores. Dairy products were being used as a loss leader. There is only one reason for

this, friends. People in the merchandising of goods don't use loss leaders, any product that they are handling a great amount of. If you and I were actually pushing our product, getting the American people to consume it as fast as they ought to consume it, our dairy products would not be used as loss leaders. And incidentally, you and I would be getting more money for it.

During this convention we have been more or less hot and bothered about the quality question. Friends, this is about the 20th convention that I have attended and I failed to ever attend one where we didn't have more or less discussion on the necessity of improving the quality of our product and it is probably right that we should be everlastingly talking quality, but I have heard the remark made time and time again at these conventions that if we built a better quality cheese than anybody else could—you know the old story, build a better mouse trap than everybody else in the country, the rats will make a beaten path to your door. That statement doesn't hold water. It might have at one time but doesn't today for the one reason that time changes all things. Today we have different buying habits than we had 25 years ago, for the one and only reason that people with goods to merchandise adopted more modern merchandising methods. They don't wait for somebody to come to their door to get their products today. I will say this about quality—certainly we can never let down the bars and must always strive to produce better quality. But producing quality cheese alone, you know as well as I do, will never put the cheese platter on the table. That must be suggested. People must be pepped to do that, and that is modern advertising and merchandising.

I will say just this one more statement about quality. With quality we must have salesmanship. The secret of salesmanship is being able to convince the other fellow that what we have is what he wants. That the quality that you have is the quality that he wants, and when we will find a single cheese maker assembled in this convention or in any other gathering that will admit that he is not making a quality cheese good enough for the people to eat, then I will get more worried about the quality of our cheese. We will find a lot of talk about it, but you show me a single cheese maker here or anywhere else that will tell you he is not making quality cheese, good enough for any man to eat, then I will get more worried about our quality. Not until then.

I like the comparison that Governor La Follette made this morning. You know how he wiggled that chart there, how the wage scale of America compared with the daily prices of dairy products. That is not altogether necessary, friends, particularly as far as cheese is concerned. The Governor said that the total holdings of cheese could be consumed in just a few days, and it is a positive fact. You have got about one hundred million pounds of cheese right now and 130 million people. If they wanted to consume that cheese they could do it in two or three days without hurting anybody's digestive system. But that price range of cheese compared to the national wage scale certainly can be better because cheese making in our state is a specialty and the consumption of that product is so little as compared to the con-

sumption of other products that it shouldn't take much stimulation to change that ratio of the cheese price to the wage scale of America.

Mr. Mooney in a little talk up at Shawano a couple of weeks ago gave some very interesting figures. I believe if he would be here today he would probably give them to you again. He made it a point to check up on just about what the cheese cost, the average per capita cheese cost in Wisconsin, and not being able to get positively accurate figures on it, he determined that the average cheese cost per capita in Wisconsin ranges between \$1.17 and \$1.25 per year and he found that the average per capita cost of beer and whiskey in Wisconsin was just a little better than \$30 and I am inclined to believe the average per capita cost went up a little bit in Fond du Lac last night.

Friends, just think how easy it would be. Here we have a staple article of food, a perfect food with an average per capita cost in our own state of \$1.17 to \$1.25 while beer and whiskey, a luxury, was \$30. See what I mean when I say it is not a very difficult thing to change that cheese price chart? Not a very difficult thing. The idea is, do we want to do it? Will you and I do it? I believe that we will. I am assured from the progress that we have made during the past four weeks that the day is going to come when this industry is going to take our Governor at his word, when he says you must organize and co-ordinate your efforts.

In closing I want to tell you just a little bit of a story, I told it several times, perhaps some of you heard it before, but it is rather to the point. The story goes that a woman in Missouri advertised for a husband. She got one. He cost her nine dollars, and then the war came along and he enlisted in the army and got shot. The widow collected \$3000 insurance and a pension for life, occasionally you will find some one that just won't believe in advertising. I thank you.

MR. PRESIDENT: Gentlemen, our secretary Mr. Ebert has an announcement to make at the present time.

MR. SECRETARY: It was announced yesterday through an oversight the Sheboygan County local is offering \$85 in prizes which has been omitted in the program book. As I said before, it has been omitted through an oversight and in order to do justice to the Sheboygan Local I would like to have the people who weren't here yesterday to hear it today, that the Sheboygan Local has collected \$85 to award to their members as prizes.

MR. PRESIDENT: I would like to introduce Mr. Liebzzeit, president of the Calumet Local. He couldn't be here yesterday to give us his report and I want to give him a chance today.

MR. LIEBZEIT: Ladies and gentlemen, our secretary did not report yesterday so we feel it a pleasure for us to have a chance to report on our little doings of our county association. I was a little scared when I saw the mayor on the street. I remember last night when I wanted to go home I saw a red card on my car, and I met a fellow just as big as him and it was all right.

Our county is small and we have quite an active lot of different things. This year in our cheese week program we put out a sign

and distributed them to all the schools, cheese compared with other food values, compared in body building and energy building material. We are doing this because it is pretty hard to teach an old dog new tricks, but we are trying to work with this younger generation to educate and teach them along the great way of cheese and the cheese industry. Last year we made the schools and distributed pencils to every school, parochial and high schools and gave little talks to the high schools to find out what they have been taught along the line of dairying and the value of cheese, and there was nothing.

I wrote in to the superintendent of schools at Madison to find out what was the trouble; they learn everything else from other states, what their industries are but nothing from Wisconsin. He wrote back and said we should take it up with our county agent or school superintendent, and I wrote back and told him it was not a county matter but a state matter, this year we got action on it, and we are getting 15 minutes a week which helps us along wonderfully.

I have handed this card out, our association has, and we had an essay on the value of cheese, and we were surely surprised at the letters we got, and the results we got from them. It is very educational but they carry that home to their parents and folks and which we will publish in the papers. Instead of us giving 20 prizes in these five high schools we have in our county, we are so well pleased we are giving 50 prizes in cheese. It shows what little enthusiasm we have created in our high school children along that line.

As you remember, we started in our county to create more demand for cheese. You would be surprised at the results we have in our county and the co-operation we get from our papers, getting a little write-up every little while helps us along with these meetings in backing up this program. I happened to be appointed chairman on our cheese makers committee, and I went before our Farm Holdiay Association which probably isn't very big but it is the biggest one. Our county is bigger in that organization than any in the state, and I have them backing up this publicity association because this is not a cheese makers project here, it is the farmers. I figure I want to get the farmers in it and I got them backing it up; and not alone that, they appointed three of their best men to sit in our joint committee with the cheese makers and bankers to work out this association.

We have wonderful support with our cheese makers of our county that joined this association. They kept very active with the exception of a few of them which are independent and have plenty of money besides joining the association, I think they don't need us. They are independent, but at the same time we are trying to bring right back to them. Every cent they made was their bread and butter and they made it out of the industry and at the same time they should keep on helping us with the association work. This is not a matter that we want to brag in our county but we figure we want the rest of the counties to know what success we have, and if there are any other good points to help along and make a state-wide work of it. We found it a wonderful success in working through these schools. We have been

having fairly successful picnics in our county. We have our own little beer stand there fully equipped with 22 dozen glasses and 8 toasters. We have 10 signs around the county, we have made a three year contract with a sign company and we have paid off that and besides we still enjoy a nice little treasury—oh, not so much but about \$900 for the treasury.

Now, if this is of any news to any of these local counties or state associations to make an example of it we are very glad to let them have it and work with them.

MR. PRESIDENT: I just want to announce at this time again, we are going to give that carload of coal away so that the one that holds the lucky number must be in the room.

Our next speaker on the program is John Hicks, Secretary of the Cheese Makers Mutual Fire Insurance Company. I take great pleasure in introducing Mr. Hicks.

CHEESE FACTORY INSURANCE

By JOHN HICKS

Mr. Chairman, Members of the Wisconsin Cheese Makers' Association, Ladies and Gentlemen: A year ago, at Sheboygan, I had the privilege of telling you the story of the beginning of the Cheese Makers Mutual Fire Insurance Co. We were then just organizing. You might say that the rennet has just been added to the milk. What the result was going to be was entirely unknown, although we did know, that under the auspices of the Wisconsin Cheese Makers Association, our plans were well laid.

At this time, I am pleased to report to you that the Cheese Makers Mutual has passed the period of uncertainty, and is acknowledged as a going concern by the industry, by the Insurance Department, and by other insurance companies.

Although our rates at this time are one-fifth to one-third less than stock company rates, our main purpose has been to give you insurance service. We try to write your fire insurance in such a manner that if a loss happens, the only thing to do is to arrive at the amount and send you a check.

The policy we use is the standard fire insurance policy of the State of Wisconsin. It is the same as used by all standard companies.

The intent of the policy is, of course, to pay your loss if you have one, but there are three groups of conditions under which the policy becomes void.

The first group of conditions will void your policy without any question. They consist of concealing or misrepresenting facts with intent to deceive; and of fraud or false swearing before or after a loss.

There is no need of taking time to discuss those points because we are not dealing with that class of people.

In the second group, the policy is void only if provision for the conditions is not made in the policy. These conditions pertain to ownership. An insurance company is entitled to complete knowledge

as to the ownership of the property it insures, and must be notified of any change of any kind with respect to ownership during the policy term. If your building stands on leased ground, you must have an endorsement to that effect on your policy. I have found several factories where that condition was not acknowledged and the cheese maker had been paying premiums for many years on insurance he could never collect. If you mortgage your property, if you take a partner or incorporate, or if there is any change whatsoever in ownership, except your death, your policy is void unless properly endorsed by the company.

Those are simple facts which it would seem anybody would accept: but some time ago, I was explaining them to a man and he came back flatly with the statement that he did not believe it. He said if he paid his premium, he should collect his insurance anyway.

He reminded me of a sailor who upon return from a voyage was telling of his exciting experiences. He said, one day in the south seas it was so hot that I took off all my clothes and went swimming. I was attacked by a great shark, and being hard pressed, I pulled my knife from my pocket and killed the shark. One of his listeners reminded him of having taken off his clothes before jumping into the water, and asked him how he could pull his knife from his pocket. The sailor became very sarcastic, saying, you don't want no yarn, you want an argument.

The third group of conditions affecting your insurance does not void the policy entirely, but only during the time that the conditions are effective. These conditions pertain to increase in hazard of your risk. The four most important are:

1. While the hazard is increased by any means within your control or knowledge. For instance, if you change from steam power to a gasoline engine, you have increased your hazard, and your insurance is void unless permission is given by the company.
2. While illuminating gas or vapor is generated on the premises, or while there are kept fire works, explosives, gasoline, gunpowder exceeding 25 pounds (you hunters watch out for that one), or kerosene oil exceeding 25 barrels. Those things void your policy during the time they are on your premises, unless permission is given.
3. If you operate between the hours of 10:00 P.M. and 5:00 A.M., or while you stop operating beyond a period of ten days. That is important. If you run your factory nights, or close down for more than ten days, you must have written permission from your insurance company.
4. While your building is vacant or unoccupied for more than ten days. The difference between a building being vacant or unoccupied is that when nobody is using the building, it is vacant; but when somebody is using it or living in it, but is away perhaps on a trip, then the building is unoccupied. Neither condition can exist beyond ten days without special permission.

All these points I have mentioned are in the printed portion of your policy, if it is the standard fire insurance policy of Wisconsin. We

invite you to take up with us any of these or other insurance questions whether you insure with us or not.

My next point is, when a fire happens. A fire is like an automobile accident; you do not realize its horror and terror until it happens to you. The night it happens, you have worked hard all day, and you sleep hard. You have not noticed where a hole has rusted through your smoke stack. You did not see the spark that blew out and now smolders on your rafter. That smoldering spark shimmering in the darkness of your boiler room brightens into a burning blaze. A flame appears, fed by inflammable material dried to tinder by the boiler heat of years. Your boiler room is a seething mass of fire beyond human control, creating its own draft, devouring in its diabolical fury everything in its path, rushing, roaring, shattering its way through your windows and up your stairs.

You are awakened by that crackling cacophony of screeching flame. You spring from bed. You gasp; you gag; you groan—My God, the children! You stumble, you stagger through the stifling suffocating smoke. You will never know all that happened, but by some whim of fate you were not marked for a tragedy greater than the destruction of your property. Finally, you find yourself with your family out in the snow watching your years of labor, your home, your possessions changing into smoke and ashes.

The fire marshall gets a report, cheese factory burns; cause of fire unknown.

Just another fire.

Would you not a thousand times rather have your mutual prevent that soul-rending experience than to pay you a loss? Is it not a thousand times better for us to dedicate ourselves to the principle of preventing fire?

If it seems to you sometimes that we harp too much on your stack clearance, stoves, disposal of ashes, electric wiring, fire extinguishers, cleanliness and good housekeeping, please remember that it is better for all of us to prevent a fire than to pay a loss.

On the other hand, if unavoidable misfortune should overtake you, you will find your mutual standing square behind you, willingly, cheerfully taking the burden of loss off your shoulders and paying you promptly in Uncle Sam's good cash.

You may be certain that the Cheese Makers Mutual is a permanent institution within your industry, although only nine months have passed since we got our license from the Insurance Department.

Many people ask us how, in such a short time, they could expect to receive protection from us equal to that of old established companies. There are three reasons why that is true.

First, the Wisconsin Cheese Makers Association built wisely and well in organizing the Mutual. They were certain that the Mutual was on a sound foundation.

Second, the leaders in your branch associations did splendid work in carrying out the plans of the state association. They developed a large volume of business.

Those two reasons were of course essential in the first place to having a mutual, and they lead to our third reason for making such splendid progress.

The third reason is the advice and help given us by our reinsurance companies. All fire insurance on any factory, except \$500, is reinsured with the Millers Mutual of Alton, Illinois and the Western Millers Mutual of Kansas City. Their secretaries came up here, examined and approved our set-up, accepted our reinsurance and put their combined assets of over three million dollars behind our policies. Both companies have offered us the use of all their facilities, but I refer particularly to the Western Millers of Kansas City. Through their secretary, Mr. R. M. Rogers, they have given us the utmost in cooperation, even to the point of their check for \$500 as the first subscription to our guaranty fund. The many years that Mr. Rogers has successfully operated the Western Millers has made him an outstanding national figure in the insurance business. He has shown enough interest in the cheese industry to come to this convention. He is in the audience and I am going to ask the chairman to call on Mr. Rogers and have him talk to you a few minutes, if he will. I thank you.

MR. PRESIDENT: I take great pleasure in introducing to you Mr. Rogers.

ADDRESS

By MR. R. M. ROGERS

Mr. President, you are not going to hear a speech at this time. You have had a mighty good program and it has been very interesting to me. I would like to say just a word or two about your company. I have known Mr. Hicks for a good many years. He has a splendid reputation as an insurance man and he knows his business. That was our first inducement to take the re-insurance of the company.

I came up and met him again and had the pleasure of meeting your president and a number of the directors. Since that time I have had the pleasure of getting better acquainted with them. They are a mighty fine bunch of men. Your company is absolutely safe, I can tell you that, because it is run on a business basis, conservative. They are not taking chances at all and as long as you have got Mr. Hicks handling the company you need not worry.

I assure you I have enjoyed coming to this meeting and meeting many of you personally, and I am going to make it an annual visit after this. I thank you.

MR. PRESIDENT: I take great pleasure in introducing Mr. W. V. Price, who will speak to you on the "Importance of Starter in Cheese Making.

THE IMPORTANCE OF STARTER IN CHEESE MAKING

By WALTER V. PRICE

The starters commonly found in Wisconsin cheese factories are generally used for their acid or flavor producing properties. The acid

developed by these starters is essential for the proper action of rennet, for the firming of the curd and for the maturing of the curd in the vat or on the draining table. The acid is produced by the fermentation of the milk sugar in the milk or curd. Although lactic acid is the chief product of this fermentation there are certain volatile substances and other acids produced in smaller proportions that undoubtedly effect the flavor of the starter and the cheese.

Types of Starter

There are three types of starter in general use which depend for their specific action on the kind of organisms which are in them.

1. The acid-producing starter, which acts fastest at temperatures approximately 95° F., is the type used for making American cheese, butter, cultured buttermilk, cream cheese and cottage cheese. This starter contains *Streptococcus lactis*, an acid producing organism and usually some citrate fermenting bacteria which are partly responsible for the pleasing aroma of ideal starter. This starter produces acid actively at 10° F. but is inactive at temperatures much above 106° F.

2. The heat-loving, acid-producing starters, which act best at temperatures around 100° F. but which also produce acid vigorously even at 115° F., are used for making Swiss and sometimes Brick and Limburger cheese. Two organisms are characteristic of these starters; the first is *Streptococcus thermophilus*, a ball shaped organism which produces about 0.8% of acid in milk; the second is *Lactobacillus bulgaricus*, a rod shaped organism which produces about 1.4% acid in milk starter but which may develop much higher acidities if time enough is allowed for its growth. Both of these organisms are commonly found in whey starters used in our foreign type cheese factories but are also available in pure cultures.

3. The third type of starter is used for the development of flavor. Molds for Roquefort and Camembert cheese might be mentioned in this classification. One of the best examples is the so-called eye-forming culture which is used in the making of Swiss cheese.

Regardless of the type of starter which is considered, its importance in cheese making depends upon the manner in which it is used. Four factors determine the effectiveness of starter: (1) the activity of the starter; (2) the amount of starter used; (3) the time of adding the starter; and (4) the quality of the milk in the cheese vat.

Activity of Starters

The value of starter depends upon the vitality of the organisms. This vitality can be controlled and maintained almost indefinitely if certain precautions are used in the propagation of the starter.

Effective pasteurization of milk for starter is essential to prepare a clean seed bed for the organisms. Heating to 180° F. or more for 30 minutes or longer is recommended.

Cleanliness in handling cultures must be strictly observed. This requires sterilized utensils, dust free surroundings during transfers and minimum exposure to air under all conditions.

Control of temperature of starter while it is developing acid is necessary to assure the best growth of the organisms. Starters are so sensitive to temperature changes that some elaborate equipment has been developed to control temperature. Fortunately, adequate control can be attained by fairly simple methods.

Careful inoculation is necessary to preserve the activity of starter. This requires the use of the proper amount of inoculation to assure not more than the proper acid development. There is a mistaken idea prevalent that high acidity of a starter, as measured by the alkali titration test, is an indication of an active starter. Some makers, therefore, when they desire rapid acid development add many times the amount of culture which is actually necessary to give the greatest activity at the time the starter must be used in the cheese vat. The treatment gives a maximum of acid in the starter but does not give it the maximum ability to *produce acid* in the cheese vat. This condition can be explained if one considers the changes which go on in normal starter as shown by the acid test.

The development of acid in starter is an indication of the increase in numbers of acid forming bacteria. When milk for starter is first inoculated with an active culture there is a short time during which no change in acid can be detected. The duration of this period depends chiefly upon the temperature of the milk and the amount of inoculation, although other factors are involved which may sometimes cause failure of milk to develop acid at the desired rate. The first detectable increase in acidity is evidence of the growth and activity of the bacteria which were added to it. As the numbers of bacteria increase the acidity develops faster until at last the curdling point of the milk is reached. At this time the organisms are as active as they will ever be. Acid development soon slows down and for a short period there is little change in the numbers of active organisms in the starter. Then as the acidity of the starter increases slowly the organisms gradually die off. In the course of a few hours the numbers of living organisms will have decreased markedly and those remaining will have taken on the characteristics of old age. Despite the high acidity of the starter itself, it will lack vitality, vigor and the ability to produce acid promptly in the cheese vat. In numbers of living organisms it is a weak starter.

The careful cheese maker can protect the vitality of desirable starter by following two simple practices: (1) by adding the smallest possible amount of inoculation which will still cause the development of enough acid to coagulate the starter shortly before it is to be used; and (2) by cooling the starter to stop further development of acid if the starter cannot be used soon after coagulation has occurred.

Inactive starter may remain dormant in the cheese vat so long that undesirable bacteria in the milk may actually outgrow them and cause defective cheese. That is why an active starter which causes prompt increase in the rate of acid development in the cheese vat is so essential during those seasons of the year when inferior milk may be received.

Amount of Starter

The addition of starter to the cheese vat should establish a dominance of the desired organisms. Milk quality is sometimes measured by estimating the numbers of bacteria in it. Such an estimate may not actually indicate the quality of the milk for cheese making because some of the bacteria which occur commonly in milk are desirable for cheese making. There is no factory test to determine the *numbers* of undesirable bacteria although there are tests, such as the well known fermentation test, which can be used to detect the *presence* of the undesirable types. It is actually possible that milk of low bacterial content might contain a predominance of organisms undesirable for the making of cheese. Active starter contains desirable organisms in large numbers. Smaller amounts of active starter are necessary to provide desirable bacteria in sufficient numbers to outgrow the undesirable types.

The amount of starter for cheese must also be governed by the rate of acid development desired during the making process. For example, the results of experiments with American cheese at the University seem to indicate that a desirable acid increase is made when 0.03% of acid develops in the whey in the two hours lapsing between cutting and dipping and when not more than 0.4% of acid develops in the two hours after dipping. Standards of acid development for this and other types of cheese are being studied in several laboratories in this country and abroad.

Time of Adding Starter to Milk for Cheese

When starter is first added to milk the bacteria seem to require a period of time to adjust themselves to their new surroundings before they start to grow. This delay in growth is followed by a rapid increase in numbers which can be followed by the increase in acid development in the milk. During the period of most active growth starter organisms may double their numbers every 15 minutes. One hour of such growth would give the equivalent of 16 times the number of organisms that were present in the original starter; 90 minutes would produce 64 times the original number.

When one considers these facts it is not hard to understand the reason for the occasional vat of sour American cheese resulting when the last farmer arriving at the factory delays the setting of the vat for a quarter of an hour. Neither is it hard to understand why the careful maker is particular about the time of adding starter to the vat. Regulation of the temperature of the milk in the vat after the starter is added is essential in order to control the activity of the starter.

Quality of Milk

The value of starter in cheese making is partly determined by the quality of milk. The benefits of a clean, desirable culture of bacteria may be entirely lost in a factory where milk of inferior quality is received.

Inferior milk may be used to propagate the mother starter itself. This may cause quick deterioration in the quality and activity of the culture and actually, under some conditions of improper heat treatment,

may be the cause of carrying over from day to day in the starter the harmful agents in the original milk. This is particularly true in factories where whey from one day's make is carried over as a starter for the milk on the following day. Pasteurization of whey at 145° F. is often not adequate to destroy the harmful organisms which may be in it. Inoculation of such whey with pure cultures may be almost useless.

Knowledge of the quality of the milk used from day to day in the cheese vat is gained by observing the changes in the curd. Such knowledge is essential for the intelligent use of a starter. The benefit of a good starter may be entirely lost by using too much or by adding it too soon to the vat. Starter, like fire, is good servant but a poor master. Its action must be under control at all times during the making process.

Observers have noted that some abnormal lots of milk failed to develop acidity even when desirable cultures were added in adequate amounts. Such milk was invariably high in bacterial content. Various explanations have been offered. Some believe that there are non-acid producing organisms in the milk. Others claim that the milk contains substances which inhibit their growth or which actually destroy the desirable bacteria. Another possible explanation offered involves the availability to the desirable organisms of the food material in this abnormal milk. Regardless of the reason, undoubtedly many makers have been puzzled by this peculiar condition which even good starter fails to correct.

And last of all inferior milk cannot be made into the highest quality of cheese despite the most intelligent application of the best of starters. Such milk is always distinguished by off odors, and flavors which may sometimes be detected by a keen nose at the weigh stand but which can be found even by inexperienced persons when it is concentrated in the curd at the end of the day. No starter can overcome such a handicap, it can only help the operator to make the best of a bad situation.

MR. PRESIDENT: Next we will have the report of the nominating committee. I am going to ask a favor of you; I wouldn't like to see the nominations closed until everybody is satisfied. We want everybody to have an equal chance, I don't want you to think anybody is trying to be railroaded in, so I wouldn't like to see you close the nominations until everybody has a chance to nominate the man they want to nominate. We will hear from the chairman of the nominating committee, Mr. Graf.

MR. GRAF: Mr. Chairman, Members of the Wisconsin Cheese Makers: The nominating committee, as we see it, is really supposed to pick the men they feel are best fitted in their estimation to carry on the work of the association for the coming year. So in accordance with that fact we have again nominated Mr. Earl Whiting, Gillett, our present president for the coming year. The committee felt that he was capable, level headed and has been instrumental in putting on one of the best conventions in the history of this association, and in accordance with that fact we have nominated him as a candidate for the office of president for the following year.

MR. SECRETARY: Fellow members, you have heard the nomination for president by the nominating committee. Nominations from the floor are also in order. Are there any other nominations? As the president has stated, we want to give you all the time and chance in the world to nominate whomever you want nominated.

MR. MALCZEWSKI: Mr. President, seeing that there are no other nominations, I move that the nominations for president be closed.

(Moved by Mr. Malczewski and seconded by Mr. John Neuhaus that the nominations be closed and the secretary cast the unanimous ballot for the re-election of Mr. Whiting).

MR. SECRETARY: The secretary hereby now casts the unanimous ballot for Earl Whiting as president.

PRESIDENT WHITING: Ladies and gentlemen, I want to thank you for this honor, and we will try to put on as good a convention next year, if not better.

MR. GRAF: Next in order of nomination will be the vice president. Now, in that case again the committee felt he has done a lot for this association and we also felt that he should be again re-elected vice president of the association and in another year or two we would like to see him be president of this association. So we hereby nominate Mr. L. E. Kopitzke as vice president for the ensuing year.

MR. SECRETARY: Members, you heard the report of the chairman of the nominating committee for vice president. What is your pleasure? Nominations will be in order.

MR. MULLOY: Mr. Chairman, seeing there are no other nominations, I move the nominations be closed and the secretary cast the unanimous ballot for Mr. Kopitzke for vice president.

(Moved by Mr. Mulloy and seconded by Mr. Leupsy that the nominations be closed and the secretary cast the unanimous ballot for Mr. Kopitzke.)

MR. SECRETARY: I will now cast the unanimous ballot for the re-election of L. E. Kopitzke as vice president of this association for the ensuing year.

MR. KOPITZKE: Mr. Chairman, I want to thank you; I will do the best I can as I have in the past.

MR. GRAF: The next in order will be the election of a secretary. The committee again decided that in view of the fact that a good convention had been put on, really one of the best conventions that the association has ever had, we felt the same about Mr. Ebert as we did about Mr. Whiting and Mr. Kopitzke, and so we hereby nominate Mr. Charles Ebert of Gresham secretary.

MR. PRESIDENT: Are there any other nominations from the floor?

A VOICE: Mr. Chairman, I would like to nominate Mr. Arthur Schwantes for secretary. He is a hard worker for the convention, and I think you should spread it through the state and if possible, I would like to see Mr. Schwantes elected for secretary of the association.

MR. PRESIDENT: Is there any second?

(Motion seconded by Mr. Feldt).

(Mr. L. A. Diedrich nominated).

MR. PRESIDENT: Are there any other nominations, I have a telegram from the Price County Cheese Makers Association that reads: The Price County Makers nominate Prof. Sammis. Price County Cheese Makers Association. Are there any other nominations?

MR. SAMMIS: Mr. Chairman, if my name was mentioned, I want to express my appreciation to the Price County Association that sent that telegram and to anybody else who might happen to vote for me if I were nominated, and to say to you that with all good will to every single one of you, I feel that I probably have done my share for this association and I wouldn't under any consideration consider another office for another year as secretary. I thank you.

MR. SCHWANTES: Mr. Chairman, in regard to Mr. Ebert, he has only had that job for one year and I really consider it unfair for me to run. He has done a good job of it and I would rather withdraw from the nomination in favor of Mr. Ebert.

MR. PRESIDENT: Are there any other nominations? If not, there will be a motion in order.

(Moved and seconded that the nominations be closed).

MR. PRESIDENT: Mr. Ebert and Mr. Diedrich are the nominees for the secretary's office.

(The ballots were passed out to the members present and after voting and counting the ballots, the results were announced by the President).

MR. PRESIDENT: I will give you the results of the ballot. There were 247 votes cast; Mr. Ebert received 227, Mr. Dietrich 18, Mr. Sammis 1 and there was one blank. A motion will be in order to make it unanimous.

MR. MULLOY: Mr. Chairman, I make a motion to make the informal ballot formal and that Mr. Ebert be unanimously declared elected.

MR. SAMMIS: If the gentlemen will permit me and the gentleman will hold his motion, I move you that the election be unanimous.

MR. MULLOY: Mr. Chairman, I will withdraw my motion in favor of the other motion.

(Motion seconded).

MR. PRESIDENT: It has been moved and seconded that we make the election unanimous for Mr. Ebert. All in favor of this say aye. Motion is carried, and Mr. Ebert is elected secretary.

SECRETARY EBERT: Mr. President, fellow cheese makers: I feel highly honored in being re-elected with the overwhelming majority I got, and I want to say it has been a pleasure to work with the board we had. I enjoyed the experience and the contacts I got through serving with them in the past year and also enjoyed my stay here in Fond du Lac since last Friday. I am well pleased. I thank you very much.

MR. GRAF: The next in order will be the election of a treasurer to succeed Walter Schmidt or re-elect Walter Schmidt. We felt that Mr. Schmidt is a very efficient man and has been a very efficient treasurer for several years and he should really be retained for the good of the association. He certainly has been attending to business and been doing a wonderful job taking care of the finances of the association

while at the convention. We therefore nominate Mr. Schmidt to succeed himself as treasurer of this association.

MR. PRESIDENT: Are there any other nominations?

MR. MALCZEWSKI: Mr. Chairman, I move you that the nominations be closed and that the secretary cast the unanimous ballot for Mr. Schmidt.

(Motion seconded and carried).

MR. SECRETARY: The secretary hereby casts the unanimous ballot for Mr. Schmidt.

MR. GRAF: The next in order will be the election of two directors. The first one we have listed for re-election or replacement is Mr. A. M. Johnson of Green County who really represents the foreign type of that section. We unanimously made the motion to nominate Mr. Johnson to succeed himself.

MR. PRESIDENT: Are there any other nominations?

MR. MALCZEWSKI: Mr. President, I move you that we close the nominations and the secretary cast the unanimous ballot for Mr. Johnson.

MR. KOPITZKE: I second that motion.

(Motion carried).

MR. SECRETARY: The secretary hereby casts the unanimous ballot for Mr. Johnson.

MR. JOHNSON: Mr. President, I want to thank you very much and I really enjoy the work on the board, and I hope we will make the next convention a little bit better than we had this year.

MR. GRAF: The next director up for re-election or replacement is Steve Suidzinski of Denmark, Brown County. We again felt that he should be re-elected and we have nominated Steve Suidzinski to succeed himself.

MR. PRESIDENT: Are there any other nominations from the floor?

MR. MALCZEWSKI: Mr. President, I move you that we close the nominations and the secretary cast the unanimous ballot for Steve Suidzinski.

(Motion seconded and carried).

MR. SECRETARY: The secretary casts the unanimous ballot for Mr. Suidzinski.

MR. SUIDZINSKI: Ladies and gentlemen and fellow members: I wish to thank you and I hope we will have another convention like this year or larger. The co-operation with you people and your co-operation with us means a great deal. I thank you.

MR. PRESIDENT: We have the resolutions now and we would like to hear from Mr. Mulloy, chairman of the resolutions committee.

MR. MULLOY: Mr. Chairman, fellow cheese makers: We have five resolutions, two of them are prepared by your committee and the other three have been submitted. One more had been submitted but was withdrawn.

The first resolution:

Resolved: That the Wisconsin Cheese Makers Association in convention assembled on November 14th, 1935, at Fond du Lac extend our thanks and appreciation to the city of Fond du Lac and its officials; to each and all of the speakers, to the exhibitors here, to the prize

donators, to the officers of the association and all others who helped to make this a great convention.

Mr. Chairman, I move the adoption of that resolution.

(Motion seconded and carried).

Resolved: That Whereas, Almighty God in His infinite wisdom has called one from our midst who was a never-tiring booster for our industry, John Kirkpatrick of Richland Center,

Therefore, Be It Resolved: That this association tender sympathy and condolence to the Kirkpatrick family and spread a copy of this resolution of the records of the association.

I move the adoption of that resolution.

(Motion seconded and carried).

WHEREAS: The Oleomargarine lobbyists are still working in Wisconsin to repeal the 15c oleomargarine tax; they are getting free publicity in newspapers and even editorial write-ups, with which they are trying to threaten us and that the southern states will boycott Wisconsin for that law. We know the oil and fats used in oleomargarine is good animal food and the Wisconsin farmers are feeding plenty of it to their cows, and we know these fats and oils are used in many other human food products and are not under the Pure Dairy and Food Laws, and they are allowed to use any and all kinds of grease or oils which means everything can be used to substitute dairy products.

Therefore, Be It Resolved: That while Wisconsin is a dairy state, it should protect its major industry and we request the Department of Agriculture and Markets to warn every state or newspaper and let them know that Wisconsin has a Pure Dairy and Food law which can be enforced. We know that the dairy foods are known the world over as a health food and are the cheapest food that money can buy, and cannot be replaced by substitutes.

MR. MULLOY: I move its adoption.

MR. MALCZEWSKI: Mr. Chairman, I think the resolution in itself, that is, the principle is O. K., but I think there was some wording in there that ought to be corrected before it goes to the press. I don't think it is very well written up.

I will second the motion for the adoption. Carried.

WHEREAS: The newspapers have in the past carried many head lines and news stories which was the wrong kind of advertising for the Dairy Industry and the best kind of advertising for the substitutes of Dairy Products.

Therefore, Be It Resolved: That we request the Department of Agriculture and Markets to withhold all possible news stories that may mislead the consuming public minds as to dairy foods for it is known the world over as a health food.

MR. MULLOY: I move its adoption.

MR. SAMMIS: In order that it may not be misunderstood, I move to amend the resolution by substituting the word opposed instead of withhold.

MR. MALCZEWSKI: I second that. Mr. Chairman, I withdraw my second and I make a motion to table it.

(Motion seconded and carried).

Resolved: That we divide the state into sections for the distribution of prizes, inasmuch as conditions for cheese making are not the same in all sections of Wisconsin. Grand prizes to be awarded the high score as at present but let the state be divided into possibly three or four sections and cheese makers in each section to compete with those in his section.

MR. MULLOY: I move its adoption.

MR. HORN: I can't see the intent of the resolution and I don't like to see it adopted as a resolution. I would like to see it adopted as a recommendation for the board to consider and if it is to an advantage I feel that the board will do everything in their power to justify that demand, but if it is adopted in a resolution we may be forced to do something we don't like to do. It will hurt someone that really should not be hurt.

MR. SAMMIS: Mr. Chairman, I move you that the resolution be recommended to the Board of Directors for their consideration.

(Motion seconded and carried).

(Motion made and seconded that this amendment be attached to the original resolution. Carried).

(Moved and seconded that we adopt the resolution as amended. Carried).

MR. PRESIDENT: At this time we are going to raffle this carload of coal. I certainly want to thank the Hurlbut Company from Green Bay for donating such a fine door prize as a carload of coal.

Mr. Charles W. Jeanblanc of Le Center, Illinois, who represents the W. D. Carpenter Co. of Syracuse, N. Y., arrived too late to get a space for an exhibit in the Armory and has had a display in his house trailer. He wishes to announce the winners of the free prizes given for registering at the exhibit. First prize, 50 pounds best Cleanser to M. H. Reineking of the Sheboygan Modern Dairy. Second prize, one gallon Nox-Tox to Charles L. Webb of Glenbeulah, Wisconsin. The winners may receive their prizes by calling at the trailer.

The convention will stand adjourned.

A. J. KAEMPFER, Official Reporter,
2644 Chamberlain Ave.,
Madison, Wisconsin.

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

**HOW WISCONSIN COMPARES WITH OTHER STATES IN
AGRICULTURAL PRODUCTION, VALUE OF
PRODUCTS, ETC.**

First

In dairy cattle, and dairy cow sales.

Value of hay produced, corn cut for silage, green peas, producing about one-half of the nation's total, hemp, and farm forest products.

Number of silos, 120,000 in the state.

Cow testing associations.

Number of cows tested for tuberculosis. From 750,000 to 1,250,000 are tested annually.

Bang's disease testing, with 632,419 head in 36,489 herds having received at least one test up to June 1, 1936.

In cheese, producing 57.5 per cent of the nation's total, or 333,206,000 pounds in 1934;

57.9% of nation's American cheese.

94.3% of nation's Brick cheese.

68% of nation's Swiss cheese.

22.4% of nation's Cream cheese.

35.4% of nation's other type cheese.

In condensery products, producing nearly one-third of the nation's output, 845,215,000 pounds in 1934;

In milk, 1934 production of 10,634,000,000 pounds. Minnesota ranks second with 7,374,000,000 pounds and New York is third with 7,149,000,000 pounds.

Second

In tonnage of hay.

Acreage of cucumbers for manufacture.

Potato production in 1934.

Snap beans for canning.

Third

In total value of farm animals and in all cattle.

In livestock products.

Cranberries with 40,000 barrels.

Butter production, with 9.6 per cent of the nation's total.

FOURTH in value of horses.

FIFTH in production of oats, barley, rye, and vegetables of all kinds, value of cherries produced.

SIXTH in trees tapped for maple syrup.

SEVENTH in tobacco and sweet corn.

LEADING PRIZE WINNERS AT THE 1935 CONVENTION

Class I

American cheese any style made before August 1, 1935

158	Victor Malueg, Shawano	98.00
123	E. K. Sonnenburg, Cato	97.50
173	E. P. Mitchell, Clintonville	96.50

Class II

American cheese made during August and September 1935

240	H. J. Kuschel, Pound	97.00
262	E. K. Sonnenburg, Cato	96.50
	Wm. J. Kusta, Bonduel	96.00

Class III

American cheese made after September 30, 1935

316	H. J. Kuschel, Pound	96.50
350	E. J. Scray, De Pere	96.00
307	Alfred A. Hoffmann, Edgar	95.75

Class IV

Colby Cheese

429	Roland Mattes, Chilton	95.00
403	Oscar H. Neuser, Brillion	94.75
414	W. E. Torphy, Rio	94.50

Class V

Drum Swiss Cheese

518	Ernest Buholzer, Monroe	95.00
516	Fred Kunzi, Rice Lake	93.50
503	Ray Wadzinski, Marathon	93.00

Class VI

Block Swiss Cheese

608	Gottfried Erb, Rice Lake	95.50
602	Ben O. Zimmerman, Blue Mounds	92.75
605	Albert Ryser, Blanchardville	92.50

Class VII

Limburger Cheese

706	Paul Milz, Monticello	95.00
703	Julian Kiechle, Monticello	94.00
704	Matthew Hirscher, Monroe	93.50

Class VIII

Brick Cheese

831	Fred Hasler, Elkhart Lake	95.50
822	Warner Gempeler, Greenwood	95.00
804	Alfred Huggler, Burnett	94.50

Class IX

Muenster Cheese

908	Alfred Huggler, Burnett	96.00
902	Gottfried Zurbuecher, Fox Lake	95.00
901	Paul Hilfiker, Watertown	94.00

The cheese entered at the 1935 convention were from the following counties:

Barron	6	Marinette	13
Brown	14	Manitowoc	35
Calumet	5	Oconto	16
Clark	9	Outagamie	8
Columbia	6	Polk	4
Chippewa	1	Portage	2
Crawford	3	Richland	5
Dane	11	Rock	1
Dodge	20	Rusk	1
Door	1	Shawano	22
Fond du Lac	22	Sheboygan	53
Grant	6	Washington	1
Green	18	Waushara	2
Iowa	8	Waupaca	5
Juneau	5	Wood	2
Kewaunee	10	Winnebago	5
Lafayette	3	Vernon	1
Lincoln	2	County not given	18
Marathon	20		

The total number of entries in the scoring contest was 364 divided in nine classes in the following order:

Class 1	81	Class 6	9
Class 2	88	Class 7	9
Class 3	74	Class 8	33
Class 4	36	Class 9	13
Class 5	21		

LIST OF EXHIBITORS AT THE 1935 CONVENTION, THEIR
ENTRY NUMBER, SCORE, AND AMOUNT OF CHECK
IN PAYMENT OF ENTRY

Class I

No.		Score	Check
101	Alfred Pagel, Denmark	92.25	\$10.35
102	Geo. Koenig, Luxemburg	92.00	11.55
103	Ben Henning, Mishicot	93.50	3.56
104	John Kowalczyk, De Pere	95.50	3.41
105	J. F. Drab, Kewaunee	94.00	3.87
106	Earl Schneider, Denmark	95.50	3.72
107	Alfred Onnink, Kiel	94.50	3.87
108	H. W. Behrens, Plymouth	94.75	3.87
109	Mrs. Herman Beil, Kiel	91.00	3.72
110	Fred J. Chapman, Sheboygan	94.75	3.72
111	Everett J. Lemkuil, Plymouth	94.75	3.87
112	Otto Hamilton, Viola	90.00	4.95
113	Paul Viktora, East Dubuque, Ill.	95.00	5.10
114	Frank Elder, Viola	91.50	4.50
115	Emil Bergner, Bonduel	94.00	3.56
116	W. H. Krumrey, Gillett	91.25	3.25
117	Val. Kohlman, Malone	92.50	3.25
118	Alfred R. Hoffmann, Edgar	94.75	3.10
119	H. L. Mehlberg, Bonduel	96.00	3.25
120	Fred Roth, Cambria	91.25	3.56
121	Wm. J. Kusta, Bonduel	94.50	3.25
122	Ben Krueger, Hortonville	92.00	3.25
123	E. K. Sonnenburg, Cato	97.50	3.25
124	Edward Urbanek, Oconto Falls	90.50	3.10
125	Arnold H. Ohlogge, Denmark	92.75	3.25
126	Walter Reisner, Shawano	93.75	3.25
127	R. J. Vogt, Birnamwood	91.00	5.10
128	H. J. Roegner, Poysippi	94.75	4.65
129	Albert J. Weiss, Wauzeka	94.50	5.10
130	Edward Peck, Pound	95.50	3.25
131	Thomas S. Martin, Navarino	91.00	3.25
132	Otto Janke, Platteville	92.00	5.25
133	R. R. Miller, Shawano	94.00	3.25
134	Ed. A. Meinnert, Plymouth (Comp)	93.50	3.10
135	Otto A. Klotzbuecher, Clintonville	94.50	3.10
137	E. H. Peters, Sugar Bush	95.75	3.41
138	E. A. Tracy, Plymouth	91.25	3.10
139	E. J. Conger, Plymouth	90.00	3.87
140	Martin H. Stecker, Manitowoc	93.00	3.87
141	Geo. F. Specht, Sheboygan	93.00	3.87
142	Henry Matthias, Cleveland	92.50	3.87
143	Oscar Stock, Manitowoc	95.50	4.03
144	August Brandt, Kewaunee	95.00	3.72
145	Peter J. Heisler, Theresa	93.75	4.80
146	Edward A. Meinnert, Plymouth	95.00	4.18
147	Arthur G. Olm, Waldo	94.00	4.03
148	Hugo F. Olm, Cleveland	91.00	4.03
149	Jos. Gubeli, Thorp	91.75	10.95
150	Louis F. Perronne, Plymouth	93.75	3.87
151	Wm. J. Ebbers, Sheboygan	93.00	4.03
152	R. H. Garbe, Oshkosh	90.00	3.10
153	Edward J. Scray, De Pere	95.75	2.94
154	H. J. Kuschel, Pound	95.75	2.94
155	J. R. Anderson, Denmark (Comp)	93.25	2.94
156	Harold Suidzinski, Denmark (Comp)	97.00	2.94
157	Steve Suidzinski, Denmark	93.75	5.10
158	Victor Malueg, Shawano	98.00	1.75
159	Steve Suidzinski, Denmark (Comp)	95.75	3.65
160	Ervin Dicher, Adell	91.75	3.03
161	Edward Finkelmeyer, Newton	93.50	2.03
162	J. L. Reif, Peshtigo	91.50	2.25
163	G. H. Scannell, Eden	92.75	2.41
164	L. H. Reisner, Suring	94.00	2.25
165	Wm. Donahue, Dodgeville	92.50	2.95
166	Steve Koehnig, Fond du Lac	92.25	2.41
167	Henry J. Kohlman, Calvary	93.50	2.41
168	Alfred H. Hulse, Leopold	93.75	.70
169	Edwin H. Schroeder, Glenbeulah	92.75	2.56
170	C. C. Brick, Brillion	92.00	2.87
171	Earl B. Whiting, Gillett	94.00	2.10
172	L. J. Blahnik, Kewaunee	92.50	3.25

173	E. P. Mitchell, Clintonville	96.50	2.25
174	Hubert J. Ruetter, Dodgeville	95.75	2.41
175	Geo. Hernke, Chilton	93.75	2.72
176	John H. Peters, Plymouth	93.75	2.72
177	M. Mullins, Edgar	94.00	2.72
178	Paul E. Ott, Wausau	90.25	2.41
179	M. M. Schaeztl, Athens	88.00	1.94
180	H. J. Loehr, Calvary	95.00	2.87
181	John Lensmire, Marathon	95.25	2.72
182	A. H. Graf, Zachow	91.50	2.56

Class II

No.		Score	Check
201	Jos. F. Herold, Maryville	93.00	\$ 3.56
202	J. F. Drab, Kewaunee	93.75	3.25
203	John Lemkuil, Plymouth	94.50	2.87
204	H. W. Behrens, Plymouth	94.00	2.72
205	Fred J. Chapman, Sheboygan Falls	92.50	2.87
206	B. Herold, Denmark	93.50	4.03
207	Herman Beil, Kiel	93.75	2.87
208	W. A. Buss, Caroline	93.75	2.87
209	Walter Huegeli, Juneau	89.50	7.21
210	F. R. Buss, Caroline	92.25	2.10
211	C. A. Clarson, Fennimore	90.25	3.95
212	John Levy, Kewaunee	92.50	3.10
213	A. H. Fiedler, Glenbeulah	90.50	5.50
214	Frank J. Krizesesky, Manitowoc	93.00	2.10
215	Otto E. Heller, Chilton	94.00	3.95
216	H. J. Roegner, Poysippi	89.00	3.80
218	Paul E. Ott, Wausau	93.50	1.25
219	Edward N. Heinen, Junction City	93.00	9.65
220	Milton W. Gessert, Fond du Lac	93.25	3.70
221	Milferd Peters, Plymouth	93.50	2.10
222	Arthur G. Olm, Waldo	94.25	2.87
223	J. J. Voigt, Junction City	91.75	2.56
224	Henry Nolte, Plymouth	92.75	3.18
225	Loyal Parker, Viola	94.50	2.25
226	Rudolph Jaehnis, Two Rivers	92.50	3.03
227	Oscar Stock, Manitowoc	92.50	2.25
228	F. P. Baker, St. Cloud	92.50	2.87
229	H. J. Pankow, Hortonville	91.00	2.87
230	D. W. Grothe, Chilton (Comp)	91.50	2.25
231	M. Mullins, Edgar	90.75	2.56
232	D. W. Grothe, Chilton	93.00	2.25
233	G. H. Scannell, Eden	94.50	2.56
234	E. J. Conger, Plymouth	93.25	3.03
236	Harry Morgan, Eden	93.50	2.87
237	Math. Lensmire, Cascade	94.75	2.87
238	E. A. Tracy, Plymouth	91.00	3.03
239	L. H. Reiser, Suring	95.00	2.10
240	H. J. Kuschel, Pound	97.00	2.10
241	H. J. Kohlman, Calvary	94.50	2.87
242	H. J. Loehr, Calvary	94.50	3.03
243	Steve Koening, Fond du Lac	94.00	2.25
244	Steve Suidzinski, Denmark	93.50	2.25
245	Edward Urbanek, Oconto Falls	93.50	2.25
246	Art. M. Clarksen, Lena	93.00	1.79
247	Albert A. McKinney, Mineral Point	90.50	8.00
248	E. H. Peters, Sugar Bush	92.50	2.25
249	Mrs. Renete Krizinsky, Manitowoc	91.75	3.40
250	Ernest Zurmuehlen, Two Rivers	94.75	2.87
251	E. A. Siggelkow, Cleveland	93.75	3.03
252	J. F. Jesse, Dodgeville (Comp)	93.50	2.95
253	Geo. Zimmerman, Newton	92.75	2.03
254	Christine Kraak, Richland Center	93.50	1.56
255	Jack Davies, Dodgeville	93.75	2.95
256	Earl B. Whiting, Gillett	94.00	2.10
257	R. R. Miller, Shawano	93.75	2.25
258	Gilbert J. Blanke, Newton	92.00	3.03
259	Hugo C. Kielsmeier, Kingston	92.00	4.10
260	Nick Huss, Amberg	89.25	3.25
261	Herbert Horneck, Elkhart Lake	93.50	2.10
262	E. K. Sonnenburg, Cato	96.50	2.41
263	W. J. Kusta, Bonduel	96.00	2.10
265	John P. Clark, Ferryville	94.75	2.95
266	Adolf Guthertz, Dodgeville	95.00	3.95
267	Martin Kubitz, Athens	92.00	3.40
268	Ernest H. Schauer, Merrill	92.00	3.10
269	Otis V. Kidd, Soldiers Grove	92.50	5.10

270	L. E. Kopitzke, Marion	93.75	3.65
271	Paul Viktora, East Dubuque, Ill.	94.50	4.25
272	Frank G. Berg, Ridgeway	90.00	1.41
273	Rueben Abraham, Van Dyne	93.50	2.41
274	Edward Peck, Pound	92.50	2.25
275	T. S. Martin, Navarino	89.00	3.10
276	Edward J. Kusta, Coleman	93.00	2.10
277	Geo. W. Nitschke, Van Dyne	92.00	2.25
278	W. H. Krumrey, Gillett	95.00	2.10
279	John Staehly, Clayton	91.50	3.10
280	Ernest Wenger, Clayton	92.00	3.80
281	H. L. Mehlberg, Bonduel	93.00	2.25
282	Joseph J. Krall, Mishicot	93.75	1.25
283	Geo. Mohr, Plymouth	94.50	2.72
284	E. J. Scray, De Pere	92.50	2.10
285	C. A. Kraak, Richland Center	93.25	1.10
286	Richard A. Lensmeier, Whitelaw	93.75	2.87
287	C. F. Hickman, Newton	91.50	2.03
288	Wm. E. Dvorek, Edgar	90.25	2.87
289	Edwin H. Schroeder, Glenbeulah	93.50	3.41
290	M. M. Schaetzel, Athens	90.50	2.25
291	John L. Mauthe, Cuba City	93.00	3.10

Class III

No.		Score	Check
301	John F. Lensmire, Marathon	94.00	\$ 2.72
302	Ervin Deicher, Adell	92.75	4.03
303	E. F. Lensmire, Cascade	91.50	3.03
304	E. K. Sonnenberg, Cato	95.25	2.87
305	Clemens H. Bennin, Greenwood	93.75	1.41
306	Clemens H. Bennin, Greenwood (Comp)	93.75	3.41
307	Alfred R. Hoffmann, Edgar	95.75	2.10
308	Lawrence O. Nipke, Marshfield	93.50	1.41
309	Donald Fisher, Cedar Grove	93.75	1.87
310	E. H. Peters, Sugar Bush	95.50	2.41
311	L. B. Kohlman, St. Cloud	88.50	2.25
312	A. H. Fiedler, Glenbeulah	88.00	2.41
313	E. J. Conger, Plymouth	94.50	2.87
314	S. E. Goetschel, Cleveland	94.50	1.72
315	E. A. Tracy, Plymouth	95.00	2.87
316	H. J. Kuschel, Pound	96.50	2.25
317	Val. Kohlman, Malone	91.75	2.25
318	Louis F. Peronne, Plymouth	91.00	2.87
319	John Tischhauser, Tileda	94.50	4.55
320	H. J. Loehr, Calvary	94.50	2.87
321	Peter J. Heisler, Theresa	90.00	2.10
322	Paul Viktora, East Dubuque, Ill.	94.50	4.40
323	Edward Peck, Pound	92.00	2.10
324	T. S. Martin, Navarino	89.00	3.25
325	Edward J. Kust, Coleman	94.75	2.10
326	Reinhard H. Lochi, Oshkosh	92.50	1.25
327	John Levash, Coleman	92.50	1.25
328	Art Clarksen, Lena	94.50	2.10
329	August Brandt, Kewaunee	94.50	2.56
330	I. J. Koschok, Willard	93.00	1.41
331	M. S. Tlachac, Brussels	92.75	8.65
332	Albert A. McKinney, Mineral Point	92.50	8.05
333	Otto A. Klotzbuecher, Clintonville	93.00	2.10
334	Geo. F. Specht, Sheboygan	91.75	2.72
335	Clemens H. Bennin, Greenwood (Comp)	91.75	2.41
336	Arthur K. Wolfgang, Brillion	94.50	3.87
337	Edward Urbanek, Oconto Falls	92.00	2.25
338	Henry Wimmer, Lakewood	92.00	1.41
341	Earl B. Whiting, Gillett	94.50	1.94
342	L. J. Blahnik, Kewaunee	92.00	1.94
343	Gilbert J. Blanke, Newton	93.75	1.87
344	John R. Reynolds, Kewaunee	93.50	2.10
345	Oscar Stock, Manitowoc	92.75	2.10
346	Henry Siewert, Dale	91.50	1.56
347	Harry Morgan, Eden	93.00	2.87
348	Steve Koenig, Fond du Lac	90.50	2.87
349	H. J. Kohlman, Calvary	91.50	2.87
350	E. J. Scray, De Pere	96.00	1.94
351	M. M. Schaetzel, Athens	91.75	2.10
352	Louis J. Horn, Conrath	93.00	1.25
353	Steve Suidzinski, Denmark	91.00	2.10
354	L. W. Peters, Bear Creek	94.00	2.41
355	R. J. Vogt, Birmamwood	89.50	5.25
356	H. L. Mehlberg, Bonduel	94.50	2.25

357	W. H. Krumrey, Gillett	94.50	2.25
358	Jos. Beaudt, Stanley	93.50	1.25
359	Edwin H. Schroeder, Glenbeulah	93.75	3.41
360	W. J. Ebbers, Sheboygan	89.50	2.72
361	Wm. Rimmels, Mayville	91.50	2.25
362	Elmer Johnston, Oconto	93.50	1.10
363	Geo. E. Nuske, Fremont	91.50	3.41
364	John F. Hinz, Cleveland	92.50	3.72
365	E. A. Siggelkow, Cleveland	90.50	3.03
366	John Fischer, Boaz	90.00	2.10
367	Arthur G. Olm, Waldo	92.50	2.87
368	Jos. Lensmire, Manitowoc	92.00	2.41
369	Theo. W. Treptow, Tigerton	89.00	1.10
370	Earl Schneider, Denmark	93.00	4.03
371	H. W. Behrens, Plymouth	92.00	3.03
372	John Lemkuil, Plymouth	93.50	3.03
373	Fred J. Chapman, Sheboygan Falls	94.50	3.03
375	C. A. Clarson, Fennimore	91.25	4.10
377	C. J. Krebsbach, Joel	90.50	3.10

Class IV

No.		Score	Check
401	Arno Sass, Plymouth	89.00	\$ 1.87
402	J. F. Lensmire, Marathon	92.50	2.56
403	Oscar H. Neuser, Brillion	94.75	4.03
404	E. J. Scray, De Pere (Comp)	92.00	.94
405	Geo. Spate, Stratford	93.00	2.03
406	H. J. Loehr, Calvary	98.00	2.72
407	Geo. Lutsey, Neeah	93.00	2.41
408	Martin Parsons, Dorchester	92.00	2.10
409	Ray Harter, Auburndale	93.25	1.41
410	H. Bassuener, Sherry	93.00	2.72
411	Norbert Schmitz, New Holstein	93.75	2.56
412	Ervin Diecher, Adell	91.50	2.72
413	Henry Heisler, Eldorado	90.50	2.72
414	W. E. Torphy, Rio	94.50	8.05
415	Arthur Truttschel, Sheboygan Falls	92.00	2.25
416	O. A. Mellenthin, Marshfield	88.50	1.25
417	Chas. L. Webb, Glenbeulah	92.50	3.80
418	Milton Warner, Cleveland	91.00	2.72
419	Alfred Onnink, Kiel	93.50	1.72
420	E. J. Scray, De Pere	91.00	1.94
421	Wm. E. Dvorak, Edgar	93.00	2.56
422	H. E. Mandel, Unity	92.50	2.95
423	Linda Bruhn, Auburndale	92.75	2.25
424	Henry Nolte, Plymouth	94.50	2.72
425	A. G. Stemper, Clintonville	91.50	2.10
426	Oscar Stock, Manitowoc	91.50	1.94
427	Geo. Webb, Calvary	90.00	2.56
428	A. H. Mandel, Colby	91.00	1.72
429	Roland Mattes, Chilton	95.00	2.87
430	J. W. Olms, Reedsville	92.00	1.94
431	N. L. Ropp, Kaukauna	92.25	3.25
432	Christ Dethlepson, Colby	92.00	1.25
433	L. E. Kopitzke, Marion	87.00	4.10
434	Ernest H. Schauer, Merrill	91.50	2.72
435	Walter Huegii, Juneau	90.50	5.90
436	Fred Woelchii, Shawano	92.50	1.10

Class V

No.		Score	Check
501	Fred Wuethrich, Rice Lake	91.50	\$37.43
502	Joseph Lauber, Barneveld	90.50	33.07
503	Ray Wadzinski, Marathon	93.00	36.12
504	Fred Glauser, Monroe	92.00	36.43
505	Eugene Wirz, Rice Lake	90.50	32.60
506	Alvin Seeholzer, Argyle	91.00	34.33
507	Ernest Hermann, Nielsville	92.50	40.00
508	Walter Huber, Blue Mounds	90.50	32.65
509	John Blickenstauffer, Argyle	91.00	36.17
510	Fred Geissbuhler, Darlington	91.50	32.86
511	Ernest Siegenthaler, Darlington	91.00	35.07
512	Bert Buesser, Dallas	90.00	35.11
513	Fred Reber, Rice Lake	90.50	40.63
514	Arnold Gudel, Verona	89.00	30.97
515	Ernest Wenger, Clayton	92.50	40.16
516	Fred Kuenzi, Rice Lake	93.50	34.75
517	Ernest Schleginhauer, Brodhead	90.50	38.11

WISCONSIN CHEESE MAKERS' ASSOCIATION

518	Ernest Buholzer, Monroe	95.00	81.76
519	Otto Thelmann, Basco	92.00	37.22
520	Otto Anderegg, Basco	92.50	32.02
521	Alfred Aebersold, Blanchardville	89.00	41.58

Class VI

No.		Score	Check
601	Robert Scheidegger, Klevenville	90.00	\$ 3.40
602	Ben O. Zimmerman, Blue Mounds	92.75	5.80
603	John Blickenstorfer, Argyle	90.50	4.60
604	John Ashlimen, Monroe	90.00	5.20
605	Albert Ryser, Blanchardville	92.50	4.20
606	Robert Lauber, Barneveld	90.00	3.60
607	A. Blatter, Rice Lake	87.50	4.20
608	Gottfried Erb, Rice Lake	95.50	4.40
609	Eugene Wirz, Rice Lake	90.00	3.80

Class VII

No.		Score	Check
701	John Wahlen, Fox Lake	90.50	\$ 1.00
702	Ernest Kellenberger, Verona	92.00	2.45
703	Julian Kiechle, Monticello	94.00	.85
704	Matthew Hirscher, Monroe	93.50	2.35
705	Ambrose Mayer, Monroe	93.00	1.15
706	Paul Milz, Monticello	95.00	1.15
707	John Minning, Monticello	92.50	.40
708	August Thueler, Monroe	92.50	.85
709	Emil Frehner, Monticello	91.00	.55

Class VIII

No.		Score	Check
801	Gottfried Zurbuchen, Fox Lake	93.50	\$ 2.52
802	Adolph Zubke, Randolph	90.00	3.52
803	Henry H. Abegglen, Fall River	93.00	2.52
804	Alfred Huggler, Burnett	94.50	2.68
805	Alfred Feutz, Rubicon	92.50	3.16
806	Bert Bachofen, Cambria	92.50	1.52
807	Fred Wenger, Juneau	90.00	2.68
808	Jake Muetzenberg, Dane	90.00	3.32
809	Emil Forster, Riley	90.00	1.20
810	Carl G. Drachenberg, Horicon	93.00	1.68
811	Fred Bleuer, Cambria	94.00	2.36
812	Geo. Dittberner, Horicon	91.50	1.84
813	Ernest Niklaus, Weyauwega	91.00	1.84
814	Walter F. Schiefelbein, Burnett	92.00	1.36
815	Rudy Stenpfli, Mt. Horeb	90.00	1.68
816	Fred Zboren, Blanchardville	90.50	2.32
817	H. J. Grumenfelder, Mt. Horeb	92.50	1.68
818	Gust Drachenberg, Watertown	93.50	3.48
819	John Burkhalter, Belleville	92.00	3.12
820	Ernest Indermuehle, Fox Lake	91.00	2.36
821	Fred Heim, Clyman	91.00	1.36
822	Warner Gempeler, Greenwood	95.00	1.36
823	Jacob Disler, Allenton	92.00	2.32
824	Arnold Wiedner, Juneau	93.00	2.84
825	Adolph Guertner, Rubicon	89.00	1.52
826	Ernest Steinman, Pardeeville	91.00	2.36
827	Joseph Bleisch, Janesville	89.00	2.20
828	Ray Alusman, Jr., Randolph	91.00	1.82
829	W. Reichsteiner, Juneau	92.00	1.86
830	Robert Hirsig, Knowles	90.00	2.20
831	Fred Hasler, Elkhart Lake	95.50	1.36
832	Werner Salzman, Woodland	91.00	2.68
833	John Inabnet, Maryville	91.00	3.16

Class IX

No.		Score	Check
901	Paul Hilfiker, Watertown	94.00	\$ 1.52
902	Gottfried Zurbuchen, Fox Lake	95.00	2.36
903	Fred Bleuer, Cambria	89.00	2.68
904	Fred Wenger, Juneau	91.00	2.52
905	Arnold Wiedner, Juneau	91.00	3.00
906	Gust Drachenberg, Watertown	91.00	3.60
907	Carl Bachofen, Beaver Dam	92.00	1.36
908	Alfred Huggler, Burnett	96.00	2.68

909	Alvin J. Schwartz, Dalton	93.50	2.20
910	Emil Abegggen, Beaver Dam	91.50	2.96
911	Gottfried Boss, Waupun	89.00	2.36
912	Jos. Bleisch, Janesville	89.00	1.04
913	Werner Salzman, Woodland	87.00	1.36

Some of the members of the Sheboygan County Cheese Makers Association collected and paid into the State Association \$85.00 to be pro-rated to their members exhibiting at the 1935 State Association convention. Exhibits scoring above 89 points were to share in this prize money.

LIST OF THE SHEBOYGAN COUNTY PRIZE WINNERS

No.		Score	Prize
110	Fred J. Chapman, Sheboygan Falls	94.75	\$ 4.49
150	Louis F. Perronne, Plymouth	93.75	3.71
139	E. J. Conger, Plymouth	90.00	.78
146	E. A. Meinnert, Plymouth	95.00	4.68
141	Geo. Specht, Sheboygan	93.00	3.12
138	E. A. Tracy, Plymouth	91.25	1.75
234	E. J. Conger, Plymouth	93.25	3.32
203	John Lemkuil, Plymouth	94.50	4.29
224	Henry Nolte, Plymouth	92.75	2.93
205	Fred J. Chapman, Sheboygan Falls	92.50	2.73
221	Milford Peters, Plymouth	93.50	3.51
237	Matt. Lensmire, Cascade	94.75	4.49
213	A. H. Fiedler, Glenbeulah	90.50	1.17
238	E. A. Tracy, Plymouth	91.00	1.56
318	Louis F. Perrone, Plymouth	91.00	1.56
309	Donald Fischer, Cedar Grove	92.75	2.93
313	E. J. Conger, Plymouth	94.50	4.29
372	John Lemkuil, Plymouth	93.50	3.51
334	Geo. Specht, Sheboygan	91.75	2.14
373	Fred J. Chapman, Sheboygan Falls	94.50	4.29
303	Edward Lensmire, Cascade	91.50	1.95
315	E. A. Tracy, Plymouth	95.00	4.68
417	Chas. Webb, Glenbeulah	92.50	2.73
424	Henry Nolte, Plymouth	94.25	4.10
168	Edwin H. Schroeder, Glenbeulah	92.75	2.93
289	Edwin H. Schroeder, Glenbeulah	93.50	3.51
359	Edwin M. Schroeder, Glenbeulah	93.75	3.71
	Total prizes		\$84.86
	Remaining in State Ass'n Treas'y14
	Total		\$85.00

Financial Statement of Secretary's donation and program fund.

RECEIPTS

1935			
Feb.	9	From J. L. Sammis	\$286.08
Mar.	15	Paul Viktora for meeting cards	1.00
Apr.	25	Harold Smelzer for meeting cards	1.00
May	10	Paul Viktora for meeting cards	1.00
June	14	C. Reiss Coal Co., 1934 advertisement	9.00
Aug.	23	Paul Viktora for meeting cards	4.00
Aug.	23	J. L. Sammis, old account	1.69
Sept.	12	A. R. Wilhelm for meeting cards	2.08
Sept.	12	Harold Smelzer for meeting cards	1.00
Sept.	23	Kellogg Rennet Co., Part 1934 Booth	3.05
Sept.	23	Bingham & Risdon Co., Book Adv.	9.00
Sept.	23	Sheboygan Falls Cry., Book Adv.	9.00
Sept.	23	Walter Voechting, Book Adv.	9.00
Sept.	23	Schmitt Bros. & Walther Co., Prizes	10.00
Sept.	23	R. C. Jorgensen Co., Prizes	15.00
Sept.	23	Chippewa Cheese Corp., Stanley, Prizes	12.00
Sept.	23	Chippewa Cheese Corp., Shawano, Prizes	12.00
Sept.	23	Reisner & Kohn, Book Adv.	9.00
Oct.	8	Edlong Chemical Co., 1/2 Booth	15.00
Oct.	29	Mojonnier Bros. Co., Book Adv.	9.00
Oct.	29	Morton Salt Co. Book Ad. and Booth	39.00
Oct.	29	Wis. Dairy Laboratory, Book Ad.	9.00
Oct.	29	Winnebago Cheese Co., Book Ad.	9.00
Oct.	29	The Dairy Supply Co., Minn. Book Ad.	9.00

Oct. 29	The Cheese Reporter ½ Booth and Ad.	24.00
Oct. 29	Pauly & Pauly Cheese Co., Book Ad.	9.00
Oct. 29	C. A. Straubel Co., Book Ad.	17.50
Oct. 30	Stoelting Bros. Co., 2 Booths and Ad.	77.50
Oct. 30	Superior Metal Products, Book Ad.	9.00
Oct. 30	Johnston Tin Foil & Metal Co., Book Ad.	17.50
Oct. 30	Wis. Dairy Supply Co., Book Ad.	17.50
Oct. 31	A. & P. Tea Co., Book Ad.	17.50
Oct. 31	J. S. Hoffman Co., Book Ad.	9.00
Oct. 31	Ohio Salt Co., Booth and Book Ad.	39.00
Nov. 1	Armour Creameries, Book Ad.	9.00
Nov. 2	Midwest Cold Storage Co., Book Ad.	17.50
Nov. 2	Bingham & Risdon Co., 2 Booths	60.00
Nov. 2	Oconto Falls Cry. Co., Book Ad.	9.00
Nov. 4	Walter Voechting, Booth	30.00
Nov. 4	De Laval Separator Co., Booth and Book Ad.	77.50
Nov. 4	Ruggles & Rademaker, Book Ad.	9.00
Nov. 5	Schwartz Mfg. Co., Booth and Book Ad.	47.50
Nov. 5	Sprinkman Sons Corp., Booth	30.00
Nov. 5	Cherry-Burrell Corp., Book Ad.	17.50
Nov. 5	Chr. Hansen's Laboratory, Booth and Ad.	77.50
	Total Receipts	\$1106.90

Secretary's Donation & Program Fund continued.

DISBURSEMENTS

1935		
Feb. 14	Soo Line Ry. Co., Express	\$ 3.58
Feb. 15	M. M. Schaezel, Traveling Expense	38.46
Feb. 15	Volsbote Printery, Stationery	3.00
Feb. 15	C. J. Ebert, Traveling Expense	52.97
Mar. 5	W. G. Carlson, Postage	10.00
Mar. 7	Soo Line Ry. Co., Express	1.19
Mar. 16	F. J. Mader, 100 Post Cards	1.00
Apr. 12	H. Schultz Legislative Service	10.00
Apr. 26	F. J. Mader, 100 Post Cards	1.00
May 11	F. J. Mader, 100 Post Cards	1.00
May 24	F. J. Mader Mailing Permit	10.00
May 24	Soo Line Ry. Co., Telegrams	1.96
May 25	National Cheese Institute Cheese Week	17.50
June 11	Soo Line Ry. Co., Express	1.00
July 3	H. S. & C., Legislative Service	20.00
July 16	Soo Line Ry. Co., Telegrams	2.53
July 22	F. J. Mader, Mailing Insurance Letters	20.17
Aug. 24	F. J. Mader, 400 Post Cards	4.00
Aug. 28	F. J. Mader, 200 Post Cards	2.00
Sept. 4	F. J. Mader, Postage	1.00
Sept. 13	F. J. Mader, 100 Post Cards	1.00
Oct. 5	F. J. Mader, Postage	1.00
Oct. 10	F. J. Mader, W. C. P. A. Letters	20.14
Oct. 16	F. J. Mader, Postage	2.00
Oct. 25	F. J. Mader, Mailing Convention Books	42.00
Oct. 26	F. J. Mader, Postage	4.00
Oct. 26	Soo Line Ry. Co., Express on Books	7.93
Oct. 28	F. J. Mader, Postage	2.00
Oct. 29	F. J. Mader, Postage	1.00
Oct. 31	Favorite Printing Co., Stationery	22.75
Nov. 1	F. J. Mader, Postage	1.00
Nov. 4	F. J. Mader, Postage	1.00
Nov. 5	Fred Kuhn Telephone Co., Telephoning	27.00
Nov. 5	F. J. Mader, Post Cards & Postage	2.00
Nov. 9	Fond du Lac Postmaster, Postage	2.00
Nov. 9	Badger Printing Co., Convention Stationery	7.00
Nov. 9	Soo Line Ry. Co., Express	1.00

\$347.18

Total Receipts	\$1106.90
Total Disbursements	347.18

Balance in Treasury	\$ 759.72
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Audited by Steve Suidzinski
A. M. Johnson
M. M. Schaezel
John H. Peters, Nov. 12, 1935.

Financial statement of fund deposited in State Treasury to end of fiscal year July 1, 1935:

RECEIPTS

1935		
Feb. 9	From J. L. Sammis	\$2503.17

DISBURSEMENTS

1935		
Mar. 27	Greenwood Book Co., Record Book	\$ 3.72
Mar. 28	Gresham State Bank, Secretary's Bond	10.00
Apr. 10	Leader Publishing Co., Stationery	43.85
Apr. 25	Hobart Cabinet Co., Office Cabinet	8.90
May 27	Earl B. Whiting, Traveling Expense	136.89
June	Bureau of Purchases, Stationery	18.78
June	State Printing Division, 1934 Convention Reports	327.27
	Total	\$ 549.41
	Financial Statement continued to Nov. 12, 1935 Audit	

RECEIPTS

1935		
	Balance in Treasury	\$1953.76
Sept. 16	Leader Publishing Co., Refund of Overpayment	43.85
	Annual Allotment	600.00
	Total	\$2597.61

DISBURSEMENTS

1935		
July 29	M. M. Schaetzel, Traveling Expenses	\$ 13.87
July 29	Bureau of Purchases, Supplies	9.00
Aug. 1	L. E. Kopitzke, Traveling Expenses	151.20
Aug. 1	Leader Publishing Co., Stationery	43.85
Sept. 16	State Printing Division, Stationery	10.05
	Total	\$ 227.97
	Balance in Treasury Nov. 12, 1935	\$2369.64

Audited by Steve Suidzinski
 A. M. Johnson
 M. M. Schaetzel
 John H. Peters, Nov. 12, 1935.

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