The Annual Address.

By President John Luchsinger.

Members of the Southern Wisconsin Cheesemakers' Association:

We have met today in convention for the seventh time, it is most gratifying to note the interest with which this and all of our conventions have been received. We offer you a program of exercises which we feel sure will interest and profit you whether you are a farmer, cheesemaker or businessman. Our association evidently has become a permanent one, it has grown in importance and influence and has come to stay. There is no apology required for its existence, it has a place and fills a want which cannot be supplied by the State association, great and important as that is. There are some peculiarities in the production and handling of cheese in Southern Wisconsin different from those in other sections of the state and to satisfy these different conditions we continue as an organization, having for its sole object the improvement and advancement not only of the cheesemaker but of the dairyman and dealer also, for the three are indispensable each to the others. The year just closed has been one of the most prosperous in the history of cheese-making. A good steady yield of milk during the season has made possible a full average amount of cheese made. Favorable weather while curing had made that product of fine quality, and prices have been high and steady with good demand, so that all concerned have prospered. An exception however comes to mind, and I mention it to show the wisdom of making an inferior cheese in haste to supply an urgent demand. In the fall of 1905 the supply of Brick cheese seemed short, and dealers everywhere contracted at high prices for all that was in sight and for much not yet made. Quantity not quality seemed to be first considered. As a result factories continued making Brick cheese long after they should have been closed for the winter. Much of the cheese was made for immediate use, too soft for long keeping or storage. Then came an overstockage of the market with such cheese. More eager than they were to buy it, the dealers rushed it to every known market, it
clogged the demand and prices fell far below the purchase price, the market showed the inevitable condition of this badly made unsound cheese going begging at any price, while well made mature cheese of other varieties was in demand at high prices. A costly but very useful lesson was taught, which if kept in mind will in the end prove a profitable one. There was concerted but useless effort made to remedy the disaster by advising against making and buying new cheese in the early spring of this year, but such a course gave little or no relief, it could not improve the quality of the poorly made fall cheese or increase a demand for it. People simply will not consume poor cheese for the reason that it is cheap. They preferred new fresh cheese or old well made cheese at much higher prices. And what was also of injury, there was produced by such effort an impression that dealers were combining for their own profit against the farmers and the factorymen, an impression not well founded but none the less causing some resentment. There need not be and should not be any but the best feeling among all those who are so indispensable to each other, as the dealers and makers of cheese. As a united harmonious association we are a power to be reckoned with. We have proof of that in everything we have undertaken. Any reasonable request we make as an organization receives prompt attention. Railroads, legislatures, Congress even, listen and take notice when a well considered resolution comes from us, and our requests are granted if founded on good reason. Certainly no one of us no matter how strong his cause, can make himself felt and heard as all of us combined. I need not remind you that only since we are an association has our great Swiss and foreign cheese industry been fairly treated and recognized in our State Dairy school or obtained field instructors. Our industry has become more widely known in the seven years of our organization than in all the thirty preceding years of our industry in Wisconsin. We had but to show cause and make request, to set the rate commission of Wisconsin in motion to give us as just rates of freight as others have in like business. Our influence in every possible way for our good is as great as our importance deserves. Therefore let me urge
you to continue your support and adherence to this association, that as the industry you represent grows, so may your influence and strength grow with it. The State association is a great one and does a great work. Very many of us are also members of that and love to meet and act with it but our own association with interests, language and conditions peculiar to ourselves is nearest and dearest, as a brother is nearer than a cousin, therefore let us in the meetings of today and tomorrow give to each other the best that is in us that will tend to advance and improve the whole.

No one becomes poorer by making his fellow man wiser and better, and there is neither wisdom nor human feeling in the expression often heard, I have had to learn for many years before I knew how to make the good cheese for which I have a reputation. Why should I tell others how I make it? I say to all such if you can teach every cheesemaker to make as good cheese as yours you will do yourself as much good as those, for there is nothing more sure than the fact that every first rate cheese creates a demand for more and more, people never tire of it, but a bad cheese wipes out the relish for all cheese for weeks and months, it decreases the demand and lowers the price for you who make the good cheese as well as for those who are not so wise and skilled as you. There never will be danger of overproduction of good cheese even should there be many times more made than now. To distribute and spread about the knowledge of making the best cheese not occasionally but all the time is the greatest object of this association if we succeed in that, other good will follow. I am proud to say however, that the best, the broadest and most successful of our cheesemakers are members here present, who will give freely of their best knowledge to us in address and discussion. The narrow ones as usual keep away and find fault.

I need not repeat what your industry has done in enriching our lands, improving city and country, causing a growth of wealth which in turn goes to provide farms, homes, education and culture for your children and their children. It can be truly said that your skill and industry has made Southern Wisconsin one of the best and most prosperous
farming sections of the land. Let us continue as an association to grow in numbers and influence, let us in these meetings be active and helpful in all that tends to the improvement of our great industry, and each of us will feel at the close of this convention that it has done us good. No man can selfishly live for himself alone, and remain a helpful neighbor, a good citizen and a true friend.

JOHN LUCHSINGER.