OUR MOTTO: "UNION, ADVANCEMENT AND PROSPERITY."

S. J. STAUFFACHER, SECRETARY.

Having had occasion a few days ago to open the record book of the Southern Wisconsin Cheesemakers' Association, my eyes fell upon these words among her statutes: "Unser Wahlspruch sei Einigkeit, Fortschritt und Prosperitat." Translated into English it would read as follows: "Our Motto is Union, Advancement and Prosperity." It is on this motto I wish to briefly address you this afternoon. Union, advancement and prosperity, certainly, a motto of which any organization can justly feel proud. A motto which, if it were actually followed and carried out, would make our Association one of the grandest and most prosperous bodies in the world, and the cheese industry of Southern Wisconsin would spread and develop with unparalleled growth.

The first promoters of this organization had the right idea and theory when they framed the constitution on three such noble, energetic and inspiring factors as union, advancement and prosperity. Principles so closely related that if you have the first *union,* the other two must follow; likewise is it equally true that without the first *union,* the other two cannot be realized.

That old sigma and emblem of the Revolution of a snake

cut in thirteen pieces, bearing this inscription, "*Unite or die,*" was printed in every pamphlet, hung in every tavern, decorated every home, until it was viewed, read and assimilated into the very life of every man, woman and child who had reached an accountable age. From these united forces came that magnificent, unconquerable army of the Revolution who, under the leadership of that brave, heroic and dauntless soldier, Geo. Washington, went forth poor in the wealth of this world but rich in determination—poorer in warfare equipment—but richer in a definite knowledge that the thirteen colonies were *One* in the great cause, and that in "Union there is strength." For seven years they fought amid indescribable hardships, against an enemy of far greater strength numerically and financially, until in final triumph they gained their end—*Independence,* and gave to the world a lesson of the power of united strength which can never be forgotten.

Daniel Webster, that matchless orator, great mind, greater scholar, greatest lawyer America ever produced, said in one of his great and victorious arguments that "a house divided against itself cannot stand." Since the utterance of this statement it has been proven the truth many thousand times. The poet says:

"Truth crushed to earth will rise again,
The eternal years of God are hers.
But error wounded—writhes in pain
And dies amid her worshippers."

This is not poetical fancy or the expression of a day dreamer, but actual fact.

There is not one here this afternoon who will not add his testimony to the fact that a home where father pulls one way and mother the other way, can never be a home where contentment, happiness, thrift and prosperity can reign. Any business concern or institution where all, from the bell boy to the president, do not unite their efforts and work together, will never reach that high mark of prosperity which

it would have attained had there been a union of effort. The cheese industry of Southern Wisconsin will never flourish as it should until there is a perfect union of producer, maker and buyer.

Our motto leads with that electric-magnetic word Union. Union why? Union to bring all together at least once a year, for the purpose of interchanging thought, discussing our failures and relating the success we had in the work, for the purpose of gaining new ideas and new inspiration so that we may go back to our various fields of labor with a greater determination to do more for the great cause. Today, more than ever before in the history of the great industry, has science become one of the leading factors in the manufacture of cheese. Twenty years ago, yea even ten, it was the self-educated, experienced cheesemaker who was looked upon with wonder and reverenced with awe as he proclaimed what he had done. He indeed was a wonder. A man never to be lost sight of then as well as now. Today he is not only walloped but swallowed up by science. The thermometer, the acidimeter and lactometer—the use of these instruments by trained and educated men is what is building up the cheese industry of the United States and putting it on a higher plane.

Twenty years ago the farmer turned his cows to the straw pile and corn field to take care of themselves. He cut his grain with the old dropper, plowed his corn with a one-shovel plow, pitched his hay on stacks or in sheds for he had no barn, and up to recent years planted his corn in a field—cornfield once, cornfield always. Today the farmer who would succeed and keep step with the scientific advancement of the age must read, study, think, interchange thought and unite with his neighbor and co-laborer in the endeavor to solve the great problems of the present day and age.

Problems which the farmers thirty years ago never dreamed of, such as the large barn equipped sanitarily and

with all modern improvements—shredders, milking machines, alfalfa, interchange of crops, best dairy cow, keeping of twenty cows where a decade ago only ten were kept, and a host of other questions equally important. It is questions of this nature which should interest the farmer to such a degree that he would be willing, yea anxious, to unite with his fellow farmers and workers in the dairy line to discuss these questions which would bring forth not only thirty or sixty but a hundred fold as much as he put into it now and in time to come.

The cheesemakers ought to unite and raise their standard. Today we have too many poor cheesemakers who will work for any price simply that they may get a place. At the time of the year when cheesemakers are hired, this is the course too often pursued. Certain cheesemakers will go and offer to work for a stated price, others will come and cut this price, still others will follow and make another price so that often farmers at a cheese meeting do not hire cheesemakers but give the place to the lowest bidder and the result is they get a poor maker at starvation wages who cannot but make a poor product. This cheese is bought by the dealers at a fair price and put on the market with these returns. The buyer will kick, cull or reject the cheese and the Southern Wisconsin cheese industry will receive another black ball. Her reputation will be injured and her fair name for fine full cream cheese depreciated. A few more years of this haphazard shipping of this poor cheese from poor cheesemakers will rob us of our reputation and fair name as being the center of the cheese industry.

The northern and central part of our own state and other states are striving mightily to wrench this name from us. We, as maker, producer and shipper, ought to unite, stand by each other and fight to a successful issue any and all causes which has a tendency to undermine our reputation and injure our great industry. If we do not get together,

mark my words, it will only be a question of time when we will no longer be the great cheese center of the United States.

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The great Agricultural College of our state, with her excellent faculty, can work and die in our behalf. Our instructor, Peter Zumkehr, can roam this country over, year after year, unless we follow their instructions—unite and take hold from farmer to shipper, we will not advance as we should. We are all one—the farmer, maker and shipper—our interests cannot be divided. You cannot separate the farmer from the maker, the maker from the shipper, or the shipper from the farmer without injury to all. The great dairy industry, our interest, cannot be divided. The philosophy of a united front is evident. But some people are so very conservative and so awfully slow to understand.

It is said that in Indiana there is a county where the people do not know that George Washington is dead. In this same county they never punished a crime except on one occasion—that was for horse stealing. The man was caught, prosecuted, found guilty and sentenced ten days to jail. The county having no jail keeper, asked the prisoner to keep the jail. This he did. He would stay there nights, in the morning he would lock the door and remain out until night. After he had served his time and was again free he put in a bill for services as jail keeper. Whether he was paid I do not know. These poor Hoosiers did not know any better, but with us it is different. We see, understand and acknowledge that we ought to act but fail to do so.

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I am talking too long, but before I close I wish to mention a few problems which we must solve if our great industry is to succeed. There should be a united front against the present tendency of breaking up the large factory. Factories are a good thing, but where there are two

factories where there should only be one, the result is detrimental. In such a case a good maker cannot be secured since the wages are to meager. The only available man is a cheap man who will work for a song simply to get a place. Many first class cheesemakers leave the field simply because they were allowed to be crowded out by these deplorable conditions. What we must do is work to hold the good man.

Another problem that confronts us is the changing of the cheese shanty to the modern cheese factory with an adequate curing room, dwelling room and cellar. Although much in this line has been accomplished through the untiring efforts of our cheese and dairy inspectors, still there is much more to do.

Again we should unite in the agitation of a course whereby all machinery and cheese implements should be owned by the farmers. This is the only way in which the factories of Southern Wisconsin or any other section of the country will have good tools and modern improvements, for by tearing up the improvements and tools with every change of maker will never bring this about.

Another problem which should receive our earnest attention is the buying of cheese over shelf. This is the *great* evil of our industry. It is a loss to the shipper, injustice to the farmer and a rank crime to the maker. By this method skill, care and intelligence on the part of the maker is put at par with ignorance, carelessness and indifference. He who labors faithfully has A No. 1 class of goods, receives no more than he who has a poorer grade. Cheese should at least always be bought with two grades.

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Pooling of milk, feeding to produce milk, hauling of milk but once a day to the factory, stimulating the market on cheese and a great many more grave problems confront us which must be solved. These unsolved problems cost South-

ern Wisconsin several thousand dollars annually. It is these problems that we, as an Association, must grapple with the coming years. Self-preservation and self-interest demand that we unite.

The possibilities of our industry are unbounded, but to reach that point which will attribute to the dairy industry of Southern Wisconsin the force and power it should attain, we, the producer, maker and dealer, must unite and in harmony and common interest work for the great cause. Then and only then will the dairy industry receive new life and our motto, Union, Advancement and Prosperity, be no longer a theory but a grand fact.