PRESIDENT’S ANNUAL ADDRESS.

By S. J. Stauffacher.

We have assembled here today in convention for the fourteenth time. If the program of the morning session and the large number gathered here this afternoon is an indication what we can expect from this gathering, it will be one of the best conventions ever held by this association. Ever since the organization of this association March 3, 1900, it has gradually grown in numbers, interest and usefulness until today its influence is not only county or state but nation wide. Every year—from the north and the south—from the far west and the east kindred organizations and interested parties have written us for information and assistance in various lines. But eliminating all the help and information we have given our more distant friends—our greatest field of usefulness has always been in southern Wisconsin, the great dairy section of the state and the greatest Swiss cheese center in the Union. With about 500 factories located in southern Wisconsin—several thousand happy, successful and prosperous dairymen living here and thousands of dollars invested here, it behooves us, man for man in every walk of life to stand together and put forth our very best effort to develop to its fullest extent that which we have already so successfully started and carried on.

The Southern Wisconsin Cheesemakers’ and Dairymen’s Association has always been the forerunner that clearly pointed out the very best way to follow along definite dairy and agricultural lines. It has acted the part of the teacher that faced the difficult problems and solved them. Every year some of the most experienced, aggressive and successful dairymen and cheesemakers of the Union are brought here to enlighten and assist us in solving our particular problems. Take from your shelves the
annual proceedings of former conventions—read over the topics discussed and you will find every real, live, important subject—every difficult perplexing dairy or agricultural problem thoroughly considered by men who are not mere theorists but practical men of national repute. Men who through actual experience and success know what they are talking about. No man can attend these conventions and not go away a more practical and successful farmer or cheesemaker. He may not be able to go home and give the correct balanced ratio of a daily feed for a dairy cow or the details for the manufacture of a fine open Swiss cheese. But what he will receive is a new impetus, new inspiration and a greater enthusiasm for the line of work he pursues. Every farmer, cheesemaker and cheesedealer of southern Wisconsin should attend these conventions—it is money in his pocket.

True, not every problem presented here, has been solved, nor very great forward movement advocated by friends and members of the association accepted. But such has been the history of all great forward movements, discoveries and experiments the world over. In this respect we are all Missourians and reply "Show me."

Take for instance the currency reform bill passed at the last extra session of congress. One of the greatest needs that faced this country the last quarter of a century. Yet for years statesmen, bankers, capitalists and men in every walk of life vigorously fought every forward movement of this kind. While on the other hand other statesmen and men of different vocations with equal vigor fought for a change from the old currency system that had been in effect since the days of Hamilton. These men were coming men in a growing country—neither opposition or prejudice, intrigue or defeat at the hands of a powerful, selfish opposing organization who did not have at heart or care for the future interests and welfare of the great common people cause them to give up. They everlastingly kept up the agitation wherever and whenever the opportunity presented itself. And finally after a long and well fought battle it was the rare privilege
of the Honorable Woodrow Wilson, twenty-eighth president of these United States to sign such a bill.

I was indeed very sorry to hear on my return from a business trip that the Green County Board of Supervisors at its last session had found it necessary to vote down Supervisor Deiningher's resolution for a dairy and agricultural school for Green county. Such a school would be the greatest stimulus we could possibly bring to our people for up-to-date, progressive and successful dairying, farming and cheesemaking. It would do more to hold our boys and girls on the farm than anything I know of. It surely could not have been the cost of such an institution that prompted the postponement. For facts and figures, testimonials and personal experiences of similar institutions elsewhere prove without a doubt that these schools more than pay for their maintenance. Our delay in this matter is not a saving for the county as some people would have you believe, but rather a loss. But my friends, I have not lost faith that the day will come and that not in the far future when the aggressive dairymen and friends of the county will demand the establishment of such an institution or the engagement of an experienced dairy representative who shall devote his entire time to the development of our dairy and agricultural interests. It required a decade and more before the people of this state and the Union could impress upon the great political organizations of this country that it would be better and more conducive for good government to elect our representatives and senators direct by the people than let a number of selected representatives give the final decision. For years bright, intelligent, progressive men pleaded with these chosen representatives and worked to have these measures passed, but of no avail. Years passed. Young progressive representatives were chosen and a new order of things took place. And today you and I and the people of this great country are enjoying the prosperity and blessings of their actions. The wheels of progress may be retarded temporarily, but they never can be stopped in the presence of a free thinking people.
Green county will yet awake and give her boys and girls, her richest, most substantial asset a chance to make the most of themselves and thereby bring not only greater happiness to themselves but all future generations and larger prosperity to the county. Many friends of such a school have expressed their regret in the delay in the establishment of such an institution—to those who are here I would say do not become discouraged—push on—victory is sure.

One of the greatest reforms needed in the cheese industry today, is in the method of buying and selling cheese. The old practice of buying the cheese off-shelf, regardless of quality is doing more harm in checking the development and progress of our industry than anything that I know of. The parties primarily at fault in the matter, are not the cheesemakers, as some would try to indicate, but the cheese dealers and farmers. Until these two parties get together and take some definite stand and buy the cheese for what it is worth according to grade, our industry will never flourish as it should. Let the farmers and cheesemakers do the right thing—buy every factory’s make at what it is worth according to quality and grade and the cheesemakers will fall into line and endeavor to manufacture only A No. 1 quality.

One of the pressing needs of the cheese industry today is a better educated and trained class of cheesemakers. Every year about 28,000,000 pounds of cheese and thousands of pounds of butter are manufactured in southern Wisconsin within the jurisdiction of our association. The loss estimated on account of a poorly manufactured article is from one-half to one cent per pound. Take the minimum estimate of one-half cent per pound on 28,000,000 pounds of cheese and you have $140,000, a conservative estimated loss sustained annually by the milk patrons delivering milk to the factories of southern Wisconsin. We have a goodly number of educated experienced and successful cheesemakers who thoroughly understand the manufacture and curing of cheese. It is this class of cheesemakers whom you will find attending conventions
of this kind, reading over dairy and agricultural papers and are abreast of the progress of their vocation. But on the other hand, we still have too many unskilled, untrained, careless, indifferent men who have never mastered the art of cheesemaking, consequently they cannot help but manufacture an inferior article. This not only causes a great loss to the milk patrons but a greater loss to the industry in ruining the market by flooding same with an inferior article. Nothing will so quickly kill a market as a poor grade of cheese. Every cheesemaker should understand milk thoroughly, be familiar and know how to operate the Babcock test, the Wisconsin curd test, the Hart casein test, the sediment test and know how to make a uniform starter from day to day. Any lower standard than this is sure to prove fatal. To the maker who is unable to measure up to this standard I would suggest that he, for his personal benefit and success and the good of the great industry, endeavor as soon as possible to complete some good dairy course. To this end I would recommend our Dairy School at Madison.

With the recent tariff revision of 20% on imported cheese it is necessary that we cooperate in order that we may hold our ground in the markets of this country. The past season imported Swiss was delivered practically at the very door of our industry, Chicago at the following figures: 21½, 18, 15¾, according to grade. Bavarian limburger was delivered at 14, 14½ at New Orleans right at a time when the dealers of southern Wisconsin were paying 13, 13½ at the factory. Take your pencils and figure for yourself. A hundred pounds of imported limburg at 14c would be $14. A hundred pounds of Wisconsin Limburg at 13½c would amount to $13.50. Add to this 10c per cwt. freight, discount 14c, brokerage ¼c per cwt., 25c total $13.99 leaving the enormous profit of 1c per hundred pounds for interest on investment, insurance on stock, bad accounts, office help, and handling of goods. What does this signify? It simply means that we must stand together and work for a better article or our cheese will be forced off the market or sold at a lower
Barns and Silo on farm of South Bros. and Davis, Monroe, Wis.
price which we are compelled to do today. Therefore as on former occasions I would again plead that we all co-operate and endeavor to build up a standard A 1 quality. It is absolutely the only thing that will preserve our Siwss and limburg industry from the inroads of the imported cheese. Inroads unless checked will ultimately be the downfall of our great industry.

Another thing that we as an association should keep our eyes open on is the legislative regulations that is being placed on our industry by our state and national governments. Perhaps one of the most impracticable useless and unjust laws recently passed to go into effect Sept. 4 is the Net Weight law.

**LAW NO. 419.**

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That section eight of an Act entitled "An act for preventing the manufacture, sale, or transportation of adulterated or misbranded or poisonous or deleterious foods, drugs, medicines, and liquors, and for regulating traffic therein, and for other purposes," approved June thirtieth, nineteen hundred and six, be, and the same is hereby, amended by striking out the words "Third. If in package form, and the contents are stated in terms of weight or measure, they are not plainly and correctly stated on the outside of the package," and inserting in lieu thereof the following:

"Third. If in package form the quantity of the contents be not plainly and conspicuously marked on the outside of the package in terms of weight, measure, or numerical count: Provided, however, That reasonable variations shall be permitted, and tolerances and also exemptions as to small packages shall be established by rules and regulations made in accordance with the provisions of Section three of this Act.

Sec. 2. That this Act shall take effect and be in force from and after its passage, Provided, however, That no penalty of fine, imprisonment, or confiscation shall be en-
forced for any violation of its provisions as to domestic products prepared or foreign products imported prior to eighteen months after its passage.

Approved March 3, 1913.

From this you will see that it is expected that every cheese be weighed separately at the factory and the net weight marked on each package. To do this in our limburg factories will necessitate the employing of additional help which will naturally cause added cost to the product manufactured, without rendering an adequate benefit in return. Weigh the small limburg known as the Ramadour cheese and you will get all kinds of figures, such as 15½, 16½, 16½, 15¾ ounces, etc., as it is practically impossible to get cakes all weighing alike. Again, the shrinkage varies with the grade of the limburg and the condition under which it is stored, so that when it ultimately reaches the consumer the original marked weight will be incorrect in the majority of instances. Yes, but someone says, there will be an allowance for shrinkage. True, but there cannot be any accurate test because of the conditions already mentioned. It seems to me that in the passage of this law our representatives were not properly informed regarding the impracticability and added cost such an act would have upon the cheese industry without any adequate returns. I would suggest that at this time a petition be circulated and signed by the dairymen, cheesemakers and cheese dealers of southern Wisconsin, stating the unreasonableness and injustice of the act and praying that this law be repealed or at least amended so that it may come within practical bounds of economy and improvement of the cheese industry.

Another bill that should receive attention by this association is the Buchanan Bill introduced Dec. 5, by Representative Buchanan of Texas. The object of this bill is to repeal the 10c tax on colored oleomargarine and ¾c per pound on the uncolored as a means of reducing cost of living. The cry reduce cost of living is the mantle under which many interests have paraded the past year. The prime movers of this bill is not the great rank and file
of the common people but the cotton seed producers. What the passage of that bill would mean to the dairy farmers and dairy interests needs no explanation or argument. In this case as in the net weight law I would recommend that some action be taken by this association to get in communication with our representatives at Washington and request them to do all in their power to defeat the passage of this bill.

Another bill to which I wish to draw your attention is the Lever Extension bill which recently passed the Senate and is now before the House of Representatives for consideration. The intent of this bill is to teach the farmers on their own farms by directly assisting them to increase their crops and dairy products. Not any money appropriated by this bill is to be used for teaching at the agricultural colleges or for construction of buildings but is to be spent for agricultural education and demonstration work direct with the people on the farms. Seventy-five per cent of the money must be used for actual field demonstration, five per cent may be used for printing and publication and twenty per cent for instruction in household economics or for further field demonstration. This is a good bill and this association should take definite steps to get our representatives to use their influence to have this bill passed. Each one of these bills will have a direct bearing upon the development of the great dairy and agricultural interests of the state and we, the residents and voters of this great commonwealth, should do our utmost to prevent the passage of any act that would have a tendency to undermine our interests and belittle the fair fame which we have won as the leading dairy state of the Union.

In conclusion I would say, the future of Wisconsin truly depends upon the development of her dairy and agricultural interests. May we not in our zeal for a better dairy cow, finer cheese and richer acres forget that these without the guiding hand of a bright, intelligent, educated constituency who will be deeply interested in their work cannot endure. Therefore let us not forget that to
insure the future of Wisconsin rightly we must first secure the training and education of our boys and girls—the men and women of tomorrow—upon whose shoulders will fall the burden of the next great forward stride of our great commonwealth, Wisconsin.