tions almost as though they were the Bible and here are samples of what we mean. We showed “Increase Your Sales”, here is “Cheese points of sale” — how people could build up trade of cheese and beer. We also featured newspaper advertisements, “Cheese and Miller High Life”, featuring different ways that cheese is and can be used at this time of the year.

It is impossible to demonstrate television or radio advertising but we would like to show you that we also carried on this relationship to our radio and T. V. audiences.

I might add that the people we used this program with, whether they are chain or local stores, they have all been very well pleased with this material. They have demonstrated their willingness to cooperate and as I stated at the beginning of this message we intend to incorporate cheese as part of all our future promotion.

I wish to thank you for this opportunity you have given us to listen to our presentation.

PRESIDENT PETERS: Thank you, Miller Brewing Company, I know we as cheese makers appreciate anything done by anyone for the promotion of cheese. The next speaker is a man perhaps many of you have never met but you have all perhaps read of him — he is editor and publisher of the Capital Times at Madison.

WILLIAM T. EVJUE: Members of the Wisconsin Cheese Makers’ Association and Ladies and Gentlemen: I am not competent of course to discuss the technical problems pertaining to the cheese industry and even to the Wisconsin Farmers but whenever I have opportunity to face an assembly like this I always revert to one subject, — the assaults that are being made on freedom over the world today. Freedom is a great heritage of the American citizen and it is a great heritage of the Wisconsin Cheese Maker and the Wisconsin Farmer. I take the position day in and day out that the greatest question affecting the American citizen today is the challenge to his freedom. If we lose our freedom then nothing else matters. May I say that I speak out of an experience of 50 years in the field of journalism in this state and 25 years in radio. May I also say that I was born in Wisconsin 72 years ago and that I have seen the assaults that have been made on freedom from decade to decade during a lifetime in this state.
More than 40 years ago the class of 1910 at the University of Wisconsin left this declaration on a bronze plaque on the campus as its memorial:

"Whatever may be the limitations which trammel inquiry elsewhere, we believe that the great state University of Wisconsin should ever encourage that continual and fearless sifting and winnowing by which alone the truth can be found."

This reflected the spirit which prevailed 40 years ago when Wisconsin was being heralded over the world as an ideal commonwealth.

Judge Learned Hand, one of America’s greatest jurists, sounded this warning recently:

"I believe that the community is already in process of dissolution where each man begins to eye his neighbor as a possible enemy, where non-conformity with the accepted creed is a mark of disaffection; where denunciation, without specification, takes the place of evidence, where orthodoxy chokes freedom of dissent; where faith in the eventual supremacy of reason has become so timid that we dare not enter our convictions in the open lists to win or lose."

This statement by Judge Hand reflects the spirit which prevails today and shows the change that has come since the bronze plaque was enshrined of my and perhaps your Alma Mater in 1910.

Ours is a representative form of government. Obviously, representative government cannot function properly if the people do not get the facts on which to base an intelligent public opinion. As a newspaperman of a half century, I am disturbed over the way in which the mass media of communications on which the people must depend for facts and information — the press, movies, radio and television — have been used to produce the climate of fear and hysteria which has enveloped the people of our country in recent years and which has reduced our people to a level of conformity and dumb acquiesence.

The press, I am sorry to say, bears a large share of the responsibility for building up and glorifying the political demagogues in our country that has prevailed in the last four years. We have had these demagogues throughout history and during the last 60 years I have heard the succession of scare words which they have used to silence and frighten people into conformity,
and to deny them the right as an American citizen to have their say.

Back in the early nineties, a political conflagration called "Populism" started out on the western prairies when the Kansas and Nebraska wheat farmers felt that they were not getting a fair price for their wheat. It is the same kind of interest that you men and women in the cheese industry are concerned about today. "Populism" spread out over the country and a Populist candidate for mayor was elected in the lumberjack town of Merrill where I was born. He had supported the sawmill workers who went on strike because they were compelled to work 11 hours a day, six days a week. The mill owners said that Merrill would become a ghost town if Merrill yielded to the strikers and to "Populism." They asked for a ten hour work day and 11 hours pay, they asked for only a cut of one hour and 11 hours pay and they won this modest demand. Merrill did not become a ghost town, and frequently people on their way to the northern Wisconsin resort area tell me what a lovely little town my old home town is, but Populism was the scare word when I was a ten year old boy, up in that lumberjack town.

In 1912, I sat on the stage at the Republican National Convention held in Chicago in the old Coliseum as an honorary reading clerk. It was one of the prerequisites allowed to the delegation that was in control of the representative party at that time, they always had these prerequisites — the page was appointed a reading clerk, an usher a sergeant-at-arms, etc. When the Wisconsin delegation presented its platform of principles, I heard Senator Hopkins of Illinois, chairman of the Committee on Resolutions, contemptuously move the rejection of the Wisconsin platform on the ground that it was rank socialism. This in spite of the fact that within twenty years, 24 of 26 proposals advocated in the Wisconsin platform had been adopted into law and had become good Republican and Democratic doctrine, so you see how often the so-branded Socialism of today becomes good doctrine tomorrow. One of the proposals that was booted and hissed at the 1912 Republican National Convention the loudest was a plank of the Wisconsin platform giving women the right to vote.

"Socialism" was the scare word in 1912.

In 1917 this same scare word technique was used in an attempt to destroy the movement reared in Wisconsin by the elder La Follette. He had voted against the war on Germany.
La Follette and his supporters were branded as pro-German, disloyal and traitors. The barns of farmers with German names were painted yellow. The newspaper in which I started was the victim of boycott and destruction. Prominent citizens were arrested because it was charged that utterances they had made were in violation of the espionage act. On a morning in Madison I saw an official of the United States Court coming to arrest old Crosley Napfs, an old time Democrat, and his wife — a respected couple of the community, who were living in a house that became the first executive mansion in the State of Wisconsin. They were branded for making remarks they could not help. He was taken into Court because in the heat and passion of the day he was charged with making some statement that they maintained was in violation of the Espionage Act.

One of the worst cases that came to my attention appeared in Evansville where an old couple was dragged out of their home at night, put in a circus cage wagon (Evansville was an old circus town) and were hauled to the heart of the Evansville district where they were hooted at and yelled at by a mob seized with the spirit of hysteria of the times. They were an old Quaker couple and they had been asked to buy liberty bonds and they said their religion would not permit them to support War in any way.

"Pro-Germanism" was the scare word in 1917.

In 1928, the newspaper with which I am associated decided to support Governor Smith of New York for president because of the fine record on social welfare legislation made during the years that Alfred E. Smith was governor and we felt he was entitled to our support. Our support of Governor Smith 1928 cost us the loss of 1500 subscribers to our paper because they disagreed with us because "Romanism" was the scare word in 1928.

Today Communism is the scare word that is being used in the same way as the others have been used to put the label of conformity and silence on the American people. It has brought the fear and hysteria in which the American people have been enveloped in recent years. I have seen these scare words come and go for the past 60 years, and I think we now see signs that the people are beginning to emerge from the mood of fear and hysteria in which they have been for the past four years and are again returning, as they always have, to the moorings of sanity and reason.
It is deplorable that in a national crisis and it always seems
to happen in every national crisis that fear and hysteria so often
take the place of sanity and reason. Under these conditions
millions of the people become slaves of slogans, labels and scare
words. We don't settle our differences in the forum of common
sense. We have one all-inclusive answer to the voice of dissent,
the non-conformist, the trail blazer and the breaker of new
ground: “You are a Communist.”

The deplorable situation today is that millions of people
do not understand the underlying causes that have brought the
great social upheaval in the world today that are largely re-
sponsible for the progress of Communism over the face of the
earth. For the past 50 years the spirit of revolt has been grow-
ing among more than one billion people on the face of this earth
who are no longer willing to accept the idea that powers above
have ordained that they were forever to be the victims of hunger,
disease, landlordism and colonialism—that they were always to be
subject peoples.

In 1917 the ignorant and wretched masses in Russia revolted
against a decadent czarist nobility that for centuries had kept
them in poverty and hunger. Then came the revolution in
China and for the very same reason. How do you explain the
millions of Communists in Italy, the world capital of the church
that has been taking an outstanding lead in fighting commun-
ism? The answer is the hunger and poverty among the peas-
ants in that country. We have been told that the recent trouble
in Guatemala was stirred up by Communists. We aren't told
that the revolutions begun ten years ago and that it was caused
by the hunger, the poverty and the fact that the riches and the
resources of the country were being taken over by foreign ex-
ploration. Eighty per cent of the people in Guatemala live on
the level of peonage. You can trace Communism across the face
of the earth and you will find that it has made progress where
it has made allies of hunger, poverty, landlordism and exploita-
tion. That carries a lesson to us that the best measure for us
is not in trying to put a few communists in jail, trying to arrest
people and hauling them before a Congressional Investigating
Committee, the best insurance against Communism is the Amer-
ican family in this country that is well housed and well fed,—
families that will have access to good surpluses that have been
piled up and the tragic fact is that our foreign diplomacy is
losing out over the world because we have been outsmarted
by the Kremlin in dealing with this world revolution. The Com-
munists always seem to get on the side of the people. We always seem to be shoring-up decadant dynasties in Russia, finally Italy, everywhere else, corrupt war lords and the exploiting interests largely responsible for the revolution that is taking place all over the world.

In Russia, the Communists told the peasants: “Come with us, we will give you bread and land.” They had no knowledge what communism was, they only knew they were hungry and in poverty and they felt, “We will take a chance, we have nothing to lose.” Do you remember that we, the American National, following that revolution, tried to restore such czarist generals as Denikin and Kolchak? Do you remember the Archangel expedition which cost the lives of many American boys? In China we took the side of Kai-shek and his corrupt war lords. Right on our own hemisphere there is a growing feeling of revolt in Guatemala, Brazil, Chile and other countries.

So I say that Communism has been gaining ground over the face of the earth because it identifies itself with the masses in revolt against hunger, poverty, landlordism, colonialism and exploitation. The Communists promise bread and land to the hungry and starving people who grasp at anything. The trouble is of course that they only go from one tyranny to another, from one slavery to another. What a great role the United States could play in the world today if it could get on the side of the people, starving and hungry people instead of getting on the side of powerful interests that are exploiting the people.

Here is something to think about, that on one side of the world there are billions of human beings who are hungry and in poverty and on the other side of this earth there are these giant surpluses that have been piling up in warehouses and that are not used. We are in a world today that needs some fixing and we are all too frequently diverted by hysteria and fear that are prevalent today from the underlying causes in this great social upheaval that is over the world today, and I repeat the best insurance against Communism is an American family that is well sheltered and well fed. It is not easy to preserve freedom when people are condemned to hunger and poverty. Thank you.

PRESIDENT PETERS: Thank you, Mr. Evjue, for a very inspiring talk. Here is one speaker that you have all heard before — Mr. Don McDowell, director of the Wisconsin Department of Agriculture.