row starts at 1:30. We have provided no morning session because in the past they have been very poorly attended and we will crowd everything in the one afternoon. It will be a crowded session so be there on time. No presiding officer likes to rap the gavel when there are only a few people in the house. The meeting tomorrow will be held right across the street at the Grand Theatre at 1:30.

I want to thank this group here for their attention this afternoon. You have been a very attentive and appreciative audience and it has been a pleasure to preside.

Note: In the evening, members and their wives (600) were entertained at the Eagles Club House, where a fine program of entertainment was given, — followed by a buffet supper, through the courtesy of the Oshkosh Chamber of Commerce, and was personally served by Oshkosh businessmen. This gesture by the men of Oshkosh furnished conclusive proof of the sincerity of the Mayor's address of welcome on behalf of the people of Oshkosh.

WISCONSIN CHEESE MAKERS' ASSOCIATION

63rd ANNUAL MEETING

WEDNESDAY, OCTOBER 27, 1954

GRAND THEATRE

Oshkosh, Wisconsin

1:30 P. M.

Meeting called to order by President Edgar E. Peters.

Invocation by the Reverend James A. Daum.

PRESIDENT PETERS: If I seem to be rushing this it is because we are late getting started. We have a full program and I don't want to keep you here too late this afternoon.

The first address listed on your program is by Sheldon Wilcox but I will have to make a slight change at the start. You who have read the papers know that Gordon Reuhl left this state and has gone to California and in his place Martin Framberger will say a few words.

MARTIN FRAMBERGER: Friends, I am glad to have the chance to be among the list of the fine names on the program this
afternoon and I can take as much time as I like, but on the other hand these other men will have some things to say that will be probably more to the point than I am prepared to say right now. I think you all realize that we are all interested, and the American Dairy Association is a part of it, in the business of dairy promotion. I am happy, however, also to be with this group and renew old acquaintances — I have made a lot of friends — and hope to be in a position in the coming months and coming years to become much more active to carry out your interests and that of the dairy farmer. The American Dairy Association and the Dairy Farmer that now make up this organization have probably taken its greatest step forward in this past year. You are aware of the fact that we have gone into, and very successfully in the acceptance of, a twelve-month program. I am not going to have time to go into all the details as to what this means and what it represents in terms of what we can do to get greater use of dairy products. One of the things you will be hearing about day and night, and this represents a milestone, this evening at 6:30 to 7:30, because the Dairy Farmers have accepted a twelve-month A.D.A. program, you will be seeing one of the most outstanding T. V. shows, which is designed to appeal to older people and younger people. It is a Walt Disney production for one hour and it will be on this evening for the first time. Just the fact that we have this show that will start tonight is not of any importance but what is significant to us is the fact that we are going to be reaching thirty million consumers every week because we have this show. We plan to get in the homes of thirty million people and show to them and tell them what we can offer to them, which surely will build up a tremendous interest and desire in the products we are offering. As you are watching this show I hope you have this feeling of pride that you in some way have helped, along with thousands of other people, to make this show.

We have in the coming year many things coming up. We will continue with our regular programs, regular T. V. shows and Radio shows, advertising in magazines and newspapers, as well as a tremendously stepped-up merchandising program with the Dairy Farmer and the dairy industry working together in the big league. As these various plans throughout the year unfold I would like to have you think of your first contact with the American Dairy Association. It might have been five, ten or fifteen years ago when you first heard the name of American Dairy Association mentioned. Thinking back to that time re-
garding the status of the organization and as to how far it has
gone, you can more or less feel that it has been tremendously
strengthened and that this has come about because it is some-
thing badly needed and badly wanted. We have plans to bring
down all these large national programs to our own local level
and we have made intensive plans to get the word back to the
dairy farmer, a man who knows how his money is being in-
vested. We hope to do a better job in all things than we have
done before. There are thirteen district meetings in the state
of Wisconsin and next week we will start on that to get infor-
mation to the dairy farmer as to what is happening and make
him feel he is a part of it for without his support there could
be no program of this kind. We hope to convince all the peo-
ple in the dairy business, — in cheese, butter, milk, etc., that
this is their program and without them it could not succeed.
We are meeting in their groups and expect to continue the plans
we have in Wisconsin to bring home a little bit closer the Na-
tional programs to the retail grocers and these are being de-
veloped now. We hope to co-operate with various groups such
as Wisconsin Department of Agriculture tying together a great
many things, and one of the first moves in this line has been
the recent development of the new merchandising department
in our A.D.A. state organization, of which Mr. Sheldon Wilcox
is the head, and I would like to call on Sheldon so that he can
point out to you the significance of these plans along this line
and the way these promotions can help you in this business.

PRESIDENT PETERS: Thank you, Mr. Framberger. Some-
thing has happened to the projector so we will dispense with
this part of the program at this time and we are going on to the
next speaker, who is Dr. Sprague of the Western Condensing
Company.

GORDON SPRAGUE: Events have moved rapidly in the
whey industry. In 1954 the United States Department of Agri-
culture dumped some 570 million pounds of skimmilk powder
in markets usually used by processors of whey.

You are the whey producers. In the overall program of
whey utilization the whey processors have been your partners.
Some of you are processors. Now we have another partner, the
United States Department of Agriculture. There is an inventory
of more than 60 million pounds of processed whey on which the
Department has a non recourse loan. Soon the Department will
own the whey. By this device the Department has now become
our third partner.