history produced enough cheese for its own use. They did not have to import any. The South has always been a good market for our cheese.

Mr. Peters touched on the matter of checks — please send in your checks promptly because when you are collecting money you are unable to do something else. Send in your checks and you will have your record because it is deductible for income tax purposes, the same as regular business expenses. When the members send in their checks promptly it leaves more time for the officers to take care of legislation. Don’t think all bills affect you adversely for there are some that will affect you favorably. We want to take care of your interests in the legislature, more than we have in the past.

On the matter of whey flavor you know that if butter contains a whey flavor it is scored down. Your president in the very near future is appointing a committee from this Association to study the problem of minimum standards for cream quality—that would include whey cream. You can discuss other factors involved in the cream and cheese industry from now until tomorrow morning. We invite you to bring your problems to us. Some of these problems may be confidential or semi-confidential for they sometimes involve confidential business problems and you can be assured that they will be treated confidentially; just as though you had contacted your doctor or your attorney and we will always try to handle those matters on that basis. You would be surprised if you came into the office, at the number of calls that come in from our seven hundred members. As of the twelve month period ending July 1st this year, forty-three factories closed in Wisconsin. What will happen in the next twelve months we don’t know. We believe that the cheese factories and dairy industry needs representation from every section of the state and representation for every type of cheese in the industry. We will build on that basis, so that when we take a step it will be a step forward. That will conclude my remarks.

PRESIDENT PETERS: According to the program, Mr. Mulloy, your field manager, will speak. You have heard him talk before and you know that you have a good talk coming.

H. P. MULLOY: Mr. President, Ladies and Gentlemen: First I would like to make a few comments on the cheese scoring contest which is a big part of our convention and it is a program that I have had the pleasure of being in charge of for four-
teen years. The quality of the cheese which was exhibited at
the show this year is excellent in all classes with the possible
exception of Class No. 2. If you will look at the score sheets
you will find a higher percentage of cheese in Class No. 2 scored
down to 93, 94 and 95 than in any other classes.

I tried to figure out the reasons for that. That cheese is
made this year between January 1st and July 1st and when
you get your grading slips from the grader and see the criti-
cism on it — the reason why the cheese was scored down you will
find that undoubtedly the reason was the amount of flavor and
you will find two outstanding criticisms on the flavor on that
cheese. Number one is unclean flavor and we know where
that comes from — that is in the milk — if it wasn’t in the
milk it would not be in the cheese. The other criticism will
be bitter flavor. We have more criticism of bitter flavor this
year than any year I have been in charge of this work and I
have been trying to figure that out and I believe the reason is
in your starter and as the cheese takes on more age it will be
more bitter and as it gets older it will be more pronounced. I
am a little bit amazed at that after all these years and particu-
larly when you think of the quality of starters we have today.
You will hear more about starters tomorrow when you hear Mike
Hales as he is an authority on starters.

You well know that cheesemakers in the last ten or twelve
years have spent hundreds or thousands of dollars of their
money to improve the quality of their products right from the
farm to the cheese factory and still we are not making progress
in Wisconsin that we can make. I have discussed that with
cheese makers in the past few days and I have received a won-
erful remark from one of those cheese makers. I believe he is
here now. He said to me, “H. P., I learned more about cheese
this year in a couple hours time than I learned in my entire
life.” I said, “How did that happen?” He said he attended
and was present when two graders graded cheese at a local
county fair and he watched how they graded and classified
cheese for scoring and he said he learned more when he saw
his neighborhood cheese stacked against him than he had learned
in his lifetime. I say he is right for I have had an opportunity
to sit in on that kind of work so I can appreciate how he felt
when he saw his cheese going through that mill.

I believe that if this Association in conjunction with the
Department of Agriculture could work out some kind of pro-
gram whereby every cheese maker in the State of Wisconsin could attend a grading clinic and grade perhaps twelve to fifteen lots of cheese I think we would see a marked improvement in a very short time in the quality of cheese. I hope you will think about it, mull it over, visit with your neighbors about it and maybe before tomorrow is over some of you may start some such clinic.

Both Edgar and George are doing a magnificent job in this association and we are all working on this job as hard and fast as we can and we believe we are making a little headway and are rendering services that are appreciated by the majority of you and we would like to render more. Sometimes we get a little criticism that this was not handled right or that was not handled right and I say that you have a perfect right to criticize any member of your official family when you are in that frame of mind and have in mind the welfare of your Association. When you feel you should offer criticism and have given it sufficient thought to follow up with some suggestion to correct that service, feel free to criticize any member of this organization. However, in my opinion, you have no right to criticize at any time your neighbor cheese maker — that is the man sitting aside of you today who gets up and makes a remark, suggestion or criticism. You have no right to criticize but you have the right to either agree with him, disagree with him or you have the right to discuss his suggestion freely and openly but you have no right to criticize him because he is interested enough to make a statement and back up his statement at this convention, so Ladies and Gentlemen, this is your day, this is your annual meeting.

Edgar has told you he wants to see this organization function in a manner that it will be able to render better service to its members. We know we can do that with co-operation from its members and I feel that it is ridiculous for any member of this Association to have to be called upon so that he will send in a check — it should not be necessary for us to collect it. I am satisfied to call on any member who might have run a little behind on some of his bills if that is necessary. My feeling is much like that of the soldier who enlisted and after he was in he was not too happy so he called upon his Recruiting Sergeant and said, “Sarj., give me that sales talk once more.” I will provide that sales talk if necessary, but I do not want to act as a Collection Agency for the Cheese Makers’ of Wisconsin
but otherwise service of our Association as you well know is
two-fold — first, personal service to members if he needs it
and any of you members should be in the office and check in
how much personal service has been rendered — you will be
amazed! Service will be ready for any member anytime he
needs it and let us have more members of the Wisconsin Cheese
Makers' Association ask for that kind of service.

The second is industry-wide. We oftentimes have to per-
form service for members that non-members get gratis. You
as members might be able to do considerable about it and you
can do considerable about it if you take the time — look in
the program book and see if his name is there and if his name is
not there I positively believe you could do more about getting
that neighbor of yours in a frame of mind that he should belong
to the Association than any outsider can do. Neighborliness is
like Charity — it begins at home, and in closing I don't think
I can say anything more apt to maintain and increase the
strength of your organization than "Let's all be good neigh-
bors." Thank you.

PRESIDENT PETERS: I told you that you would get a good
talk from him. At this time we will turn back to the beginning of
our program. I know that the Mayor of Oshkosh is a busy man
and I am glad that he could get away, even though he is late,
to speak before this group and I am very pleased and proud to
present to you Mayor John C. Voss of the city of Oshkosh.

JOHN C. VOSS: Thank you Mr. Chairman and Delegates of
the Wisconsin Cheese Makers' Association. I certainly want to
offer my humble apologies for not appearing here on time. If I
had fulfilled my engagement on my calendar and as marked
down by my secretary I am afraid that in the Grand Opera
house tomorrow I would be speaking to a lot of empty seats.

I was out with a squad car on the South Side when I re-
ceived a call that I was wanted at the Atchamn Hotel and I
had a hard time getting in at the door here without my badge.

Wisconsin has always been recognized as one of the lead-
ing dairy states but we are fast losing our reputation as such.
It is being said that there is another spot in America that is
topping our record and that is Reno, Nevada, where they say
the cream of society is separated.

They tell the story about a woman who went into a grocery
store and wanted three pounds of good American Cheddar Cheese