THE COMMON INTERESTS OF THE CHEESEMAKER AND PATRON.

HON. JOHN LUCHSINGER, Monroe, Wis., President Southwestern Wisconsin Cheese Makers' Association.

It does sometimes happen that differences arise between cheesemakers and patrons, leading in rare instances to dissensions and litigation. These instances occur oftener in new dairy districts than in the older ones, for in the latter, experience has taught that there are really no interests that clash between them. That while their respective tasks differ in form and method, yet they are all necessary links of the finished chain. The patron and cheesemaker are as the right hand is to the left. As the miner must bring forth the ores before machines can be made, and the chopper and sawyer and quarryman must precede the builder before houses and palaces are possible, so the patron must with his lands and cattle produce milk, good milk and plenty of it before a cheesemaker can use his art, and only when each has done his possible best, does profit and success follow.

I need but briefly sketch to this meeting of intelligent cheesemakers and patrons what their common interests are and what is required of each to best serve both.

The patron or farmer being the foundation on which all dairy work rests, will make that foundation sure and lasting by producing and delivering at regular times, milk of good quality and clean in the strongest sense of the term; to that end he will provide good cows of any dairy breed, or of no breed at all as some very god dairy farmers practice. He will be generous with their food, water and shelter summer and winter. He will treat them kindly, milk regularly and thoroughly and they will gratefully respond. He will on no account deliver milk from any cow diseased or suspected of disease. No greater cause of loss and damage is known to the cheesemaker than milk from cows not in normal health, the milk of only one such cow has been known to injure the quality of all milk with which it comes in contact, so that the whole when made into cheese produces an inferior article. Hundreds of dollars are often lost to factories in a few days or weeks from this cause, and such loss falls on all the patrons alike in price and reputation, and the cheesemaker sustains not the least loss in an unjustly besmirched reputation, for it is quite certain that when inferior or worthless cheese is
produced in a properly built factory by a competent cheese-
maker (and no other should be intrusted with one) that the fault
may be traced to faulty or diseased milk.

If the factory is a co-operative one, the patrons will build
it solid, tasty, and for the sole purpose of making and storing
cheese. It should be on an equal with your public buildings,
a structure to be shown with pride, such as will tell better than
words that its owners are intelligent and progressive and there-
fore successful. Its appearance should show that you believe
that your business has a future for your children and their
children. It should be so kept and operated that there shall be
not traced to it or its condition any of the losses and failures of
the season.

It is to the patrons best interests that ability, skill and good
character be the first requisites when hiring a cheesemaker. Too
many incompetent men are put in charge of factories and thou-
sands of dollars worth of good milk, because they are cheap,
because they promise to make cheese for a trifle less than some
one you know is truly competent. Such mistaken economy
rarely fails to end in an expensive lesson in experience.

The common good requires of the cheesemaker, that he bear in
mind always, the great trust imposed upon him when the own-
ers of 200 to 500 cows have intrusted him with their milk and
factory for a whole season and that upon his good sense, skill
and industry depends whether there shall be a loss or gain.
It is up to him after the patron has given up control of the milk,
to so use his best art and skill to convert it into the best pos-
sible cheese. He should have a full share of tact also, so that in
dealing with many patrons each of different temper, he will
bear clear of trouble.

In the busy summer on a farm many events unforeseen happen
which cause at times delay in bringing milk, he will find that
patient consideration for such occasional faults will beget a like
kindly feeling towards himself.

We may fairly assume that good cheese has been made under
conditions as sketched. It becomes then of the first importance
that it be well sold at the proper time, and with fewest possible
stops between the factory and the consumer. Too many brokers,
commission men and agents cheapen the price at the factory and
make it too dear on the consumers table. It is, however, seldom
that patrons are both willing and competent salesmen. Each
has his own affairs to occupy his time and thought. To sell ex-
cept in small lots to consumers an dretailers is not practicable,
the wholesale buyer is a necessity. Mr. Monrad has told us that even in thrifty Denmark where nearly everything is done by co-operation, wholesale dealers are indispensable, for they know the prices, the markets, and their demands, as no patron can possibly know them.

When you know and have proved your wholesale buyers, it is not wise to be led into shipping your cheese to far away markets, New York, New Orleans, St. Louis, etc., to strange concerns of whom you know nothing except some rating in Duns or Brad-streets. Concerns may bait you by paying liberal prices promptly for a shipment or two to start you. The losses caused by such unwisdom amount to thousands annually. The safest and most profitable sales are those made to the buyer at the factory, after the cheese has been examined and selected. Such sales are seldom followed by the complaints and deductions so frequent where factory and buyer are far distant from each other.

It is especially for the interest of us all that the grand reputation of Wisconsin for quality, variety and purity of her cheese be sustained, that the fame of being highest and best so fairly won at St. Louis Exposition remain with us, and to that end that the abomination of making and selling grease filled cheese shall never again tempt any one to their ruin. Such laws should be demanded and sustained as will enforce in every detail honest, clean and skillful practices from the farm to and beyond the factory to the consumer.

Reputations are slowly won but quickly lost. Let our first expensive lesson be also our last, and the term "Wisconsin cheese" will remain a guarantee of goodness.

Nature has gifted Wisconsin far beyond her sisters of the West in all that goes to make dairying successful, climate, water, soil and grasses are just what are required, therefore, patrons and cheesemakers need but do their part well to insure to generations to come the prosperity which has crowned the efforts of each and all of you who have given their best thoughts to this work.

One more matter of common interest to all is the question of transportation. It is right that those who carry our cheese from factory to market have fair pay for their services, but extortionate rates and the carrying for one for less than for another are wrongs to be resisted, as we would resist robbery from our houses and persons. I do not believe in fighting railroads because it seems popular to do so. Much of the outcry against them is from prejudice rather than for good cause; the fact that they
have also shared in the prosperity of these busy times should not condemn them, but I cannot see right or justice in the same railroads charging second class rates from Wisconsin to Chicago or Milwaukee and carrying it from Illinois factories to those points as third class freight or 11 cents per hundred pounds less for equal distances, thus enabling the Illinois factory to undersell to that extent, the factory on this side of the state line. Nor is there justice in their carrying cheese from points east of Chicago, more than twice as far for less rates than from Wisconsin. Such conditions afford real grounds for complaint. They are the just reasons for the present strong movement in state and nation to compel equal and just rates by means of Rate Commission. I think, however, since state authority extends only to state lines, that the measures before Congress promise surer relief than any state law or commission. Uncle Sam has power over carriers in all states and from one state into another, such commissions, however, should be so organized as to afford as prompt and speedy hearing and relief as the business demands, the present interstate commission makes it necessary for a complainant to be very young to be likely to see his complaint heard and decided. So while it may not be amiss to approve of the agitation for a freight commission in this state, I am of the opinion that we can do greater good by using our strongest influence with our members of Congress, to support them in the enactment of such laws as will protect us, and every other business from unjust charges and discrimination by carriers.

DISCUSSION.

Prof. Emery: I would like to ask Mr. Luchsinger if it is his proposition that Congress can regulate freight rates within the states.

Mr. Luchsinger: Yes, unquestionably.

The Chairman: We are too crowded for time to discuss freight rates and we will have to confine ourselves to the question.

Mr. Luchsinger: Of course, Mr. President, the matter of transportation is one of common interest to patrons and manufacturers also, whatever is of profit to both I think is germane to the subject. I do not wish to enter into any discussion, but a law of Congress has always been found to extend all over the whole country. The law of oleomargarine extended all over the
country. I think that railroads are subject to laws of congress, no matter whether they are wholly within one state, or run from one state into another.

Mr. De Land: I regret very much that Mr. Luchsinger has taken a rather narrow view in regard to the marketing of cheese. He has given you to understand that you should sell to near by people, or if possible, go to the consumer. All that shows that he is not a man that is in the business. There are just as good buyers in New York as there are in Monroe or Sheboygan. Through commercial reports and other ways, you can find out who are the reliable men. The facts are the most skinning of factories has been done by the buyer right in our home that you have known perhaps for years. Now, we do not select Udell & Company or somebody else because they live in the city where we have known them, but we select Udell & Company or any other party because the report has been that they are reliable and you will get your dues from them. Now, you have to have these men, you cannot sell to the consumers, it is all the dealers can do to keep track of the good consumers through wholesale grocers.

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HOW TO GET BETTER MILK FOR THE CHEESE FACTORIES.

Prof. A. J. Glover, Ft. Atkinson, Wis.

(With Hoard’s Dairyman.)

In preparing myself for this pleasant occasion of meeting the cheesemakers of Wisconsin, I have tried to prepare a paper that would create discussion, and not one, that in any way, goes into detail of different points that I wish to bring before this convention.

To solve this question of getting better milk for cheesemaking, I shall consider briefly three things: 1. Every cheese factory in the state should be put in good sanitary condition. 2. The farmers should be educated to care properly for their milk. 3. Elementary agriculture should be taught in the common schools.

The question of getting better milk to the factory has been