FOURTEENTH ANNUAL MEETING.

add and those already mentioned could be enlarged upon, but you can see that there is plenty for us to do.

DISCUSSION.

The Chairman: We are very glad that the Department of Agriculture is giving us some of its attention and making investigations along these lines which will help us in the future. Mr. Doane has covered a very big field, almost too big for us to attempt to enter in discussion. He has intimated that some of our popular theories may some day be exploded, but he has also advised you to keep right on with your methods until you learn better. I think he has made one statement which is a little dangerous without further comment, and that is with reference to stirring a newly cut curd vigorously. I think he made the statement that he had concluded from his own experience that it did not seem to make much difference with the yield. In my own experience in very many cases I have seen where that method wasted from two to four per cent of the yield of cheese. In his case, they used the agitator, in the case that I speak of they used a rake, and of course there is a difference. A vigorous stirring with the rake of a fresh cut curd certainly will create a big loss in the yield. I want to state further that nine cheesemakers out of ten would have a little thinner whey if they used the agitator instead of the rake.

Mr. R. B. Watrous at this point introduced the Arlington quartet, who sang several stirring pieces to the great enjoyment of their hearers.

THE NEEDS OF THE SWISS CHEESE INDUSTRY OF WISCONSIN.

CARL MARTY, Brodhead, Wis.

Mr. President, Ladies and Gentlemen: The needs of our great Swiss cheese industry are many and I shall try and point them out as close as my observations of many years have shown them to me.
Now, before our finished product, the cheese, reaches its destination, the consumers’ table, many factors are joining hands in its production, and therefore the opportunities for wrongdoing are numerous and by no means confined to either one of them.

I will begin with the milkbuyer, and find that the spirit of comradeship is lacking with him; with the wholesale cheese-dealer, who buys the milk of scores of factories as well as with the man who buys the milk of one factory and works same up himself. The different factories are changing hands altogether too much for the good of the industry as a whole. We Swiss have a proverb: “Viel Ruetsche macht d’Hose duer,” in free translation, “Much sliding wears out the pants,” and although it may sound “shocking” to some, it bears the golden kernel of truth. I have watched this “sliding” and the results are those pants above referred to, while on the other hand I found that those that stuck to their place for years are gathering the “moss” that the “rolling stone” will not. Now, it is not the milkbuyer alone who deserves all the scoring for these repeated changes—the patron also comes in for his share. A few more cents and cheap talk go good ways with him. Let him abide by the buyer that has treated him fair and square and he also will save patching and mending. He should not approve of the spite work so often exercised by the buyers and be a helping hand in it, unless he has just reasons. The drawbacks caused by these many changes are numerous and I will mention but the few most important ones. The cheesemaker, upon entering his new field of work, may have many good ideas of very necessary changes in the factory, but the execution of same are held back by the thought: “What’s the use of going to all this trouble, for God alone knows if I can buy this milk again next year, or will be employed by the same buyer.” The same thought reins him in regard to beautifying the surroundings of the factory. Further, there is not one like the other and inasmuch as the manufacture of a first class Swiss cheese requires more than mechanical procedure and knowledge, it will take the best of makers some time to get accustomed to the new conditions. No more that he has, he is forced to do so again in a new field. Further, new ideas, no matter how good they are, have a stony road ahead of them and when it comes to unloosen the purse strings of the patron for crying improvements it involves many a time a change of either buyer or maker, or both. Hence, I think that the recent scoring of our Swiss cheese-
makers by "Hoard's Dairyman", although it contains many good points is not fully justified. I wish to tell the "Dairyman" right here that we have scores of intelligent makers and not only a few, whose productions would induce him to take off his hat, would he take the pains to investigate the matter and see what a fancy lot of cheese most of them can produce in spite of all hindering and embarrassing conditions! But, certainly, the badly needed improvements are many and we all are working to get them.

Well, now comes the cheesemaker, and here we have the good ones referred to above and the bad. The object of my talk is not to praise the good in our industry, for it praises itself through its accomplishments, and is confined to the dark sides alone. The main reason why we have many poor makers is because the milk buyer and the co-operative farmer company do not draw the line close enough between the good and the poor. If a "hand" has worked one or two seasons at the trade—sometimes as many months—and proposes to work a little cheaper than the old experienced cheesemaker, not many questions are asked and he is hired. It would seem that this would probably be the case with the co-operative companies but not with the milk buyers, who themselves, as a rule, were cheesemakers in former years and know what the occupation requires. But strange as it may seem, this applies to them also. They know that the maker who employed the "hand" in question is a good man and think that his apprentice naturally must be of the same order. This illusion has been dearly paid for many times. What we need amongst the makers, as protection for the worthy ones as well as for the protection of the industry is, if not a union, strict rules governed by common sense. Each maker, before he gets control of a factory should have worked at the trade satisfactorily at least three successive seasons as "second hand" and should have attended one term of the state dairy school. The first for his practical training and the last for the scientific understanding of milk and its different tests. Isn't it strange, the learning of all other trades requires the adherence to certain rules and here our trade, by all appearances, is simply a trial ground for many. Let the would-be-cheesemaker be successful the first season and he thinks, he is "it" surely, although later years, when he runs up against the real thing will find him utterly lost. Why have we so many poor cheesemakers? Simply because they never received the proper training at the start and
now; after years, think they are too wise for such. Now, let me tell you that this will not change before milk buyers and cooperative companies will change their tactics and use common sense, instead of letting the greed that sees a few dollars immediately ahead get the best of them. Many and many a first class cheesemaker has left the field, simply because they were allowed to be crowded out by these deplorable conditions. It is you, you milk buyers and farmer companies, whom I blame firstly and the poor cheesemaker lastly. And you cheesemakers, you wise ones, who know everything and accomplish little, do not think you are too old and experienced. The bigger share of you do not even know of the appliance of the different milk tests, which are so helpful and absolutely necessary to meet all conditions. What’s the matter with you anyway? But it’s not all with them. Give them the proper chance. Those milk-testing courses, which our cheese factory inspector has inaugurated last spring at different points of our field have proven by their large attendances that many are willing, and I hope there will be a time when the rest are forced to be willing.

I will touch here upon a vital point in the life of our Swiss cheesemakers. There have been in late years comparatively many suicides amongst them and the question is asked, why? Now, I will give my version of it, knowing the circumstances well enough, as I went through the “mill,” in this case cheese factory, myself, the first five years I was in this country. I remember well the thoughts that occupied my mind when I concluded after the fifth year to change my occupation. After looking over the past and penetrating the future I said to myself: “I’ll be hanged if I work another year at this trade!” I admit things have changed to the better somewhat since then, but they are not to-day what they should be. In short, the life of a Swiss cheesemaker here, I should judge, compares about with solitary confinement in penitentiary. He has too much work crowded in a certain space of time and too long hours. From five o’clock in the morning until eleven and twelve at night steady, hard work is his lot, Sundays as well as other days; recreation there is none or very little. No wonder if a man’s system, worked out like this, longs for an excessive stimulant once in a while, which cannot help but make matters worse. Let him be troubled with bad cheese besides and it will take but little to discourage him. On the other hand, if the season’s work is over he has too much of that which he
lacked before—leisure time,—and is apt to "make up" for it. As a whole his situation is unbalanced and will naturally tend to unbalance the mind. Further many cheesemakers, who as a rule are young sturdy fellows, are single and have to "batch" it on top of all the other work, and then again the lonely situation of most of the factories, shut off from the outside world so to speak, is not apt to brighten his life. Let me say to the milk buyer: "Do not allow one man to do too much work; force him to have plenty of help and hence chance for recreation," and to the patron: "Cheer him up; visit him occasionally evenings, as a good neighbourly talk will do him good and make the long hours short."

Next comes the patron, and I find that with him many things will stand improving. To get good milk he must have good cows, which are well kept and looked after. Many a patron treats his cows as if they were hogs and is surprised if they do not yield as much as his neighbor's, who treats them as this gentle and above all useful animal deserves. Weeds and brushes of all denominations, shallow rotten water will not furnish the cow the material for sweet and wholesome milk, and yet a big share of the stock who furnish our factories with the milk are dependent upon these at some time of the season. And then, how are some of the cows kept in winter? Certainly not as they should be, and I would advise the guilty ones to put just a little less style in their new farm residences and a little more comfort in their stables.

The art of milking as a rule is considered as being on the level with "any old thing," say for instance—well, pumping water, and yet their are many points needed to stamp a man as a good milker. Too many children are allowed to attend to this important work and many of the chronic troubles of the cheese factory originate right here. A good experienced milker can soon tell if there is something wrong with the udder and milk and will not allow such milk to be delivered to the factory, but what can you expect of a child? Cleanliness is absolutely collateral to good success in the factory—everybody knows it—and yet you can notice cows being milked that have their udder covered with dirt, manly caused by the swamp-like condition of some of the barn yards. And the milk utensils, do they always get the proper care? Are they always properly washed with hot water and kept in proper places? Are they exclusively used for their purpose alone? I think not, or else the collection of things of all variations delivered
with the milk would not be so large as it is. It seems to me that it would be a step in the right direction if we would follow the example of the dairy farmers in Switzerland, who arrange a milking course every year, where the proper care of the cow and the milking is taught in all its important details. We certainly need something of the kind.

The Cheese factory. The term "cheese factory" sounds like something and I beg to substitute the term "cheese shanty," same being more in accord with the average appearance and condition of our Swiss cheese factories. I am ashamed of them and so are others. We have elegant farm residences and barns in abundance and cheese factories—oh my! And yet these very cheese shanties are the source of wealth that enabled the building of those other fine things. Any thing is good enough for our factories. The manufacture of good Swiss cheese demands at least three distinct and well built curing rooms. How many of our factories have them? Very few. How is it about the dwelling rooms? They are inadequate, especially in the older factories, where they consist of one and as high as two rooms, which may be sufficient for the single man but not for the man with a family. In Switzerland we have factories that cost as high as $50,000.00 and a cost of about $10,000.00 is a fair average for all. And they are built by farmers, who's life-path is by no means as easy as the one of our farmers. Our factories here cost from $600.00 to $3,000.00 and $1,000 is about a fair average for all. You Cheddar cheese makers are way ahead of us in this respect and I wish you would tell us what makes the builder of your factories put so much pride into them. Our farmers, when it comes to show off with their fine cows, fine horses, fine buggies, fine residences, etc., are not at all slow, but they don't take any stock in showing off with their cheese factory. Their saying is, "we made money with them as they are, what's the use of going to more expense?" And yet much more money is to be made out of them, if they are looked after as they should be. Better machinery, better curing rooms will certainly influence the quality of the product manufactured, and quality talks. Many a 1/4¢ and 1/2¢ per pound is lost through our inadequate factories and these will figure up to a neat sum in a year for one factory alone. The farmers may say, "what do we care? we sell our milk and get top market price for it just the same," and I will say, that this may work for a few years but not in the long run, unless you have a darn fool of a buyer who is anxious to loose his
money with you. For the buyer will not be in a position to abide by or raise the usual price if his returns are crippled through these circumstances. You farmers should think more of the goose that lays the golden egg. Reciprocation is badly needed here.

One great draw-back to our factories is the fact that the tools of same are owned by the milk buyer. This is entirely wrong and out of place. The farmers should own the tools as well as the factory, for the tearing up of things, caused by the frequent changes of buyers prevents many improvements. I do not look for the thorough and badly needed good factory with modern machineries before this system has been done away with entirely.

I am pleased to note the results of the cheese factory inspections since the enlargement of the dairy and food commission force and look forward to good returns. Let the good work go on, and to help same I would suggest that the state would empower the dairy and food commission to establish in the heart of the field of our Swiss cheese industry a model cheese factory, which, fitting all requirements and carefully adapted to our locality would prove to be a source of great benefit. A good example goes far.

The Dealer. He is the man who’s actions govern the removal of many of the foregoing mentioned faults. He coins the money, so to speak, for the industry and his influence would stand for much, were it always in the right channel. Many and many are the faults with him, and I am tempted to close right here with the closing phrase of a sale bill—“too numerous to mention.” But then, he too, is entitled to his share of the raking.

Combination brings strength and they could improve matters for themselves as well as for all concerned in this great industry if they would combine and do it in the right sense. We have a well established market for our product and yet the problem for the dealer to get fair returns for his labor and investment is growing harder year by year. Price cutting right and left by unscrupulous competitors reduces his profit to a margin that does not compare with the risks he takes, and competition again compels him to buy what we call “over the shelves,” this is, accept an entire lot of cheese at one price without grading same. In order to see his way clear he does not dare to grade them too closely when shipping which certainly will not help
to improve his standing with the consumer. A strict grading of all the cheese is absolutely needed, and as long as this unnatural and crazy buying over the shelves exists we cannot look for penetrating improvements. It dampens the efforts of the maker and the efforts of everything else connected with the cheese factory, for, what's the use of troubling yourselves if everything goes at top price anyway! Further, our dealers lack proper ware houses and cold storages at their shipping points. Many and many a lot of cheese that has to go on to the market for lack of room at the factories and lack of proper ware houses at the shipping points could be greatly improved by further proper care and rehandling.

I will now close my fault findings. An expert who was sent over here not very long ago by the German government to investigate the United States, termed them the "land of unlimited possibilities," and I will extend this term to our great Swiss cheese industry, for in spite of all and everything we have accomplished much and the term "Wisconsin Swiss" you will find, is familiar in all the states and well regarded. The possibilities of our industry are indeed unlimited and I venture to say there will be a time when there is no need for the imported Swiss cheese here; but before that state of affairs is reached, many a thing will have to be different than it is now.

DISCUSSION.

The Chairman: This is one of the most practical papers that I ever heard at any convention, and the cheddar cheese makers can take home some of the good points with them, although it was not meant for them. What he said in regard to the lack of knowledge in milk testing in Swiss, brick and limburger cheese factories is unfortunately very true, there are very, very many of them who do not know how to test milk with the Babcock test, and there is no excuse for it. Now, the Switzers have a clear field for discussion of this subject.

Mr. Moore. I am not a Switzer, but what I have to say may apply equally well to some of the American cheesemakers and the Switzers. Last fall I went to the state fair and went around in the dairy building where the exhibit of adulterated food was. There we had samples of the dirt strained out of
milk; at least, I brought them there for exhibition, but Mr. Emery thought they were so bad that he didn't like to have me put them up. Many farmers are accustomed to bringing milk to the factory in cans where the covers are not quite tight enough to keep the milk from spilling and therefore they use a cloth to put over the milk in order to stop this spilling, and that is all right, if that cloth is clean and sweet, but any cheesemaker who permits his patrons to bring milk in cans of that character and allows them to use, as I have actually heard of, pieces of discarded underwear and things of like character for that purpose, ought to be hung, and yet such articles have actually been found by some of our inspectors used in that way. This fall, a year ago, Mr. Baer and Mr. Marty and myself took a little run in Green county amongst some of the Swiss cheese factories, and I want to tell you that the condition of things as described to you by Mr. Marty has not been overdrawn, indeed he touched it very lightly. There was one factory owned by a man who had grown immensely wealthy through his profits derived in the sale of limburger cheese, and I had to take an ax to chop a hole in the dirt to get down to the floor. This man had a draining table, where the cheese were allowed to stand and drain off, and the maggots on the board were simply a fright. The dairy and food commission has been censured for shutting up such factories as that. We didn't shut up that one, but we said to that man, "If you make cheese in this factory under these conditions, we will prosecute you," and so he shut it up, so we really reached the same end.

There is a great field for improvement in the Swiss cheese industry not only in the buildings, but in the methods of the making.

Mr. Carl Marty: We certainly do need improvements, but I don't want you to get the impression from Mr. Moore's remarks that we Swiss are dirty; that is entirely wrong. You would be surprised if you knew all about this to see how much conditions have been improved in spite of many disadvantages, but we need more improvements, don't you forget it. I have seen lots of the so-called imported cheese made right here in Wisconsin and we might make much more, but we have got to have the factories. I am ashamed to say we haven't got one in our whole field today that we can call a proper Swiss cheese factory, not one. Somebody has got to do the kicking about this, and I am doing it right here. We can accomplish much, very much, and if you will take the pains to look into it, you
must admit that we can, but there is a field for much improvement, and the quicker we can have that improvement the better. I hope our efforts and the efforts of this association will help to bring about some of these improvements. It is only about ten or eleven years since you American cheesemakers knew anything about this. When we were at Monroe, your chairman, in his paper, touched on this. I got the thing started and we got the establishment of the foreign department in the dairy school in Madison; that was the first step and we had to work hard for that, but ever since then we are getting improvements, slow but sure, step by step, and I hope within a short limit of time, say, for instance, ten or fifteen years, you will see great changes in the Swiss cheese industry. I see them coming; you cannot prevent them.

Mr. Fred Marty: I would like to contradict a few statements of Mr. Marty, although he is my brother. He has made the statement that we did not have one decent Swiss cheese factory in our section, and I say we have. We have a cheese factory of the valuation of $5,500, and it is far above any average factory in that community. However, we haven’t the curing rooms which are desirable for the proper curing of Swiss cheese. But there are five or six manufacturers who have recently built in LaFayette county, buildings which are marked improvements over the old factories which Mr. Marty has not seen.

Mr. Carl Marty: That is the case, but you admit yourself that they do not have the necessary curing rooms.

Mr. Fred Marty: That is right; they haven’t. Still I see a number of my men here, and I feel that I ought to give a few words to their credit. While working under the Dairyman’s Association the last three years, the work that came under my supervision was so large that it did not permit me to take up any work beyond my jurisdiction; but since my appointment to the dairy and food commission, I have been able to go outside and inspect something like eighteen American cheese factories. Of course I do not know what conditions exist beyond those eighteen, but after an inspection of those eighteen cheese factories, I am sorry to say I have found only two clean operators and I found as much as 90 per cent of the utensils of the Swiss cheese factories in clean conditions, while the utensils in the American cheese factories, many of them, were in a filthy condition which would not be allowed at all in the manufacture of Swiss cheese. The problem that we are up against is much
more serious, perhaps, than in the manufacture of American cheese, because you have a certain control over your work; by using a certain per cent of acidity you may form certain gassy fermentations which tend to overcome objectionable flavors. In the manufacture of Swiss cheese, you take milk in an abnormal condition and it will undoubtedly be beyond the control of the maker. The best skilled maker may stand in front of his kettle with as little control of its contents as a child, because of the methods applying to the manufacture of that sweet curd cheese which is subject to fermentation, and that fermentation process goes on two months after the cheese is made. You have the advantage of us in the manufacture of American cheese, you have more scientific knowledge along your lines than we have.

Mr. Thoni: Mr. Marty has told us about all these troubles, but he hasn't told us what should be done to the farmer that brings the milk that makes the trouble.

Mr. Moore: It is much easier for the state to get after the Swiss cheesemakers than those who furnish milk to the factories, so the maker must do something for himself; the state can't do it all. So I say that any maker who takes milk from a patron which is covered with cloths in a filthy condition, anything the patron can pick up to cover it with, simply is derelict in his duty. This all means that the cheesemakers must stand together and turn these conditions down. They must work in unison and they must not depend on the state to do it all. They must educate the farmers to the knowledge of what lawful milk means, and the suggestion of Prof. Farrington yesterday that every factory put on its statements an extract of the laws governing this point would be very much along the line of helpfulness, and I think would do a great deal of good.

Mr. Thoni: We would like to ask Mr. Marty to explain how those ideal curing rooms could be arranged in a model Swiss cheese factory.

Mr. Carl Marty: As a rule, we have three curing rooms, one where the cheese is taken first, where it goes during the salting process; one to open up the cheese; what we call in Swiss "speher," and that is a room at a high temperature, to start the gassy fermentation. With some cheese it is not necessary to use that curing room, and with some it is very necessary. You want at least three, and even four curing rooms is better. You can make a morning's cheese and it works altogether different than an evening's cheese does, the fermenta-
tion is different. Now in most of our localities, we are compelled to put those two cheese in the same room and the cheesemaker knows that this morning’s cheese ought to have a different place with a different temperature, but he hasn’t it, so the simple fact is he is going to make a No. 1 and a No. 2 cheese, whereas, with the proper temperatures and surroundings he could have made two No. 1 cheese. This is nothing but shortsightedness, those who have the money do not dare to risk a couple of dollars to make a separate place because they do not actually see the money coming again, so he does the best he can.

Mr. Monrad: It may be interesting to tell you that Mr. Von Elbrecht here, who has visited Switzerland and who some years ago devised or constructed a Swiss cheese factory in Denmark, put in four curing rooms, and I think it is an absolute necessity in making Swiss cheese to have at least three. Mr. Von Elbrecht is right here in the audience, he is a representative of the government of Denmark, who is spending the winter here in Wisconsin with our conventions and at the dairy school, to see what he can see. Denmark is wide awake.

Mr. Thoni: I would like to ask Mr. Marty who he thinks is the most at fault that we have not got these curing rooms, the cheesemaker or the farmer?

Mr. Carl Marty: I put the entire blame onto the cheese dealer, and I will tell you why. The cheese dealer is the originator of the trouble. Of course, when I was first in this country there were not as many factories as now, just one here and there. When the farmers got ready to go into the dairy business and were looking around to see what style of factory they should put up, the cheese dealers, if they had had common sense, such as they would be expected to have, would have advised different factories altogether, but the standing rule was when a farmer company came to one of these cheese dealers and asked him, “Here now, tell us how to build a cheese factory,” he knew there was competition going on, and he said to himself, “If I tell these farmers to make the cheese cheap, they will appreciate it, to get it out with the least cost.” So they would point to the old poor factories, and tell them to make them like that, and perhaps a foot or two smaller, and so we have factories today which are a regular shame. If we only had a model cheese factory, not way outside in the country where nobody sees it, but right in the heart of our industry, not too expensive, by any means, but have it a common sense model cheese factory, a factory such as is needed for our purpose, and
set it right in the heart of our industry, it would be of great benefit, because parties building new factories would have a way to find out how it should be, and they could figure out very quickly and easily, or it could be figured out for them, and it would be a great benefit. This factory my brother speaks of may be a great improvement, but not quite what we need.

Mr. Fred Marty: This building of Mr. Bilealer (?) would be a very complete factory in my estimation with one more curing room. That factory is five miles north and east of Monroe. Again I must disagree with my brother; he says the fault is all due to the buyers. I say, "No." The fault may have been due at one time to the buyers, but I have seen where the cheesemaker could have had everything to suit himself, even three different curing rooms with no more expenditure. I think we should blame ourselves that we do not get some of our leaders to make a plan of a cheese factory and distribute that everywhere, and I think it will be a great point if we shall undertake to get out a plan of a model Swiss cheese factory and send that out perhaps with the statements showing the expense and all. With such a plan, allowing for improvements all the way through, I think we would find that we need not find fault with the buyer.

Mr. Carl Marty: I did not mean to say that the cheese dealer is to blame entirely, but that he was the originator of it. If he had given a good example right at the start, things would be entirely different. Today one bad example is here, and it is followed by almost everybody.

The Chairman: I think it will be more profitable to discuss the improvement and not who is to blame. We have the conditions, and I am inclined to put a good deal of the blame on the milk producer. They are the ones that have to suffer for all these mistakes, either directly or indirectly, and they are the ones who could have any conditions they desire if they would only get together and get them.

Mr. Geering: Either in the Swiss cheese or the American cheese factory it is the best thing that the cheesemaker shall let the farmer know that he is losing by it, if it is his fault, and then I think the conditions will be changed.

The Chairman: Yes, it would help. I can see very hopeful signs for the Swiss cheese industry in the way of improving their factories. You know the first step in the way of improvement is to see our mistakes. They do see their mistakes, some
of them, they are awakening to know what is necessary, and so the future is very hopeful for them.


WISCONSIN CHEDDAR CHEESE FROM THE DEALER'S STANDPOINT.

Mr. Robert Johnston, St. Thomas, Ontario, Canada.

President Dairy Association of West Ontario.

Mr. President, Ladies and Gentlemen: It is a pleasure for me to come over to your convention. I do not say that it is a pleasure for me to address an audience. The question was asked by a teacher in one of the schools in England—"What was the form of capital punishment in the United States?" and the pupil answered, "Elocution." You will not be in any danger of being put out of this world by my eloquence.

I will say, as president of the Dairy Association of West Ontario, that when myself and our first vice-president came over here yesterday afternoon, and my friend was giving his address I was of the opinion that there were two Canadians here from what he said, but I came to the conclusion after one day's residence with you, without my protection, he would be turned into a very good American.

I have taken an interest for years in the work that you have been doing here, my brother being one of your presidents and in that way, by correspondence passing between us in regard to our work on each side, I have kept in touch and am glad to have come here for information. We are always glad to find out anything from you or anybody else that will improve the quality of our goods, and we are just as desirous to give you anything that we may discover that will make dollars and cents for you. We are called cousins across the border, but in regard to the dairy industry, I think we should be brothers.

Your secretary, Mr. Baer, having asked me to give an address this afternoon, I was at a loss what subject to speak on or a subject that I was familiar with and that would be of interest to you.

Now I thought I would say a few words to you on the quality of Wisconsin cheddars cheese from the dealers' standpoint.