Wisconsin Cheese Makers' Association

TWENTY-THIRD ANNUAL MEETING

Milwaukee, 1915

OFFICERS.

OSCAR DAMROW, President, Sheboygan Falls, Wis.
C. A. VOIGHT, Vice President, Chili, Wis.
A. T. BRUHN, Secretary, Madison, Wis.
T. A. UBBELOHDE, Treasurer, Glenbeulah, Wis.

DIRECTORS.

JACOB KARLEN, Jr., Monroe, Wis.
J. W. CROSS, Milwaukee, Wis.
P. H. KASPER, Welcome, Wis.

The twenty-third annual meeting of the Wisconsin Cheese Makers' Association was called to order by President O. A. Damrow, Sheboygan Falls. James P. Keenan, secretary of the Citizens' Business League, delivered an address of welcome, Arthur Mensch responding.

The exhibit of cheese was the finest and largest that has ever been shown. The average score for the total was 93.42. You won't find," said Secretary Bruhn at the close of the meeting, "an average of that score anywhere in any exhibit for the last eighteen years, that long I remember and that long I have been in business and since I have been in the cheese business, we have never had an average of 93.42 at any exhibition. We have seventeen cheeses scoring 96 or up. Two years ago we had seventeen cheeses scoring 95 or up and we thought that was a record."

PRESIDENT'S ANNUAL ADDRESS

Oscar A. Damrow, Sheboygan Falls

Again I have the honor of appearing before you as president of this, the greatest organization of its kind in the world. Having honored me twice with the office of president of this Association, I want to thank you one and all for the kind consideration you have shown me.

It has been the aim of the officers of this Association and particularly of your worthy secretary, A. T. Bruhn, to make this convention one of the best and most profitable we have ever held, and a glance at your program will convince you that no stone has been left unturned to make it so.

The season just closed has been one of the best for the cheese maker in the history of the cheese industry. Weather conditions were favor-
able, with abundant crops of feed for the dairy herds, giving us all a good living income for which we should be thankful.

It should be the aim of every cheese maker in Wisconsin to attend these conventions. This association is our association and we can make it serve our interests and the great dairy interests of Wisconsin by attending its annual meetings and participating in the discussions of the various important questions that are brought up at each session. This educational feature, together with the meeting of old friends as well as new ones, will do us a world of good and after the close of the convention we will go to our respective homes with a lighter heart, a more thorough understanding and a better feeling toward one another.

I have always been a firm believer in organization as that is the only means by which we can better our condition. I do not believe meeting but once a year will fully answer our purpose. We should have county organizations where we can meet once a month and exchange ideas, endeavor to overcome our local difficulties and make a constant effort to raise the standard of Wisconsin cheese.

I also believe in a law licensing the cheese makers and factory owners. I believe this convention should go on record as favoring such a law and that resolutions should be adopted, petitioning the state legislature to pass a law covering this question and giving the Dairy and Food Commission the power to revoke such license when its provisions are not complied with.

It is my belief that only through such license system can we perfect our organization. Remember, we are living in an age of organization; nobody will look after our welfare unless we do so ourselves.

Before I close I want to announce that I am not a candidate for re-election. Having served the Association to the best of my ability for two years, I feel that I have done my duty, and again I thank you.

MORE SPECIAL PREMIUMS; PREMIUM FUND

Secretary Bruhn announced an exceptionally large number of special premiums for this year, including one of four chairs presented by the Hon. S. A. Cook for the four different classes of cheese. It was therefore decided, he said, to move the premiums down a-notch, that is, to give the premium intended for the winner of the highest score, to the second highest score, and so on, so there were four association premiums in each class besides a special premium.

"We have," said Mr. Bruhn, "the largest exhibit of cheese in the history of this association. The quality, as I understand from the judges, has never been up to what it is this year. We have about 150 entries. Our pro rata premium fund is only $200. I would suggest that we add $100 to the pro rata premium fund of this year so instead of $200 pro rata premium fund we will have $300. The reason for that is this, unless we can pay out a reasonable amount in pro rata premiums, a good many won't get the expense for sending their cheese down here. I suggest that you add a little more to the pro rata fund so we can have a good cheese exhibit. It is really in the fact that we can call the maker's attention to the small defects in the cheese that we are doing the state good. Cheese must score 92 or better, in order to come into the pro rata money.

"There is another suggestion. Let us move that down a little bit. The fellows that get a score of 90, for instance need attention more than the fellows that get a score higher than that. In order to keep them coming let us move that score down and give them a little smell of the pro rata premium fund.

"The diplomas are given to anyone having a score of 90 or above on the cheese. Let us raise this score in order to get a diploma. The diploma from the Wisconsin Cheese Makers' Association ought to mean something when they give it."