effectively enforced, the tendency is to cause all goods offered for sale on the market to be in a veritable "white list" and such laws are held to be within the constitutional prerogative of the state. It may be confidently asserted that the great bulk of foods now offered on the Wisconsin market belongs in such list and it is the aim of the Wisconsin dairy and food department to keep the foods in such list and to see that the new foods that come on the market from time to time belong to that list, or are driven from the market.

MANAGING A COÖPERATIVE CHEESE FACTORY

Mrs. O. Dix, Auburndale

We have a great problem now to solve in the cheese making business, consequently coöperation is what we need. Farmers throughout the state are building and operating their own factories. This may not seem profitable to many present, but I am merely suggesting it. I have gained some knowledge of it, having worked in such a factory for five years, the seven years before having been spent in an individual business, and I believe it is a good system. For instance, you will find in many individual places where the owner is compelled to let the farmer do nearly all the business, and if a maker has his own earnings invested, it is like a ship on water, never sure whether it will reach its destination safely. On the other hand, it has occurred in our own locality, farmers become dissatisfied and offer the maker a small price for his building if he wishes to accept, if not, they proceed to build themselves. With strong competition and materials for manufacturing advancing there are several small factory owners through our part of the state who I believe, if their earnings are figured honestly, do not make more than a maker's salary, besides having the risk to think of. Patrons are constantly mistrusting, and it seems that when they have their own dollars invested they are more apt to help patronize and work for the factory's interest.

Of course it is true there are many places where coöperation fails. Patrons disagree and jealousy among themselves causes trouble; many times a maker will fail to operate successfully for them. As a coöperative maker it is most essential to do everything possible to deserve and retain the good will and confidence of the patrons, especially by making full and complete reports on all matters of business entrusted to you. Explain those things, such as the way milk should be handled on the farm, the quality and value and selling of cheese. Advise the officers on all parts of business. Lack of understanding and good faith often makes it impossible for makers to accomplish a success in coöperative business. In the long run it is those makers who are most prosperous and successful who can win the good will of the patrons by making the best of cheese for them, evidently trying to operate economically for them. It is true most men who manage coöperative factories have not the necessary time to devote to the business, therefore makers should remember the fact that coöperation is a business dependent mostly on their ability for success not merely on turning milk into curd and cheese.

Most factories needlessly lose money due largely to a desire to keep the cost of equipment down. That is not real economy. For instance, most factories only have one set of hoops to press their curd, and naturally they can only manufacture one style of cheese the year around. The cost of hoops is but small, and every factory should equip itself with at least a small number of different hoops at a very little expense, and then they could follow the course of the market and take advantage of different conditions governing it, thereby getting a larger percentage of their cheese on the market at top prices. This has been the experience at our coöperative plant, and it has accumulated many a dollar for us.

On account of the serious condition in the south the past year it has been difficult for our dealers to market daisies, therefore other styles were
from a half a cent to a cent higher. The cost of boxing is considerably higher, besides more being lost on weight; but in spite of all, factories continue to make all dairies, merely because the other way makes a lot of extra work. Often you will find co-operative makers do not wish to accomplish this saving for their companies, but surely in the face of these conditions it is not only economy, but self-preservation to equip with the necessary hoops and take advantage of the market conditions. Should we not give this subject thought? Surely it would help to make better conditions prevail in our co-operative plants, give encouragement to factory patrons and make them capable of paying better and higher salaries to their makers.

Another subject of disadvantage is the poor milk problem. Sharp competition in the cheese industry makes it unavoidable for makers to accept poor milk and renders them in continued fear of the patrons threatening to take their milk to the neighboring factory if they refuse, and they are only too glad to receive the patronage. Evidently there should be a better understanding and good faith among us makers. To strengthen the value of local organizations does much to better the serious conditions, and would be a great benefit to patrons, makers and the industry of our state.

One great reform needed in the cheese industry is a better educated, trained class of makers. There is much money lost through careless makers who will hurry their work through just for a good time somewhere. They do not think the farmer toils hard for this product. Should it not be our duty to do our part the best we know how, no matter where we are? We ought to master the art of cheese making, pay attention to the convention, read and study dairy papers. This will help manufacture a finer grade of cheese. Not only is it a great loss to the patrons but it is a great loss to the industry and ruins the market to flood it with inferior quality. Attention should be paid to having a uniform starter from day to day. On the other hand, cleanliness and orderliness are other important factors. Do not forget to be a guiding hand to your patrons as either a co-operative or an individual maker. Strive hard to bring them to the crown of success, and help you manufacture a finer grade of cheese.

SHALL WE EQUIP OUR CHEESE FACTORIES FOR MAKING BUTTER?

C. F. Doane, U. S. Dairy Division, Washington, D. C.

During the past year there has been considerable agitation in various parts of the country looking towards the building of cheese factories. This was due largely to the high prices paid for cheese as compared with the prices paid for butter in May, June and July, the heavy producing months. Because of this comparatively high price a number of attempts were made to start cheese factories in localities in the South and West which we do not consider well adapted to cheese making, and while we have done everything possible to discourage the location of cheese factories in localities where they are likely to fail, this awakening of interest has called attention to the fact that not only may cheese pay better than butter some years and some seasons of the year, but that on the other hand butter may pay better than cheese at some particular seasons, and as I am talking to a cheese audience I want to call attention to the comparative prices received for cheese and butter in each month for a number of years, and also the comparative cost of making these two products.

Cheese makers as a rule have not had much experience in making butter, but it is a fact often commented on by people who have had a chance to observe that good cheese makers invariably become good