their plant and to tell them whether they should repair their plant or to rebuild it. I found it in such a terrible condition that I advised them to rebuild it. After explaining to them how a factory should be kept clean, etc., they decided to build a ten thousand dollar creamery, which if it had not been for the new license law, they would have continued to make butter this year in a place where it was not fit for a man to keep his hogs in.

The helpers do not have to have a license.

**OBJECT OF LICENSING FACTORIES AND MAKERS**

By Dairy and Food Commissioner, Geo. J. Weigle, Madison

The growth of the cheese industry in Wisconsin has been remarkable. It has been one steady progress since the building of the first factory to lessen the burden of the housewife. It is within the memory of the older cheese makers here assembled when the bulk of the cheese was made in the farmer's kitchen. In the early days the factories were not substantial nor were the American makers overly skilled. Some of the cheese makers had followed the profession in their native country across the waters, or possible others had become cheese makers because they followed the footsteps of their fathers. These men as a rule were experts and laid the foundation of what would one day be called the greatest industry of a great state. Little did they realize that cheese factories would replace the mile stones of Green, Fond du Lac, Sheboygan and other counties of the state. They did not expect that the dairy cow and the cheese factories would blaze their way into the northern woods, to assist in making of homes for a contented and happy people. The one thousand mark was passed. A little later the fifteen hundred mark. Then two thousand and no one can predict when and where the last factory will be built. The buildings of the early days were of the pioneer type and too long continued to be used as places where human food was manufactured. Fine modern barns were erected to replace the worthless former structures, but nothing was said about the cheese factory because no one wanted to take the lead in the spending of what could be termed public money. In fact, no one was responsible. Cheese makers grew over night. They could be found everywhere until the remark became common, "The woods are full of cheese makers."

In Europe the cheese maker is often the leader of his community and when the boy is told by his father that a certain man is a cheese maker, it is an inspiration to the boy. It makes him think of higher and of bigger things. In Wisconsin, so I am told, there are communities where the cheese maker stands no higher than the man who does the least unskillful work. In a certain town in our state a maker
made the remark: "I am drawing the highest salary of any man in our village," yet he was not classed with the business and the professional men. For ten years the dairy and food commission, the dairy school and other allied interests have done good work. The inspectors have worked early and late to better conditions. Some of the men have been made to part with their money, once, twice, thrice, yes four and five times for the benefit of the school fund, and yet they return to their places of business no better cheese factory operators or makers. Because of these conditions and better things to come, is why your dairy and food commission introduced and succeeded in passing the licensing law—a law that will make the beginning of a new era in the factory industry of Wisconsin. The few cheese operators who opposed this bill are those who have too long conducted a place of business that would have resulted in a failure had it been inspected by the consumers of cheese. Others were not looking at the licensing law from the viewpoint of the future or have not fully understood its merits.

The large number of men supporting this movement have given to the commission a great deal of encouragement and enthusiasm. In order that we may all have a clearer understanding of the licensing movement and its object, I shall make an attempt to discuss it from each distinct viewpoint.

Better Enforcement of the Dairy Laws

The primary object is to facilitate better enforcement of the laws relating to the operation of butter and cheese factories and of the products there manufactured. It is safe to assume that since the law was signed by the governor, more people have studied the dairy laws than ever before.

Too large a number of factory men, both operators and makers were not familiar with the dairy laws. Hence, in some cases they did not know when a violation occurred; or if they had read the law, it did not go home with sufficient force to make much of an impression.

On the other hand, men that had no respect for law and could not be made to obey it by the payment of a small fine and costs—in fact, it was easier for them to follow the lines of least resistance, when such lines of operation did not interfere with their plans.

The old cheese factory buildings that have long outlived their usefulness and for years have been an eyesore to the community, will be repaired or replaced with a new structure. The excuse that the farmer owned the buildings and consequently nothing will, or can be done, will no longer hold true. The farmers will do their part and will come more than half way when it is put up to them in the right light. It is not the farmer's fault entirely that these old buildings have been used. Why should they give it consideration or make the start when some one was willing to lease or operate the factory in the condition in which it was found or maintained. It was the cheese factory oper-
ator's and maker's fault that human food was made and continued to be made in a factory building that was not in a suitable condition to house their dairy cows.

**Sanitary Condition Neglected**

Even with the large number of prosecutions that have been made in Wisconsin during the past ten years on account of maintaining cheese factories in a filthy condition, it did not result in clean factories, nor did it result in making that part of the state where prosecutions were most numerous, a territory where nothing but clean factories were to be found. Hence, something more forceful or a measure that would make it possible to say whether or not a person, firm or corporation should operate a cheese factory had to be enacted into law. The person, firm or corporation that cannot manage a factory in such a manner as to have the building in good repair and in such condition that it cannot easily be maintained in a sanitary condition, who is not willing to furnish the maker with the necessary facilities and appliances for the proper cleaning, care and protection of the factory building, equipment and factory grounds, is not a credit to the cheese industry, nor a benefit to a great and growing industry of a great dairy state.

Wisconsin is proud of her great cheese men, fine, well-equipped factories maintained in a clean and sanitary condition, managed by broad-minded men. They could have wrought still greater things if the indifferent man had been cut off years ago. The load has been made harder to haul, hence the wasted energy has hindered progress.

**Better Buildings**

The license law will result in better buildings being used as cheese factories. It will eliminate the old structures that have long outlived their usefulness. The new buildings as well as the older, well-constructed and well-painted, will add to the wealth of each community. In a large measure land values are based on the value of the farm improvements. In those sections of the state where all farms show lack of prosperity and progress, farms do not bring the money when they change hands. Cheese factories are landmarks in Wisconsin. They advertise our state throughout the nation. Today even along the public highway and transcontinental roads, factories are seen that are a disgrace to the state and an eyesore to the national visitor. These conditions will change; in place of the sooty covered, dilapidated structure with surroundings that are untidy and neglected, one will see places that will compare favorably with our country homes and give to our cheese factories new life. These places will serve as an example of beauty and will furnish topics for discussion at dinner tables and community clubs.
Wisconsin Brand for Good Cheese

Under the old system of operating cheese factories it would be almost impossible to effectively work out a system of branding Wisconsin good cheese. Under the Wisconsin license law this is possible and it is one of the features that will be developed in the near future. At present, to the average consumer, cheese is simply cheese because it was bought at the nearby grocery store. When the good is separated from the inferior article by authority of the state such a demand will be created for cheese that every manufacturer will strive for quality and not quantity. Our great burden today is what to do with the watersoaked high acid and sour cheese. Competition has brought it upon us. When this kind of cheese is so branded it will no longer be made. We must return by the short road at that—to the making of the kind of cheese that was made in Wisconsin ten years ago. Cheesemen—place your shoulders to the wheel of the licensing law and it will be the means of making good cheese and the creating of a demand for your product that has never been equalled. Every up-to-date cheese maker in Wisconsin considers the license law as one of the best measures ever passed by the legislature for his welfare. It is the first time that he has been given the honor and the title of cheese maker by law. Henceforth, there was no chance for distinction. The name of cheese maker carried no weight—not even in his own association. Any one could say “I am a cheese maker.”

Fellow cheese makers, do you realize that the licensing law will eliminate from your ranks such as lack experience and ability?

The license law will naturally cut out the incompetent factory manager and give a chance to a better man. Do you realize that it will eliminate from the ranks those who lack the control of the patrons that is necessary to induce them to furnish raw material of good quality.

As already stated, the license law will place the factory and the products therein manufactured on a higher plane. But that is not all. It puts the maker on a much higher level of competency.

This should be your slogan: “Clean factories and clean equipment in charge of a clean, competent maker.”