THE PRIZE-WINNING SWISS CHEESE

By Mr. Fred Marty

I want to show you a sample of the prize winner of Swiss cheese. In fact it was shown in the exhibit out here. I have brought it here so you could really see what a domestic Swiss cheese looks like and I think that many of the dealers to whom I have showed this piece of cheese will admit that if we had Swiss cheese like that, that we could draw upon from Wisconsin storage, we would have the imported where it belongs—but not in this country, to contend with. I want to take the pleasure of showing you one of the finest pieces of cheese equal to any imported. (Applause). It goes to show that it can be made. This particular boy here that made this cheese took the Dairy school course—a special Dairy school course that was given by the Southern Wisconsin Dairy Men's Association, in cooperation with the University of Wisconsin. Mr. Gere is practically the man back of this cheese. He was formerly of the United States Department of Agriculture and is now with the Pabst people at Oconomowoc. He taught this boy how to make this cheese. This boy had a uniform run of Swiss cheese until the last day he made Swiss this season and this is the prize-winning cheese. This cheese was scored 98 points. If I could have looked into that cheese and seen what was on the side of it, I actually believe I would have scored it 100 proof. I thank you. (Applause).

Mr. Gere: I appreciate very much the remarks Mr. Marty has made in regard to this cheese. However, I do not feel that it is all instruction that this boy was given with my cooperation, he also had help from the University people and also from Mr. Marty. There should not be any bouquets thrown my way. We are going to repeat this same thing this coming February—this course in school. I might say this student that made this cheese was very enthusiastic and it is not only this particular cheese, but I have watched his work all summer. He was very successful right along and he certainly has made good in every detail. The average run has been wonderful. (Applause).

SKIMMED CHEESE ON THE MARKET

Mr. Davis: Last year we found that Colorado was producing lots of skimmed milk cheese and we had a party in Texas write us that they can buy Cream Cheese about 3 cents a pound cheaper than we name it. We instructed him to buy a box and send it to us, which was done and when it arrived, it was nothing but a common grade of skimmed cheese. He thought he was getting a full cream cheese and the consequence was that they were paying a good deal for nothing when they thought they were getting something for a little price, and if the National Legislature can be induced to stop the manufacture of skimmed milk cheese, and have it sold for what it is, you will be benefited a great deal.

President Reed: The next on the program is the "Results of washing curds with hot or cold water." Mr. Lindow and Mr. Krause being absent, we will hear from Mr. Witt.