is not sanitary. When this happens he should send the patron home and especially if he is a man of influence in the community. Usually there is where the first step is made towards starting another factory in the community. So far as preventing anybody from erecting a factory in the community there in nothing that can be done except that the question may solve itself if we try and keep more harmony.

THE SOUTHERN WISCONSIN ASSOCIATION

By Fred Marty, Monroe

Mr. Chairman: The southern Wisconsin Cheese Makers' and Dairymen's Association was organized 25 years ago. About a week ago we celebrated our Silver wedding, so you will see that we are not an infant as an Association. We followed eight years after the birth of your organization. The duties of our organization pertain mainly to Swiss, Brick and Limburger cheese. We have always had speakers here that stimulated the production of our dairy products, but what have we done in the great name of distribution of our product?

Now let's go back and refer to the figures of per capita consumption in the United States. As a cheese consuming public we still find that we are hanging around the 3 lb. mark. Those are the figures that are available and I haven't seen any figures that have increased that for the last three or four years. There is a man who is testing it with a new medium, the package form of cheese, which is going to put cheese on the shelves where it never has been heretofore. Yet we find down to the present, cheese consumption hasn't increased in the United States. All right, lets see if there is a cause for that. I have compiled a few figures here. Compare the factory price paid to the producer with the price of the 5 lb. loaf product. For factory prices, I find that 19 cents on American cheese including all different makes is an average. For 5 lb. loaves, in the regular American type and in the pimento type we find one is 32 cents a pound and the other 24 cents a pound. For the brick cheese, I have used the liberal factory price of 16 cents. The 5 lb. loaves are 32 cents, an increase of 100%. With No. 1 quality Swiss at 22 cents a pound, the 5 lb. loaf is 42 cents, an increase in the jobbing price of 91%. Gentlemen, when we get the prices to such a basis, it goes beyond the reach of every man, woman and child. That will not increase the consumption of our product in Wisconsin, or stimulate its consumption in the United States.

A week ago I cited at our convention that somewhere somehow through some political genius the idea was conceived that some Board would act immediately upon the depressed condition of our Swiss cheese industry down there to give us some relief by an increased tariff. Every farmer thought that that would be the salvation of their depressed condition down there. Now please let's not be led astray by any humbug of that nature because a high tariff will never give us relief. Any nation that can't exchange with other nations
will eventually become rotten to the core and it has been proven in past history. I believe in a tariff only to equal the difference of cost of production. When we go beyond that we ought to be ashamed of ourselves. When we have a tariff of 25 per cent ad valorem on a commodity we have all the protection that we should have, and if we can't settle our other evils within the industry then we have got to get out of that particular business. What does 25 per cent ad valorem mean upon cheese imports today at a price of 42½ cents a pound? Ten and one-half cents a pound is laid down at the port and paid into the treasury of Uncle Sam on every pound of imported Swiss cheese today before the American consumer has the privilege to bite into a piece of imported Swiss cheese. Gentlemen, don't you believe that 10½ cents a pound is ample protection as far as imports are concerned? Mr. Rohn in our midst and present here will bear me out on the statement as a patron of a Swiss cheese factory. We got 15 cents for number 2 and 17½ and 18 cents for number 1 Swiss cheese. During the flush of that year the American consuming public was willing to pay a 133 per cent over our domestic prices to enjoy eating imported Swiss. Why? Quality, quality. We must improve our quality, we must age our cheese and if we can get in a position to become the beneficiary of only 50 per cent of these increases that I have cited you here, we have bettered ourselves. We will then stimulate consumption of cheese.

**THE BENEFITS OF COUNTY CHEESE MAKERS ORGANIZATIONS**

**By Fred R. Ubbelohde, Star Prairie**

Mr. Ubbelohde is not present so the secretary of their organization will take his place.

**Mr. President:** We started our organization in December 1922 with a membership of only ten active cheese makers. We ended the year with 26 active cheese makers. The Association met at least once a month. At these meetings we had what may be called a question box, and questions were asked and discussions brought up. At several meetings we had scoring contests and we always succeeded in getting the service of some competent cheese judge. Mr. Ubbelohde was judge for several times. On June 18th we got together a meeting of the patrons and members of the Associations of different factories and it was held at Star Prairie and this time we had one speaker from the Division of Markets, Mr. Aderhold. We had Professor Macklin of the Extension Division of the University of Wisconsin and he gave us a very interesting talk on the marketing of cheese and several interesting topics were discussed that night. About two weeks later or three weeks later there was a similar meeting held near Hudson. We had several interesting speakers there that night. Next year the Association intends instead of holding all of their meetings in New Richmond to divide the meetings among the