

as we can. Appearance is like a good suit of clothes. Appearance has got to do with quality. That is all.

The President: Mr. Kasper stay on the platform for a few minutes. I want to say I think it is a pleasure and also a credit to the state of Wisconsin and this Association to have Mr. Kasper in our midst. I have been Mr. Kasper's competitor for many years, he is one of the best competitors I have ever had in the cheese business. If you have any questions to ask Mr. Kasper I think he will be glad to answer them. You can get the benefit of his past experience which should be of great help to you.

SHORT COURSE AT THE DAIRY SCHOOL

SECRETARY SAMMIS: Mr. Chairman, I believe that many of you; particularly those in the back of the room, wish you could have been closer and hear everything that Mr. Kasper said. Many of you would like to talk to him for half a day, but it would keep him busy a year if all of you took a turn at that.

Last year we had a course over at the Dairy school for experienced cheese makers—a four day course and Mr. Kasper came over and was there for the four days and the men who were there could talk with him every day and hear what he had to say all day long and they appreciated it very much. Now that is the best opportunity I know of to get right close to this prize winning business and learn how to make a real fine cheese. We are planning to do the same thing again this year during the first week in February at the Dairy School in Madison. There are no fees or expenses connected with the course, you simply come over there and stay for the four days or as long as you can and you will meet Mr. Kasper every day and he will show you how to make cheese and you will see the other work at the Dairy School and learn any particular thing you want to learn about starters or testing or anything else, but I take this opportunity of mentioning this fact to you that in the first week in February there will be a course for experienced cheese makers at Madison at the Dairy School. We have about 100 students now at the winter dairy course. At the close of that course beginning the first week in February on Tuesday morning, the special course for experienced cheese makers begins. If you want to come over there at that time we would be glad to have you write a card and let us know that you are coming so that preparations can be made for all who attend. As I said before, there is no expense connected with the course or school, you pay no fees. I feel that so long as Mr. Kasper is alive and active and still making cheese we ought to take every advantage of this and learn all we can from him while he is going good.

DISCUSSION

ARTHUR JONES: I think Mr. Kasper's words are mighty fine, but I think you will find that we will have a whole lot more fancy cheese in a short time if we can find some solution whereby we can get 3 or 4 cents a pound more.

MR. DAMROW: Isn't it a fact Mr. Kasper a good many of the boys are not taking care of the starter and that there is more evil in not taking care of the starter than practically anything else? Years ago at the Convention Mr. Johnson talked on the starter. He had an old starter seven years old and I sat back in the audience as a youngster and I couldn't figure out how a man could keep a starter that long, and I listened the way he prepared his starter and I did it that way. And I also had a starter I used eight years in the factory. As you stated before, you always checked your starter in the afternoon. The way I used to set my starter, I used to take in the morning's milk and pasteurize it, prepare it for about an hour and cool it down. That way I had a good starter. What is your idea of holding the starter after you got it pasteurized and cooled off? How can you improve it? You may not believe in letting it stand until afternoon.

MR. KASPER: I always set right away.

THE PRESIDENT: There is one question I would like to ask Mr. Kasper in regard to the starter and that is this, whether he prefers to use less Startaline and set earlier or a little more Startaline and set later.

MR. KASPER: Well, I say, use less Startaline and set earlier. Our starter this next summer is going to be set in the morning before dinner, as soon as we get the milk cooled off.

MR. DAMROW: What does the consumer want, not for export lines but for the trade, cheese made with high acidity or a cheese made with a little less percentage of acidity and a good raw material, which way do you find that the consumer wants it, Mr. Kasper? I mean, locally. We want to fit our cheese to our people at home and we want to make a cheese for people at home and if we can make that kind of cheese, I believe we can triple our business. Now, don't you find, Mr. Kasper, that the average consumer, 70 per cent or 80 per cent of the people want a cheese with a good cook and a little milder cheese? Or how do you find it? Or is there anybody in the room that can answer it?

MR. KASPER: The trouble is most of the boys never see our cheese after it is sold. But you take cheese with a good percentage of moisture, and take another one that was slow and probably took 2½ hours for cooking, five hours before salting, take the cheese in the cold storage side by side and the cheese that has time to firm good, that is the softest cheese and at the same time it will be a firm cheese. I find it will be a good cheese a year afterwards but the cheese with a high percentage of moisture will always show that acid when it grows old.

MR. WESTPHAL: Mr. Chairman, I would like to ask Mr. Kasper to tell us how much starter he used for 1,000 pounds.

MR. KASPER: In the summer we use 1%.

THE PRESIDENT: Is that the same per cent you use if you want to make a real high scoring cheese?

MR. KASPER: Yes sir, we never change.

THE PRESIDENT: Any more questions.

MR. DEAN: I should like to know if Mr. Kasper uses any special treatment on his Startaline bottles that he uses to inoculate his starter or whether he uses steam.

MR. KASPER: As soon as we got our starter set we wash them with washing powder and lay them on top of a barrel and leave them lie there until the evening. The bottles are always nice and sweet.

THE PRESIDENT: Do you sterilize them after you have washed them with Wyandotte?

MR. KASPER: No sir, we don't. Rinse them out with warm water.

MR. CHAPMAN: One thing I think Mr. Kasper spoke of which wasn't emphasized enough, that is regarding his curd cutting, and I find in going around throughout the country that they practice it to cut them wide and then a large space between each operation to allow the moisture to escape. We used to do those things in the days we used to put in 40 per cent of moisture, but we don't do it today and I would like to emphasize the fact that in order to keep that curd warm and keep it in shape, we should keep it mellow and pretty close together.

HOW TO GET MORE UNIFORM CHEESE

By H. L. NOYES, Muscoda, Wis.

In the first place, there should be some way for all the cheese makers in the state to be made to realize the importance of good cheese, and the value it would be to them, to the state and the consumers—thus encouraging more trade.

At the Convention here this week we find a good many of the cheese makers who wish to learn how to make better cheese, but there is an even greater number at home who are unable to take advantage of the talks and instructions given here. In other words, we are not reaching all the people we should toward improving cheese making in Wisconsin.

One way of getting in touch with all is to organize each county or district having thirty or more factories that are not too far apart. Then the cheese makers could get together occasionally, talk over their troubles and cooperate generally in putting out a better product.

I know this idea has been carried out in certain parts of the state with good results, and you will find those sections represented here with the best.

In the average warehouse today, you will find that if a cheese maker gets a grade of "Fancy" on his cheese one week, the next week it will be Number One Grade. If you ask him why, he will tell you that he does not receive any more for the Fancy than for the Number One and that he cannot afford to make any better since he gets a better yield, and therefore pays his farmers more for their milk. This, of course, gives him a bigger reputation but works toward the detriment of the cheese industry.

To remedy this evil, I would suggest changing the grading law so as to make all cheese that scores over eighty-nine—"Fancy". In this way the cheese makers would have to work for the better quality because the market would be on the "Fancy" grade, and we would have ninety per cent of our cheese fancy.

Cheese that scores below eighty-nine I would mark Number Two, and buy according to quality.