

grade, whether whole milk, part skim, or skim, and the factory number if made in California, or the name of the manufacturer or distributor if made outside the state.

The factories in California are practically all privately owned, that is, there are very few cooperatives or very few farmer factories. The owners usually operate the factories, and consequently very few operators are employed.

The cheese makers and assistants, as a rule, are hired by the month, day or hour. As far as I am able to find out, the wages vary from \$40 per month, including board and room, to \$200 per month, depending upon the experience of the man and the work that he does.

The higher priced men earn their wages, too. I can cite an example. I walked into a good sized factory last June at about four P. M., expecting to see three or four of the boys that the Agricultural College had placed in that particular plant. I found only the head cheese maker. The boys had worked their eight hours according to the N. R. A. and the cheese maker was doing the final clean-up work. He was classed as an executive on a monthly salary. The trouble may have been due however, to poor organization of labor on his part.

In summarizing the cheese industry of California, I would say that a wide variety of cheese is made, in good plants and in poor, in country and city factories, and under a wide variety of weather conditions. The state imports more than they make, the per capita consumption being 8.3 pounds, which includes 2 pounds of cottage. The cottage cheese industry is highly developed.

Working conditions in many factories are poor, salaries not very high, and possibilities for cheese makers are not very good at present.

Due to the high price of milk for other products, I believe that the cheese industry of that state will have to turn, more and more, to the special varieties of cheese, for which they can command a higher price.

I have enjoyed attending your convention and I should like to give you a cordial invitation to visit California in 1938 at the time of the World's Fair at San Francisco, or before, and especially to visit the Agricultural College at Davis, which is only a short distance from Sacramento, the state capital. I thank you.

CHEESE ADVERTISING BY THE WISCONSIN DEPARTMENT OF AGRICULTURE AND MARKETS

By W. G. CARLSON

I am very glad to be here. I want to express the appreciation of our department for the splendid co-operation we have received from the makers of the state in the distribution of the printed matter we have been able to prepare for increasing the interest in cheese. I want you to know that you have done us a big favor and we certainly appreciate it.

Now I am just going to skim over a few of the things we have done. Whether they have been accomplishments or not you can judge. You

know about the posters; you have already received them. I might tell you that those posters have been very definite vehicles for cheese promotional plans in many localities, in the buying centers of this country.

I can point out a few. In New Orleans a tremendous Wisconsin cheese campaign was waged by a large packing company. They asked for the posters and they wanted the posters, if you please, that said, "Wisconsin makes the Best". They didn't want the poster which said, "Dairy food is good food", because they are running a Wisconsin campaign, and I hoped by this time I would have a report from them as to some of the results but it has not been forthcoming as yet.

In New York, Pennsylvania and in Oklahoma there have been very definite moves, the nucleus of which have been some of the material we have prepared in the department and which have promoted the use of cheese. Possibly some of you folks have listened to Joe Penner on the radio Sunday nights now and then. You recall one night in October when the commercial announcements were devoted to bread, but use cheese with it, and they suggested different ways of doing it. It cost three cents to get that one letter.

Then we have had the circulars on how to buy cheese. There has been some 75 thousand of those prepared and they have had a wide distribution. You have seen the cheese stickers that reached every corner of the world.

The Wisconsin Restaurant Association at their annual convention in Madison a short time ago thought very kindly of a resolution setting up one day a week in their member restaurants as a dairy day and plans are now going forward to furnish them with a series of menus and recipes in order that they all can properly co-operate with this movement.

You have seen the articles in McCall's or read of them by Mrs. Mortenson at the Extension College at Madison. If you haven't seen them, try to get hold of them, in the September and October issues of McCall's. There is a cheese story and one that is making cheese a vogue.

Now you remember we had our Milk-Land festival at State Fair. This was a vehicle to aid in this promotional work. We distributed some 36 million ballots throughout the state in the queen contests that were conducted in some 30 odd cities in the selection of a queen. Our queen was selected and she appeared at the State Fair and appeared subsequently at many places. I had luncheon with her and her party in Milwaukee the day before yesterday upon their return from Washington and here is what happened in Washington. For the first time in the history of the White House, food came in the front door and that food was Wisconsin dairy food, cheese and butter. And on the front pages of the major Washington newspapers appeared not only the photographs but the stories of the Wisconsin dairy queen who had been chosen at the Wisconsin State Fair, and how she brought these splendid dairy products to the White House. It is very strange to note that the stories and the headings all implied that the best cheese

of Wisconsin was given to the White House, implying that when you think of cheese, naturally it is Wisconsin cheese.

Then the group went to New York for a few hours, and while there the New York Times and New York American picked up the story and gave it splendid praise. Now briefly, those are some of the things that have been done. You may wonder how has all this been accomplished. Some people have a mistaken idea. They have been criticized for not spending more money in Wisconsin newspapers. It is a just criticism because the Wisconsin newspapers without any exception have been more than kind, they have been more than fair, they have been splendid, they have done a beautiful job for us, they have helped the industry a tremendous amount. But somehow or other the things that have been going on in our work seemed to create the impression that somewhere, somehow there is a tremendous fund of money being used. This work has been receiving so much mention, so much notice that it leaves the implication that there is a large fund being spent somewhere. So when we get these criticisms we just say, well, we are doing it without money, and that is just what we are doing. The appropriation for this work does not exist in our department. Whatever has been done, what little money has been spent has come from the department and the State Fair fund, and those funds I think most of you know have been pared considerably in the last three or four years. But there have been some accomplishments and I think what little money has been spent is coming back to us many fold.

Now there are other things to be done, more definite, more tangible efforts and they are very important parts of any merchandising program. We cannot go into that. That rests with the makers themselves and how they can affiliate themselves to do those particular things. I am just going to point out one thing—you know they say comparisons are very odious.

I received some figures which give you a comparison of some things that can be done in a merchandising way by a control of uniformity and a control of quality in product, and I think we can strike very close to home when I bring some figures to you on an off-shoot of your industry, namely the manufacture of processed and spread cheese. In 1929, you might be interested to know, that there were 51,300,000 some odd thousand pounds of that type of cheese manufactured. That was 1929, and two years later there were 151 million, seven hundred and some odd thousand pounds of that same product manufactured.

Now get this, that increase came about not through advertising, because up through that period there had been very little of the kind of advertising that we usually think of when we speak of advertising, I mean paid space. There was an increase, if you please, of 200 per cent.

Now I am just going to go back a little bit to some of the work we have done, the posters that actually brought about an increase. Some of you makers here have told about how they brought about an increase in your home locality. The stickers and our dairy day in the restaurants and all of those things we all agree have a very good in-

fluence, in spite of the fact that we have seen them criticized as meaningless stunts, but I think you will agree very well that it is worth while, and I am going to leave the answer with you.

PRESIDENT WHITING: We have a few announcements to make. The Resolutions Committee will meet at room 349 Foeste Hotel right after dinner at 1:15 sharp. Anyone that has any suggestions or resolutions, bring them in to that committee.

Convention Procession

SECRETARY SAMMIS: Out of courtesy to the Chamber of Commerce who made this convention possible here, I am asked to read this notice, that lunch will be served in the Chamber of Commerce rooms, Heidelberg Club, 7th Floor of the Security National Bank Building. You pay for what you get and there is a bar in connection.

By arrangement with the Sheboygan Association of Commerce and other people, we have an agreement to co-operate with them at 12 o'clock downstairs at the front door to march in procession. They will be down there and you are asked to take the next ten minutes to get yourselves all downstairs and out of the front door. As you go out of the front door you will receive the regalia of the cheese makers parade, hats, caps, horns, canes and everything else. Everybody is welcome to march. We want to show the city of Sheboygan there are a few cheese makers in town.

It is up to you to decide right now whether you want the afternoon meeting in this room or in the theatre. Is this room big enough? All those in favor of meeting up here will say aye. Those in favor of meeting over at the theatre will say aye. You have voted to remain here this afternoon. We are very much obliged to Mr. Broughton for making the theatre available in case we need it. By some unfortunate mistake which can't be explained, his name was left off the program but Mr. Broughton will be one of the chief speakers this afternoon and we will all be glad to hear him.

Thursday Afternoon Session

METHODS AND RESULTS OF NATIONAL ADVERTISING OF DAIRY PRODUCTS

By **ROBERT W. BALDERSTON**, *Manager*, National Dairy Council

Mr. President, Gentlemen and friends: I certainly feel quite humble in being forced on this afternoon's program. I will try my very best to make it worth your while.

It is indeed a pleasure to come to Wisconsin and talk any type of dairy product, as we all realize Wisconsin is the real heart of the dairy industry in the United States. I wonder how many of you know that last year Wisconsin surpassed New York in the total of all dairy products. Last year Wisconsin had 109 million returns from her fair dairy products and New York only 106 million.