

MR. DAVIS: Mr. Chairman, as president of the Cheese Board, I will say that the majority vote of the members is called for, for a suggestion of correct differentials of price between state and standard. That vote varies. We have had a majority of one vote at times suggesting the half cent. There has been a number of times that $\frac{3}{4}$ of a cent has been suggested but in talking with the cheese dealers they have felt that the cheese maker was trying to do the best work he could, and they felt they should not throw upon those makers a personal loss of greater than that half cent and they didn't want to throw unnecessary hardship on those makers. So for that reason the cheese dealers have voted that the suggestion of the difference should be a half cent.

MR. MALCZEWSKI: If we are going to make a cent differential there, hadn't we better discard our present 40 per cent moisture law? Isn't it a fact that if we are going to make all cheese to be state brand, we have got to decrease our moisture so we don't get any soft cheese? Are we going to give the public then what they want? Are we going to make a softer cheese if the public demands it, and then take a licking for it?

PRESIDENT WHITING: Are you ready for the question?

MR. KOPITZKE: I feel about the same as Mr. Malczewski about that. I believe that the fellow who makes a soft cheese will be out of luck. Some fellows just simply think that if the cheese is soft it is absolutely no good, so it is just too bad if we make that kind of cheese. I explained at Marshfield and Shawano about the patron I had who ate 41 pounds per capita and who demands a cheese of 40 per cent moisture. Should we give him that cheese so that he eats 41 pounds per year, or not. Should we discourage that?

MR. DEBUHR: Mr. Chairman, in the audience yesterday afternoon certain cheese makers that sold cheese locally out of the factory said that the majority of the cheese sold from the factory was a soft or high moisture cheese. Now then, if you want to go to work and make a differential of one cent a pound between state and standards it is just too bad for anybody that is trying to make a soft cheese and as long as the consuming public wants a soft cheese, give it to them. If it sells, give it to them. A dry cheese sure is fine for advertising cheese, but if they want to buy fresh cheese you cannot sell them dry cheese.

DAIRY QUEEN

PRESIDENT WHITING: Ladies and gentlemen, I don't want to interrupt this discussion or motion we have before the house, but we have with us at this time a dairy queen, and she has to get a train out of here. I would like to have Mr. Sommers, the Secretary of the Association of Commerce, introduce our dairy queen.

MR. SOMMERS: Mr. President and members of the Wisconsin Cheese Makers Association: I know you are busy and in a hurry, so without the formality of a long introduction, I have the great pleasure and honor, to introduce Miss Fay Kelly, the Dairy Queen of the State of Wisconsin. We feel happy about her selection to represent the industry in our field, because of the publicity she has brought to Wisconsin and the good will she has won in the home of the President. He is going to live twenty years longer because he is going to eat Wisconsin cheese. The whole country from north to south, and east to west is going to consume more cheese, and every cheese factory will work to capacity and increase in numbers. Wisconsin will be known not only as the greatest cheese center in the whole world but the center where they have the finest girls.

MISS FAY KELLY (Dairy Queen): I would like to take the opportunity to thank you for the fine reception that you gave me here to-

day, ladies and gentlemen. It is certainly a pleasure to come to Sheboygan and I hope you will increase the sales of your cheese a great percentage over the other years, through the publicity we have gotten in regard to this Dairy Queen tour to Washington and the World's Fair. I thank you.

PRESIDENT WHITING: We will go on with our discussion.

MR. JOHNS: We should encourage home consumption with the 40 per cent moisture cheese. The 36, 37 or 38 per cent moisture cheese, which does score state brand and is put into storage and comes out later on after five or six, or ten months as state brand cheese, is by far the greater percentage, at least 80 per cent or more. I still believe that the one cent differential between state and standard brand ought to be encouraged. I certainly believe that Mr. Davis will agree with me, that the one cent differential ought to be encouraged, in order to keep on encouraging more quality cheese, because when we get to putting out more 40 per cent moisture cheese you are going to have something that is not going to stand up so well in storage and I think every one of the cheese dealers will bear me out on that point.

MR. KOPITZKE: I want to say this, Mr. Johns, if the dealer wants to buy a low moisture cheese to keep for a year and a half, let them buy it on the moisture basis.

MR. SCHAETZL: Mr. President, after this discussion I think everybody is ready to express his opinion by vote. I now move you we take a vote by ballot on the question and see how we come out.

(Motion seconded and carried).

PRESIDENT WHITING: For one cent vote yes, and for anything less than that vote no. The result of the vote is 63 yes and 175 no.

The next we have on our program is the Secretary's progress report, by J. L. Sammis, our secretary.

SECRETARY'S PROGRESS REPORT

BY PROF. J. L. SAMMIS

Mr. President, it seems desirable that for a few minutes during the annual convention we turn away from the whole outside world and discuss our own association business for a few minutes in order to plan future progress, and in order to correct our mistakes, if any.

It seems necessary to say very little about the past progress because you are all familiar with it. How many people here belong to one of the branches of the organization? A good many. During the past two years the progress has consisted in part of organizing 29 of these branches in different counties all over the state. There are all kinds, like a family of children. There are a few of them that are very strong and prosperous and they have one hundred or more members. The biggest branch is the Southeastern Branch which covers Dodge County and the edge of all the surrounding counties. They voted themselves in as a branch. At their monthly meetings, they always have two or three kegs of beer and a lot of cheese and the social side is emphasized, and when the business is over they spend an hour or more singing songs and they have a lot of fun.

Then we have quite a number of American cheese branches that are strong. Down at the other end, we have several branches that are very weak, almost dead, probably because the local officers were not