

sin Cheese." Something of that sort I think would aid your business very materially and as far as the threat of the big cheese monopolies is concerned, I think if you will just recall the picture of the Utility Industry, you will have nothing to fear.

It isn't but a few years ago that there was a great fear that all the electrical utilities were going to be controlled by one man and the little fellows were beginning to squirm around and we soon found that the superstructure that was built up to close the little fellow, didn't do it at all. Eventually the cheese monopolies will fall under their own superstructure and the little fellow will be king after all.

Before closing I can't help but recall to your attention one of the staunchest friends you have in the State of Wisconsin, our own leading citizen, Charlie Broughton. He has carried on the battle for you men continuously and I know he is sincere and he has at heart your welfare; and before leaving I am quite sure you are all going to meet him. He is one of your best and staunchest friends.

When the day's work is over we want you to enjoy yourselves to the fullest extent. If in your going and coming and doing there have been some minor infractions, we are awfully blind when our guests do something like that. So feel free to enjoy yourselves to the fullest extent, and if you are troubled in any way, don't hesitate to call on me. Thank you.

## RESPONSE TO ADDRESS OF WELCOME

By L. E. KOPITZKE

Mr. President, Mayor Sonnenburg and Friends: I certainly wish to thank Mayor Sonnenburg for his splendid address of welcome. The fact that we are here again indicates we highly appreciate the hospitality of the City of Sheboygan. Although this is but the second time we are assembling here, I am sure we all have a kindly feeling toward this city, and especially for that grand citizen, C. E. Broughton, who invited us to come here a year ago. He not only invited us, but also furnished this hall. We are also aware of the fact that he has always befriended and fought for the farmers and cheese makers. Mr. Broughton, as most of you know, is editor of the daily newspaper, the Sheboygan Press, and through this paper especially and other ways as well, he has greatly helped the farmers and cheese makers and I wish to take this opportunity of thanking him in behalf of the Association.

I will now endeavor to point out a few things which I think the cheese producers and makers should concentrate their efforts upon for the balance of 1934 and for 1935.

First, we must produce a quality product and second, we must get out and sell our product.

Some of you will say that you have heard so much about quality that it has become monotonous and you do not care to hear any more. I will admit we have heard and talked a great deal about

quality, but unfortunately there are still some who do not try to do anything about it. The argument most commonly used by makers is that if they make an attempt to improve the quality of the milk they are bound to step on some of their patrons' toes and will result in losing them. This may be true, but it only proves that some are asleep at the switch, for if we would all put our shoulders to the wheel and do our bit such conditions would not exist.

Then too there are different ways in going about the task of improving the quality. My opinion is that we can accomplish the best results by going about it in a friendly and cautious manner.

We must convince the patrons that it is profitable for them to produce quality milk. The fact must be stressed that if all dairy products marketed were of a good quality the consumption would be greatly increased and the surplus wiped out, which naturally would result in better prices.

Let us not overlook the fact that the producers of milk have had a mighty difficult time of it for the past three years. They have been working harder than ever, but have realized very little for their efforts.

I do not want you to misunderstand me, however; I do not claim that to be an excuse for not producing good milk, but with such conditions existing it behooves us still more to cooperate with our patrons in trying to improve the quality.

We must not forget the proverb, "Do unto others as you would have them do unto you."

If you were a producer, you would not want your milk rejected without an explanation as to why it could not be taken. Neither would you want it broadcast to the other patrons, yet this is sometimes done. I remember one cheese maker who enjoyed the patronage of forty-six farmers and if one of them would deliver a can of milk which was inferior in quality, the other forty-five would be sure to hear about it.

I believe that by making use of our sediment tester and thermometer, together with a little friendly advice we can accomplish a great deal more towards improving the quality of our cheese.

As for the advertising, I am glad to be able to state at this time that I think there has been more done in the past year to educate the consumers as to the value of cheese than ever before.

The first steps toward urging the public to eat more cheese were taken last November before and during National Cheese Week. No doubt this did a lot of good while it lasted which was one week, but it was not sufficient time.

After Cheese Week many of us started to think and wonder why it would not be a good idea to have fifty-two "Cheese Weeks" instead of one. It was not long before action was started by a few cheese makers who finally succeeded in building an organization for the purpose of advertising Wisconsin Natural Cheese, namely, the Wisconsin Cheese Makers' Publicity Association.

I also want to take this opportunity to congratulate the Department of Agriculture and Markets for the work they have done to help increase the consumption of cheese and other dairy products in the past year. Wilbur G. Carlson who has had charge of the advertising has done some very constructive work along that line, and I do not think his efforts have been in vain.

### REPORT OF THE AUDITING COMMITTEE

MR. PETERS: We, the auditing committee, have examined the secretary and treasurer's books and found them to be correct.

JOHN PETERS AND WALTER SCHMIDT.

President Whiting: We will now have the financial report of our Secretary, Mr. Sammis.

### FINANCIAL REPORT OF THE SECRETARY

MR. SAMMIS: Mr. President, I am glad to see members here from a distance. Wherever we meet, everybody in the county will be there, but the fruitful thing is to have many members present from all over the state.

I would like to remind you who are here from various counties that tonight at six o'clock we have dinner at the Foeste Hotel.

The purpose of that dinner is to discuss new methods and plans for the growth of the branches and I hope that officers and representatives of all branches will be at that supper tonight at six o'clock and take part. Bring your ideas, and learn from the other branches what ideas they have.

Two years ago you voted that this Association recommend that cheese makers in every county should organize local branches, to meet monthly, to discuss the local and state-wide matters of importance.

Your officers carried out your wishes and you now have 29 branches. Nearly all of them are quite prosperous. One or two very seldom report and we can't tell whether they are dead or alive. But the great majority of the branches send in reports promptly and you get them in your news letters and know all about them. The news letters were started as a means of keeping branches in contact with each other. During past years up to this last year, you have had all this work done at no cost to you. The State paid for part of it. The Legislature presented you with six hundred dollars cash. The Dairy Department of the University told the members of its staff to help the Association, to help the cheese makers, and to do anything they could for them and do it at State expense. You doubtless recall that our friends downstairs who occupy the booths pay in money. The facts are summed up, that for every dollar the cheese maker pays in, other people, in the past, have contributed five dollars, for the work of this Association.

At the last convention I reported that I would be glad to visit any branches that requested me to do so. I received eighty requests to