

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

able to steer them right. They never amount to much and the officers may have to be replaced, or we may have to reorganize them. In between that there are a lot of what I would like to call about half-grown branches that are doing well but they still need quite a lot of boosting before they will get to be first class prosperous branches. You have made a good start, but there is room in the state for more branches to be organized, to bring in 1000 more makers.

Yesterday a cheese maker from a county west of here came to me and said, how can we get a branch in our county?

This work is making progress. It is not complete, any more than the work of this state association is complete. You expect to do better things as the years go by. It takes continual study and work to make progress.

During the past year many of the branches have been asking for help. I have received 80 requests from different branches, where they voted to ask me to come to their meeting and give them some help. I have attended 65 of those branch meetings during the last summer. I named a date and they set the meeting on the date I named, so that I could be there without waste of money for travel.

In general, the association finances have run along just about the same this last year as they did in previous years and don't call for any particular comment. There are one or two new things for you to consider this year. When this branch organization began, you had the time of the secretary spent in organizing and you had the travel expenses of the secretary to go from one county to another, all paid for by the state, paid for through the dairy school, or paid for as some part of the appropriation of six hundred dollars the legislature has given us.

At the present time there is a new feature for you to consider. Because of reduced appropriations to the University, the dairy school is unable to pay for the six summer months spent in visiting branches and organizing new ones. They didn't pay for it last summer. Last summer during the six months spent among the branches my time has not been paid for. I didn't intend to mention that particularly, but I want to show you that from now on so far as we can tell, if you want the work of the secretary continuous all through the summer to look after branches and organize new ones, and keep news letters going, watch the legislature and keep you supplied with legislative bills according to the plan that has been used, you will have to raise about six hundred dollars for the secretary's time for six months.

For your information, I will say I still have the half year or five months contract with the dairy school, covering the months when we offer four-day schools.

There is another need for more money. The legislature during the coming session will probably cut off the six hundred dollar appropriation they have given us for twenty years. There is a whole group of small and large associations including this one and the Central and Southern, and the Potato Growers, a whole bunch of agricultural associations that have been getting appropriations, but the last session

of the legislature wiped them out. They asked me twenty times why under the sun a 43 year old association like ours couldn't pay its own bills and why we still had to ask for a six hundred dollars a year appropriation from the state.

It happened that the Governor vetoed the cut last year and so we did get the six hundred dollars. With all the depression and necessary relief I think the legislature will cut it off this year. So you have to raise eighteen hundred dollars over and above what you have raised before if you want to continue this work as in the past. That is entirely up to you. I don't want to influence you in any way.

There has been considerable discussion as to how to raise more money. I had hoped it could be planned last night, but it was not done. There have been two main ways proposed. We hoped we would have a big attendance here this year. The treasurer downstairs tells me there are only 430 tickets sold. That is a little less than last year.

It seems that the novelty of coming here has worn off, or for some reason there are no more people here now than last year, when we had a strike and a blizzard. We cannot depend upon a big attendance to raise more money, at \$1.00 apiece. If you want to raise twelve hundred dollars more than you ever did before by membership fees that means you have got to add about three dollars to your membership fees. That would mean that your membership fee for next year would be four dollars.

I was in hopes you would have six hundred people here but you haven't them even with the best of weather and everything else. If we could figure on six hundred people that would be only two dollars a piece. One way to raise the money is to vote here to raise your membership dues for next year to something higher than it is now. You paid one dollar this year. To raise twelve hundred dollars more you have to add three dollars to it.

The butter makers pay twelve dollars a year in their association and you have been paying one dollar. It is a kind of a shock to you to tell you such a thing, but we get shocks all through life and usually we are better off after the shock than before.

There is another proposal, and that is to ask the branches to raise the money. There are, we will say, twenty-five good, strong, active branches that are able to raise money. They have equal earning power whether their membership is large or small. Any branch can appoint a committee of three members on a dance committee and pull off two or three or four dances and raise two or three or four hundred dollars. One association has made over eight hundred dollars by their activities. There are very few associations who haven't raised money this way. It is an easy way and you can get a committee of three out of any branch. Whether they are large or small, they all have equal earning power.

Suppose then that to raise twelve hundred dollars out of twenty-four branches we ask them to contribute their share, which would be \$50 a year from a branch, out of their earnings. There are two ways proposed to raise money. I suppose that you are ready perhaps to dis-

cuss or to vote on this question, shall the secretary's work be continued next year as it has in the past years in organizing and promoting their work in the branches, and the news letters, the legislative bills, and so on; it all goes together. We either do it or don't do it. If you vote to drop it, why that is all right. Whoever you elect for secretary, I presume, will do it if you vote for it. I am not discussing that. I am discussing your policy as to whether this association is big enough to keep one man at work at the thing all through the summer months.

I think the first question you ought to discuss and answer is this one here printed in the program. Does this convention recommend that the system of organizing branches and attending monthly meetings when requested by makers, be continued, or shall it be dropped. Anybody want to make a motion on that subject?

MR. DEBUHR: Mr. Chairman, is there any field for organizing new branches?

SECRETARY SAMMIS: Well, yesterday Winnebago County asked whether they could get a branch, and other places need branches. But the work of the secretary is partly in organizing new branches where needed, and also to a great extent in promoting the work of branches which are in need of further help. The best ones don't need any help at all. They take care of themselves. But a lot of the rest of them are in fairly poor condition.

Now, think about your branch and decide for yourselves whether you would like to have visits from the secretary during the coming year as you had them in the past year, and if you don't want them and don't need them, then vote no; if you want them continued, then vote yes. I would like to get your opinion because this work will not be carried on unless you positively say you want it done. The officers will not do things unless you say you want them done. We are not trying to put anything over on you.

MR. DEBUHR: I am not going to make a motion; I am going to make a suggestion. When the resolutions come in, there is a resolution relative to what Mr. Sammis spoke of. Now, I think we better wait with this question until these resolutions come up and probably this resolution will carry, and kill all this talk here.

## ADDRESS

BY JOHN LEONARD

Mr. Chairman, Ladies and Gentlemen: I am just an ordinary fellow away from home, and I think you all know how that is. I appreciate very much the honor that has been done me that you asked me to address this meeting, and I want to assure you that out in California we have had a lot of similar meetings to yours today. We found in many of our industries out there that we had to get together to do