

Forty-Third Annual Convention
OF THE
Wisconsin Cheese Makers' Association

Held at Sheboygan, Wisconsin

November 14 and 15, 1934

At the Eagles Auditorium

President Earl B. Whiting called the convention to order at 11 a. m. November 14th, 1934.

ADDRESS OF WELCOME

By MAYOR W. M. SONNENBURG

Mr. President, Members of the Wisconsin Cheese Makers' Association: In behalf of the city of Sheboygan I welcome you. I feel that having selected this city two years in succession you are not only honoring us but you are recognizing the position of Sheboygan county and the organizations in the cheese industry.

I was interested in looking over some statistics about a week and a half ago to see how Clark County fitted into this cheese picture, and I was very much surprised to see it was rated second. Dodge is first and Marathon third and Sheboygan fourth. Looking further over the statistics I noted that Wisconsin produced 6½ times as much cheese as its nearest competitor, New York state, and twenty times as much cheese as the next nearest, the state of Oregon. And altogether produced more cheese than the rest of the United States combined.

That is something I didn't know before, and the reason I didn't know it is because it hadn't been given publicity. I think the cheese maker, who operates the little corner cheese factory probably gets down in the mouth once in a while feeling that he is being handled rather roughly by the big monopolies. I would say that with due publicity for your industry, that you fellows are very safe from the big monopolies, but I do think that you men should carry on a campaign such as the California Fruit Growers carry on.

For instance, I could vision a great big billboard in New York State saying, "Wisconsin Produces More Cheese than the Rest of the United States. Why? Because of its superior quality. Insist on Wisconsin."

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