Milton, the blind poet, in spite of his blindness, gave the world that great literary classic, Paradise Lost. Beethoven, in spite of his deafness, produced harmonious sounds never before heard by man. Going back to ancient history, there is Galileo who developed fundamentals of astronomy which today are used in modern calculations.

Those men were all great because they gave great service, but regardless of how great any one of them might be, his greatness is far superceded by the greatest services of all, by Him who died on the cross in order to save the world. Christ gave us the Golden Rule, "Do unto others as you would have others do unto you." That is the most highly and most lofty expression of this law of service, and if by some magic that could be put into effect, simultaneously the world over, our troubles would be gone.

In spite of the wars, dirty politics, labor troubles and our own problems and difficulties in industry, in spite of all those things there has been progress. Close examination will reveal that progress has been made. There is now a broader application of those principles. There is more service given now than there was even a generation ago. If you don't believe that, think back or read back and study the business methods of the last generation and compare them with those of today and you will find there have been problems and it is due to a greater application of this principle of service. Man is a picture that looks three ways; he looks backwards and he has the past. He looks into himself and he has the present. He looks ahead and he has the future, but he only has one life to live. Should that life be spent in serving himself only which would lead to laziness, greed, dishonesty and criminality, or should that life be spent in working for the benefit of others, in serving others, in doing unto others as you would have others do unto you. Thank you.

CAN WISCONSIN PRODUCE CERTIFIED CHEESE?

By Walter V. Price

About 50 years ago, Dr. Henry L. Coit, a physician in Newark, New Jersey, became interested in the milk supply of his community. He persuaded a dairymen, Mr. Stephan Fransisco, to establish ideal conditions of milk production on his farm. Later, other physicians cooperated with them in defining proper methods of producing clean milk. Eventually, the Medical Society endorsed the milk produced in this manner. Their efforts at first were planned to eliminate bovine tuberculosis and to require the use of sterilized utensils in clean milk rooms. The movement grew; standards became more exacting, until now, "Certified Milk" indicates a product which satis-
ifies certain critical bacteriological and chemical tests. Methods and regulation of production are changed as the Medical Milk Commission modifies its technic for attaining these standards. The success of this development of Dr. Coit’s idea suggests that the method might be applied to other food products.

**Consumer Interest In the Food Industries**

There is a growing consumer interest in the sanitary conditions existing in the food industries. Books, such as the “American Chamber of Horrors” written by Miss Ruth de Forest Lamb, chief educational officer of the United States Food and Drug Administration, and sensational magazine articles by other authors have described some undesirable practices of handling foods. The housewife is naturally frightened by such literature although such practices are not typical of the whole food industry.

Distributors of fluid milk have attempted to build consumer confidence in the milk industry by inviting housewives to visit their plants; some distributors have even provided club rooms to encourage this contact. Many women in the larger cities who have had such opportunities to inspect the “housekeeping” methods of the dairy industry have expressed their pleasure with what they have seen. Another example of such an effort to inspire confidence is that furnished by a producer of certified milk, who displayed his methods of handling a dairy herd and caring for the milk produced before the thousands of people who visited the last Chicago Exposition. Through these contacts milk distributors and producers are actually “merchandising sanitation.”

**Regulation and Law Enforcement in the Food Industries**

The consumer’s health is protected by state and national pure food laws. Information concerning the activities of the United States Food and Drug Administration in enforcing these laws is available in pamphlet form under the title “Notices of Judgment under the Food and Drugs Act.” This booklet, which is now being mailed to housewives as well as to other interested individuals at frequent intervals by the United States Department of Agriculture, reveals the offenses and penalties paid by those who have violated the national pure food laws. In recent months butter has been receiving considerable attention from the federal officers and the strenuous efforts being made by the industry to conform with the spirit as well as the letter of the law are well known.

There is every reason to believe that all branches of the dairy industry will be investigated by the officials who are charged with the enforcement of the pure food laws. As a matter of fact, on April 16, 1936, a letter was addressed by W. G. Campbell, Chief of the
Food and Drug Administration, to the "Dairy and Cheese Industry."
The first portion of this letter reads:

"The federal Food and Drugs Act defines a food as adulterated, among other conditions, if it be filthy, decomposed or putrid. In the enforcement of this statute, the Food and Drug Administration has encountered shipments of cheese, process cheese and milk intended for cheesemaking, adulterated in this respect. Action has been taken under the law against such shipments. Not only are consignments of adulterated dairy products subject to seizure, but the responsible shippers are liable to criminal prosecution under the law.

"It is evident that the objectionable conditions responsible for the adulteration are largely the result of carelessness and indifference during the production of milk itself and during the manufacture into cheese and process cheese.

"Milk producers and cheese manufacturers are warned that precautions should immediately be taken by each agency concerned to correct this situation. To be effective, these must be participated in by all branches of the industry, including the milk producers and shippers, and cheese and process-cheese manufacturers."

That this warning was not an idle one is indicated by seizures of cheese which immediately followed and which are still occurring. The effect of such activities upon the public reaction toward the dairy industry can certainly not be encouraging. Unfortunately, unoffending milk producers, plant operators and merchandisers of dairy products all suffer from this natural reaction of the buying public. Proper assignment of responsibility to any guilty group or individuals will not compensate the industry as a whole for the loss of public confidence in the wholesome, nutritive value of cheese or other dairy products. Adequate sanitary control of milk production and cheese manufacture must be established by the cheese industry itself or this end will be accomplished under compulsion of food regulatory agents. Such sanitary control cannot be obtained by the independent action of either milk producers, plant operators or cheese merchandisers. These three groups must act together to accomplish this objective. The results of such control would not only satisfy the minimum requirements of the pure food laws but would increase the commercial value by decreasing manufacturing and curing losses. Cheese produced under proper sanitary control would have a greater appeal to every member of the industry and would merit the confidence which could be inspired by honest publicity.

Milk producers, manufacturers and merchandisers of cheese naturally raise the question of costs and returns for the special efforts
necessary to guarantee that all conditions surrounding the production of the cheese have been clean, attractive and healthful. In answering this question, one can refer to the greater returns which are being obtained for similar efforts or perhaps for some benefits which are even less tangible, for example,—market preferences for certain fruits, vegetables and eggs are well known; certified milk sells for more than regular market milk; advertised brands of ham sell for more than hams which are not advertised; and the list might be greatly extended. One of the largest assemblers and merchandisers of butter, cheese and other dairy products bought a page in the American Creamery and Poultry Produce Review of April 14, 1937, to say "Quality Products Pay Bigger Dividends." The same journal in an editorial on June 10, 1936, stated:

"There are those who are very finicky about their food and who are willing to pay an extra price for assurance that the butter they are eating has an exceptional history of perfect sanitation right back to the cows that produced the milk that produced the cream that produced the butter that is placed before them at the table."

"If butter brand owners could establish proof of unusual sanitary supervision, right back to the farms, of the butter they sell, they would have an additional talking point to justify a higher price and more customers. This could be done without casting doubt as to the wholesomeness of American butter as a whole."

Self-Regulation of the Cheese Industry

The cheese industry in some states is recognizing the necessity of taking direct action to achieve more desirable conditions of production. On April 3, 1936, the Missouri Association of Cheese Manufacturers was organized in order "to promote, advance and maintain by common endeavor and common council the highest ideals of the cheese business; to advance and stabilize the cheese industry of Missouri and to guard, protect and promote the general interests of Cheese Industry in said state as relates to members, producers and the consuming public." Then the Association defined and adopted proper methods to follow in producing and handling milk, achieving proper sanitation in factories, and controlling composition of the finished cheese. A similar, significant incident occurred on May 25, 1936, when the Illinois Cheese Manufacturers' Association adopted what is termed the "Illinois Quality Program for Cheese." This program covers conditions surrounding the production and transportation of milk to factories, as well as conditions obtaining in the factories. The Association is considering methods of grading milk, marking cheese, supervising conditions of production, controlling composition, educating farmers and improving general factory appearances. A most hopeful sign in this sequence of
events occurred in October 1936 when a few thoughtful cheese makers in northeastern Wisconsin organized the Wisconsin Accredited Cheese Factories, Inc., to carry forward their aims for improving the industry by such means as education, better management, enforcement of state and national food and drug acts, rigid inspection of member factories and careful grading. Such organizations deserve the highest regard.

Will Wisconsin's Cheese Industry Be Affected By Regulations In Other States?

Organization of the members of the cheese industry in states other than Wisconsin for the express purpose of improving their product is highly desirable both for the members and for the consumers of the cheese which these members produce. The effects on Wisconsin's cheese industry may not be so desirable. Such movements in states other than Wisconsin assume a double significance when it is remembered that during the past few years Wisconsin's proportion of the total production of cheese in the United States has been declining steadily. Farmers in other states have been going into the dairy business in increasing numbers. The recently proposed soil conservation-farm relief program will eventually, if not immediately cause an increased trend to dairying in areas now devoted to other products. Such trends must cause Wisconsin to share, increasingly, its market for cheese with these new farmers unless there are marked differences in the quality or market value of cheese produced in Wisconsin and in these other areas. The steps taken by the cheese industries in Missouri and Illinois indicate that differences in quality caused by climatic conditions may be more than offset by improved methods of production.

The reaction of the Wisconsin cheese industry to the demands of the Food and Drug Administration and to the challenge of competitors in other parts of the United States should be clear. Every effort should be made to satisfy immediately the requirements of the Administration. The sooner such efforts are successful, the better it will be for the welfare of Wisconsin's industry from every standpoint. But, Wisconsin's cheese industry would not be alone in satisfying the Administration. Wisconsin should, therefore, be prepared to do more than merely satisfy minimum standards to retain its present markets.

Can Wisconsin Produce a Superior Type of Cheese?

It is the purpose of this discussion to suggest a method or plan by which the cheese industry, itself, through its own appointed representatives, might establish its own standards and control the production of a superior type of cheese. This plan is offered as a tentative procedure to secure earned compensation for some produc-
ers, manufacturers and dealers who are already practically satisfying the requirements for the production of such cheese. It is expected that this plan can and will be improved by thoughtful men in the industry who sincerely desire to see a preferred market established for a superior kind of Wisconsin cheese.

The plan, which is presented in the pages immediately following, has been written with the specific needs of the American cheese industry in mind. With slight modifications, however, it can be adapted for use in the production and marketing of other types of cheese. Eventually, it is hoped that this may be accomplished.

It is assumed that this plan should be initiated at first in only a limited number of factories and with the cooperation of only a few dealers. Participation in the plan would be purely voluntary and would increase only as the market for this type of superior or "certified" cheese developed.

A Plan For Producing Certified Cheese

All who are financially interested in the cheese industry have considered at various times the problems involved in manufacturing and merchandising a superior quality of cheese. These problems are frequently discussed by thoughtful milk producers, cheese dealers and cheese makers. These three groups now speak and act through trade associations, institutes and cooperatives. Among these, for the purpose of illustration, might be listed such bodies as the Wisconsin Cheese Makers' Association, Wisconsin Cheese Producers' Federation Cooperative, and the National Cheese Institute. Space alone limits the extension of this list. It is suggested that the common interests of such groups might be united by the formation of a single committee or council consisting of representatives of each group. Such a committee might be called the "Wisconsin Council of the Cheese Industry."

Organization of the Wisconsin Council of the Cheese Industry

It is proposed that the official members of the council should consist of representatives elected by the three basic groups cooperating in the plan; that is, milk producers, cheese makers and cheese dealers. Each group would be entitled to a single voting representative but would be privileged to send two additional representatives to the council meetings without power to vote but with all rights to debate. This council would define the conditions of production, manufacture and distribution which would have to be met to satisfy the requirements of a Wisconsin Certified or Approved Brand of cheese. The council, through its representatives in the field, would enforce the provisions of this plan and make such changes in it as time and circumstances showed to be necessary.
The council would appoint a salaried executive secretary. It would be his duty to carry out the routine work of the council according to the policies defined by the council. His salary would be fixed by the council but at no time should the sum of this salary and executive office expenses be greater than approximately 10% of the total expenses of the manufacturing control service.

From the voting members of the council would be elected by the council, a treasurer, whose duty it would be to audit accounts and countersign checks issued by the secretary.

The council would invite the Federal Food and Drug Administration, the American Medical Association, the Chicago and New York City Boards of Health, the United States Bureau of Public Hygiene, the Wisconsin State Board of Health and Department of Agriculture and Markets, the National Dairy Council and the University of Wisconsin to send representatives to any or all of the meetings of the council to present suggestions and criticisms of definitions and standards and to participate in discussions for the improvement of the efficiency of the service or maintenance of standards of excellence.

Sanitary Requirements for the Production of Wisconsin Certified or Approved Cheese

Reasonable definitions of minimum sanitary requirements are suggested here in order to furnish a basis of discussion of standards to be enforced.

Farm Sanitation:

1. Herds should be clean, healthy and free from tuberculosis by veterinarian's certification at intervals of 12 months. Cows which show clotted milk would be considered diseased and milk from such animals should not be delivered to the factory.

2. Barns should be clean and have sound floors and tight ceiling in the milking room. Sufficient clean bedding should be used.

3. Milkers should be clean and free from communicable disease by doctor's certification when factories are approved. Subsequent contagious illnesses would be reported to the fieldman of the council, and the worker would be forbidden to resume his duties until declared cured by a doctor's certification.

4. Utensils should be clean and kept in clean places.

5. Milk should be removed from the barn immediately after milking.
6. Milk should be cooled to 60° F. within one hour after milking or delivered to the factory within two hours after milking.

7. The water supply should be approved by the State Board of Health.

8. Quality of milk should satisfy the following standards:
   a. Milk should reduce methylene blue in not less than 3 hours. The fermentation test on the same tube should be used to supplement the information of the reduction test.
   b. Milk should have not more than 0.01% of developed acidity.
   c. Milk should be free from undesirable flavors and odors.
   d. Milk should have a satisfactory sediment test without the use of any filters except fine-mesh, metal strainers.
   e. Milk should have a satisfactory curd test.

Factory Sanitation:

1. Maker and helpers should be clean and healthy by doctor's certification when the factory is approved; subsequent illness would be reported and the maker forbidden to resume his duties until declared cured by doctor's certification. The maker should be proficient in the art and technical knowledge of his business as evidenced by experience in manufacture and knowledge of milk testing and quality control of milk and cheese.

2. Water supply should be approved by the State Board of Health.

3. Equipment should be clean and sound.

4. Milk should be filtered or clarified.

5. Making and curing rooms should be clean; have sound floors, walls and ceilings, adequate cleaning facilities, and adequate screens and vermin control. Toilet facilities should conform to standards of the State Board of Health.

6. Milk should satisfy tests for quality defined under farm sanitation. All such tests should be regularly used by the maker and records kept for each patron. Such records should be used by the fieldman of the council in determining the quality of milk. Fieldmen, however, should check at least 50% of the incoming milk on at least two days in each month. If so requested by the council or by the dealer who purchases the cheese, then all milk should be tested by the fieldman on at least two days of each month.
7. Cheese should be of legal composition, free from extraneous matter and of Wisconsin State Brand quality.

Warehouse:

1. Operators should be clean and healthy by doctor's certification when employed. Contagious sickness should be reported to the council secretary and the worker forbidden to resume his duties until declared cured by a doctor's certification.

2. Buildings should be clean with ample wash room and toilet facilities. Temperature control should be available for all cheese and the buildings should be reasonably free from rats, mice and vermin.

3. Graders should be clean and free from communicable disease by doctor's certification when employed. Contagious sickness must be reported to the council secretary and the grader forbidden to resume his duties until declared cured according to a doctor's certification. Graders must be skilled in the art of grading as evidenced by practical examination.

Starting the Production of Certified or Approved Cheese

There must be an incentive or immediate reward for those who satisfy the requirements of the council. This reward should be determined by the increased selling value of this superior product. Obviously, this increased selling value cannot be predicted accurately at first but should be honestly fixed by the council to approximate a reasonable amount. This premium or increased value would be altered later when public reaction to the value of the actual merchandise would be determined more accurately. Subsequent steps in starting the production of the certified or approved cheese would then follow in the order listed below:

1. **Offer to buy approved cheese:** Dealers interested in the purchase of approved cheese will offer to purchase a stated minimum amount and to pay for it the premium previously fixed as reasonable by the council. If the dealer's facilities for handling the cheese satisfy the requirements after inspection by a representative of the council, then that dealer is given the right to merchandise the approved cheese identified by the council brand name or mark. In addition to this brand, the cheese may also carry the dealer's own name or brand if he chooses to use it. The approved dealer in entering the agreement and offering the premium agrees to merchandise the approved council brand of cheese continuously for a period of two years. This continuous effort may be necessary to acquaint the public with the brand name and to establish the superiority of the
brand. If these efforts were discontinued prematurely, the expense involved in producing the milk and manufacturing the cheese according to the council requirements would necessarily inflict considerable financial losses upon milk producers and manufacturers. If a dealer finds it necessary to refuse the output of any given factory or if he becomes temporarily overloaded with surplus stocks of approved cheese, he may discontinue purchasing the cheese by notifying the council thirty days in advance of his proposed action. This will permit the council to notify the factory and milk producers concerned and will give the factory and its patrons opportunity to look for another market for the approved cheese.

2. Application of factories for permission to make approved cheese: Applications for approval will be received and considered by the Council from any group of factories or from a single factory large enough to support the necessary inspection service. It is suggested that a group of 10 to 15 factories of average size located approximately within an area of one or two adjacent counties would be sufficient to justify the employment of a fieldman.

3. First inspection: A council fieldman or representative would make a survey of the group of factories to determine the changes in methods, equipment and the like which would be necessary for the group to receive the approval of the council. The results of the survey would be reported in writing to the factories. Definitions of standard requirements would be presented at the same time to each dairyman and factory operator.

4. Second inspection: A second inspection will be made by the council representative at the request of the group of factories to determine whether the requirements for production of approved cheese have been met.

5. Subsequent inspection: More than two inspections would be made if so requested by the factories providing the factories agreed to pay the cost of this service at stipulated rates, which would approximate $8 per day. This expense properly should be paid by the factory or factories with whose patrons or makers the specialist might be engaged.

6. Isolated factories: In some instances it is possible that isolated factories would desire to produce approved cheese. This could be done by applying to the council for the services of a fieldman. The salary and expenses of this travelling fieldman would be paid by the factory according to the amount of time necessary to assure the satisfactory production of the product. The time and number of visits by the fieldman would be determined by the council and would not be greater in number than the visits given individual factories operating in groups in a limited inspection area.
7. Notification of first shipment of cheese: Factories would notify their prospective dealers of their inspection and would indicate the approximate time of shipment and the quantity of approved cheese they expected to furnish. Such notice would be acknowledged and accepted or rejected by the dealer. Acceptance of approved cheese by the dealer would then be compulsory until expiration of the usual thirty days notice of refusal was given.

8. Representation of Approved Factories: It is suggested that approved factories could contribute advice to the meetings of the council and should be entitled to send at least one representative to council meetings. This association would be particularly helpful in maintaining harmony at times when changes in the policies or standards of the council were being considered or when adjustments of premium rates were being discussed.

The Council Inspection Service

1. Selection of fieldmen: Fieldmen or instructors, as they might be called, would be selected by the council following examinations to determine their experience, training and general ability to help the farmers and factory operators maintain the desired sanitary requirements. It might be necessary or desirable in some areas to have two men working; one with the farmers and the other with the factories. Such arrangements, however, are details of operation which could be made at the discretion of the executive secretary of the Council to improve the efficiency of the service.

2. Sanitary approval of farms and factories: The approval of farms and factories by the fieldmen would permit the cheese to be branded, labeled and sold as a superior or certified product under the identifying brand of the council, providing the cheese also met the requirements of Wisconsin State Brand quality.

If approval of the factory output were endangered due to inferior milk from one or more farms, the farmers would be warned and given the necessary instructions to correct the fault. If the fault should measurably decrease the quality of the factory supply, then such milk would be excluded from the cheese if factory approval was to be granted or maintained.

If lack of approval of the factory output were due to the maker, in the opinion of the fieldman, the maker would be given the necessary instructions to improve and would be allowed a reasonable time to correct the fault. If he refused to cooperate, he would have to resign, if the factory were to continue on the approved basis. He would not again be permitted to operate an approved factory until he had served an apprenticeship with an approved maker or until he had taken a course of instruction for the equivalent of at least 12 weeks residence at some dairy institution.
If farmers, dealers or makers did not agree with the fieldman, the question would be submitted to a committee appointed by the executive secretary and the findings of the committee would be final. Expenses of the investigation would be paid by the complainant.

3. Extraneous matter: Samples of cheese would be taken at the factories by the fieldmen and sent to a central laboratory. The expenses of such analysis would be paid by the council. This test would be made by a method of analysis and judged by standards of excellence defined by the council or agents of the council appointed for the purpose.

4. Composition: Samples of cheese would be taken by the fieldmen for the determination of fat and moisture. Such analyses would be used to judge the legality of the cheese. If buyer and seller agreed to use them, such analyses could be made the basis of determining the selling value of the cheese according to composition. The expense of these analyses would be paid by the council. Statements of composition would be returned to factories, fieldmen and dealers directly concerned. Such constant laboratory control might well be the basis of honest advertising of a "laboratory controlled" product. That this type of information appeals to the public is evidenced by the constant reference in advertising to processes and products which have received the benefit of laboratory tests to determine their composition, purity, or perhaps some other less tangible property.

5. Expenses: The expenses of the fieldmen and analysts would be deducted from the premium paid for the cheese to the inspected factories. The amount of assessment for the inspection service would be fixed by the council. It is suggested that the assessment could most conveniently be remitted to the council by the dealers who purchase the cheese. Each assessment, however, would be due as soon as the cheese was graded. The unit expense (cost per one pound of milk fat or one pound of cheese) of the inspection service and administration of the work of the fieldmen will vary from time to time but might be for a year as follows:

Estimate of Assessments to Defray the Annual Expenses of Approving Cheese from 15 Factories.

(Average intake per factory 1,500,000 lbs. milk with 3.8% fat giving an annual yield of 150,000 lbs. of cheese.)

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Council maintenance</td>
<td>$ 150</td>
</tr>
<tr>
<td>Fieldman salary</td>
<td>2,000</td>
</tr>
<tr>
<td>Fieldman travel</td>
<td>800</td>
</tr>
</tbody>
</table>

Sub-Total ..........................................................$2,950
Salary for analyst (part time basis)..................$ 500
Analytical laboratory expenses:
   Equipment depreciation ............................. 50
   Supplies ............................................. 250
   Rent ................................................ 100

Sub-Total .................................................................$ 900

Total Expense for 15 Factories....................................$3,850
Estimated assessment per 100 lbs. of milk.................. $0.0171
Estimated assessment per pound of cheese ................. $0.0017
Estimated assessment per pound of milk fat .............. $0.00475

6. Grading: Grading of cheese would be done at the factory or at the curing warehouse or storage by the usual state licensed grader, who would also have been approved by the council. The grader’s salary would be paid by the dealer if the grading was done at the warehouse or storage. State grades established would be in accordance with the regulations of the Wisconsin Department of Agriculture and Markets.

7. Branding of cheese: Cheese would be branded or marked according to the regulations of the council. Such brands or marks should be on the cheese but might also be on labels or wrappers used on boxes or packages of approved cheese. It is suggested that suitable space be provided for company or dealer identification. All cheese would be branded by, or under the direction of, the fieldman. Such marks should be removed or obliterated if the cheese eventually fell below Wisconsin State Brand quality.

Price to be Paid for Approved Cheese

Cheese approved by the council through its agents would receive the prevailing market price for Wisconsin State Brand and, in addition to this market price, the cheese would receive the premium first agreed upon by the members of the council as just and reasonable for the extra effort, cost of production and cooperation of producers and makers. It is suggested that a premium of 10% of the market price of the cheese would be a fair basis upon which to begin the discussion of what would be a reasonable premium for these efforts.

Distribution of the Premium

Inasmuch as the efforts of both farmers and factory operators would be concerned in the production of the approved cheese, it is suggested that the premium should be distributed equitably between farmers and operators. It is suggested that the salary of the operator could be increased by the net rate of premium increase established for the value of the cheese after the cost of the inspection
service has been deducted. An example of such a calculation is shown below:

**Calculation of Distribution of Premium Between Producers and Cheese Maker**

Market value of cheese.......................... $0.15 per pound
Premium for approved cheese at 10%.............. $0.0150 per pound
Deducted for inspection service..................... $0.0017 per pound

Net premium for approved cheese............... $0.0133 per pound

The net premium for approved cheese equals 8.87% of sales value
(0.15 divided by 0.0133 then times 100 equals 8.87%)

Payment to cheese maker equals salary times 108.87%

Other methods of distribution might be considered. For example, the payment to the factory operator might be based on the total cost of manufacture. This cost, increased by the per cent of sales value represented by the net premium, would give the factory operator's share of the increased return. If the cost of making were $0.02, then $0.02 times 8.87% equals $0.00177, the factory operator's share. The remainder of the premium by any method of calculation would be prorated to the farmers according to the amount of milk fat delivered. Other methods of distribution could be devised to suit specific conditions of production.

**Cooperation of University and Council**

In accordance with its established policy of aiding agriculture in the state through educational means, the College of Agriculture of the University of Wisconsin volunteers to make the first two surveys of factories when such groups indicate they desire to comply with the standards of the council. The results of the university survey under no circumstances would be equivalent to council approval. Such approval could only result from official inspection by a council representative. If further education of factory operators or farmers were necessary to prepare them for council approval, such educational work would be undertaken by the University providing the factories agreed to pay the University a stipulated amount to defray the cost of this special work. This expense would probably approximate $8 per day and should properly be paid by the factory or factories with which the work was concerned.

In order to facilitate the analytical approval of the cheese, the University volunteers to do this work also on a cost basis until the volume of the work justifies the establishment of an official council laboratory.

Requests for the inspection of farms to meet council standards should properly come to the University only through the council.
Duration of University Assistance

The inspection and laboratory support of the council program by the University should only be at the direct request of the council. This support should properly end when the program is able to finance its own activities entirely. Undoubtedly a period of 12 months would be the minimum and 24 months the maximum time during which the University help might be logically extended.

The advice and educational assistance of the University, of course, would always be available to the council and the groups it represented if this cooperation were needed and requested.

Summary

Representatives of the milk producers, cheese makers and cheese dealers of Wisconsin will be invited to unite their common interests by the election of representatives to a council which would be known by some suitable name such as the Wisconsin Council of the Cheese Industry. This council will be charged with the responsibility of definitions of standards of sanitation, composition and quality for the production of an approved or certified type of cheese. Cheese buyers, interested in merchandising such cheese, will then offer to buy it at a premium over the market price. The amount of the premium will be fixed by the council. Factories desiring to make such cheese will apply for the inspection and approval necessary to obtain a permit to manufacture the certified product and to use the distinguishing brand or label of the council. The council will be reimbursed for such inspection service by the factories.

University assistance in the initial stages of this work is offered to encourage the development of the project. As soon as possible, the University will withdraw its active support but continue to lend its advice, or any other assistance desired by the council in accordance with the established functions of the University.

Acknowledgment

The present form and content of this discussion are in no small part due to the thoughtful criticisms and suggestions of Professors Frazier, Hastings, Jackson, Sarles and Weckel.

Mr. Marty: I would like to ask Dr. Price a question. Referring back to the 75 per cent of all the cheese made in the United States which has decreased down to 50 per cent, whether we are decreasing 25 per cent in the manufacture of cheese in Wisconsin or is it 25 per cent more cheese made in the United States?

Mr. Price: There is more cheese made. We are making more cheese. These figures were only on American cheese, 270 million pounds in 1936, that is in round numbers. That is more cheese than
we made in 1920—I forgot the figure, 188 million, something like that. There is a market for more cheese, there is no question about it. People are eating more cheese for some reason or other. They are really becoming more educated to it.

The President: Are there any further questions?

A Member: We have a set up in the state now where we have a state brand cheese. We have the inspectors out now and I don't see why they don't bear down on the state brand cheese instead of going through the complicated plan. Why can't we make the state brand cheese stand? We could have another higher grade above that and that could still stand.

The President: Any other questions? I take pleasure in introducing to you the Kellogg Twins from the Kellogg Company.

Entertainment was then provided by the Kellogg Company.

The President: I would like to introduce to you Lieutenant Walters from the Green Bay police force who has a message to bring to you.

Lieutenant Walters: Ladies and Gentlemen and Mr. Chairman: A member of your committee was very kind to come over to the city hall a few minutes ago, and asked if I would come over here and say hello and at the same time maybe we could figure out some way of having a better understanding of the automobile situation around the buildings while you are in Green Bay.

Of course, you know, just because I am with the police department, don't think we don't like to see more travellers and people in Green Bay. If we didn't have these conventions we wouldn't have a great deal of work to do, and of course, we would like to have you here.

There has been possibly a little misunderstanding of your privileges in Green Bay. Ordinarily, ladies and gentlemen, we have a regular card that is to go on your automobile, on the windshield, a courtesy card issued by the city of Green Bay granting you the privileges of parking your car just as long as you want to. However, we can't grant you the privilege of parking your car on crosswalks or in front of fire plugs or in front of the main entrances of these buildings, but I suppose on account of some of the misunderstanding some of the cars have received a red ticket.

Let me say this, ladies and gentlemen, the police department fixes no tickets and we pride ourselves on that fact, and if your car has a ticket on it, if you will give it to a member of your committee who in turn will turn it over to me, I feel we won't have any
trouble. We want you to drive your car as though you lived here, drive with a free mind and I guarantee you we won't have any trouble. If you will move your car into the back yard of the city hall, we will be glad to have you and I know we won't have any trouble. Thank you very kindly, gentlemen.

From this point on the proceedings of the convention were broadcast through the facilities of Station WHBY of Green Bay.

The President: Ladies and gentlemen of the Wisconsin Cheese Makers' Association: Since we are now on the air, ladies and gentlemen of the radio audience, I take keen delight in presenting to you Lee I. Yorkson, who will talk on increased consumption of cheese.

AN INCREASED CHEESE CONSUMPTION

By Lee I. Yorkson

Mr. President, members of the Cheese Association, ladies and gentlemen and those who may be listening to the radio: This morning a friend of mine asked me how long I was going to talk. I told him that the program gave me ten minutes and that I had prepared my remarks to come within that time limit.

It reminded me of the speaker who was addressing an audience and had been expounding his subject for 45 minutes when three men entered the hall at the rear and sat down. (They must have been out "histing" one). After several minutes one of the men interrupted the speaker and asked, "Say mister, how long have you been talking on the subject." The speaker answered: "Well, I have been talking on this subject for about four years." "Well," said the man, "I guess I'll stay, you must be nearly through."

This matter of an increased cheese consumption is not a problem. Already a marked increased consumption has taken place in this country—a direct result of favorable advertising and publicity.

Speaking of problems, we do hear something about them these days. Now and then we hear someone mention the farm problem. We hear it mostly from politicians and not the farmers. I asked a farmer friend of mine one day—"Ole, how many farm problems do you have?" He said, "Vell, Yorkson, I'll tell you. I got 21 of them problems." "Twenty-one," I said. "How come?" "Vell," said Ole, "I got ten cows out dere in the barn, then I got ten childrens up dere in the house—that's twenty, ain't it? Then I got Lena, that's twenty-one."

Politicians, of course, make us usually think of congress, which has just gone into special session. A father and his young son were visiting the nation's legislative halls in Washington, D. C. The