Thank you, Mr. Chairman, and cheesemakers, friends, and ladies: I am pleased to again address this group. I feel in a very quiet, unargumentative mood this afternoon. Usually when I am out talking to cheesemakers and buttermakers, I have something of very great importance on my mind and I find myself quite almost in a fighting mood. I am not in such a mood today. As a matter of fact, I have talked to this group a number of times I think, and I know all of you here know my opinions and my ideas in regard to any problems in your industry. We have covered them a number of times. You heard what I had to say on packaging; you heard what I had to say on monopoly; you heard what I had to say on moisture, advertising and various other subjects, so that I think you are pretty well acquainted with my philosophy and my line of reasoning.

Today with your permission I would like to talk to you about something a little different; something that is still your business but comes a little closer also to my business. I would like to talk to you briefly about your Department of Agriculture. I will be brief and I don't think I will need to look at my watch many times.

They tell the story of a speaker who was before a group like this and he had gone on speaking until the audience was quite tired and still he continued speaking, and he kept fumbling in his pockets for his watch and he seemed to be unable to find the watch. He looked around the room for a clock and couldn't find any, and finally a man in the front seat said, Mister, there is a calendar back of you.

This morning you heard George Kuenning tell you the program which the college and the department and the industry had worked out for quality program improvement. He undoubtedly told you also the part that the inspectors and the graders and other employees of the department are taking in that program. I think from George's speech you could readily see that the department of agriculture is very much a part of this business. It is very much either a help or a hindrance to your business. However, it is very close to you.

He covered just one thing, the activities of the department which do affect your business. I doubt if any of you ever stopped to analyze in how many places the department does affect your business and in how many places it is co-operating with you. The same with reference to the grading and inspecting work.
Many of you heard Gordon Crump of the department tell you of the program that is being worked out with this association for packaging and merchandising cheese. I know not only Gordon but the officers of your organization are very much sold on the need and on the object that lies in the packaging of cheese. I have heard officers of your association say a number of times that the package would mean much more in selling the product.

I have heard them say also regardless of the kind of package that I had there would be no opportunity of selling that cheese unless this grading and inspection work preceded it, and unless you were putting in that package a high uniform quality product. In other words, you are all convinced that properly made, properly packaged and advertised there is no product in the world would have a better or greater sales value or opportunity than would your cheese.

Speaking of salesmanship, a star salesman came in one day to complain to the salesmanager and he threw his kit down on the desk and he said, I resign. The manager looked at him and he said, George, you have been with us for years. Not only did we consider you the best salesman of dry goods in the United States but we thought you considered yourself the best salesman in the United States. George said, prior to this trip I thought I was the best salesman in the United States but since I went out with these goods on this trip I am convinced I am the world’s second best. The man that sold you these goods is the world’s best.

There will be no difficulty to convince that salesman or any other salesman that your Wisconsin cheese properly made with clean good milk, as Kuenning told you about this morning—properly manufactured, cured, packaged, and merchandised, that no salesman would ever have to come in and apologize for it, and I know the people who have been selling the package products and other natural cheese in this state have had to make no apologies for it and will never have to make it.

In recent weeks you have been hearing considerably about the new bill called the bonding and licensing bill. I know at Shawano there were a number of cheesemakers gathered around who asked me whether this bill was a good one or a poor one, and I found several more or less blaming the department that this bill existed, and just what were we going to do about it. I think frankly, if you understand the bill, it was passed because the dairy industry asked for it. Also, if you know the bill and see how it operates, you will know it was designed to protect the good cheesemaker and buttermaker, to protect him from the competition with the chisseler. We have known of several instances in Wisconsin where people came in to
buy milk and were able to offer a high price for it because they never intended to pay for it. If a man never intended to pay for the milk, it doesn’t make any difference how much he offers for it. You people have to contend with that kind of operator.

Many of you came to the department and complained that your neighboring cheesemaker or buttermaker was paying more for milk and you asked something be done about that. That is one of the purposes of the licensing and bonding bill, and whoever is buying milk for whatever purpose must be in a position to pay for that milk. Again, that bill properly operated will help eliminate the chisseler and you folks here are the ones who want to eliminate the chisseler.

The department inspects your business. Take live stock legislation. I take it you have at all times associated the fact that the department of agriculture has been cooperating with other departments that carried on the program that practically eliminated bovine tuberculosis in this state. Today there is less than two-tenths of one-per cent of that in this state. We are engaged in a program to eradicate abortion. They are doing similar work in other diseases. We are lending every hand we can in eliminating mastitis and other diseases which affect your product in your industry.

At the present time the department is engaged in cooperating with your organization and several other dairy organizations in a program that is called the Wisconsin Dairy Industry—the association. I think you heard something about it yesterday. I would like to add a few words of my own personal endorsement. The Wisconsin Dairy Industry Association is an association composed of 17 dairy groups within the state. In fact, I think these 17 groups represent all of the organized dairy groups in the state of Wisconsin. And these 17 groups have started out to raise a fund for the purpose of advertising and merchandising dairy products. Similar campaigns have been carried on successfully in Minnesota, Iowa and the state of Washington. In both Minnesota and Washington the campaigns were compulsory and in Iowa it was on a voluntary basis as it is in this state. The department and the college are cooperating with the Wisconsin Dairy Industry Association. In fact, we have loaned one man full time and part time of several other men in the department to work with the 17 groups in raising this fund.

One thing you should thoroughly understand at all times—this fund will remain in the hands of the 17 organizations. At no time will it pass to the department or any other institution. At Shawano a cheesemaker said to me, my main objection to that fund is you will raise it from the cheesemakers and buttermakers and you
will use it to advertise condensed milk or something else. That cannot happen. The fund remains entirely in the hands of the 17 directors, and any money that is raised from one branch of the dairy industry cannot be used to advertise any other branch of the dairy industry without the permission of the branch from which it was raised. That is safeguarded and written into the contract which is signed for raising the funds.

We are very much sold that the Wisconsin Dairy Industry move is a good one and that the dairy industry itself has not only a great opportunity but a great responsibility in helping to sell dairy products.

In speaking of opportunity, I am going to infringe on a story I heard last week. Two mosquitoes up in northern Wisconsin were having a talk one day and the younger mosquito was worrying how hard times were. He said, there was no opportunity left for him, and he went on to talk about how difficult things were, and the older mosquito looked at him, and he said, it is true things are tough at times but he said, you have been worrying about these old dried up tough men who come up here. Of course, there is no opportunity there. I think in some ways opportunity increased. I can remember back when I was a young fellow, the ladies were so well dressed that the only place to bite them was at their nose. Now when they come up here there is every opportunity.

I think there is opportunity everywhere for the proper advertising and merchandising of Wisconsin’s dairy products and I think in no line is the opportunity greater than it is in cheese. I think there is a tremendous opportunity and with opportunity goes responsibility, and in my opinion responsibility comes back not only to us in state service but to you in the industry—that your responsibility is just as great as ours. We say and we think that the merchandising and advertising of cheese is just as much your responsibility, even more than anyone else’s.

Now, I could go on and tell you about the fourteen divisions in the Department of Agriculture. I could tell you the function of each one of them. It would be boresome and long. But almost every division in some way affects your industry. The thing I do want to say to you is that that department is organized to serve this industry as well as other parts of the agriculture industry in Wisconsin.

I am going to make four statements about the department which I do not believe can be successfully challenged or refuted. I am going to state to you that the Wisconsin Department of Agriculture is rendering today more service to the cheese industry of Wisconsin than is any other agricultural department anywhere in the United
States rendering to any other agricultural industry. I am going to say that and challenge you to refute it.

I am going to say to you also that no group of people in the dairy industry or any part of the agricultural industry in Wisconsin have at any time come into the office of the Department of Agriculture in the past two years and asked for any service without getting it.

I am going to make a third statement, that I challenge anyone to refute that nothing in the past two years has been asked from the Department of Agriculture which was wanted by 51 per cent of any branch of the dairy industry without you got it.

I appreciate the opportunity in being able to make these three statements to you. I may be bragging but I don’t mean to brag. What I am trying to say is this, that the Department of Agriculture is today well organized. It is organized in the interest of Wisconsin agriculture and for the service of Wisconsin agriculture.

Ladies and gentlemen, I thank you very much.

PRESIDENT WHITING: I will next call upon a representative of the Association of Commerce of Milwaukee, Mr. Howe.

MR. HOWE: Mr. Whiting, members of the Wisconsin Cheese-makers’ Association: Since the speakers before me have said they are going to be brief, I am going to be brief too. However, I want to thank you officers for according me the opportunity of presenting to you a most sincere invitation as coming from the convention bureau of the Milwaukee Association of Commerce, inviting you to hold your 40th anniversary in Milwaukee, to return there for your meetings.

As you know, you have had several fine conventions in Milwaukee in the past, and we know a meeting there in 1940 will be entirely satisfactory in every way. I need not mention the convention facilities in Milwaukee because I know you are all well informed as to our capacity of handling your meeting in a fine way. The Milwaukee Auditorium is the finest convention building of its kind in the country. You have adequate facilities for the staging of your exhibits and also for holding your daily sessions. We have a number of hotels of all different types and classes which will appeal to your respective needs.

Milwaukee newspapers I know are usually very generous in the publicity accorded to conventions and the sessions and I might remind you here that these newspapers are circulated throughout the entire state of Wisconsin and the country and this publicity goes to all parts of our nation.