If there are some people who have driven in this morning and want stickers for their cars so that you may park as long as you want, you can get these tickets at the registration desk. Also there are some of the exhibitors that are giving away prizes and those of you who have not registered at the booth where they are giving these prizes away, you might have an opportunity of winning several nice prizes. You must register at the booth where these exhibitors are giving these prizes.

We have with us the 1939 Dairy Queen and I will introduce her to you now, Miss Ruth Vinger of Argyle, LaFayette county.

MISS RUTH VINGER: Thank you, Mr. Whiting. I have been looking forward to this with pleasure for several weeks because I feel honored to be representing our state's great dairy industry, and I am willing to do anything to help. When I went west with Mr. and Mrs. Ralph Ammon, we presented cheese to several of the people and I know they enjoyed it and appreciated our doing it. I want to thank Mr. Whiting and the rest of you for doing this and the pleasure of entertaining you at the cheesemakers' convention. I recognize a few of your faces and I hope before the day is over I will know more of you. Thank you.

PRESIDENT WHITING: Next on our program we have with us the Chief of the Dairy Division, Department of Agriculture and Markets, Mr. Kuenning.

ADDRESS

By Mr. L. G. Kuenning

My friends, it is a pleasure to meet with groups of this particular kind who are interested in the welfare of the dairy industry. The Department of Agriculture in the regulatory end of the business are here with you to help and to do everything we can. Our interest is mutual and we have a big job ahead of us.

Now, I think the big job in the dairy industry today is a quality improvement program. This job is one that I have been interested in for many years. I was especially pleased to be in a position, as chief of the dairy division, to do some actual work on a program of quality improvement.

There are many reasons why we need a quality improvement program. Wisconsin has always been out in the front as far as quality is concerned. Conditions are changing; other states are going into the dairy business. Wisconsin's salvage lies in producing a better product than any other state or any other territory. Our competition is getting keener and keener every day. The thing
that will put Wisconsin over and keep it in front is a quality improvement program.

In any quality improvement program there is no question but what we have got to start at the source, and that is with the farmer. Conditions throughout the state have been such in the past few years that competition has been relatively keen—very keen as a matter of fact—among factories, competition for volume. No factory likes to lose any patrons. As a result of that I am afraid that quality has been neglected. That does not only hold for the operators, I think it goes a step farther and goes to the buyers of cheese, who too are interested in volume. I am afraid there again quality probably hasn’t received the attention it needed. In other words, I believe that we have allowed volume to supercede quality.

Now, going back to my original point and that is that the farmer must be taken into consideration. The cheese factory operator, due to conditions we have been living under in the past few years, has been reluctant to say anything to the producer because he said, “If I do say anything to him, he is apt to leave me and the other factory will take him.” I think that has been the biggest bugaboo as far as quality improvement is concerned.

Now, I think if we bring the farmer definitely into the program, I think it can be put over. Every farmer has a lot of pride and he wants to be taken into the plan and wants to be a part of it. I think that is human nature, rather than being told we have got to do this and we have got to do that. They will be willing to accept and go along with the program if they are made a definite part of the program.

The program that has been outlined is one which we are presenting to the state on the basis of a county-wide area. This program is presented through the co-operation of the Department of Agriculture and the College of Agriculture which includes the dairy department and the extension department which consists of county agents and the Department of Economics. In the Department of Agriculture it is the dairy division and the marketing division. All have co-operated and have worked out a program which we believe is the answer.

Now, the program calls for this—that we go on a county plan, taking the farmer in as a part of that particular plan. It calls for school house meetings, one meeting in every school house handled by farmers. As a matter of fact, we are asking two farmers in each school district to hold a meeting in their particular school district. Before these farmers go out and hold this meeting they are called in to what we would normally call a local training meeting where all the material which they will use at this meeting is given
to them in written form—as a matter of fact, in question and answer form, and it is discussed with them on a given Friday night. If there are 134 school houses in a given county, there will be 134 meetings on a given Friday night and held by 268 farmers.

The question arises, and it has always been put up to me, can you get these farmers to hold the meetings for you? Farmers that have been contacted are more than willing to go along on a program of this particular kind. You ask them, will they hold this meeting and the answer invariably is yes.

I have done a lot of work under the plan. In all cases the response has been wonderful. No one has turned us down except he had a good excuse and that was usually where he had to be away or there was sickness in the family or something of that particular kind. The work in having the farmers hold this meeting first of all is to bring them in to be a part of the program and at the school house meetings the plan of quality improvement is laid out for them so that everybody can understand it, so that everybody knows what is expected of them, and everybody knows there is going to be a quality improvement program.

The reason for holding school house meetings first of all is to keep the groups small. I am willing to lay money on the line if we can get 10, 12, or 15 farmers together discussing a program of some particular kind without outside influence of any kind, I am here to tell you I believe and I am willing to lay money on the line that we will get the right answer. The reason for the school house meetings, as I said, is to get before the farming public what is expected of them.

We contend that 90 per cent of the farmers can and will produce a good quality product. If they don't produce a good quality product it is because they are missing the little things. The whole program is based on a slogan—QUALITY. The theme is simple and easy methods of producing quality milk and the test for the quality is to be made at the factory. In other words, the proof of the pudding is the test of the milk in the factory. We say that good milk can be produced in a barn with a dirt floor. We qualify that statement by saying that if the farmer has better equipment, good equipment in which to produce milk, a good barn, sanitary in every way, it will be easier to produce a high quality milk, but the fact remains that the test of the milk is to be made at the factory.

Now, we say that 90 per cent of the farmers can and will produce a high quality product; that 10 per cent probably will be more or less indifferent and won't care.
Now, factory operators have been more or less of the opinion that the state should come out and make farm inspections and do the whole job for the operator. The operator has been inclined to sit back and not do anything but place the blame on the state. In cases where letters are written out to the farmers the operators would like to say, the state inspector has been out here and our product hasn't been so good and if you fellows don't clean it up, you will be in jail. That is absolutely wrong. A much better approach may be had if we say, the state department has been out here and is willing to work with you on a quality improvement program.

Now, there are definite reasons why we should have a better quality of milk coming in this factory. It can be produced with very little extra work. It is a matter of just a little extra care, watching more or less the little things in milk production. Now, if the state is willing to put in time, we shouldn't pass up a chance of having some one come in and give us a lift in working out an improvement quality product.

Now gentlemen, that is the thing we are trying to put across and the thing that must come if we are going ahead on a quality improvement program. We must get out that feeling of co-operation, the feeling of helping each other. Nobody likes to be told, you have got to do this and you have got to do that, and for that particular reason we say and we believe that if the farmers are apprised of what the situation is, and are told and given an opportunity to improve the quality of their product, that 90 per cent of them will.

Now if we were to have enough inspectors to go out and do the job, such as many operators want us to do, instead of the legislature which has appropriated for us $80,000, we will have to add another zero to it and make it $800,000. It will take close to $800,000 to send another inspector out to every farm and see that every farmer is cleaned up and do it by the inspection method. I say that system wouldn't be half as good for the simple reason that nobody in particular likes to have an inspector come out. As far as the 10 per cent is concerned, we have a big enough force or will have in the end that can go out and take care of of those fellows, and those are the fellows that need attention. We can get public opinion with us and we can get the farmers with us when we go out and take care of that fellow who is especially dirty. When farmers say it is time that someone came in and cleaned up a situation of that kind, then we have got you fellows with us. It is a matter of using good judgment; it is a matter of using the farmer and making him a part of the program and giving him a job to do. I don't care what the thing is, your interest in that particular job
comes first if you have the biggest interest in it and when you have a part in doing that particular job.

All right, so much for the program. The next move after the school house meetings is to work with the factories. Now, if we are going to make the tests of the milk at the factory, that is the proof of the pudding, and the tests will have to be made at the factory. It means that the blue tests and sediment tests will have to be made at the factory and the report of this must be sent back to the farmer. This must be done regularly and a record must be kept of it. These reports going back to the farmers will be an indication again of what the condition of his milk is. I say when these reports go back, 80 to 90 per cent of them will have sufficient pride to go ahead and clean up and do a good job of improving the quality if they have not good quality already.

The attitude has been on the part of the 90 per cent, why do I do anything to improve the quality of my milk when you let 10 of them come along and spoil the good product which I have produced. Our job after the school house meetings is going to be to work with the plants and help them get started in getting these tests used and getting them back after a period of time has elapsed, and a good sufficient number of the farmers have produced a better product than they have in the past and we find those fellows who are still reluctant and haven’t taken any interest then the state inspector must go out to the farm. We have the force to make inspections of 10 per cent of the farms. We can do it, we can and will go out and make the inspection and give that farmer the opportunity to clean up, and if he doesn’t then other steps will have to be taken. He can be taken into court and fined, and the second is, he can be shut off.

Just for your information I will say to you there is a farmer down the line here a ways that hasn’t sold a drop of milk since the 19th of October. He is feeding it to the hogs until he gets the sanitary conditions of his farm fixed up.

I made a statement a minute ago that if 90 per cent of the farmers aren’t producing good milk it is because they are missing the little things. And I want to illustrate it with this particular story. In a certain creamery the operator was saving back a can of cream until the last churning which was always the smallest. This cream was terrible. The inspector dropped in there and here is what they found. They had been out to the farm to see what was the trouble. They inspected the farm and the cattle, the equipment, pails and all that, if you please, and found all of the things necessary in good milk production in good clean condition. They said, where do you keep the cream and he showed them down in
the basement, and lo and behold, this cream was stored in the basement next to a barrel of sauer kraut. Anybody who knows anything about cream knows that this is terrible and to the buttermaker this is terrible. This creamery didn’t dare to send that cream to Chicago because they would be cut in the price. The result was the butter which carried that flavor of sauer kraut was sold at home.

As far as that farmer is concerned, when his attention was called to it, he said, all we have to do is dump the sauer kraut barrel. I want you to understand at this particular point, that isn’t the answer because basements are not good places to store milk or cream.

I want to give you another illustration. At another creamery—and I am talking about creameries this morning, for the simple reason we have tried this program which I am now giving to you, in a creamery section. The educational part of it was put on in a creamery section without any follow up as far as enforcement was concerned, so we have had some experience on this thing, and I do talk with authority as far as some of the results are concerned. Even with just the educational program a lot was accomplished. From now on we expect to follow it with an enforcement program.

So this particular creamery, for instance, twelve farmers out of two hundred were producing a bad cream. It resulted in a cut of two cents per pound of butter for that particular creamery, which if it had continued for the year would have been $80 per farm which would have gone a long ways to pay the taxes of those farmers. Now, how long are the 90 per cent going to continue to stand for a minority? How long should those two hundred farmers allow twelve of them to spoil their particular butter to the extent they took a two cent cut? I say they won’t do it if they are told. I think all these farmers are waiting for it is an opportunity to come out and improve the quality of their product and they will do it if they have any assurance at all that the other fellows are going to go along and do the same as they are going to do.

Now gentlemen, we are starting this program in Outagamie county, as you probably have noticed by the paper. Last week we had a meeting of one hundred farmers picked in the county to come in and we did discuss with them the quality and improvement program as I have told it to you. Now, it was interesting to note that as far as these farmers were concerned, it was a pushover. There wasn’t any opposition. It is further interesting to note that after the meeting, as we talked to these farmers, that they were willing to go farther than we were asking them to go, which means instead of having to shove these fellows along, those of us who are putting on the program are in a position to put on the brakes, which is certainly a good wholesome condition.
Now, I am not afraid of this program. As a matter of fact I am willing to risk my reputation and my job as far as putting this program over. I am here to say I think it will work. I know it will work. Now as a matter of fact, it is here for the asking. We are presenting it to any group who is willing to go to town and see that it is a good program. Already I have spoken to a number of meetings of this particular kind and presented a program of this kind.

Yesterday morning a group came in from the southern part of the state and asked when can we get that program in our county. I am not afraid but what it is going to be accepted, and as far as we are concerned, unless the county wants it we are not going to put it into that particular county. I am satisfied that we are going to get more requests for programs of this particular kind than we have time and force to handle.

One of the things that is always in the mind of the operator is this, he is afraid he is going to lose patrons. Now we have said this, we are not in a position to say where the farmer shall sell his milk. I know from experience that in a program of this particular kind, or any individual plant program, of quality improvement, if it is handled right there is not going to be very much change as far as patrons are concerned, and a lot of fellows don't believe that. I am satisfied that is right.

As a matter of fact, in the county we worked there were only one or two fellows who changed in three thousand farms, but if it is going to ease your conscience at all, we will make this promise to you that any patron—first of all, if any plant goes on a quality improvement program and any patron leaves that plant because the operator has asked him to improve the quality of his product, then we make this promise to you, we will follow that fellow up wherever he goes and insist that he produce as good a quality as he was expected to produce at the plant he left.

I think if you are afraid of a change of patrons, if that story is told quite generally among the farming public, that it will have its function. As far as I am concerned, it don't need to be told because I don't think there is going to be very much change in the program.

We had all the state inspectors in the other day and I said, there are two jobs need to be done. First, we have got to go out and see that these factories that are really in bad shape must be cleaned up. That is the first job and it is going to take quite a lot of time. We can't cover the state, county by county in a year.
I do hope that the individual operators throughout the state are not going to sit back and wait for this county improvement program. We have asked every inspector to go out and get for instance, a plant that is willing to put on a quality improvement program of its own. In other words, the inspector is to go out on this particular type, that is, this is to be his job. He is to go ahead and help the plant help themselves. We will do everything we can for you and we will carry through all the way if you are willing to go on individually. I say, I hope plants don’t wait until this county cleanup program comes to you. It may be one year or two years or three years—it will cover the entire state, but let’s not wait, and I do hope there are enough good wide awake operators in the territory that see the handwriting on the wall and see the advantage of a quality improvement program and we will guarantee you all the backing you need and give you all the help we possibly can, except let’s remember we are not going out to do the job for you, and I say that with a lot of emphasis because it is wrong. When we do the whole job for you, that is fine, as long as we are there. As quick as we are gone, in thirty days it will be the same old process. We want to build up the individual operator to a point so that when he asks for certain things as far as quality is concerned, that his patrons believe it and that they know we, the state department, are back of them in the demands or requests which he asks for as far as quality improvement is concerned.

Now gentlemen, in a nut shell that is the story. I have a lot of faith in it. There is a lot that goes with it.

Maybe I should tell you just a little bit about the advertising program. We have met last week with the producers of Outagamie County to present the program and explained it thoroughly to them and worked out the details. There isn’t an operator in the State of Wisconsin who isn’t interested in a high quality product. Certainly if there is anyone of that particular caliber among the cheesemakers, I would say he has no business to be making cheese. The same goes for the buttermakers or anybody else.

This whole program as I outlined to you uses common sense and a little psychology, taking everybody in the program, doing it without a lot of fuss and explaining carefully to the farmer what is expected of him and seeing that he gets the information and helping him all along the way.

Now, speaking of psychology, as I say we use all the psychology we can, applied psychology, but maybe in the end we will have to use a little different type of psychology than I have talked about and it is illustrated by this particular story.
A mother took her young son at Christmas time up to the toy shop, and there was a hobby horse that appealed to the lad and he liked it so well, he wouldn't get off, and his mother begged him to get off, and she threatened him, and he wouldn't get off. She tried to bribe him and he wouldn't get off, and so somebody remembered they had a child psychologist upstairs and here was the time to call him in and see what he could do. They told him the story. He took hold of the young lad and squeezed him rather tightly and whispered in his ear, and the little lad jumped off. The mother said, "What did the nice man say to you?" The lad said, "I am not going to tell." And she insisted and finally she got him to tell, and this is what the boy said the psychologist whispered in his ear—he said, "You little devil, you get off of there or I will break every bone in your body."

Now gentlemen, as far as the program is concerned that I have outlined to you and the work of the dairy industry, the thing we need and need so badly is confidence in one another. I am not the guy that believes that 95 per cent of the people are crooked and worthless and so forth and only five per cent honest and truthful. I am the kind that believes that 95 per cent of the people want to do the right thing and only 5 per cent have to be watched. I have a lot of faith in human nature. I believe people want to do the right thing and I think they are only waiting for an opportunity to be shown what is the right thing as far as the farmers are concerned in this quality improvement program. As far as I am concerned, I have confidence in the operator and the cheesemaker, and buttermaker and everybody connected with the industry. I think 90 per cent of the farmers of the country could produce good quality product. The same goes for the operators, whether they be cheesemakers or buttermakers and I am convinced 95 and even 98 per cent of the cheesemakers are right and want to do the best thing and are conscientious in their labors and want to do the best thing to produce a good cheese. It is the small maker that is raising the devil with the industry.

As far as I am concerned, I would be falling down miserably in the job I was doing if I didn't do something about this small maker. I am not here today telling you what we are going to do; I am here telling you what we have done. We have a program and we are here to put it across. It isn't a question of a new broom sweeping clean. As far as I am concerned, I say I have confidence in the industry. I say we need confidence in one another. I have confidence in the industry as far as I am concerned, and I hope to gain your confidence. I am not asking any quarters, and as far as I am concerned and my men in the dairy division who are dairy inspectors, we expect to go out and prove ourselves. We ask no quarters as far as that is concerned but we have the welfare of the industry at
heart and it is a question of getting together and working together and we are going to get somewhere. I will guarantee I will lay the cards on the table and play them face up. I will be very frank with you in all my discussion. I am not worried at all. As far as the industry is concerned I am satisfied we are going to get the good cheesemaker and good buttermaker back of us in a program of this kind. Opposition is going to come—yes, we are going to have some. Who is it going to be? The fellows who are in trouble, the cheesemakers who aren't the type of cheesemakers that are up here in this upper strata. The same goes for buttermakers. It is going to be easy sailing, and we are going to get somewhere in the state of Wisconsin if we simply get together.

As far as I am concerned, I want it understood and I do hope you believe that we will come out, not wielding the big stick but as helpers definitely interested in the dairy program. Gentlemen, I enjoyed being here and I hope you will watch with interest the development of the program as I outlined it to you here today.

Now, Mr. Chairman, if there are any questions on this particular program, I would be more than glad to answer.

PRESIDENT WHITING: Has anyone any questions they would like to ask?

MR. JOHNS: I would like to ask Mr. Kuenning whether he welcomes the opinions of the cheesemakers at this time?

MR. KUENNING: The question was asked, do you welcome the opinions of the cheesemakers at this particular time? Let me say this, gentlemen, that the policy of the department as far as I am concerned and as far as Mr. Ammon is concerned is that we have no desire in any way, shape or manner to shove anything down anybody's throat. We have asked in the past for men in the industry to sit down with us and recommend certain changes and improvements that should be made. Now, we are interested in getting the opinion of the industry at any time and we have always said this, that the wishes of the industry will be carried out insofar as they are legal and insofar as they are fair.

MR. JOHNS: Could I express my opinion at this time? Mr. President, Mr. Kuenning, and fellow cheesemakers, ladies and gentlemen: In listening to Mr. Kuenning since the time he has become our new chief, he has one of the greatest problems and opportunities of any man in Wisconsin today. I think every cheesemaker in here is satisfied that he has the greatest job and the greatest opportunity to really show what he can do in a quality program. I believe the words that he just said a few minutes ago, they are probably still warm in the air, do not fit with 98 per cent of the cheesemakers'
ideas in getting a quality program. We are satisfied that in listen-
ing to Mr. Wilson from Chicago, I think a few minutes ago, I
think the man has spoken the best words that have been spoken at
any convention as long as I have attended conventions, and that is
for quite a while.

What I do believe, that Mr. Kuenning is going to be a long
way from fulfilling any kind of a quality program by the commu-
nity meetings he suggests, and I think that if he believes in having
inspectors and graders go out to the cheese factories and ware-
houses as they do at the present time—I believe if he thinks that
is the best way and the proper thing to do, it really is a slap in
the cheesemakers' face to think for one minute that he could not
put the cheesemakers and cheese dealers in line with a program
that he suggests to put the farmers in line.

I am satisfied in my own heart that there is 100 per cent of
the cheesemakers will agree on that point, but there is too many
of us that are just afraid to get up and express our opinions.

Mr. Wilson has told us this morning that you must get down
to the source to improve the quality of dairy products and there is
no question about it. I think everybody is satisfied on that point.
You can get together at your community meetings from now until
dooms day. If people are going to believe in a community meet-
ing with the producers, we also ought to believe in a community
meeting for the makers and dealers.

I am not prejudiced whatever in seeing the inspectors come out
to the factory, in fact, I have called them many times and the an-
swer was we couldn't get around to see you. We begged for them
to come and give us a lift because we needed them badly. I believe
when men in Mr. Kuenning's position will get down to brass tacks
and really put over a quality program men will have to come from
a source which is just a little different than that from which they
come now.

MR. KUENNING: I don't know whether that was a question
or not, but it seems to me that was a speech. We have no objec-
tion to anybody expressing their opinion. We rather welcome them.
I say this in answer to this particular statement that was made—
first of all, if anybody is in a position to offer a better quality pro-
gram than I have, we will more than welcome listening to them.

I still stand on my point that if we are going to have a quality
program we have got to start with the farmer and the thing that
I am trying to stress is, we have got to do it with the farmers tak-
ing a definite part in this and do it in the manner in which I sug-
gested.
Now gentlemen, I don't come here today with a hypothetical case or something based on theory. I have been through the mill on this thing and I know how it is accepted. As far as the cheesemakers and the cheese industry is concerned, we have laid our cards on the table. We say we have a program. If the industry as a whole, the maker in particular, is not in favor of a program of this particular kind or is not in favor of a quality improvement program, God help you, I can't. This thing rests in the hands of both the producers and the operators. If we are going to get together, if we want a quality program bad enough we will get it. We can have it, it will go across; if we don't want a quality program, then God help the Wisconsin dairy industry.

MR. KOPITZKE: Friends, I certainly enjoyed Mr. Kuenning's talk, the best of any talk on quality program I ever heard and I believe it is the best program that has ever been offered to the industry in the state of Wisconsin. It has always been my contention that if with a little help from the department, the cheese makers don't go out and work for quality, God help us, and we will never get it. I pity the poor cheese maker that can't stand on his own feet if he has got trouble with the patron or milking machine or something like that and he can't go out and talk with him about that. I think that is the most wonderful suggestion ever offered from the department. We have got to go out and do the job. There is no use in hiring a representative inspection force large enough to visit every farmer. Thank you.

PRESIDENT WHITING: Are there any other questions you would like to ask?

MR. E. F. HORN: Fellow cheesemakers, that type of program that has been offered us has never been offered before, so let's not be hasty in condemning anything until we know what may come of it, and in the meantime I want to suggest here the making of a motion that this organization go on record supporting the state program as set up.

MR. KOPITZKE: I will second the motion.

PRESIDENT WHITING: Gentlemen, you have heard the motion made and seconded, that this organization go on record favoring the quality program that Mr. Kuenning has just presented here. Are you ready for the question? All those in favor of this signify by saying aye. Carried.

MR. THOMPSON: I would just like to ask Mr. Kuenning at this time why, when they start a quality program that always starts in the center part of the state where you are well organized and things are in better shape? Why not come up in a country where
we have new beginners; we need your help up there, and if there is any satisfaction in that why I am satisfied now.

MR. KUENNING: Now, first of all, I suppose that this gentleman talks like a New Yorker who thinks Wisconsin is out West. As a matter of fact I had rather considered Outagamie county quite up north but in the choice of the first county there were a lot of things to take into consideration. As a matter of fact, I had more or less promised it to another county but under the circumstances it couldn't be carried out and as a matter of fact that was quite annoying.

Now, I don't want to go into the reasons for picking Outagamie county. It is immaterial as far as we are concerned but there were some definite reasons for picking Outagamie county. First of all, we have got to orient ourselves. We are bringing a lot of people into this particular program and we have got to orient ourselves and we are going in Outagamie county for that particular purpose and from there on we move to other counties, and I assure you we are going to spot these meetings, scatter them all over the state, here, there and everywhere so that we will have a scattering all over the state. Now, these things don't go out overnight. I don't know how long it will take or how long we will stay in Outagamie county but it isn't going to be done in a week's time. There has got to be some follow up work and a lot of it, and as a matter of fact, in the first county we will probably leave anywhere from two to four men inspectors in the county to start the thing off.

Now, the next county that goes on will be somewhere in a different part of the state. If that is where the north begins, fine and dandy, but the next county is going to depend pretty generally on the interest that we have in that particular county. Life is too short for us to come in and fight a group of makers or a group of farmers and try and shove this thing down their throat. It can't be done, and as a matter of fact it isn't going to be done, and it is the interest that is developed in the county that is going to pull us in. There is too much work to be done to have to spend our time making explanations and fighting this group and that group in order to get in.

Again I say I am not worried about whether or not we are going to get any more counties. I am just afraid that the demand is going to be so great on us to come in and put a program on of this particular kind that we aren't going to be able to meet the demands as fast as we want. So I say to you as individuals, go back and talk it over in your home county and see if you can stir up some interest and we will be glad to hear about it and give you all the consideration we can.
MR. JOHNS: Ladies and gentlemen, I feel there seem to be a number that think Johns is against a quality program. For heaven's sake, do not let that thing enter into your mind. That is the last thing that should enter anybody's mind. I think everyone should feel that Johns is for a quality program as much as any man in the state of Wisconsin as anywhere else but I do not approve with soft soap putting on that program, but I do believe in getting down to the bottom. I believe if every effort were spent in putting on a quality program starting at the source, we would be getting farther than with any offer of such a program as this.

PRESIDENT WHITING: Ladies and gentlemen, we have Congressman Johns who is going to give us a talk on Reciprocal Trade Treaties and Their Effect on Wisconsin Industry. It is with pleasure that I introduce to you Mr. Joshua L. Johns.

RECIPROCAL TRADE TREATIES AND THEIR EFFECT ON WISCONSIN INDUSTRY

By Joshua L. Johns

Brother Whiting and members of the Wisconsin Cheesemakers Association: I want to thank you for the privilege and also the pleasure that it affords me to be here this morning to address you. I have learned considerable here today and one of the things I am going to carry out in the future, I am going to give the chairman hereafter thirty dollars and tell him not to give it away until I get through speaking. I know then I will have a crowd here.

When I came in here this morning I asked for the president and they said he hasn't arrived yet because he was out. The last I saw of him last evening he was calling a square dance here in town and he is probably sleeping this morning.

I was interested in this Dairy Queen, because this is two queens I have seen this year, one from England, whom I had the privilege of shaking hands with and this one—both charming ladies.

Permit me first of all to thank your organization for the privilege and pleasure it gives me to appear before you today. You have a splendid organization and are doing a great work for the cheese industry.

I have watched your progress and have co-operated in every way I could to help you, because in helping you I have at the same time helped myself.

I am deeply interested in the farm problems, because I have owned and operated farms ever since I was able to buy the first one.