are open to you at all times. We welcome advice and suggestions from your organization and the next time you are in Plymouth on a Friday, you are invited to come in to the session of the Exchange at one o'clock and see for yourself how the rules of the Exchange operate.

As president of the Exchange, and on behalf of all of its members, I offer your organization our best wishes for its success in the years that are ahead and assure you of our desire to cooperate with you at all times.

C. E. Broughton, speaking before your convention on November 17th, 1931, and referring to my testimony as to my ideas with reference to a cheese market, made this statement:

"No, and Bill Hubert or anybody else would never put this across in the State of Wisconsin—applause."

Seven years later Mr. Broughton stood shoulder to shoulder with me in putting across my ideas.

I also want to state that neither myself, as chairman of the Rules Committee of the Exchange, nor to my knowledge any member of the Rules Committee gave Mr. Broughton any ammunition to be used in his editorials in his battle with the Department of Agriculture and Markets. I also believe that if Mr. Broughton had not carried on this battle, we would not have the Wisconsin Cheese Exchange in Wisconsin today. I believe that the Exchange would have been closed and today your cheese prices would be based on a Chicago Exchange, and I want you to know that Mr. Broughton is entitled to his share of the credit as well as the men on the Rules Committee for keeping the Wisconsin Cheese Exchange functioning in this State.

PRESIDENT WHITING: The next speaker on the program is Mr. Bryce S. Landt. It is with pleasure, ladies and gentlemen, to introduce to you Mr. Bryce Landt from Wisconsin Dells, representing the Wisconsin Dairy Industries Association.

THE WISCONSIN DAIRY INDUSTRIES ASSOCIATION

By Mr. Bryce S. Landt

Mr. Chairman, ladies and gentlemen: When the committee asked me to appear at this meeting, they didn't call on an orator. I am just a farmer from over near Wisconsin Dells, interested in promoting dairy products.

The Wisconsin Dairy Industries organization is an organization of producers and we have asked the manufacturers of these prod-
ucts to send in and help us do it. We are convinced that we have to advertise to promote our product. Everything that we buy, everything that we see, is advertised. The cigarettes you sell, and the cigarettes you smoke, the oranges you eat—everything is advertised. The dairy products have lacked in that respect. The reason for that is that the dairy industry is such a tremendous organization, there has never been any way to get money to do it.

The Wisconsin Dairy Industries Association was organized by producers at a meeting in Marshfield a little over a year ago and there was every branch of the dairy industry there to help with that organization. Some of the men present in this room were there and I believe they will bear me out in saying that the dairy industry, the cheese makers and butter makers, ice cream men, fluid milk people and everybody else sat in that meeting with one view in mind—that is, to perfect an organization to promote the use of dairy products. They conceived that idea in Wisconsin by our neighbors over in Minnesota. They started an organization over there to raise funds to promote dairy production. We can get a certain amount of funds by legislation and one thing and another but I believe it is the producer himself who wants to promote his own product.

We set up an organization composed of men in the cheese industry, men in the butter industry, men in the ice cream and fluid milk industry and condenseries and this was set up with one purpose in mind, to promote dairy production.

This organization is proposed to be on a nation-wide basis. Iowa has their money; Minnesota is collecting theirs but Wisconsin has not yet completed their organization but our organization is working and that is one thing why your committee asked me to come here because we know we have a lot of cheese makers and the producer has got to ask the cheese maker to help him. The cheese maker is the man that contacts the producer at his plant and he has got to see that the job is put across. One reason we stress now, why we want to put this drive on, is because we tried a compulsory tax through our legislature but they turned us down like they did a good many things. We are going back on a voluntary system. The Minnesota and Iowa people don't want to go ahead alone. You know an individual can't advertise alone such a big problem and if we in the three states can get together, that will pave the way for the nation.

The state of Washington has passed a bill where they have taken money from the producer for advertising and it seems to me that the producer is the man who wants to do this job. The promoting work that we intend to carry on will be all types of dairy products, as I said before. When butter is in the slump, milk goes
into cheese, and when cheese goes into a slump they throw it into the butter. If we can even out our supply of dairy products and raise the consumption of either butter, cheese, milk or ice cream or all of them—if we can raise the consumption of cheese one pound in the United States—it ain't much of a cheese man to tell you what would be the outcome and the demand for cheese. The Department of Agriculture, the extension service, our county agents—all are going to put their shoulders to the wheel and help put this across.

The department has given us the use of a man to put this across and give us office space, but the work is to be carried on by the producers themselves.

In talking to you fellows as cheese makers, I wish that when you go home and some of these committee men that are going to be set up in the near future, come around and talk to you, I wish you would consider it real seriously because the producer is the man who is going to pay the bill and you fellows will have to collect the money from the producers.

In my territory there is not so much cheese, but we have some cheese. I come out of a butter territory, and as we come out of our butter meetings there is hardly a man in the audience who doesn't believe in advertising his own products. The contracts that we have drawn up are of a nature that will give us an option. The original contract was 50 cents on a thousand pounds of fat. 50 cents on a thousand pounds of fat isn't an awful lot of money for the producer but this year we are going to change that contract and give them an option,—50 cents on a thousand pounds of fat for a year or a half a cent during the month of August. The reason the month of August was picked out was because the month of August comes closest in production to 50 cents on a thousand pounds of fat. Some of the cheese factories in the southern part of the state, in the foreign type, prefer to do it that way, take one check off for the year. If you take 50 cents on a thousand pounds it will be a yearly proposition and you go along month after month.

I am no public speaker or story teller, but I would like to leave with you as the cheese industry, that you are one of the largest branches of the dairy industry of the state of Wisconsin. By the looks of your meetings here you have a lot of people interested in cheese and I always knew it but if the cheese makers will help this and put this thing across, it is going to be something that is going to smoothen out, as we see it, lots of humps in the business, increasing the use of many dairy products whether it be milk or butter. It is going to help the cheese maker just as much as it will help the butter maker.

I am well acquainted with a cheese man who sits on our commit-
tee, and he says that he would just as soon see the butter go up as the cheese or vice versa because it will be just a day or two and it will all be straightened out, and we are in this game, whether we are in the cheese business, butter business or milk business, and the quicker we can put our shoulders to the wheel the sooner we will reach our goal. If the producer can get more of his stuff used—and there is no reason why the American public won't use the staff of life—milk, I don't see why it wouldn't be a good thing.

I want to thank the committee for giving me the privilege of presenting the case and as these committees come around, I trust you will help them and do anything you can for them.

A VOICE: Don't you think we should advertise Wisconsin products instead of Iowa?

MR LANDT: In this contract that is written there is going to be spent in proportion to the way it is received, that is, if cheese puts in $10,000 for example, there will be $10,000 spent for cheese unless otherwise specified by the donator, and if the money is spent for butter, it will be in proportion. This national set up will only be a certain per cent of the money we take in, which will be put in the national advertising or promotion. There will certainly be something done in your home state, but this is a national affair and knowing Wisconsin cheese, from what I have seen and heard of Wisconsin cheese, if they sell cheese it is going to help Wisconsin cheese regardless.

In a national way we have got to get everybody in on this program. Illinois, Michigan, California—they are all interested in it and that is the reason we want to subscribe to a national program.

PRESIDENT WHITING: Our next speaker is Mr. Hicks, who represents the Cheesemakers Mutual Insurance Company.

INSURANCE

By John Hicks

Mr. President and members of the association: I feel I am going to have you behind the eight ball, because somebody is going to get $100 for listening to me, and you don't know who it is going to be—it might be you.

I am going to compliment you in the first place—I think you all ought to be highly complimented and individually for the wisdom you have shown in coming out to this convention and lending your minds and your attention to the solving of the problems of the cheese industry.