FOURTH SESSION

Friday Afternoon, November 17th, 1939

PRESIDENT WHITING: Ladies and gentlemen, we will have to start our meeting. We are quite late right now and I wish those who are in the exhibit room would come in. We have plenty of room and we would like to have you come in so that we can start our meeting.

Our first speaker on our program is one who I think you are all very well acquainted with Mr. Mooney, secretary of the National Cheese Institute.

ADDRESS

By George L. Mooney

Thank you, Mr. Whiting. Ladies, members of the association and guests: Sitting back in the room the last day and a half I couldn't help but hear a few remarks to the effect that those chairs do get mighty hard. I know you are sitting in the fourth session of the convention and I am not going to take much of your time.

It is peculiar that a group of men who organized this association way back in 1893 should be present at the convention and taking advantage of these meetings. I think more of you should do that and take advantage of the platform for the purpose of discussing your problems. I do believe that as to size in particular this building should be crowded.

I am just going to recall a reference made during the last session of the legislature that you may have heard. Because of the small number in the cheesemakers association, because they were a minority of the total of the state, they didn't speak for the cheesemakers of Wisconsin. I don't think there is anyone who will challenge this statement. I contend you do speak for the cheesemakers of Wisconsin. You are the only group that gets together under the name of the state association and do discuss your problems with yourselves, with the department, and you take up your problems with the legislature and with the college. That answers any challenge to your right to speak for the cheesemakers of this state.

I want to say a word at this time that the National Cheese Institute, hoping to increase your interest and the interest of others in the Wisconsin Cheesemakers' Association and its good work, saw fit to donate a few door prizes during this convention. I hope it will have the effect we intended, that is, not only to swell your
membership but to swell interest and create interest that you take in this association's work.

The discussion here for the past day and a half has brought out nearly everything I think that can be given to you. You have talked trucking and every one was well qualified on the subject assigned. Trucking, insurance, bacteriology, starters, tariffs, trade agreements, reciprocal agreements with other countries—you have covered nearly everything. In fact, on the question of starters, I know from the remarks made yesterday that some one said we ought to start talking about stoppers when the address went too long.

I am going to say this—the discussion and questions and answers impressed me with one thing. You can't hope to successfully discuss any given problem that has any complications at all before a group of four or five hundred or six hundred people. The questions from the floor are fine, but there isn't hardly a person in the room or cheesemaker in the room that hasn't a question on his chest that he would like to ask to clear up some doubt he may have. Men, that is the object of your state association.

I would suggest to the officers that they invite you to write in your questions to your state secretary and about once a month have the state association issue a bulletin embodying the question and giving the answer. There are plenty of people in the different departments at Madison, at the college, that can answer any question you put, and that includes the public service commission and the college of agriculture.

May I just close in saying you have a lot of work to do this afternoon. I just enjoyed this convention, both days of it and I hope that next year you have every one of your members of this association bring with him a new member and just double the membership a year from this month. I thank you.

PRESIDENT WHITING: Our next number—we have here on the program is a discussion, "Better co-operation among cheesemakers". I think this may be brought up a little later in our resolutions, so we will go on with our program at this time. Our next speaker on the program is our director of the Department of Agriculture and Markets, Mr. Ralph Ammon. It is a pleasure to introduce Mr. Ammon to you people.