FORTY-EIGHTH ANNUAL CONVENTION OF THE WISCONSIN CHEESE MAKERS’ ASSOCIATION

County Service Building, Fond du Lac, Wisconsin

November 16th and 17th, 1939

Thursday, November 16th, 1939, 11:00 A. M.

PRESIDENT WHITING: Ladies and gentlemen, we will call this meeting to order. As usual, getting started at a convention we are always a little late. We were to start this morning at ten o'clock and I see it is eleven now. They say it is always ten until it is eleven. We are certainly grateful for the fine weather we have and I hope we will have a fine attendance.

I will call on Rev. Stecker now who will give the invocation.

INVOCATION—By Rev. B. J. Stecker.

Bless the Lord, oh my soul and all that is in me. Bless His Holy name. Bless the Lord, oh my soul, and forget not all His benefits. In the spirit of this ancient writer of old we come before Thy presence in this new born day and we acknowledge the privileges we receive from Thy hands and the grace that Thou hast bestowed upon us. We pray Thee we will have grateful hearts and we bless Thee for what Thou hast given to our state and our home and we pray the blessings for those who rule over us and the land we have founded and may they ever be preserved upon us and our children.

We pray for Thy divine guidance on these people here assembled and all these things which are true and right because they are of Thee. We ask these things in Thy name and for the sake of Christ. Amen.

PRESIDENT WHITING: I will next call on our good mayor of Fond du Lac. It is my pleasure to introduce to you Mr. Leo J. Promen.

ADDRESS OF WELCOME

By Mayor Leo J. Promen

Thank you, Mr. Whiting, ladies and gentlemen and delegates to this convention. My girl friends in the first row, you notice how they clapped when I was introduced? I always pay them. I don’t know whether I can meet the competition of that hot air business over there this morning. That is one of the most powerful ones I have ever seen or heard, and I have met a lot of politicians in my time, too.
Ladies and gentlemen, I had a long speech of welcome all written up and I don’t think it would have taken me a minute over an hour and a half to give that address of welcome, but on the way out here I lost it. It is probably a good thing because your convention was a little late in getting started, as most conventions are.

I think you will enjoy your visit in Fond du Lac. We tried to make all the arrangements possible. I called the weather man from my office the other day and told him if he didn’t turn on the good weather lever next week, there would be some higher taxes here. So we have some nice local sunshine here for you, and so I have done a good deed.

I would like to say a few words, however, about your own particular industry. We are surrounded by cheese factories in this county, although there is some argument about this county being the birthplace.

You recall you read not so long ago last summer that we celebrated the 100th anniversary of the founding of the first cheese factory in the world, I believe, out here at Ladoga, which is only about seven and a half miles west of this city. And we have a general cheese equipment plant in the city. So directly and indirectly this city’s prosperity like any other city in the State of Wisconsin is founded on the cheese and dairy industries.

We are vitally interested in our own welfare, if you will permit us to be selfish. We would be foolish, we would be simple, if we were not seriously interested in promoting your industry. In fact, we had cheese week here which wound up today and it created one of the highest retail sales of cheese in this city in a long time during the past week, because the people in this city knew you were coming they wanted you to know that they are interested in your industry.

In fact, when I came in this morning I was told at the door that I couldn’t get through; I couldn’t get into the exhibition hall unless I registered, and I went over to the young lady at the desk and asked to be registered in the limburger division. That is my favorite brand. She said, “are you a licensed cheese maker?” And I said, “no, but I have been a licensed cheese eater all my life.”

I could go on like this for a long time but I am in competition with that hot air machine and one of us must last longer, and I am afraid the machine will last longer.

This is the second time you have come and that is a high honor to the city, the fact that you enjoyed your set up so well the first
time that you decided to come back again, and I hope you will come back again and again, and in fact, we are making plans for your next year's convention. So when you pack up, it doesn't make any difference if you leave a soap brush or tooth brush behind—we will save it for you next year.

So on behalf of the city I give you the most hearty welcome.

PRESIDENT WHITING: I will next call on our good friend Mr. Zimmerman, editor of the Cheese Reporter, who will give the response. It is a pleasure to introduce to you Mr. Zimmerman.

RESPONSE

By F. W. Zimmerman

Mr. Whiting, Mr. Mayor, Ladies and Gentlemen: On behalf of the Wisconsin Cheese Makers' Association I want to thank you, Mayor Promen, for your kind words of welcome.

We appreciate the fact that you ordered this nice weather and I think we are pretty well acquainted with these fine convention facilities. We have seen your hospitality and all these things should unite in making our stay here both pleasant and profitable.

It is rather fitting, I believe, that we return to Fond du Lac for our 48th annual meeting. It was near here, you know, that Chester Hazen started the first Wisconsin cheese factory. Since that time we have seen the Wisconsin cheese industry grow from what it was when Mr. Hazen was actively engaged in it, to the important position we are accorded today. In view of these things, then, our convention should be a fine one, and in our deliberations today and tomorrow may we be guided and encouraged by the foresight that were Mr. Hazen's. Thank you.

PRESIDENT WHITING: We will now have the Secretary's report. I don't think I have to introduce Mr. Ebert, you all know him. It is a pleasure to introduce Mr. Ebert, however, to you.

SECRETARY'S REPORT

By C. J. Ebert

Mr. President and ladies and gentlemen: This is not a lengthy report because you will get the detailed report in the convention annual. We will give you our receipts and disbursements and the balance.

This is the financial report of the Wisconsin Cheesemakers' Association as of November 1st, 1939. We brought forward a balance