

ville, N. Y. the same year. He conducted this cheese factory for six years, when he moved to Green County, Wisconsin, and in 1868 started the first Limburger cheese factory in the town of New Glarus. The next year, in 1869, he started the first Swiss Cheese factory in the town of Washington, Green County.

This brings us down to within the last fifteen or twenty years, and all of us are familiar with present day problems.

Through the courtesy of Mr. and Mrs. W. C. Thomas, a large part of this data was gathered from the files of the Sheboygan County News.

MEMBER: Mr. President, I think that is about the best article on the general history of cheesemaking in Wisconsin that I have ever heard. I believe this Association owes Mr. Hubert a vote of thanks for getting that together. Seconded and carried.

MR. HUBERT: Mr. President, Ladies and Gentlemen, I thank you.

DAIRY SCHOOL STUDENTS

SECRETARY: Let me call your attention very briefly to one feature of this Convention. Every year we bring down here a bunch of young cheese makers—some of them with enough experience to get their cheese makers license perhaps for next year; others who will be helpers next year, but all with some experience and who have been through the Dairy School. They sit over there in the amen corner near that sign. If you want to hire a maker or a helper go over and talk to them.

PAYING PREMIUMS FOR FANCY CHEESE

By MR. S. J. GIFFEN, The Great Atlantic Tea Company

Gentlemen: As far as our paying a premium for Fancy Cheese, which we figure is a pioneer proposition in this game, we find that we are getting a benefit that is almost unsurpassed by paying an extra premium or giving the man that makes a Fancy cheese a benefit out of making that class of goods. The best way I can see it is that in the distribution of this cheese to our various stores, in fact we have 11,000 such stores—we find that we have increased our trade by putting a uniform good quality cheese in those stores of a triple amount. In other words, we have increased our sales to that figure and we find that through this paying extra for cheese and getting the quality in line with that price, that we as a strong concern can boost the consumption of cheese better in that way than we can through advertising. In other words, our customers are making our own advertisement on account of the quality of goods they are getting. In fact, prior to this buying of cheese direct from the factories, we found that we were getting cheese that instead of helping the consumption of cheese, was absolutely hurting the consumption of cheese. We made a trip to 25 stores in one of our districts prior to locating in Green Bay and we found out of the 25 stores, 17 stores handled cheese that was not fit for consumption. We took this cheese out and

sold them as off grades, although they had been sold to us as normal ones. We find that the average cheese maker that is interested in making good cheese is more than glad to take the extra effort to make a Fancy cheese if he or his farmer or the two combined get a benefit out of it, but as it is you can't blame him for making an ordinary No. 1 cheese when his neighbor is making the same and is getting the same price for it and he (the neighbor) is going by his factory at half past eleven or twelve o'clock and giving him the glad hand and showing you that he is on his way to town and we are working yet. We simply want to mention that we find the proposition of Fancies and paying extra for it is working out to good advantage to ourselves and to those that are shipping to us, and we feel that it is going to be of a general good in helping to boost the consumption of cheese. I thank you. (Applause.)

"WHY SOME CO-OPERATIVE FACTORIES FAIL AND OTHERS SUCCEED"

By MR. T. A. UBBELOHDE, of Glenbeulah

Mr. President and Cheese Makers: I had prepared a paper and just got it out on the typewriter and I laid it on the sideboard, and I suppose it was a pretty neat paper, but my wife is particular about not having the sideboard littered up with waste paper and she glanced at it and thought it must be an advertisement for some Dairy Feed and she burned it up. (Laughter). So I have nothing but a few notes that I took last summer. I am sorry because I had to spend quite a bit of time to prepare this paper.

I went to quite a number of factories so I haven't got much of offer to you but I have visited some factories—co-operative factories that were successful. Everybody was slick and the first thing when I went in to speak to the cheese maker he was ready to shake hands with me—everything was O. K. and he had no kick coming from any of the farmers. The milk seemed to be all right.

Talking about this cheese, the supply people that he was doing business with, said there was nothing wrong. The supply man was all right; they furnished the goods they called for and it was satisfactory. Well, I says how is the cheese dealer? Why they take our cheese and there never is a kick. We get full weight and we get full price. Well, I says, over here is another factory that I have been to—these same dealers are cutting them all the time—not giving them full weight and they are kicking about the grade. He says to me, we have no kick coming; the cheese dealers have always used us right.

Then I went to another factory and it was about the same thing. Everything was O. K.

I visited several unsuccessful co-operative creameries and the first thing there was a kick coming—the factory was in bad shape—the cheese maker seemed to have a grouch on—everything was