

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