

consumption of cheese and do away with this surplus that is at the present time hanging over our heads. During this week we should make a concerted effort to get the people to eat more cheese through putting on an educational as well as an advertising campaign. And we should also not forget to make it a point to not forget to have cheese on our own table during that time at least if we do not do it otherwise. We must make a cheese that the people want, and sell them a cheese that they will want again in the future. This cheese must be aged and have a nice appearance if we expect to get repeat orders. Let's all work together on this cheese week and let's see if we can't get the consumption of cheese per capita up to where it belongs in the United States.

In closing I wish to say that I am not a candidate for reelection because my business demands all of my time. I cannot do justice to both my business and the association affairs. I have enjoyed working with the officers and members and wish to thank you all for your cooperation and good will. Even though I cannot again serve as your president I shall at all times be interested in the welfare of the association. I thank you.

SECRETARY'S REPORT OF PROGRESS

By MR. SAMMIS

THE SECRETARY: Ladies and Gentlemen, Friends: The progress of this association lies in your own keeping. If you as an individual have made progress, then the association has progressed. If every one of you separately, or collectively in small groups have made progress, then the Wisconsin Cheese Makers Association as a large group has made progress this year.

The progress made by your association during the past year has consisted mostly in the organization of county branches throughout the state. There are 27 of them represented on this map. There is room for more. The presence of these branches of this association puts upon us some responsibility. You recommended that they start. You gave them a boost in getting started. They are in a way the children of this association. They are not over two years old. And we the forty year old association, the parent, should perhaps look forward to having a somewhat larger family, a good old-fashioned family. There are only twenty-seven children but there is room for a half dozen more on this map.

Also, these children should grow in their early years, and the parent association should look after them somewhat and give them a helping hand now and then, a few suggestions, because as the children grow so the family prospers. I wonder how many of you here today belong to some one of these branches. Would you just hold up your hands for a minute and let's all see. Look around, folks, and see all the hands. Our branches have contributed considerably to the attendance of this convention.

I feel sure that many cheese makers out in the state who in past years felt a little interest in the matter of getting organized have learned the advantages of getting together from the presence of a local county association in their midst, and have come to join in with us and are here today as the fruit of the work of the association during the past two years.

Another line of progress lies in the distribution of legislative bills and news letters. With all of these children living around in different parts of the state it is natural that they would want to hear from each other, and as they have a good many common interests and some special separate interests, it would be unfortunate if this large family wouldn't have a good, easy means of communication among themselves. To provide for that, two years ago this association approved the general plan of sending out news letters about twice a month to all the branches which asked for them, to all the members that wanted them. The news letter contains a brief account of what the other associations have been doing in the last two or three weeks, what they have been talking about and voting on, what they have accomplished, what plans they have, how much money they made in their dances, and what time they had at their picnic, their activities in general—so that each branch might learn from the letter the experience of the other branches.

Also along with these letters were sent out legislative bills, printed copies of the legislative bills during the session of the legislature. Those two things, the bills and the letters go together in the same series. I want to tell you that ten thousand copies of bills and letters have been mailed out during the past year. Every one of the ten thousand is in an envelope addressed and stamped at the lowest postage rates available, usually one cent postage and with a large number to be printed the expense for each is at a minimum. This is the second piece of progress.

I might add that anybody who is interested in receiving these copies of legislative bills during the sessions of the legislature and in getting the news letters about twice a month, has simply to write to the association secretary and send along a dollar and he will receive a dollar's worth, which if they cost two cents a piece, would be about 50 letters, which being twice a month ought to last for quite some time. Of course, during the period of the legislature they come thicker and faster and so the money is used up a little faster.

Now then, with this in view I am going to suggest that you pass right along to the next number on the program in which I hope to get an expression of your opinion. This is the one place to find out and get more information than any other place that I know of, from the members of the association.

Shall the system of branches and monthly meetings be continued and extended to other counties where requested by makers during the coming year? Now, I suggest somebody make a motion about that and we will take a vote and see what it sounds like. I haven't asked anybody to make a motion. Anybody that feels like it can make it,

because if you don't want it continued the association will drop it. We began it because you asked for it and we continued it for two years because last year you asked for it.

Motion made by a member that we continue it. Motion duly seconded and carried.

On the second question here which relates to news letters and legislative bills, we don't want to assume anything, but we want your positive instructions in the matter. The question is, shall the sending of news letters and legislative bills and so forth be continued in 1934? Will you give us your instructions about that?

Motion made by a member that we continue it the same as before. Motion duly seconded and carried.

The next thing that I want to bring up here under this head of progress relates to the future. I spoke yesterday, to a much smaller group of you, and I told you that for many years past the association members were paying in four or five and sometimes six hundred dollars membership fees at one dollar per head each year, and the association has spent something like three thousand dollars, or twenty-five hundred dollars each year. Now, the difference between three thousand dollars and five hundred dollars has been donated mostly by the state, through one channel or another. But the state treasury during the last legislature is becoming limited. The last legislature actually repealed the section of the law that gives this association six hundred dollars a year, cut that out and said we can't afford to give it to them any more, but especially said they shouldn't need it, they are too big and too old. They are forty years old and there are two thousand cheese makers in the state and it ought not be necessary any longer for the legislature to make them a little present every year. They ought to pay their own bills.

In the same way the University Dairy Department for the last forty years, ever since this association was organized, has been giving the time of its various employees and about half of my time since I have been there and a great deal of time of the other people before I was in the Dairy Department at Madison. That has all been donated silently without any desire for credit, or thanks. They said to me, go ahead and do anything you can for these cheese makers, give them a hand, and do it on the time paid for by the state. You owe for forty years, donations made by the Dairy School of the University, the College of Agriculture, and all of this being money out of the state treasury. They have handed you each year three or four times more than you have contributed.

This present year, under the limitation of funds, the College of Agriculture has been obliged to cut that off in part. That is to say, beginning next April up to next November the College of Agriculture is not able to pay the travelling expenses of your secretary. They have cut off that appropriation in order to save money in the treasury. This is news; this has never happened before in forty years and it is fitting that you should be told about it and see what you are going to do about it.

It costs something like \$750 to travel over the state continuously during six, seven, eight months during the summer and fall, to organize new branches and visit old branches, to do this kind of work we have been doing in the past at state expense and the question is now, what are you going to do with it? It appears that you have in the treasury considerably over a thousand dollars accumulated in past years. That is your financial status at the present time. You have voted here that you wanted this work with the branches continued. Now it is up to you to get these two things together, and determine what are you going to do about it.

RESOLUTIONS ON EXPENSE AND FEES

MR. MALLOY: Mr. Chairman, there was pointed out yesterday, that if we were going to continue this branch activity, we would have to take steps to increase our revenue, and it was also pointed out that it might become necessary to amend the constitution to do so, and yesterday evening at the hotel immediately after the luncheon, we discussed this question considerably and a resolution to amend the constitution was offered here yesterday afternoon, as the constitution provides that resolutions to amend the constitution must be presented twenty-four hours before they are acted on, a few others and I interested ourselves sufficiently to have a resolution drawn up which I think we ought to present at this time.

Your secretary tells you that we have sufficient funds in the treasury to take care of this additional burden of expense for the coming year. However, it will be necessary to pass a motion here to ask the Board of Directors to appropriate enough of those funds to carry on the work for the coming year, and for the next year we will have to make provisions in the constitution. Now, I have copies of the resolutions here that I will present at this time for your consideration. To take care of the expense of the coming year I offer as a motion,

"That the directors be requested to appropriate \$750 or as much of that sum as is necessary to pay the travel expense of the secretary between April and November 1934".

Motion seconded and carried.

MR. MALLOY: Now, we are going to take probably \$750 out of our reserve funds during the coming year and that will pretty well exhaust them, so we will have to take steps at this convention, so as to continue successfully, to reimburse the treasury and how do you want to go about it. It will certainly depend upon you. A few of us discussed this thing last evening and we decided to offer this resolution:

"Moved to amend article three of the constitution, to read as follows: This association shall be a corporation without capital stock.

Active membership. Any cheese maker, past or present, in Wisconsin, but not a helper, may become an active member in this association, with the right to vote and speak in all association meetings, by paying the annual membership fee of \$2.00 in advance to the secretary of the association for the current calendar year. For any per-