

able story on the part of the retailer, you will be making customers. You wouldn't have the worries you have now.

Last of all you have to advertise. You know better than I that your life, your actions, the things you do, the car you ride in, the radio you listen to, the food you eat, everything you do is controlled by the impact of some advertising message you have read or studied. I am going to close but I want to point out to you that advertising is vital to the correction of your fundamental condition and it can be done on a basis that will return you ten-fold for its investment because of its effect in increasing consumption.

Now, in closing I would like to say this, am I right in presuming that you boys are satisfied with your business condition today? The only way to go is forward. You can't stand still, and you have been standing still for fully a year. Maybe you don't like to have me talk this way, but I paid my own way to come up here and I will pay it to go back.

It isn't meetings that is going to win this thing; it is action and force. You can hold meetings until the cows come home but if you are the intelligent boy you look like, you can put it in the hands of the committee you have here.

To conclude, remember these four things. If you build a steam engine or make cheese, these four essentials are necessary. You have to mobilize everything. We are talking about the making of customers for cheese. Second you have to organize everything. Third, you have to vitalize it, that is, make the American consumer feel he does need the proper amount of cheese, and then, you have to use it.

Up in the Northwest the Indians tie their meat up in the trees 37 feet above ground and let it cure there in the winter. That is their refrigerator. Go up there and ask them why. The Indian will tell you, well, a fly can only fly up 35 feet so we put it two feet above it. Wouldn't it be remarkable if some fly came along and was different than all the rest, more dissatisfied than all the rest, and who had more ambition than all the rest, who had the nerve to fly the other two feet and get the meat? Have you in this association got it? Thank you.

#### REPORT OF THE NOMINATING COMMITTEE

**MR. WINTER:** Due to the fact that Mr. Whiting was instrumental in bringing about these many things for the good of the association, he was nominated for president for another year.

**PRESIDENT WHITING:** Any other nominations?

**MR. MULLOY:** Mr. President, I move the nominations be closed.

Motion seconded and carried.

**MR. MALCZEWSKI:** Mr. President, I move we suspend the rules and elect Mr. Whiting president unanimously.

Motion seconded and carried.

**PRESIDENT WHITING:** Ladies and gentlemen, I thank you for this and I am sure I will try and do all I can in the coming year for this association and you want to remember, this is your association. Any suggestions you have to bring to the officers of this association for the good of the association will certainly be appreciated. Thank you.

MR. WINTER: This committee has approved for re-election for vice president Mr. Kopitzke of Marion.

Moved and seconded that nominations be closed.

MR. MULLOY: Mr. Chairman, I move that the rules be suspended and the secretary cast the unanimous ballot for Leonard Kopitzke for vice president.

Motion seconded and carried.

MR. WINTER: Nominations for secretary are Prof. Sammis and C. J. Ebert of Gresham.

Moved and seconded that nominations be closed.

PRESIDENT WHITING: Has everybody voted? I declare the ballot closed. Results of the vote, Ebert 92, Sammis 84.

SECRETARY SAMMIS: Mr. Chairman, I congratulate Mr. Ebert on getting the fine big job. As a member I will always be glad to help the association, but I congratulate Mr. Ebert.

MR. EBERT: I want to thank you, Mr. Sammis, ladies and gentlemen, and I feel honored on being elected to this office and although I am elected I feel the office carries responsibility with it, and I will do the best I can and give you the service you have a right to expect. Thank you.

MR. WINTER: The next is the election of Walter Schmidt for treasurer.

MR. MULLOY: Seeing we have only one candidate I move the rules be suspended and the secretary be instructed to cast the unanimous vote for Mr. Schmidt for treasurer.

Motion seconded and carried.

MR. WINTER: Re-election of Mr. Horn for director.

MR. WINTER: I move the nominations be closed.

Motion seconded and carried.

Motion to suspend the rules and Mr. Horn elected unanimously, carried.

MR. WINTER: We understand there is one vacancy on account of the death of Mr. Gempeler and we have nominated Mr. Johnson.

Moved and seconded that the nominations be closed, carried.

MR. HORN: Since there isn't a great representative body here of this Swiss section, I wonder if it wouldn't be a good idea for these people to get in a huddle and submit it and it will be approved by this organization any way and then submit it to the secretary.

MR. MALCZEWSKI: Mr. President, I move to have the secretary cast the unanimous vote for Mr. Johnson.

Motion seconded and carried.

## REPORT OF THE RESOLUTIONS COMMITTEE

MR. MULLOY: Ladies and gentlemen, all the resolutions we have here have been checked over and approved by your committee of five. I as chairman of that committee will read them for your approval.

### RESOLUTION NO. 1

*"Be it Resolved,* By the Wisconsin Cheese Makers Association, that we extend a vote of thanks to Mr. C. E. Broughton and the city of Sheboygan, to the Eagles Building management, the Sheboygan Chamber of Commerce, to the Bankers and Merchants of Sheboygan and other counties who have contributed prizes, to the program speak-