

end we will come out of this depression. Our unemployed will be employed again, the slack as a result of the machine age will be taken up through shorter hours, and when it is all said and done we will be looking forward to a happier day in the United States, and a happier day in Wisconsin.

PRESIDENT'S ANNUAL ADDRESS

BY E. B. WHITING

Mr. Chairman, Ladies and Gentlemen, Members of the Wisconsin Cheese Makers' Association: It is my desire to bring before you, as briefly as possible, a few of the things which have been accomplished the past year, and also to give you a very few suggestions which I believe should be done for the good of the dairy business of this state, and especially our part of that, which is cheese.

As we all know, in union there is strength, and I believe the twenty-eight different sectional associations which have been formed up to this time, and all affiliated with this, the mother association, can and will do more to keep the interest of the cheese maker at high pitch, all of the time, than any other one thing, and I hope that in the future there may be more of these branches formed.

The problems are not the same in all sections of the state. These associations meet and discuss the things that arise in their immediate vicinity, and they are then better able to bring the matter in a more concentrated way to this body for action.

Another thing of great importance which has pleased me greatly, is the quality program put forth in all of these branches. It has been said many times before, but nevertheless, it is still true, that if we intend to keep the supremacy in both quality and quantity in this great state of ours, we must continue to put forth every effort to better the quality of our cheese. Other states are now in the cheese business to stay, and we must keep one step ahead of them all of the time.

It would please me to have a wider spread in price between state and standard grades than at present, which would, in time eliminate the poor or careless cheese maker that we still have with us.

Some foreign countries require that an apprentice even in a retail meat shop, must have at least three years experience before they may run a meat shop for themselves or any one else, and I believe it would be a good thing for the industry to extend the eighteen months that an apprentice must now serve to at least two years, before he could get a cheese makers license.

National Cheese Week has been a great factor in helping to increase the per capita consumption of cheese as well as to keep the name of the product before the public. It is to be hoped this will continue from year to year and that every person interested in the dairy business will continue to do their part and boost.

The Department of Agriculture and Markets at Madison has done a great work the past year in advertising, and have also given cheese a great amount of publicity. They are to be commended for their great work and it is my wish that this Association give them a vote of thanks for their efforts.

The Wisconsin Cheese Makers' publicity plan has been functioning in good form. May it live on with increased energy from year to year.

The Branches of this Association have been putting up signs calling the attention of the public to eat more cheese. All of these things working together are bound to increase the consumption of cheese. If we could increase the consumption one pound per person there would be a shortage instead of a surplus.

Another project which has been launched and perfected of late is the Cheese Makers Mutual Fire Insurance Company. This Company was organized July 9th, 1934. Believing this to be of great benefit to the cheese maker in protection at a very nominal cost, it is hoped that every cheese factory in the state will in time be protected by this company.

In closing we must not forget the many thousands of tourists who come to our state each year. In their travels they pass many of our cheese factories. We should see that the grounds surrounding our factories are beautified, such as flower beds, nice lawns, and so forth, for these things are bound to give the tourist a very favorable and lasting impression. I thank you.

DISCUSSION

MR. DAVIS: Mr. President, has this organization ever gone on record in expressing an opinion on price differential between state and standard grades?

PRESIDENT WHITING: Well, I speak from my own personal mind. I have thought that I would rather see the price one cent instead of $\frac{1}{2}$ cent.

MR. DAVIS: If someone on this floor would make the motion of that kind, would you entertain it?

PRESIDENT WHITING: We certainly would.

MR. DAVIS: At present there is a vote of members on the Board of Trade that they don't make any price on standards, they simply suggest one. I wonder whether any of you would prefer making a motion for a vote on that subject?

MR. STECKER: Mr. Chairman, I will make a motion that the difference between state brands and standard brands be a cent.

(Motion seconded).

PRESIDENT WHITING: Moved and seconded the difference between standard and state be one cent. Let's hear some discussion.

SECRETARY SAMMIS: Mr. President, I don't want to vote on this yet because I have heard only one side of the question. I have heard many cheese makers say the difference ought to be one cent. I have never yet heard a public statement from those people who suggest one-half cent, as to the reason why they think one-half cent is correct. I suppose they have a reason and it would interest me, if this is the proper time for the discussion, to find out what the reason is. Maybe they haven't any reason; maybe they have a very good reason.

MR. DAVIS: Mr. Chairman, as president of the Cheese Board, I will say that the majority vote of the members is called for, for a suggestion of correct differentials of price between state and standard. That vote varies. We have had a majority of one vote at times suggesting the half cent. There has been a number of times that $\frac{3}{4}$ of a cent has been suggested but in talking with the cheese dealers they have felt that the cheese maker was trying to do the best work he could, and they felt they should not throw upon those makers a personal loss of greater than that half cent and they didn't want to throw unnecessary hardship on those makers. So for that reason the cheese dealers have voted that the suggestion of the difference should be a half cent.

MR. MALCZEWSKI: If we are going to make a cent differential there, hadn't we better discard our present 40 per cent moisture law? Isn't it a fact that if we are going to make all cheese to be state brand, we have got to decrease our moisture so we don't get any soft cheese? Are we going to give the public then what they want? Are we going to make a softer cheese if the public demands it, and then take a licking for it?

PRESIDENT WHITING: Are you ready for the question?

MR. KOPITZKE: I feel about the same as Mr. Malczewski about that. I believe that the fellow who makes a soft cheese will be out of luck. Some fellows just simply think that if the cheese is soft it is absolutely no good, so it is just too bad if we make that kind of cheese. I explained at Marshfield and Shawano about the patron I had who ate 41 pounds per capita and who demands a cheese of 40 per cent moisture. Should we give him that cheese so that he eats 41 pounds per year, or not. Should we discourage that?

MR. DEBUHR: Mr. Chairman, in the audience yesterday afternoon certain cheese makers that sold cheese locally out of the factory said that the majority of the cheese sold from the factory was a soft or high moisture cheese. Now then, if you want to go to work and make a differential of one cent a pound between state and standards it is just too bad for anybody that is trying to make a soft cheese and as long as the consuming public wants a soft cheese, give it to them. If it sells, give it to them. A dry cheese sure is fine for advertising cheese, but if they want to buy fresh cheese you cannot sell them dry cheese.

DAIRY QUEEN

PRESIDENT WHITING: Ladies and gentlemen, I don't want to interrupt this discussion or motion we have before the house, but we have with us at this time a dairy queen, and she has to get a train out of here. I would like to have Mr. Sommers, the Secretary of the Association of Commerce, introduce our dairy queen.

MR. SOMMERS: Mr. President and members of the Wisconsin Cheese Makers Association: I know you are busy and in a hurry, so without the formality of a long introduction, I have the great pleasure and honor, to introduce Miss Fay Kelly, the Dairy Queen of the State of Wisconsin. We feel happy about her selection to represent the industry in our field, because of the publicity she has brought to Wisconsin and the good will she has won in the home of the President. He is going to live twenty years longer because he is going to eat Wisconsin cheese. The whole country from north to south, and east to west is going to consume more cheese, and every cheese factory will work to capacity and increase in numbers. Wisconsin will be known not only as the greatest cheese center in the whole world but the center where they have the finest girls.

MISS FAY KELLY (Dairy Queen): I would like to take the opportunity to thank you for the fine reception that you gave me here to-