

HOW CHEESE WAS NAMED.

L. W. Clark of Fond du Lac Writes Interesting Story About Wisconsin Cheese and how it Was Named.

The following article contributed by W. L. Clark tells how Wisconsin cheese happened to be named. The uninitiated have perhaps often wondered how cheese happened to be called "twins" and "daisies", but Mr. Clark tells how it happened. He says: "In the early days of the cheese factory in this state England was our best customer, for she had developed the cheese eating habit beyond her means of production; and New York some weeks in the early seventies exported more than 100,000 boxes of cheese a week, much of which came from this state. There is a district in England called the 'Cheddar district', that made a cheese having a diameter of some 14 or 15 inches, weighing some 60 to 70 pounds that was a favorite with the trade.

"Of course we wanted the price of their favorite, and adopted their style and name for our cheese, so 'Cheddar cheese' became a standard name for American cheese east and west. There never was a 'Cheddar process' of making cheese, though we copied the English make as well as we knew in that early day. In nothing more than the way of making cheese was the difference between an Englishman and Yankee more clearly emphasized. An Englishman was contented to do as his father had done, while the Yankee would follow it till he got the hang of the job and then experiment for another improvement; so the present method of handling milk as made into cheese differs vastly from a generation ago.

"It was customary at that time for the cheese factories in eastern states to keep some curd out from one day to the next, when they did not have enough for a full cheese. So some of our Wisconsin cheese makers began the same thing here—a plan that would not work in the west, and caused much complaint among cheese buyers, because of the uneven quality of the new, and a day old curd. It is to the credit of the Fond du Lac Dairy board that the question of what to do with the small portion of curd left over from a full cream cheese was resolved. The factories were urged to keep a hoop half the size of a cheddar hoop and so press a flat cheese.

"This was done and the quality of our cheese greatly improved. In boxing the flat cheese it was customary to mark on the box '2 in' so as to facilitate sorting them out, for the foreigner did not take kindly to the flat cheese. The '2 in' was quite suggestive to the writer of this article had some stencils cut, 'Twins' and the boxes of flats were so marked, and the name stuck—and 'twin' cheese became a staple name for some of Wisconsin's make of cheese. The trade seemed to want a similar cheese so a 20 pound cheese was put up of about 13 inches in diameter, which was called 'family favorite', too long a name for a small cheese. Some one saw it and said, 'Isn't that a daisy,' and a daisy it was from that day on, and has been the most popular style of cheese made in the states.

"Along in the late seventies 'Young America' forged to the front in American life and some smart Ale conceived the idea of making a cheese to fit the time, and made a small cheese, some 8 inches in diameter and 7 inches high, weighing about 10 pounds and called it 'Young American'. The cheese filled a demand and the name became quite popular and is so to this day.

"In Sheboygan county some maker had the idea that a long slim cheese, would be just the thing—so it could be cut off as you do a bologna sausage—so he made a cheese about 5 inches in diameter and 10 inches high to fill the bill. Just then some one brought some Texas cattle with their 'long horns' into the section, and the name 'longhorn cheese' became a fact and has been quite a popular brand for the trade.

"Square cheese' are so called from their shape and are made in two sizes, a 10 and a 20 pound cheese.

"These then are the kinds of American cheese made in the state: Cheddars, twins, daisies (if two in a box, called twin daisies) longhorns, yound Americas, squares. The make of all these styles of cheese is the same, that is the same process of handling the milk in each style for making the curd.

"If there is a difference in price, it is the style that counts. Style in social life is what costs. 'Alle same' in cheese.—Fond du Lac Commonwealth.

Referring to the above article, inquiry among the Sheboygan county cheese men elicits information that seems to credit the late Peter Baltz (a well known dealer) with having had the first 'Daisy' cheese made and Mr. A. D. DeLand with having made the first 'Longhorn' cheese, which followed a style that was a little more

slender and was called the stovepipe during its brief period of existence. It was a trifle larger in diameter and a little shorter than our longhorn.—Sheboygan County News.

Not a Bad Idea.

The following article taken from the monthly publication "Lend A Hand" edited and published by the inmates of the state penitentiary at Salem, is worthy of preservation: "To the married man who cannot get along without his drinks, the following is suggested as a solution of the bondage of his habit.

"First—Start a saloon in your house
"Second—Be the only customer; you will have no license to pay. Give your wife \$2.00 to buy a gallon of whisky, and remember, there are sixty-nine drinks in one gallon.

"Third—Buy your drinks from no one but your wife; by the time the first gallon is gone she will have \$4.90 to put in the bank and \$2 to start business again.

"Fourth—Should you live ten years longer and continue to buy booze from her, and then die with snakes in your boots, she will have money to bury you decently, educate your children, buy a house and lot, marry a decent man and quit thinking about you."

Widows' Pensions.

The taxpayers of Polk county, as well as those throughout the state, are becoming somewhat agitated over the working of the Widow's pension act, the number of applications of the several county courts reaching a figure that is appalling. At present Polk county is contributing to the support of eighteen widows, while at least a dozen additional applications for financial assistance are pending, which if allowed under the ruling of Judge Webster Holmes, would act as drain upon the county's finances. And in addition to Widow's pensions approximately \$4,000 per annum is now being contributed to the support of needy and worthy poor.

The question naturally arises, how did the large majority of women, now being placed on the widows' pension roll throughout the state, manage to live prior to the enactment of this new law? Comparatively few of them were receiving public aid before. Throughout all parts of Oregon it is admitted that the law is a hindrance rather than a help to society for these women and their children are encouraged to be dependents. County officials in various sections of the state are of this opinion. One thing worrying the smaller counties is the great drain on their public treasuries. In many of them the tax rate will be increased materially. Judge Teal, endeavoring to comply strictly with the provisions of the legislative act, has held down to the minimum all appropriations for this purpose, yet under existing conditions the money paid out monthly to dependents is constantly mounting higher and where it will end can only be surmised. While The Observer is unimpressed on this point locally, from all sections of the state come reports that women in comparatively comfortable circumstances are applying for pensions. They are willing to swallow their pride in the hope of getting something for nothing, a tendency toward the eradication of which society has trended. In other words, the law bids fair to be destructive of individualism. The applicants with private means are consistently being refused help, but there remains the fact that when their substance is gone they will become eligible. Will this encourage wastefulness and lack of thrift?—Polk County Observer.

How he Broke off Cigarette Smoking
Writing under the title "Won out by Force of Will" a contributor tells as follows in the June American Magazine how he broke off cigarette smoking:
"I am a young man 24 years old. I have smoked cigarettes since I was a boy until four months ago, and I was smoking thirty or more a day. An active and outdoor life had partly counteracted the bad effects and, moreover, I was naturally strong and well; but I knew they were hurting me, and I wanted to stop.
"Just about this time it happened that I changed my job, I had been driving a public taxicab, but I went home to see my folks in another town and there I took the job of driving a private car for a lady.
"I was away from all my old companions, and I thought: Now is my chance. I am going to quit! For a few days I smoked two or three cigars a day, and then I quit sure enough and told myself about afterwards. The only thing I allowed myself was chewing gum. I found that a 'present help in time of trouble,' but I gradually broke myself of that.
"I wouldn't go back to the old habit for anything. I feel better, I look better, and I know I am better morally

and physically, but it has been a fight that has taken every bit of courage, strength, and endurance that I possess.

"The desire was with me day and night. I wanted a cigarette worse than anything I had ever wanted in my life. It seemed as though every man I met was smoking. Every paper I picked up had nothing in it but tobacco advertisements. I dreamed about cigarettes and big black cigars and comfortable old pipes.

"Every time that I went into the garage and began to get a whiff of the boys' cigarettes I nearly went frantic—but I never gave in, not one time. I would go off and get a grip on myself and keep on fighting. And all the time my dear lady was sympathizing with me, encouraging me, praying for me, and keeping me out in God's big outdoors all she could.

"Well, I have conquered. I feel sure of myself. A few nights ago I dreamed I was walking down the street with a crowd of people when I suddenly realized I was smoking. I flung my cigarette away as far as I could with a sickening disgust, and then as I waked I realized I was free. I was a man and I thanked God from the bottom of my heart."

CHEESE MEN HIT BY WAR.

Southern Credit Crops Due to Small Demand for Cotton.
Sheboygan County News.

Marshfield cheesedealers have taken the lead in a state wide movement to interest Wisconsin congressmen in the proposed bill to permit the issuance of government warehouse receipts for southern cotton on a basis of 7 to 8 cents a pound, to relieve the tense financial situation caused by the European war.

It appears that a great percent of Wisconsin's cheese is consumed by the negro population of the southern states, who depend on their cotton crop for a living from year to year. Reports reaching the Marshfield cheesemen are that the impossibility of exporting cotton to English mills during the war has paralyzed the finances of the south.

A suspension of southern payments for cheese already shipped is likely, and northern dealers will not risk shipping any of the record consignments now being placed in storage in this state until the credit situation improves.

Dealers from all over the state have wired their senators and congressmen asking support for the proposed cotton relief measure without delay.

The situation is indeed a critical one for Wisconsin dairymen and their dealers, for the market is on the down grade and unless it becomes possible to make shipments, northern as well as the southern consumers are bound to suffer.

A conference of dealers, factorymen and representatives of cooperative cheese factories was held in Marshfield to discuss the situation.

Senator Vardaman would supplement the war tax message of the president by instituting some economies in administration of the government. The president, it will be recalled, did not even hint at retrenchment in expenditures. For some unaccountable reason he has never repeated the expressions on the subject of economy made by the organic body of which he is spokesman. The expressions were striking. We quote from the Baltimore confession of faith and declaration of principles: "We denounce the profligate waste of money wrung from the people by oppressive taxation through the lavish appropriations of recent Republican congress, which have kept taxes high and reduced the purchasing power of the people's toil. We demand a return to simplicity and economy which benefits a democratic government and a reduction in the number of useless offices, the salaries of which drain the substance of the people." The interpretation of the last sentence offers some difficulties. The platform makers evidently considered a certain number of useless offices necessary in every well-regulated government, but felt that there should be a limit, which the Republicans had exceeded. But they shirked a plain duty in not specifying the percentage of reduction they deemed advisable. As a consequence there has been no reduction, but quite an increase.

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