

MR. FELTON: Mr. Chairman, I live about twelve miles from Appleton and I have really established a retail trade. People from Appleton come out to get cheese for the reason, I suppose, because they can get it four, five or six cents cheaper than Appleton and I charge them about two cents above the market. People from Appleton come out and buy in pretty large quantities, five or six families group together and buy their cheese and in a sort of way it stimulates the cheese business. I claim that is one of the troubles in the cheese trade because there is so much difference between the wholesale and retail price. At the present time it varies all the way from ten to twelve cents which is absolutely too much. So I say by selling it two or three cents higher a fellow comes out pretty well and he can establish quite a retail trade at home.

MR. WUETHRICH: Mr. Chairman, we sell a lot of cheese to the stores. Of course, we have butter but we sell cheese also and we charge one or two cents over like this man does and I think it stimulates the cheese sales. One thing I do find, they like a high moisture cheese that is about ten days or two weeks old. That is the kind of cheese 90 per cent of our trade likes to buy, and we sell a lot of it, and I think it is a good way to get rid of cheese with not too big a margin above the market and that stimulates the selling of cheese and I think it is a good way of getting away from it.

MR. FELTON: My cheese is all newer cheese. They seem to prefer the new cheese.

APPOINTMENT OF COMMITTEES

PRESIDENT WHITING: At this time I will appoint the nominating committee and the resolutions committee, and I will appoint the nominating committee first. Harold Winters, chairman, Ed. Euler, C. C. Brick, E. W. Martin and Victor Malueg. Resolutions committee: Horace Mulloy, Otto Yardi, Charles Ebert, Ed. Scray, and D. G. De Buhr.

After our meeting this afternoon I wish that the chairman of the committee would make plans for your meeting. We will go on with our program.

U. S. BUTTER MAKERS ADVERTISING FUND

By MR. CLYDE BECHTLHEIMER, Secretary National Dairy Council

MR. CHAIRMAN, LADIES AND GENTLEMEN: You will notice on your program that Mr. Van Buskirk, secretary of the Butter Industries Committee was to have appeared, but he notified me yesterday that it was impossible for him to come. I happen to be chairman of the committee and perhaps more familiar with the work that they have been doing but I am not capable of presenting it as well as he. However, there are some things which I am sure we have in common.

I hope that you folks will not divorce your business from ours because we are the two branches of the dairy industry which must look at this industry from a national marketing standpoint.

It is true that condensed milk and evaporated milk have a national marketing problem the same as we but they don't represent as large a