

MR. DAMROW: Mr. Chairman, several years ago a cheese maker asked me to come out and have a meeting with his farmers. This was rather a federation proposition. I said I am not going to talk for or against the federation. I have nothing to do with their end of it. When they had this question all settled they took a vote whether they wanted to join the federation or not. And then one of them said, now, let's talk about the price of making cheese. I think the cheese maker is getting too much. They kept the conversation up and I requested that they appoint three men among the farmers to go over to the banker and have the figures all tabulated and then let these three men make a report. Do you know what this cheese maker said the first crack out of the box? He said, well, if you think I am making too much money I will drop half a cent. He didn't know how much he was making. The farmers are sorry this cheese maker isn't there today; he was the best cheese maker they had in that community. If you know what the cost is you can run your books wide open. The farmers have suffered a lot and the cheese makers have suffered a lot too, but if you don't know what it costs, just like your Secretary has requested, try to sit down and tabulate your figures. It is only half a day's work.

SECRETARY SAMMIS: Mr. Damrow said it is not such a big job to do this figuring. Don't you know how to go at it? Mr. Damrow the other day suggested to take that printed list of expense he has in his bulletin, and say to yourself now, I think Mr. Damrow has some of these figures wrong, and you go through and correct them. Take the first figure and say, does that fit my factory? No, it doesn't. Well then, put down the figure that does fit your factory. Well, then take the second figure and see if that fits your factory and when you get through why you have got the cost of making cheese in your factory.

## SELLING CHEESE FROM FACTORY TO CONSUMER

Led by F. A. WENDTLAND, *President of Fremont Branch*

Is Mr. Wendlandt here?

SECRETARY SAMMIS: Well, I suppose somebody ought to apologize for Mr. Wendtland. He was notified sometime ago but I suppose something has detained him. The purpose was to bring up the question and find out how many cheese makers find it profitable to sell cheese at retail and get a general idea. Perhaps some of them would give us some good suggestions and the best way to go about it, suppose we just ask the question, how many people here find it profitable to sell cheese right out of the factory to tourists and so on. There is about a dozen or fifteen hands up. Now would one of those dozen tell us a little bit? How much of a profit is there in it, or give us a few ideas. What is your experience in the matter? Do you recommend it to other people? Do you want to discuss this?

MR. MUETZENBERG: A person can charge three to five cents more at the factory and you don't have to put it in a box unless the fellow wants to take a whole box at one time. Some charge more than that. I think there is more profit in that by selling it to the tourist than shipping it out. Those who are living on the main highways I think should sell cheese if they have a chance.

SECRETARY SAMMIS: Do you have a sign out in front of your place?

MR. MUETZENBERG: No.

SECRETARY SAMMIS: They come in any how?

MR. MUETZENBERG: Yes,

PRESIDENT WHITING: Is there anyone else?

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