

PLAN, PROGRESS AND PROSPECTS OF THE PUBLICITY ASS'N

MR. MULLOY: Mr. Chairman, I see on your program here you have got me scheduled for the Plan, Progress and Prospects of the Wisconsin Cheese Makers Publicity Association. Naturally I feel that that probably calls for a little explanation from me as the head of that organization, and since Mr. Leonard has kind of brought this subject to the front, I prefer to handle that topic now than to wait until after the election of the officers, if it is agreeable to you and the assemblage.

PRESIDENT WHITING: It is surely agreeable, we had that in mind and it is satisfactory.

MR. MULLOY: You know this subject here, Plans, Progress and Prospects of Cheese Makers Publicity Association would keep me going from now until breakfast time and I don't want to talk to you that long, and I know you don't want to listen to me that long, so I am going to just say this about the plan. I believe most everybody in this audience knows considerable today about the plans of the publicity association. We plan in short to do just exactly as those prune people did in California, make them eat more cheese. And thereby let the good old law of supply and demand function which will be reflected in better price for our product.

Now then, as far as the progress is concerned, I want to say this: we have made plenty of progress and as one little evidence of that fact and as evidence also of the support that this movement has been receiving, yesterday morning a car was driven out to my place and presented to me by the publicity association. That car was donated by our friends, the Marschall Dairy Laboratory, for the purpose of expediting the work of building this movement. That is just one little sample of the progress we are making.

Now as to the prospects, why your guess is as good as mine on that. You know we are only consuming about 4½ pounds of cheese per capita and if we can increase that per capita consumption just one pound, we clean out our surplus and create a demand for an additional one hundred million pounds of cheese.

I am not going to talk any more on this because I have been fortunate enough to make arrangements with one other to talk just a few minutes to you on the plans of the movement. I am here as a member of the cheese makers association today and I feel that it would be far better to bring in someone that would give you a far better picture in a brief time of the plans and the prospects than I could hope to give and that someone is no one other than G. E. Steadman of Milwaukee, Wisconsin. He is doing all our research and market planning for the Krammer Krasselt Agency in Milwaukee, who is the authorized agency for the publicity association. Mr. Steadman is intimately identified in fabricating marketing organizations of many of our outstanding industrial successes and without any more ado I am going to take pleasure in introducing to you Mr. G. E. Steadman.