what we can do about a statement. I believe if we can improve on the quality we will do away with a lot of the evils that exist in the state.

A Voice: My belief is the condensery turns out a statement how much the fat is and the farmer gets the check and that is all.

A Voice: Mr. President, the idea of sending in the statement is not a new one. It has been followed for quite a number of years by the butter makers of Wisconsin who send in a statement to the Department of Agriculture and Markets. A great many of those statements had reasons for the discrepancies or whatever you may call them, for the difference, you might say, in the statement from one creamery to the other. A lot of times they come out frankly and state it was due to competition, they had to make that kind of a statement. So it is not a new idea.

Mr. Schwantes: Mr. Chairman, let's hear from the department what they actually would do with two thousand statements coming in every month or maybe some of them pay every two weeks, whether they actually check them over or not or whether they have help enough to check them over?

Mr. President: What is your pleasure, gentlemen, with this resolution.

Mr. Malczewski: Mr. Chairman, I think that resolution wouldn't do any good. As I understand, you are going to have a legislative committee—you couldn't just send it in unless you had some more statutes and I think it would be just useless to do anything on this.

Motion made and seconded that the resolution be tabled; motion carried.

Mr. President: Ladies and gentlemen, I certainly take great pleasure in introducing Mr. H. P. Mulloy.

PLANS AND PROGRESS OF THE WISCONSIN CHEESE PUBLICITY ASSOCIATION

By Mr. H. P. Mulloy

Mr. Chairman, Fellow Cheese Makers and Visitors: I see I am on the program to talk on the plans and progress of the cheese publicity association at 2:20, and by the clock on the wall it is 3:35 now. I know it wasn't very long ago it was about three o'clock in the morning. I know we have got a lot of work to do today, so I am not going to keep you sitting here very long.

As far as the plans of the Cheese Publicity Association is concerned, I believe everybody in this audience knows what the plan of the Cheese Publicity Association is. It is simply to get more people to eat more Wisconsin cheese in the United States. That is the plan of the Association. However, there is quite a bit of misunderstanding, apparently, as to just how this cheese publicity association movement came about. In fact, I hear every once in a while it is just a pet idea of Mulloy's in the way of getting a few extra dollars in his pocket, and so forth, and so on.

I want to say a little bit how this thing came about. It is not a brand new idea, folks, by a long way. For seven or eight years a
gentleman, John W. Kelley of New York City, was advertising counsel for Ringling Brothers. He came clear from New York to Milwaukee to deliver an address before this convention assembled in the Auditorium on advertising. I heard that address with a couple hundred other cheese makers, many of them right in this audience. I am going to give you just a few of the statements Mr. Kelley gave us that evening about 12 or 14 years ago. I don't recall the exact date.

He went on to give us many suggestions about how advertising should be worked out. He was an expert in that. I remember him saying that the ladies, God bless them, spent—I forget just how many millions of dollars—every year for lip sticks so they could have reasonably red lips, and he pointed out how important red was in the make-up of advertising. He even went so far as to say it was a red apple that Eve tempted Adam with in the garden.

Another statement that he made was that here we are in Wisconsin producing hundreds of millions of pounds of finest cheese that can be produced anywhere and going broke producing it. At that time, ladies and gentlemen, cheese was 22 cents per pound. Mr. Kelley, we are not going broke producing it. Well, it is not 22 cents a pound today, and I believe Mr. Kelley would still say we are going broke producing it; and he was convinced that a proper educational and advertising program would prevent that very thing in the cheese industry.

Well, the seed that Mr. Kelley planted that evening in Milwaukee has taken root and the movement that is under foot now to organize the cheese industry, the cheese maker and the farmer in an effort to put one per cent of his income into an advertising program is the plant that is beginning to grow from that little seed planted by Mr. Kelley 12 or 13 years ago. The fruit that that plant will bear is going to depend upon you and I as co-partners in a movement of this kind.

I am happy to report that up to the present time our men in the field—and there are twenty of them, as many of you know, in every section of the state—arrange for meetings at the cheese factories where the cheese maker and the farmer can be given this plan in detail, very similar to how you see it displayed in the booths downstairs.

I am happy to report that those meetings are very successful and far more successful than the officers of this association ever anticipated. Going back just a little bit further as to just how this started.

On May 17, 1934, 200 cheese makers met in Kiel and that night that advertising idea really got root. The Cheese Publicity Association had its beginning and a name was given to it and a board of fifteen directors was elected to take charge of the movement. Up until the present time we have made no effort to solicit funds from farmers to support this program. We are not asking the farmers today to put one penny into this effort until and unless we can get 50 per cent of the cheese producers of Wisconsin to do likewise. You can readily understand that if we can do that we will have a group sufficiently large enough to actually do something towards tackling this problem of telling the world about Wisconsin cheese.
I have got just a few notes here, just one or two things I don't want to overlook concerning the progress of the Association. I am not so much interested today in just how many cheese factories we have enrolled in the last three or four weeks nor with just how many thousands of farmers who have agreed to put their one per cent in. For your information it is just a little less than four hundred factories with just a little over eight thousand farmers during the past four weeks, but there is other progress that this association has made that is very interesting.

One of the most important steps of progress that this association has been able to secure was to get the support, the financial support of bankers in fourteen cheese producing counties in this state to finance this organization campaign. Now gentlemen, if you think that it is an easy proposition to get money out of a banker today, try it. You will find that you have to have something pretty substantial in the way of security if you are going to get bank funds these days.

Well, this association had absolutely nothing as financial security and had no difficulty in getting nearly nineteen thousand dollars financial aid pledged just to give this program proper opportunity to be properly presented to the cheese industry of Wisconsin. Gentlemen, that fact alone should be sufficient if you convince the most skeptical individual in this industry that there must be something in back of this program.

Another little bit of progress that is worthy of note—I dare say that many of you during the past few weeks have driven through some town or other where you saw a large banner floating with the words "Let's tell the world about Wisconsin cheese." Those banners are up in cities in every section of the state from that corner to this corner. I don't know how many dozens of towns have such banners floating. In every instance those banners were paid for and erected by the business men of those towns. Why? Believing that the sooner Wisconsin started to tell the world about Wisconsin cheese the sooner their own business would be increased. And another little bit of progress is the wonderful newspaper support.

Yesterday many of you found copies of only one of our daily newspapers in Wisconsin, a copy with 12 full pages devoted exclusively to cheese. A paper with a circulation of about 15 to 17 thousand—12 full pages of cheese publicity. Friends, this industry is 70 years old. Did you ever see anything like that before in behalf of the interest of this industry? Certainly not. Why do we see it now? Simply because cheese has become a more live news topic. It has become more interesting. That is exactly what we want to bring about, not only here in Wisconsin but throughout the nation where 95 per cent of the cheese you and I make is consumed.

One other little matter I want to touch upon. Our field men report that occasionally they find a cheese maker who objects to giving his farmer an opportunity to hear this program, and I am going to let you know a few of the objections that are being met with. They are not being met in many instances, thank God, but occasionally they
are. One of the objections is that this association has in mind, if it is the will of the majority of the members of the association immediately after this drive, which we expect will be early in January, this association, the officers at least, are going to recommend that the product of our members be identified by a trade-mark, and it appears that without having a thorough understanding of the whole program, going off more or less half-cocked at what they have been able to pick up about it here and there, some cheese makers have made the mistake of deciding that such a thing would be a calamity. I personally can't see any reason for the objection, particularly with our Governor here this morning using these words, "identify your product and make the nation appreciate that identification."

Another objection the men are meeting with occasionally, and there really is no excuse for this objection, and that is personalities. We find cheese makers who don't like Mulloy, and for that reason they are not interested in a meeting in their cheese factory for this program. We find others who don't like Schwantes and we find others who don't like this individual and that individual in the organization. Well, that is too bad. I would say this in that respect, and say it with all sincerity, friends. That ought to be the one outstanding point why you in particular should get into it and vote Mulloy out or Schwantes out or the other individual in. I would say that is the real reason for getting into it.

Another objection some of the cheese makers particularly have an idea that this one per cent of their gross income as dues for this work is way out of proportion. They feel that is going to break them up in business. Well, I was circulating around quite considerably all day yesterday and today and thank God, I know there is quite a few cheese makers here at least who are not much concerned about letting go one per cent of their gross income in a day or two. That is not a burden; one penny out of every dollar is not a burden to any cheese maker in the state and it is not a burden to any farmer. Certainly we are not finding any objections among the farmers along that score.

I want to say just a word or two to refresh your memory on the statement that our good friend Wilbur Carlson made this morning in talking about the St. Louis National Dairy Show. Wilbur said he found Wisconsin cheese was actually selling at a premium of one to one and a half cents over local cheese in Missouri. That is fine. Friends, I wouldn't be a bit surprised that right now that one per cent to one and a half per cent could be boosted to 2 and 2½ because of the intense enthusiasm that has been aroused in that particular vicinity as the result of the National Dairy Show. The unfortunate part of it is we have no organization prepared to maintain the enthusiasm that was aroused in that particular community by the National Dairy Show.

Another thing that Wilbur said down there that really should be alarming to you and I, and that is the dairy products were being used as a leader to get people in to the merchandising stores. Dairy products were being used as a loss leader. There is only one reason for
this, friends. People in the merchandising of goods don't use loss leaders, any product that they are handling a great amount of. If you and I were actually pushing our product, getting the American people to consume it as fast as they ought to consume it, our dairy products would not be used as loss leaders. And incidentally, you and I would be getting more money for it.

During this convention we have been more or less hot and bothered about the quality question. Friends, this is about the 20th convention that I have attended and I failed to ever attend one where we didn't have more or less discussion on the necessity of improving the quality of our product and it is probably right that we should be everlasting talking quality, but I have heard the remark made time and time again at these conventions that if we built a better quality cheese than anybody else could—you know the old story, build a better mouse trap than everybody else in the country, the rats will make a beaten path to your door. That statement doesn't hold water. It might have at one time but doesn't today for the one reason that time changes all things. Today we have different buying habits than we had 25 years ago, for the one and only reason that people with goods to merchandise adopted more modern merchandising methods. They don't wait for somebody to come to their door to get their products today. I will say this about quality—certainly we can never let down the bars and must always strive to produce better quality. But producing quality cheese alone, you know as well as I do, will never put the cheese platter on the table. That must be suggested. People must be pepped to do that, and that is modern advertising and merchandising.

I will say just this one more statement about quality. With quality we must have salesmanship. The secret of salesmanship is being able to convince the other fellow that what we have is what he wants. That the quality that you have is the quality that he wants, and when we will find a single cheese maker assembled in this convention or in any other gathering that will admit that he is not making a quality cheese good enough for the people to eat, then I will get more worried about the quality of our cheese. We will find a lot of talk about it, but you show me a single cheese maker here or anywhere else that will tell you he is not making quality cheese, good enough for any man to eat, then I will get more worried about our quality. Not until then.

I like the comparison that Governor La Follette made this morning. You know how he wiggled that chart there, how the wage scale of America compared with the daily prices of dairy products. That is not altogether necessary, friends, particularly as far as cheese is concerned. The Governor said that the total holdings of cheese could be consumed in just a few days, and it is a positive fact. You have got about one hundred million pounds of cheese right now and 130 million people. If they wanted to consume that cheese they could do it in two or three days without hurting anybody's digestive system. But that price range of cheese compared to the national wage scale certainly can be better because cheese making in our state is a specialty and the consumption of that product is so little as compared to the con-
sumption of other products that it shouldn’t take much stimulation to
change that ratio of the cheese price to the wage scale of America.

Mr. Mooney in a little talk up at Shawano a couple of weeks ago
gave some very interesting figures. I believe if he would be here today
he would probably give them to you again. He made it a point to check
up on just about what the cheese cost, the average per capita cheese
cost in Wisconsin, and not being able to get positively accurate figures
on it, he determined that the average cheese cost per capita in Wis-
consin ranges between $1.17 and $1.25 per year and he found that the
average per capita cost of beer and whiskey in Wisconsin was just
a little better than $30 and I am inclined to believe the average per
capita cost went up a little bit in Fond du Lac last night.

Friends, just think how easy it would be. Here we have a staple article
of food, a perfect food with an average per capita cost in our own
state of $1.17 to $1.25 while beer and whiskey, a luxury, was $30. See
what I mean when I say it is not a very difficult thing to change
that cheese price chart? Not a very difficult thing. The idea is, do we
want to do it? Will you and I do it? I believe that we will. I am
assured from the progress that we have made during the past four
weeks that the day is going to come when this industry is going to
take our Governor at his word, when he says you must organize and
co-ordinate your efforts.

In closing I want to tell you just a little bit of a story, I told it
several times, perhaps some of you heard it before, but it is rather to
the point. The story goes that a woman in Missouri advertised for a
husband. She got one. He cost her nine dollars, and then the war
came along and he enlisted in the army and got shot. The widow col-
lected $3000 insurance and a pension for life, occasionally you will
find some one that just won’t believe in advertising. I thank you.

Mr. President: Gentlemen, our secretary Mr. Ebert has an announce-
ment to make at the present time.

Mr. Secretary: It was announced yesterday through an oversight
the Sheboygan County local is offering $85 in prizes which has been
omitted in the program book. As I said before, it has been omitted
through an oversight and in order to do justice to the Sheboygan Local
I would like to have the people who weren’t here yesterday to hear
it today, that the Sheboygan Local has collected $85 to award to their
members as prizes.

Mr. President: I would like to introduce Mr. Liebzeit, president
of the Calumet Local. He couldn’t be here yesterday to give us his
report and I want to give him a chance today.

Mr. Liebzeit: Ladies and gentlemen, our secretary did not report
yesterday so we feel it a pleasure for us to have a chance to report on
our little doings of our county association. I was a little scared when
I saw the mayor on the street. I remember last night when I wanted
to go home I saw a red card on my car, and I met a fellow just as
big as him and it was all right.

Our county is small and we have quite an active lot of different
things. This year in our cheese week program we put out a sign