One more thing, in coming up here I didn’t intend to mention this, but after listening to Mr. Ammon, I do want to bring this point home to you. It might interest you to know that our convention bureau in Milwaukee possibly owes you, your association, and the Department of Agriculture a lot in the way that they have co-operated with us in the past. In the last two years that I can recall we have used the individual package cheese which the Department of Agriculture puts out in soliciting conventions for Milwaukee and Wisconsin, conventions of a size that probably no other city of the state could handle, and we have been successful in the last three occasions that we have used this package cheese.

I am particularly thinking of the National Real Estate Boards convention which was held in Milwaukee last year and the National Education Association, which will meet in Milwaukee next year, and the American Diatetic Association which also met in Milwaukee last year.

I just mention this in passing. I want you to know that we take every opportunity to use your product, and besides, this fine product from our fine state.

In closing I want to wish your organization every possible success for the remainder of the convention and hope that it will be our privilege to entertain you in Milwaukee in 1940. Thank you.

PRESIDENT WHITING: I am next going to call upon Mr. Crump, who is the head of the publicity and the advertising for the Department of Agriculture and Markets, to explain to you what is being done in selling the Christmas package.

ADDRESS

By Gordon Crump

I think at conventions of this kind you fellows spend a lot of time on the production end of your business, starters, trucks, and everything else. One fellow said to me when I was working for the French Battery and Carbon Company, just remember, it is the salesman the makes the mare go, and after all, gentlemen, I want you to think of this thing in terms of a sales program and opportunity to sell and to think of your product to the point where the consumer must consume your cheese.

It seems to me that sometimes I am a bit critical. We devote in our agricultural business and in our state more time than we should to production, and we should put more time in and see all the way through to the ultimate consumer.
Last year we put on a program of Christmas cheese hoping to accomplish three things. We hoped first of all that we could show you cheesemakers that quality was an important factor in sales and that if we had a product that the housewife who buys 90 per cent of the food that is bought—if we had that kind of a product in a package and that package was properly advertised, we could begin to make the sales. We could begin to see our product all the way through from the cow right straight through to the ultimate consumer. I don’t think we do that at the present time. Therefore, we went out and called in a lot of manufacturers in the state of Wisconsin. I remember the first one I called on. I walked into his office and I said, do you realize the importance of the cheese industry in the state of Wisconsin? Do you realize that the dairy industry, this big three and a half billion dollar industry, that industry has a part in the prosperity of our state, where probably 30 to 50 cents out of every dollar comes from the 187 thousand men who go to make up the agricultural industry in the state of Wisconsin.

I said we have a program here where we hope to popularize American cheese. You can send this cheese out all over the United States, and the second thing this program is to do is acquaint people in the United States with what Wisconsin cheese is, and get them familiar with the greatest product we have to sell. Twenty minutes later I walked out of that place with an order for 13 thousand pounds of cheese. This company has given away a lot of cheese—13 thousand pounds of cheese in 2½ pound packages going to many people in the entire country. Prior to that time he had been giving away every kind of a present, pencils, pens. And this is what he told me when I came back—Young fellow, you got the greatest Christmas gift you ever sent out. I got more letters back telling me what a swell Christmas gift it was. And there is just a little P. S. on the bottom of the letters “Where in hell can you buy it”. I like the cheese. I want to get some more.

A woman in New Jersey has written to us either seven or eight times and she sends us orders for cheese, and she says, “I like it just so well that I would like to get some more.” Think of it, seven times, and sometimes she orders five individual orders.

We believe in this thing 100 per cent. Last year we sold approximately five hundred thousand pounds of cheese—150 thousand pounds to one industry. That industry this year has already purchased 150 thousand pounds of cheese to send out all over the country.

I was over at Richland Center last night where they had a banquet and I told them about this Christmas package. I told the story in very plain English and when I got through the secretary of the
Chamber of Commerce got up and said, say Crump, we would like to meet out in the other room, there are about 30 men there. I remember one man in particular, he runs a clothing store, and he said we have been urging people to eat cheese for five years and we want to take part in a program that will promote Wisconsin’s greatest product. He said I will take the clothing out of my window if it is necessary to sell that Christmas cheese, and I think we better sell about 10 thousand pounds right here in Richland Center. They voted unanimously to go ahead and put your product in the stores in Richland Center, and they are going to try to send this package cheese out all over the United States to advertise this great product.

Today I would like to let you know what we are doing this year. Over there is Mr. Horn; he came to me and said, what nights have you got loose, I would like to invite the people of my town and Juneau into a meeting whereby we can help sell this cheese. We want to put it in every single food outlet in that entire community, and I said, I know we will do it because I know the interest there is in this thing.

I had another man call me from Watertown, and he said, Watertown is very much interested in this program. He said the Chamber of Commerce is going to meet and we are going to do a swell job selling that cheese.

Do you know what Marshfield did? They sold 18 thousand pounds, and right here in the city they are trying to sell 25 thousand pounds. We have gone into a city and inside of a week sold 47 thousand pounds of cheese. Cheese can be sold if you are really interested in it, and this is the thing I want you to do today. This is one way—this says “This Christmas give cheese”.

We are running an ad in every single newspaper in Wisconsin on this Christmas program—every newspaper where the cheese is available in retail stores. Does it mean anything to you? In Milwaukee alone there are 2,500 food stores that can handle Christmas cheese. Do you realize that Christmas package going out as a gift from the state, from 2,500 stores with all these people interested and sending them out and doing one big job for the cheese industry. Do you realize that? Now, that is the advertising of it.

There won’t be a radio station in the state of Wisconsin that won’t be telling the story, that the ideal gift this Christmas is to give away a Christmas cheese.

Here is the first drawing of a store counter card. On each side of this we will have what we call dummy packages that will show this package of cheese. For those of you who don’t know what this is, we would like to say that we are selling this cheese weigh-
ing 2½ pounds. I think most of you have seen this package. It is an all-year round carton with dairy scenes of Wisconsin on it, with cellophane put on afterwards and it can be sold as a souvenir package throughout the entire year. I think all you people have seen this package. I think you people realize this is a glorious opportunity for the cheesemakers to go out and do a job selling their own product such as you never have had before, an opportunity that will produce results in advertising and actually selling cheese. We are crazy enough to think we can sell a million pounds this year. One industry has purchased 250 thousand pounds already. I think we are going to have a million pounds of this cheese sold if we can get the cooperation we need.

Wherever they buy this cheese this sign goes on the counter with the proper display and we hope that every single merchant that puts that in will attempt to sell it.

Now, there is an outside carton over this cellophane that permits a sticker to be placed on it and for one dollar you can send out a gift that the recipient will appreciate and if you do send it, I think you will get back more thank you letters than any other present you ever sent out.

I wasn't supposed to be on the program but I am very much enthused about this thing and this is what I would like to have you do. There are probably 250 to 300 people in this room. I am going to make contacts—as many contacts as I can. I will go anywhere you say, and I challenge you boys to start working, and ladies, too, if you please. I would like to have you do this, when you get home, I would like to have you go to the secretary of the chamber of commerce and tell them about this campaign. We want to sell cheese in every store in Fond du Lac. We believe in the cheese industry; we believe in the cheesemakers. We want to do something about it. I told you of other cities, Marshfield, Richland Center.

It is almost the end of November and we have got Christmas coming on. The entire state can be centered on this as a Christmas gift, if you will help now. This is what I want you to do. There are 250 people in this room. I want you to go home and contact your local chamber of commerce; I want you to get your business people together, and I want to have an opportunity to talk to them. I want to have an opportunity to get them to cooperate on a program we think will do some good for the cheese industry.

Now, I am going to have five men in my department and we are going to every one of the 39 big cities in Wisconsin and get together with the Chambers of Commerce and show them the cheese and its importance in the state of Wisconsin. It is the gold stand-
ard of the cheese industry. I don't know why I shouldn't expect all of you to do a job on this one product. First of all, it will teach the buyer the value of the product. Secondly, it will teach them the importance of the package. Third, it will put it in the hands of people all over the United States and it will begin to make you people think that you must have a quality product, that it must be packaged, and that the women must be able to identify that package, and then we are ready to go out and spend five thousand dollars because we believe in it; we are ready to spend five thousand dollars and put it across. The officers of your association believe in this to the point that there isn't anything that can't put it over and this deserves your support.

In Madison we will be waiting for your Chamber of Commerce meeting or the Lions Club meeting, and I promise you regardless of the time that you make your contacts, I don't care when it is, somebody from the department will be there to tell them the gospel story of Christmas cheese. We want to put this thing over. As I told you before, that goal we would like to reach of a million pounds—we want your help and hope you will give it to us. Thank you.

PRESIDENT WHITING: Again I want to announce we have a number of nice presents to give away. This session, you must be in the room to get them.

You will notice in your program book report of "Activities of your Association through its Officers during the Past Year", by the president of your association.

The activities of our state association—my recollection brings me back to 13 years ago when I was elected a director of the state association. The duties of the officers and directors were to meet about once or twice a year and that was all that was needed at that time. As time went on the duties became more and more. The organizing of branch associations took place and to me, gentlemen, this is a step forward in the right direction because through the cooperation of the county branches it has certainly strengthened our state association, and I want to say at this time many of the associations have paid in their five dollars membership fee to the state organization, and I want to congratulate Calumet County's local as being one of the first to send their full membership of five dollars into our state organization. And from the locals we organized the Cheese Makers' Mutual Insurance Company.

There was a time when it was hard for cheesemakers to get insurance on their factories in some localities. About five years ago we organized the Cheesemakers Mutual Fire Insurance Company and after we had gone along with that for a year we saw the necessity of the formation of a casualty company and that was organized.