

Accurate records of expenses and income are almost useless unless they are broken down and studied, item by item, until every bit of meaning has been extracted from them. I venture to suggest that this association could undertake no program of improvement which would so easily and quickly put dollars back into the pockets of its members as to undertake the installation of uniform methods of accounting in cheese factories and to provide a central agency for the monthly analysis of these records.

Thursday Morning Session

REPORT ON CHEESE ADVERTISING

By ED. MALCHESKI, *Chairman of Committee*

MR. MALCHESKI: Mr. President, Fellow Cheese Makers, Ladies and Gentlemen: I am supposed to make a report on the resolution that you passed last year in which you named the committee to work out a cheese advertising program. I suppose a lot of you are disappointed because you wonder what the committee has been doing all year and you didn't get any action, and that is why I am here to explain to you, why the thing hasn't gone into effect. On that committee was Mr. Mooney and Mr. Laack, and Mr. Mooney has certainly given a lot of his time towards that work. Mr. Laack, who was in the legislature at that time, was very busy, but whenever he was able he came over and gave us assistance.

We had an idea the most there was to it, was just a radio advertising campaign for Wisconsin cheese. The Department of Markets has also rendered us support. They got some experts from Chicago to meet us to explain this national advertising program. Because none of us were experienced in that, we needed somebody who knew something about it. It was finally brought out, that to advertise cheese in a national way would take an awful lot of money and we found if Wisconsin alone was to go out on an advertising campaign it would have to take as much as a cent a pound for cheese to put on an effective campaign and that was impossible to do.

The program for Wisconsin would be for advertising cheese only, and to that effect we were figuring one-tenth cent a pound. With that one-tenth cent a pound you could have one of the large stations to talk cheese, say about twice a week for fifteen minutes, and then you would send out posters and you would have demonstrating agents throughout different states. You could probably take about three states at a time. For instance, in Sheboygan you would put on a cheese campaign for a week and here you would have a demonstrator where the women could come in and educate them how to use cheese in many ways. You would also get a lot of free publicity, that is your local stations in the different states would talk on cheese as a

food, but if you were to pay for all the publicity, one-tenth cent or one-quarter of a cent wouldn't get us any place. So that was the program that we as a committee agreed was the logical way to do. You would have some prominent doctor that would give a talk for it without any cost, because it was a matter of telling the people what is good for them to eat, and in that way we would get a lot of publicity, which if we had to buy it, would cost us thousands and thousands of dollars. As far as going out and advertising Wisconsin cheese only over the radio, they have convinced us that is impossible, because you know we couldn't convince our farmers we are going to take off a cent or more to advertise Wisconsin cheese. And another thing, there is so much cheese made in other states that the minute you are starting a campaign, it would reach clear across the other state and you might get some antagonism from the other state.

The next question was, how were we to get the money? We decided to call a state-wide meeting and before we called that, we called upon many of the farm organizations, trying to get them in line on that question. As you know, in Wisconsin you have got ten or fifteen different organizations, and unless you have sold the idea to them this meeting would have been a scrap. Some of them would have agreed and some wouldn't. We had quite a time to convince some of them, because they figured why should we advertise cheese if we can't advertise Wisconsin cheese. Others again said we can't advertise cheese until we have a specific brand. Then the strike came along and at no time during this summer was there enough harmony among the organization that we thought it was safe to call a meeting. So we went to Chicago and finally sold that idea to the farmer representatives there to add that into the code, if your code ever goes into effect. That means there would be one-twentieth of a cent taken out from every pound of cheese and that would be used in advertising, and we believe that the program that we worked out would be put into effect. That I believe would be the proper thing to do too, because it would be compulsory. In other words, the other states would have to contribute to that as well as we would, and you could talk American cheese and Swiss cheese and limburger cheese. In other words, if we eat enough cheese, our price will be fair. So that is where the thing ended up at this time. I suppose Mr. Mooney will give you more about that. Dr. Clyde King, who has charge of the dairy division on the code, was enthusiastic over it. So our hope to put this into effect will be through the code, and if it does not you will have to go back again and call the meeting at a time when we have some harmony among your farm organizations. The only objection we had was from one of the big dealers who thought it would cost him about \$20,000, because he had so many plants throughout the country. I think the cheese makers, the farmers and the dealers in general were all satisfied that this one-twentieth of a cent should be taken off. We wish it could have been one-tenth, but it was the farmer representatives that refused to allow it to go in at one-tenth of a cent. Here is a whole booklet on it but I have just outlined it

to you in a rough way. As I know this program is crowded, I am going to yield to the next speaker.

(EDITOR'S NOTE.) A plan for a Cheese Advertising Campaign, prepared by the 1932 committee, consisting of Ed. Malczewski, chairman, George Mooney, and Charles Laack, was sent to the officers and directors on March 13, 1933, but was not published on account of milk strikes, codes, etc.

This plan gave details of estimated expense, summarized as follows, prepared in conference with the National Dairy Council.

National Radio Campaign -----	\$ 12,300.00
Wisconsin Advertising Campaign -----	25,072.38
National Advertising Campaign -----	61,042.92
Special Advertising Campaign -----	37,910.00
Total -----	\$136,325.30

The money might be raised by cheese makers soliciting Wisconsin patrons for contributions, amounting to 1/10 cent per 100 lbs. of milk to cover the \$30,000 campaign, or 1/2 cent per 100 lbs. milk to cover the total.

The management of the entire radio and advertising campaign was to be placed with the National Dairy Council.

THE WORKINGS OF THE CHEESE CODE

By GEORGE MOONEY, Plymouth, *Secretary* National Cheese Institute

Ladies and Gentlemen, Cheese Makers and Guests: First of all, I want to convey to you the greetings of the members of the institute to you in annual convention, and to emphasize too that I don't believe the time was ever more opportune for accomplishing good by organizations than the present time. We are living in an age of organization. You are guiding, leading and promoting the best interests of the largest cheese state in the Union. That is some responsibility on your shoulders. I think at the outset that proper compliment should be paid when persons who have rendered a service have for the moment possibly stepped out and passed that work on to someone else. I don't know of a person in the State of Wisconsin who is entitled to more credit for the good that has been done by her, the interest that she has taken, the money she has spent out of her own pocket, the miles she has traveled to attend meetings to inform herself on the subject matter and given her views at those meetings, and that is Linda Bruhn of Auburndale, a wonderful example, a Joan of Arc of the Wisconsin cheese industry.

I want to say that today under the agricultural administration act, the triple A and all the different phases that are reaching out from it remain only temporary in character, but you here are laying the foundation for permanent changes in the industry, and are you going to take a fair share of responsibility, contribute your knowledge and your experience to a proper solution of those problems?