

# U.S. Senate Candidate Tom Nelson: Releases 2nd ad targeting inflation/supply chain issues featuring toilet paper and a memorable tag line

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APPLETON, Wis. – Outagamie County Executive and pro-labor populist U.S. Senate candidate Tom Nelson today released his second television ad of the cycle, highlighting his own successful work to save the jobs at a union paper mill threatened by a scrap-heap economy and using Wisconsin's prized toilet paper manufacturing history as a reason to oppose the corporate globalization at the heart of the current inflation crisis.

Nelson, who grew up with paper mill workers and himself worked at a mill during his youth, [helped lead](#) a lawsuit that helped save 300 union jobs at the Appleton Coated paper mill, an effort he wrote about in his [book](#) One Day Stronger: How One Union Local Saved a Mill and Changed an Industry — and What It Means for American Manufacturing.

The new ad condemns the globalist “race to the bottom” for “cheaper and cheaper labor” and refers to Nelson’s job-saving efforts, as well as his anti-inflation advocacy, to ensure that vital goods such as toilet paper are created right here in Wisconsin, noted in the ad as a leader in cheese and motorcycle production. Green Bay is known as the “[toilet paper capital of the world.](#)”

Nelson is [endorsed by United Steelworkers Local 2-144, the union of the paper mill](#) he worked to save.

Watch the new ad [HERE](#)

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The transcript of the ad appears below:

Toilet paper- we all use it.

And, like cheese or motorcycles, Wisconsin's long been a leader in production.

We lost our share of the market, and jobs, as companies sought cheaper and cheaper labor.

Our supply chain crisis shows just how vulnerable we are when we allow Wisconsin products to be made overseas.

I'm running for Senate to fight this race to the bottom to make sure Wisconsin jobs, and products, are made right here.

Because Chinese toilet paper? My ass.

I'm Tom Nelson and I approve this message.