ADDRESS OF WELCOME

MAYOR A. A. BENTLEY OF LA CROSSE, WIS.

"Mr. President, Fellow Citizens: This is one of the pleasant duties that falls to the lot of a Mayor. We are here primarily to extend to you a welcome, heartily, warmly, sincerely. We will try to make your stay among us so pleasant and profitable that you will want to return again.

You are here to study a special line of work and of course I am not expected to discuss anything touching on that work, and in fact it has been thirty-five years since I was engaged in butter making.

Way back that long ago, in the northern woods of Minnesota, I used to help my mother skim pans of milk with a hand skimmer, put the cream in the churn and jump the dasher up and down from one to four hours to get the butter to come; then when it failed, to turn warm water into the churn.

Even though in those days, however, with butter at ten cents, my mother made the best butter of any one in the neighborhood and she received twelve and one-half cents for hers. How often have you
heard of ladies who received a premium on their butter because it was better than the average butter on the market?

However, a century ago probably, there was a suggestion at least that there is more profit in better goods; and there is more profit in the butter business today because it is better, partly. However, I am not to discuss butter, because I do not know anything about the mod-

![Mayor Bentley](image)

ern method of producing butter. I am afraid to attempt to interest you. If I tried to talk about butter making, I might be justly accused or have some discourteous remark made about me similar to that made about a young student who was sent out in a rural district to make a political speech. He was told by those who sent him out that he was to talk to fellows who were interested in dairying. They said, “You will find them common, ordinary folks and try and talk sense, if you can, on the great political issues.” So this young man, wishing to make a hit with his audience and coming from the University, he was perfectly dressed; his trousers were creased very nicely, his hair was parted in the middle, he wore a high, choking collar, large number two cuffs; he was an altogether dandy—long toed patent-leather shoes with ping pong hose. He stood up on the platform and talked to those
men and was controlled by this idea, that he wanted to make a hit right away with the audience, so he began: "Mr. Chairman, Fellow Citizens: I think the dairying business is the greatest line in the world. The great American cow today is producing more wealth in the world than any other animal. Why, the country depends upon the cow. Look at me, my education in the University was paid for by a cow." He went on and told about the wonderful American cow. A Scandinavian who had recently come to that section of the country, didn't understand English any too well. He had received literature from the University telling about the value of cows, and how profitable it was to have thoroughbreds, and when the speaker finished, the Scandinavian stood up, and said: "Vell, I have been hearing about Durham bred calves, Jersey bred calves, Holstein bred calves, and Guernsey bred calves, but that is the first time I ever seen a college bred calf."

I shall not talk dairying or butter making, but you will excuse me possibly and bear with me a moment if I tell you something about the great city you are now visiting. I believe you, will be glad to hear something about La Crosse and realizing that you will not remember all I could care to say to you, for your convenience, gentlemen, I have had prepared a few letters hastily this afternoon, with certain brought out facts about La Crosse. They are in this package on the table here, and I hope any and all of you will take one with you, and when returning on the train, if not before, glance through a few of the facts in this letter. It possibly will serve you as a reminder that you have visited one of the great cities of Wisconsin, one of the great cities made possible because of the wonderful prosperity in the state of Wisconsin, largely due to the dairying interest in the state. Anyone can observe this, I think that prosperity and a plentiful supply of ready cash always accompanies the development of the dairying interest. So La Crosse bids you welcome and we are glad that we are a conspicuous city in a conspicuous state. Our people are happy, optimistic, progressive, and La Crosse wants to serve in this great hour in the world's history when municipalities, groups of citizens, governments, and all organizations worthy of perpetuation must take hold of the problems about us and study them and contribute something to bring about a happy solution of the threatening problems, if you please, facing this country and the world.

La Crosse bids you welcome, because we are proud that our city is what it is. We are not satisfied, we are trying to make it better; we are trying to rank among the leading cities of the state, among the
cities of the country. It is the city of La Crosse to which you have come for the 1920 meeting, a splendid, prosperous, growing city. We want you to feel this upon your first day's visit, while you are here, and we want you to appreciate it that it is a fact when you leave.

A Socialist mayor in a city west of La Crosse was invited to welcome a large convention of editors recently, and he took advantage of the occasion to read his welcoming address, occupying two hours and a half of the first day's time of this busy convention—which only lasted two days—attended by over one thousand representative editors of the country. He read his speech very clearly, pressing his views on Socialism, and criticising severely the attitude of the editors toward the idea of Socialism. He spent two hours and a half of the time of the Convention and then sat down. The gentleman who was to respond to the address of welcome was from Nebraska. The forenoon had been spent on a speech on Socialism. The man who was to respond, arose and said, "Ladies and gentlemen, I want to announce as my response to the Mayor's address, that the scenery in Nebraska is far prettier than in Minnesota." That was his answer to the two and one-half hours' speech.

There's a lesson in that that I have taken to heart, so I am going to quit for fear that I may take up more time than I ought to. There is much more that could be said about our city, but there cannot be a warmer feeling for visitors than this city wishes to express to you. We welcome you, we invite you to take not only the key of the city, but to take our hand, and let us assist you if possible to make your stay as pleasant as possible. Gentlemen, the city of La Crosse bids you a warm welcome.

RESPONSE TO THE ADDRESS OF WELCOME

T. B. Towle, of Baraboo, Wis.

Mr. Chairman; Honorable Mayor: I don't see as I have any need to be up here, I think the address just given expresses the sentiment of the organization as well as it can be expressed, but I wish to assure the Mayor on behalf of the Association, that we appreciate these words of welcome.

When I was asked to respond to the Mayor's address, I began to look around and try to find out something about La Crosse, I wanted to find out something about the city. I asked some of my friends, and one