but otherwise service of our Association as you well know is
two-fold — first, personal service to members if he needs it
and any of you members should be in the office and check in
how much personal service has been rendered — you will be
amazed! Service will be ready for any member anytime he
needs it and let us have more members of the Wisconsin Cheese
Makers' Association ask for that kind of service.

The second is industry-wide. We oftentimes have to per-
form service for members that non-members get gratis. You
as members might be able to do considerable about it and you
can do considerable about it if you take the time — look in
the program book and see if his name is there and if his name is
not there I positively believe you could do more about getting
that neighbor of yours in a frame of mind that he should belong
to the Association than any outsider can do. Neighborliness is
like Charity — it begins at home, and in closing I don't think
I can say anything more apt to maintain and increase the
strength of your organization than "Let's all be good neigh-
bors." Thank you.

PRESIDENT PETERS: I told you that you would get a good
talk from him. At this time we will turn back to the beginning of
our program. I know that the Mayor of Oshkosh is a busy man
and I am glad that he could get away, even though he is late,
to speak before this group and I am very pleased and proud to
present to you Mayor John C. Voss of the city of Oshkosh.

JOHN C. VOSS: Thank you Mr. Chairman and Delegates of
the Wisconsin Cheese Makers' Association. I certainly want to
offer my humble apologies for not appearing here on time. If I
had fulfilled my engagement on my calendar and as marked
down by my secretary I am afraid that in the Grand Opera
house tomorrow I would be speaking to a lot of empty seats.

I was out with a squad car on the South Side when I re-
ceived a call that I was wanted at the Athearn Hotel and I
had a hard time getting in at the door here without my badge.

Wisconsin has always been recognized as one of the lead-
ing dairy states but we are fast losing our reputation as such.
It is being said that there is another spot in America that is
topping our record and that is Reno, Nevada, where they say
the cream of society is separated.

They tell the story about a woman who went into a grocery
store and wanted three pounds of good American Cheddar Cheese
when a gentleman entered and the woman screamed and the man ran out and was arrested. He was an armed robber. After a time the grocer gave her the cheese and said, "Lady, how did you know he was an armed robber?" She said, "I did not know it." "Well, what made you scream?" he asked, and she answered, "When you told me the price of the cheese."

It affords me a great deal of pleasure as Mayor to welcome you, members of the Wisconsin Cheese Makers' Association to our community today for your 63rd Annual Meeting. We are pleased that you have selected our city in which to hold your conference, and want to extend to you our sincere best wishes for a successful convention. I realize that your stay with us will be of a short duration and that perhaps you will not have the opportunity to become acquainted with our city, but I do hope that you will return at some future date and let us show you those things in our community that we are not only proud of, but grateful for.

Oshkosh is located in the heart of Winnebagoland, where 100,000 people work, live and play. Its history is interesting and dates back to early times. In 1637 Nicolet journeyed into the Lake Winnebago region for the purpose of making a treaty with the Indians and in 1670 Father Claude Allouez landed on Menominee Park and said the first Catholic mass in this part of the world. In May 1673 Father Marquette and Louis Joliet propelled their canoes across Lake Winnebago and in June of that year floated out into the Mississippi River. In 1836 Webster Stanley, first settler, came to Oshkosh and he was generally credited with being the founder of this city. By 1839 the growth of our city was steady; and realizing there was yet no name for the village, after much discussion, the name "Oshkosh" in honor of Chief Oshkosh of the Menominee Indian Tribe was adopted. We might have been called Brooklyn or Athens.

On April 6th, 1853 Oshkosh was incorporated as a city and in 1841 the first small school was opened, attended by six pupils. Our educational system has grown so that now we have 11 elementary schools, 3 Junior High Schools, 1 Senior High School, 7 Parochial and a Teachers College with another elementary and a Junior High School under construction, taking care of approximately 7,000 children.

Our industrial set-up has changed considerably in the past hundred years. Being situated on waterways and at that time
close to lumber supplies it was not strange that our chief industry should be lumber and we became known as the "Sawdust City." Today our industries are diversified, employing 7200 people. The first railroad to reach Oshkosh was in 1859 when the Chicago & Northwestern carried a few passengers from Green Bay. Today we are served by three railroads, the Chicago and Northwestern, Soo Line and the Milwaukee Roads.

Oshkosh was not without disaster, surviving four large fires, the greatest in 1875 with a loss of two and a half million dollars. Today we are protected by seven fire companies, manned by 80 men, and because of this enjoy one of the lowest insurance rates in the State of Wisconsin.

We have gone a long ways in the past one hundred years, and today are proud of those things. Mother Nature has been kind to us, and I believe our Menominee Park is one of the beauty spots of the State of Wisconsin. We have one of the finest eighteen hole golf courses in the state and I hope you cheese makers will come here in the summer and enjoy yourselves on the course. There are many other spots of interest and I hope you ladies will also have an opportunity to take in the Paine Art Center and the Public Museum.

Our police department is one of the finest and we have pretty strict regulations here and I do want to say, Mr. Chairman, if any of your delegates have driven their cars and parked over time on the meters and receive these little tickets I will turn them over to the Chief and try to fix it.

We do enjoy the finest recreational facilities in the city of Oshkosh and especially for you fellows who are interested in boating, fishing and hunting. I might say our relations with our rural friends are of the best. I could go on for another three-quarters of an hour to familiarize you with things of interest in our community but I know you have other business to attend to and in closing I want to again extend the right hand of fellowship and invite you to participate in the hospitality that our community offers. Thank you.

PRESIDENT PETERS: Thank you, and I know we will participate in some of your hospitality this evening. Speaking for your fine police force, this summer when George, Horace and I were down here we were looking for the Association of Commerce Building and we asked an officer where it was and if we had looked we would have seen it right across the street. They
pointed the building out to us and I made a big “U” turn even though the sign said “No U Turn”, and he just gave me a big grin. He thought I couldn’t read it anyhow.

At this point the response to the welcome has always been given in the past by your vice president. In view of what has happened that place is vacant and I have taken the liberty of choosing a man who is a leader in his own right. He is President of the Northeastern Association located in Shawano. At this time I present to you Elmer Beery to give the response to the Mayor.

ELMER BEERY: Thank you, Ladies and Gentlemen and Mayor Voss: I want to thank Mayor Voss for his fine welcome. When I was asked to give the response I was a little lost. Although I live about fifty miles from the city and go through the city many times I never really got acquainted here and I thought giving the response I should meet the Mayor and meet a lot of people here in the city. I came early today and talked to a lot of people and tasted “Chief Oshkosh” beer but I did not get to meet Mayor Voss personally so if you will excuse me I will shake hands with him now.

I mentioned I visited some of your shops and I went up and down the streets and I was surprised to find people in a city of this size so friendly. I met a Miss Mildred Peterson, who is a clerk in the Boston Store — I met her on the street and told her who I was and I said I wanted to know something about Oshkosh. She was right down to earth. Like people you might find anywhere — I found they had that small town quality. She said, “Well, a lot of people think of us yet like just plain farmers”, and now Mayor Voss, after meeting him and talking with him I find he is just a plain ordinary, good fellow.

I see we have ladies in the crowd and Mayor Voss mentioned we have a fine museum here but I visited around in the shops about town and they have a lot of nice ladies’ shops so you fellows that brought your women along, give them an extra fifty bucks and let them have some fun, too, and you fellows who did not bring your wives and you left them at home to stay with the children, why not bring her a present?

Every convention has two sides — one side is fun and that part of it gives us a lift and seems to make things brighter, and the other side is the business end of the convention and I would