We ask Thy blessings, Oh Lord, not for any merit that may be in us but for the sake of Him who died for us, our Father, Jesus Christ. Amen.

The President: The next topic will be the address of welcome by the Honorable Sherburn M. Becker, the well known mayor of the city of Milwaukee. I have the pleasure of introducing to you at this time Mayor Becker.

ADDRESS OF WELCOME.

Honorable Sherburn M. Becker, Milwaukee, Wis.

Mayor, City of Milwaukee.

Mr. President, Ladies and Gentlemen:

In full appreciation of the importance of your work, your achievements and purposes, I most cordially welcome the Wisconsin Cheese Makers' Association to Milwaukee for its sixteenth annual meeting. In no formal or perfunctory greeting, but with open hands and a warmth of friendship not to be misunderstood, Milwaukee seeks to co-operate with you in every effort of advantage and benefit to your association and to all kindred organizations.

Milwaukee, permit me to say, is but a splendid reflex of Wisconsin. Its massed industry and commerce, its prosperity and stability, its progress and thrift are but a reflecting picture of general conditions. There is everywhere, throughout Wisconsin, the same keen inspiration seeking the up-building of a magnificent commonwealth, the same broad, public spirit giving high scope and character to our endeavors. Milwaukee's thrift and stability is the thrift and stability of Wisconsin segregated. The progress of the state is here reflected in the magnificent industries and enterprises to which the farms and forests, the mines and abounding resources of Wisconsin contribute. The products of our factories, mills and workshops, sent broadcast throughout the world, do not alone picture Milwaukee's greatness as a commercial and industrial center. They speak in terms not to be misunderstood, of Wisconsin's wealth of re-
source, of its golden values in dairy products, and of all else wherein men and women excel in meeting the competition of their fellows.

It is in no narrow spirit of local pride that Milwaukee extends its hearty greetings to your association upon this occasion. It is in full recognition of the fact of our relationship to, and dependence upon, the state at large, that impels the co-operation of Milwaukee in every activity seeking the betterment of conditions in Wisconsin. The growth of the city, through the enlargements of its industries and added population, means a better market for the food producers of Wisconsin. The growth of the state means added sales to benefit Milwaukee merchants and manufacturers. Our relationship is mutual in advantages and it is pleasure to note, that Wisconsin can act no better towards Milwaukee than to make it the annual meeting place of associations of this important character. It is Wisconsin's one big city, hospitable, generous and sociable to all comers. We want the people of Wisconsin to know Milwaukee, its progressiveness and splendid citizenship.

I know of no better illustration to show the progress of Wisconsin than is afforded by the splendid work of this association. I believe that the great cheese producing industry of Wisconsin, one of greatest revenue producing importance to the farmers of this state, in its business success, can be ascribed to the intelligent as well as organized effort put forth to guarantee the purity of Wisconsin cheese as well as other dairy products. We have but to recall the status of this industry, before the cheese makers, organized and by their efforts, gave notice to the world that the Wisconsin product, in purity and quality, could seldom be excelled. With the undoubted and proven excellence of Wisconsin climatic conditions as applied to the production of cheese, with nutritious grasses and a vast pasturage abounding in pure water springs and streams and every natural condition favorable, the pirates against honest production put their brand of shame upon the Wisconsin cow.

I know that the honest dairyman of Wisconsin will look back to that period with sorrowful regret, and as they recall the time when the label, "Wisconsin Full Cream Cheese," was more often but the concealment of fraud, will feel like apologizing to their herds. The Wisconsin cow, while then possibly not up to its present standard grade or pure blood, was nevertheless honest
in the share of work allotted to her. The milk was as nature supplied it, until it reached the skimming vats, with no application of the Babcock test, to disclose how often the butter fat had been depleted, or how often the product of the pump, and not the cow, had been added.

The product was dishonest, a fraud upon purity and a shame to the state, costing the dairymen of Wisconsin millions in lost sales, until the dishonesty and misrepresentation could be stopped. A few pioneers, such men as Hoard, Cook, Adams, Henry, Emery, well known to all of you here assembled, started a movement for the rehabilitation of the Wisconsin cow and her products. The honesty of Wisconsin citizenship arose in response to the agitation, as it always does. The growth of the dairy legislation and its proper enforcement, in this state has been the result, but back of all that, to me, is the far more significant fact, that the men who are engaged in manufacturing the cheese and butter of the state, and the farmers who own the herds, with an occasional exception it is true, are inspired by that progressive spirit which makes for the welfare of Wisconsin in no stinted degree.

That this relative perfection has largely been brought about through the efforts of this association, each member working as an educator in his own local field, must be admitted. The membership of the association and the leadership of the entire dairy movement in Wisconsin has been honest and today's magnificent proportions of this industry, in money returns to the state, is to my mind, an example ringing true of that high quality of citizenship so characteristic of Wisconsin. There were frauds and law breakers among you, but you drove them out, until today, the rubber stamped label affixed to a box of Wisconsin cheese, is a certificate of honesty the world over.

This has been the spirit of your association and of other state organizations of various intents and purposes. It is a Wisconsin spirit, distinctive and characteristic of high grade men and women who achieve, who do things worth doing, who are not supinely content to accept what is, but who aspire to the attainment of what should be. The process may sometimes be impeded with uncertainty, and the results slow in being attained, but we have a way of "getting there" in the results.

The Virginian, who through the accident of geography, happens to have his birth across the border-line into another state,
regrets the incident as in his spirit of state pride, he apologizes for not being a "Born Virginian." The Kentuckian never fails to declaim about the blue grass sweeps and verdant mountains of his state, while we in Wisconsin, blessed with the bounty of God's prodigality in resources, with an amalgamation of racial strength and the power and determination of men who always conquer, at times I fear, forget that spirit of state pride to which we are justly entitled by the excellence of our heritage. I want to quicken this spirit of a better appreciation as applied to Wisconsin. Look at the picture of what we have, in all that makes for the welfare of our citizenship, and see if it does not lead to a keener pride in being of a commonwealth unequalled in present accomplishments and in the broader possibilities of future achievements conducive of betterment.

I earnestly hope that next year you will hold your convention in Milwaukee, and at this time I want to extend an invitation to you to come to the City Hall. I should be very happy to show each and every one of you through that magnificent building, which is one of the finest municipal buildings in the United States, and if there is anything concerning the working of our municipality in which you are interested, I shall be only too happy to discuss any subject concerning this administration or the government of Milwaukee with you. I thank you.

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The President: The response to this very cordial address of welcome will be given by Mr. H. C. Larson, of Dodgeville, Wis.

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RESPONSE TO ADDRESS OF WELCOME.

Mr. H. C. Larson, Dodgeville, Wis.
Assistant Dairy and Food Commissioner.

Mr. President, Honorable Mayor Becker, Ladies and Gentlemen, and Members of the largest State Cheese Makers' Association in the World.

I don't know why Secretary Baer invited me to respond to this address of welcome, when there are so many others better fitted to do so. However, I feel proud of the privilege of thus