

ADDRESS OF WELCOME.

Mayor W. J. Knight. Monroe, Wis.

Mr. President, Ladies and Gentlemen:

It is a great pleasure to me, to greet you, and bid you welcome to hold your Convention, in the City of Monroe. I can assure you that the people of Monroe are glad to have you with us. Our citizens always welcome organizations that meet here and especially organizations made up of men who are engaged in the production of a food product, which has established a reputation and has a ready sale not only thruout the United States, but in Europe, in the Phillipine Islands and in nearly every Civilized Country in the world. Our State and especially the southern part of the State owes its success to the cheese industry. Our City would not be of the size today, the three Banks here in Monroe would not have nearly two Million Dollars on deposit, Land in Southern Wisconsin would not sell at from \$75.00 to \$200.00 per acre if it would not be for the cheese industry with the help of the Farmers, the Cheese-makers, the Cheese Dealers and the fine Dairy School in Madison. Wisconsin has been made one of the greatest States in the Union. The beginning of the cheese industry in Wisconsin dates back to about the year 1868 when there were only 3 factories in the County. According to the official statement filed in the County Clerk's Office in 1907 there were 180 factories, 32,254 cows and the cheese product alone was sold for \$2,000,785.00.

The cheese industry has not only been profitable to the Farmers and Dairymen but also to the Merchants engaged

in business in the cities and towns in the cheese producing district. For example in the City of Monroe there are about 100 business firms engaged in the sale of Merchandise at retail, and there has not been a business failure, not one business firm has gone into the hands of a receiver in seven years. The Merchants in Monroe are not accumulating large fortunes, like the Cheese and Dairymen, but they are all making a good living and doing a nice clean profitable business. There are no department stores here to gobble all the business and no old out of date mixed stocks of Merchandise, each Merchant sticks to his own line of business and by giving it his undivided attention, he becomes an expert in the one line and carries a better and larger stock of up to date Merchandise thus giving his customers the advantage of a better assortment to select from and lower prices than can be had in the department stores and stores with mixed stocks in other cities. Though the life of the dairy man is not always pleasant my advise to you men is to stay on the Farm, consider the cares and trials of the business man who is harassed by fierce competition, worried by small profits, vexed by advertising problems, cheated by dead beats, enervated by close confinement, and all the time must be cheerful, put the best foot forward, smile, be polite, and always thankful to have the price to buy a ticket to the church sociable and cheese makers dance. Again extending to one and all a most hearty welcome and hoping your visit here will be most pleasant and instructive and wishing you continued success and prosperity.