ADDRESS OF WELCOME

By R. G. Rottler

President Chamber of Commerce, Monroe, Wis.

It is indeed a pleasure for me to greet you, at this your 30th annual convention, and I welcome you to Monroe in behalf of its citizens, its business men, and particularly the Monroe Chamber of Commerce.

We have always taken a keen interest in the activities of your association, knowing that you have a sufficiently large membership, which is strong enough financially, and who are deeply concerned in the development of this industry, to hold such successful and well rounded out conventions.

Your annual sessions are of vital importance to the economic welfare of our state, which is evidenced by the support the state offers you, in recognizing your demand for men to address you, from the various offices of the Department of Agriculture.

The developments and expansion of your industry is of more importance to Southern Wisconsin, for you are converters and distributors of our basic products, from which 97% of the agricultural resources of our own county are derived. The successful and profitable production and distribution of these products and the revenue derived therefrom greatly concerns the economic welfare of our community. Therefore, upon every member of this organization, rests a great responsibility. In your efforts and achievement to produce a better product, lies the prosperity of Southern Wisconsin.

The idea and origination of this organization was for the direct purpose of improving and advancing the dairy products industry in this section of the state, and its development can be credited to the Southern Wisconsin Cheesemakers’ & Dairymen’s Association.

There will be an abundance of substantial knowledge for you to obtain at the various sessions at this convention, and you will benefit greatly by giving at-
tention to all of the addresses, which are to be given on the different subjects on your program, by men who are interested in your business and your welfare.

The economic situation of industry and business, is going through a state of transition at the present time, and you will have to cope with the changing conditions during this economic revolution. You can accomplish much in your particular vocation, in listening to what is to be said to you with reference to economy in production, efficiency in distribution, and suggestions as how to increase the consumption of your commodities. The benefits from which we hope will have a decided tendency to greatly increase your profits.

We have always been held under the spotlight as the producers of good cheese and dairy products. Our Cheese is marketed all over this nation, and our Cheese Day is known all over the world. It is through your ambitions, efforts, and achievements, that this exists.

It is therefore a pleasure for me to again extend to you a most cordial welcome to hold your convention in Monroe.
Green County Swiss Cheese for Coolidge

When President Coolidge received Swiss cheese at the summer capitol at Superior presented to him by Green County producers.