of the state of Wisconsin, that we feel proud of. There is not sufficient recompense in the business that we are interested in to pay for the effort that it has cost. We work more cheaply than some men, but we are working in view of the fact that we are trying to bring the greatest good to the greatest number of our citizens, and of the people that eat the product that we call cheese, and which is shipped abroad out of our borders. We certainly feel grateful to the Business Men’s League of this city for offering us this cordial welcome. It is an encouragement to us in our work to meet here once a year for a few days and receive such a welcome, and to know that we are surrounded by such broad business men. We feel encouraged to go on in our efforts.

We thank you again for the cordial welcome you have extended to us this morning, and we hope to conduct ourselves in such a way that you feel that we are worthy of the welcome you have offered us. Again, I thank you.

Under the head of General Greetings, several gentlemen present were called upon to briefly address the convention, and the following were thus heard from with words of encouragement and inspiration:

Prof. H. J. Noyes, of Muscoda, Wis., S. E. Knickerbocker, of Wyoming, Wis., and Mr. F. Rankin, of the Cheese and Dairy Publishing Co., Whitewater, Wis.

The Chairman: The next on the program is the President’s annual address.

ANNUAL ADDRESS.

ACTING-PRESIDENT J. K. POWELL, MILWAUKEE, WIS.

After the reports of the various officers and the preparation of this fine program by the Secretary, there is but little left for the President to say, but I have just a few words to offer. It has fallen to me to act as President on account of the death of Mr. Thomas Johnston and the absence of our Vice-President, I being the senior director. Mr. Johnston came from Canada...
and staid with me when he first came here before he went into the employment for which he came, and I can assure you it pains me very much, even to refer to the circumstances which make it necessary for me to stand in his place today. We all wish he were here. In the loss of Mr. Thomas Johnston and of Mr. William Dickson we mourn the loss of two of our best men; men who have been with us from start to finish, who have given their very best efforts to this association, and to whose efforts the success of the association is largely to be attributed.

As you can see, our Secretary has gotten up the best program we have ever had. We are to have addresses here from men from Canada, Maine, Illinois and other states, besides the many talented men who appear on the program from our own state, and every man is familiar with his subject, which assures us of one of the best conventions, the most interesting we have ever had. Now, I want to brag a little bit. I do not think there is any other association in the world that has accomplished as much as we have in the short time since we started out and with the same chance that we have had. It has all been a work of love, as you might say, but our growth in membership has been steady since the first year or two, and our growth in membership has not been so important a factor as the growth in the influence that we have had on the cheese industry. The subject of marketing cheese is a very important one, offering a great field for discussion. I have been saying for many years that I did not think we would ever get this cheese business down to anywhere near perfection until the cheese are sold for what they are actually worth, and in order to sell cheese satisfactorily, I believe that the buyer, the seller and the cheese should be present when we make the sale. Another thing, when the cheese begins to sell for what they are worth, we will see an effect upon the farmer; he will begin to try to produce the best article he can, and until that time there is not sufficient reward to pay a man for taking extra pains in making fine cheese. We all want the cheese maker to feel that he is part of this association, and that the good that he may gather from this association depends on the interest that he takes in it. Now, we have a good program for this convention; it will be interesting from start to finish, and I hope you will all be here promptly at every session.

Convention took recess until 2 o'clock P. M.