GEORGE L. MOONEY: Mr. President and Members: When Mr. Peters first started his report he referred to calling a spade a spade, which reminded me of the woman who was hanging her wash on a Monday morning in her yard and said to her neighbor who was also hanging up her wash—"My husband is really frank — he calls a spade a spade", and the other woman replied: "My husband is frank, too, but I am not going to tell you what he calls our lawn mower."

It is a pleasure to report to such a nice large membership like we have here this afternoon; to report to you what has been done in the last twelve months. We do not know what will happen in 1955 but we do know some of the bills that are in the making already. You recall the matter of licensing milk trucks and you know that you cannot handle lumber in a closed milk truck that was designed to transport milk. A truck used to transport milk has got to be kept clean. Because of their limited use they are limited in mileage; so on the basis of the number of miles or mile hours that a milk truck travels it is paying exactly the same license fee as does one that carries lumber or other commodity on a twenty-four hour basis, so we are being unfairly taxed on milk trucks. That will come up again. It is hoped that on any legislation that will come up this coming year of interest to our association that you members will advise your assemblyman or senator how to vote. We hope you will send in a direct complaint as you will be in a position to convince your assemblyman — that person is living in your district and should know how you feel.

We do know Congress will try to limit imports but that subject will come up this afternoon; the Legislature will include another one, and that is, if you want to carry over cheese to age it is not subject to taxation — that got through by the skin of its teeth in 1953 but they are planning already to have that repealed. There will be a very careful study made in areas of Wisconsin, particularly where they have cold storage. You know there are not many cold storage places where any great amount of cheese is involved under this exemption. Take for example the areas around Green Bay and Plymouth the cheese is exempt, if it is still owned by the person who made it. When a fellow wants to hold it for further aging he is not gambling on the market. We hope that more Wisconsin cheese will be held for aging — it is about the only State that holds cheese for that particular market. If that happens it will take consumers from us. Louisiana for the first time in
history produced enough cheese for its own use. They did not have to import any. The South has always been a good market for our cheese.

Mr. Peters touched on the matter of checks — please send in your checks promptly because when you are collecting money you are unable to do something else. Send in your checks and you will have your record because it is deductible for income tax purposes, the same as regular business expenses. When the members send in their checks promptly it leaves more time for the officers to take care of legislation. Don't think all bills affect you adversely for there are some that will affect you favorably. We want to take care of your interests in the legislature, more than we have in the past.

On the matter of whey flavor you know that if butter contains a whey flavor it is scored down. Your president in the very near future is appointing a committee from this Association to study the problem of minimum standards for cream quality—that would include whey cream. You can discuss other factors involved in the cream and cheese industry from now until tomorrow morning. We invite you to bring your problems to us. Some of these problems may be confidential or semi-confidential for they sometimes involve confidential business problems and you can be assured that they will be treated confidentially; just as though you had contacted your doctor or your attorney and we will always try to handle those matters on that basis. You would be surprised if you came into the office, at the number of calls that come in from our seven hundred members. As of the twelve month period ending July 1st this year, forty-three factories closed in Wisconsin. What will happen in the next twelve months we don't know. We believe that the cheese factories and dairy industry needs representation from every section of the state and representation for every type of cheese in the industry. We will build on that basis, so that when we take a step it will be a step forward. That will conclude my remarks.

PRESIDENT PETERS: According to the program, Mr. Mulloy, your field manager, will speak. You have heard him talk before and you know that you have a good talk coming.

H. P. MULLOY: Mr. President, Ladies and Gentlemen: First I would like to make a few comments on the cheese scoring contest which is a big part of our convention and it is a program that I have had the pleasure of being in charge of for four-