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Milwaukee milk producer. Volume 4 April 1931/March 1932

Milwaukee Co-operative Milk Producers

Milwaukee, Wisconsin: The Producers, April 1931/March 1932

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Milwaukee Milk Producer

OWNED AND PUBLISHED BY
Milwaukee Co-operative Milk Producers

Volume 4

APRIL, 1931

Number 1

The Local Potato Market

The large volume of low grade potatoes brought into the market over a period of years and in particular in 1929 and 1930 has turned the consumer to the use of the well graded, closely inspected, and advertised Idahoes. This has resulted in a great loss to the farmers in the counties tributary to Milwaukee since potatoes are depended on as a fairly reliable cash crop.

In several counties action has been taken to procure good, clean seed, study soil conditions, and otherwise get lined up so that a quality potato may be grown.

That is the right way to start, for without a quality production program no competition can be offered the Idaho growers.

After we produce good potatoes our next problem will be to convince the city people that locally grown tubers are as good as the Western stock.

The old saying that "a burnt child dreads the fire" holds good with the potato customer. He has been disappointed too often with our inferior product and it's going to be a hard job to convince him that we have the goods.

A marketing organization should be built up, a trade name selected, and then a rigid grading program established and adhered to. The sad, but true, fact of the matter is that "Wisconsin potatoes" means low grade, inferior potatoes to the Milwaukee consumer today. Stores do not want to stock them and hotels refuse to buy them.

When we get into production a central warehouse should be provided and the potatoes graded there and only the very best be offered under the trade name and that name should be well advertised.

A Dairy Products Month

Ozaukee County has gone into a campaign to increase the use of dairy products in every home in the county.

County Agent, G. S. Hales, has a committee consisting of Walter Ahlers, Walter Yahr, Erwin Bartlet, Erwin Krumhus, and Arthur Marron, working on this project and the committee has the assistance of Richard Baeger, County Superintendent of Schools.

Every school in the county will be visited by Miss Gladys Stillman, State Milk Specialist, and her assistant from the University of Wisconsin.

More milk, butter, and cheese can be profitably used in almost every home, farm, village, or city.

Our board of directors voted a small amount of money to help defray the expenses of this worthy project and will be pleased to give a like amount to a campaign in any of the other counties in our territory for the same purpose.

DES MOINES PRODUCERS LOWER PRICE

Iowa Dairy Marketing News announces a change in fluid milk price from \$2.70 per hundred to \$2.30. Milk will retail at one cent per quart less in the city of Des Moines.

The producers in Des Moines operate their own surplus plant and announce that they get a return of four cents per hundred pounds for skim milk when made into milk powder after the cost of making had been deducted.

Low consumption in that market is attributed to lack of employment and also to the fact that condensed milk can be bought at a price comparable to eight cents per quart.

Fluid Milk Price Remains at \$2.50 for April

The price conference, held on March 26, resulted in an agreement on \$2.50 for April fluid milk.

Butter quotations for March were higher than in February, and as a result manufactured milk is worth \$1.08.

Production per farm is on the increase, but not at the same rate as last year.

Sales were better in March than in February, but not as good as March, 1930. We believe that the farmers are advising their city friends to use more milk, knowing that a greater use will mean less surplus and a higher average price.

Layton Park Dairy Co. reports fluid milk sales of 59% of total purchases and will pay \$1.92.

Luick Dairy Co. reports fluid sales of 50.61% of total purchases and will pay \$1.79.

Blochowiak Dairy Co. reports fluid sales of 62.56% of total purchases and will pay \$1.96.

Gridley Dairy Co. reports fluid sales of 56.2% of total purchases and will pay \$1.88.

Badger Milk Products Co., or Gehl Dairy, reports fluid sales of 34.8% of total purchases and will pay \$1.57.

Sunshine Dairy Co. will pay \$1.84.

OUR FOURTH BIRTHDAY.

In April, 1928, just three years ago, we published the first issue of this paper. It was with some doubts and misgivings that we made the venture, for the organization had gotten out a publication once before which led a precarious existence for a year and then faded out.

We hoped that this little paper might be of use in getting information to the membership and making better co-operators of all of us.

Now that we have started on our fourth year we feel sure that a wise move was made by the directors when they decided to issue a paper. Our membership has doubled since that time and we think that the publication had much to do with this increase in membership.

No advertising solicitors have been engaged and no money spent

(Continued on page 4)

REGARDING REDEMPTION OF CAPITAL STOCK

Holders of capital stock in this organization are hereby notified that no dividends will be paid on this stock and that one share is all that a producer need hold. All old issue

shares should be turned in and shippers who are in good standing will be paid for all except one share and a new certificate will be issued in place of the old membership share.

BOARD OF DIRECTORS

MILWAUKEE MILK PRODUCER

Owned and Published by
Milwaukee Co-operative Milk Producers
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WHY MILK TESTS VARY.

By G. Malcolm Trout, Extension
Dept., Michigan State College.

Dairymen delivering milk to milk plants complain quite frequently of variations occurring in the milk tests. These variations often lead to dissatisfaction on the part of the seller. Too often they are responsible for a lack of confidence in the buyer and a change in patronage results.

The Breed.

There is a distinct difference in the fat content of milk from animals of different breed. The average fat test of Jersey milk is higher than that of any other breed. Milk from the Guernsey, the Ayrshire, the Brown Swiss, the Shorthorn, and the Holstein breeds rank in their fat content about as in the order given. Milk from herds composed largely of Jerseys or Guernseys will test higher than that from herds composed largely of Holsteins.

Individuality of Animal.

Milk from individual cows within a breed varies more in its fat percentage than the average milk from the different breeds. When the herd is composed of a large number of low testing cows, the average fat test of the herd milk will be low, and when it is composed chiefly of high testing animals, the average fat test of the milk will be correspondingly high. The introduction of a high fat testing cow into a small herd of low fat testing cows will slightly increase the average fat test of the herd.

However, the addition of only one cow of high fat test to a herd of ten

or more low testing cows will have little appreciable influence upon the average fat test of the herd.

Condition of Cow at Time of Calving.

The fatter the cow at time of calving the richer will be the milk for a short time. During the early part of the lactation period the excess body fat will be milked off and the fat percentage on the milk will return to normal. Even when the cow is in poor flesh at freshening, the fat test of the milk will be slightly higher than normal. This high fat test however will not continue as long as if the cow were in high condition. If the majority of the cows freshen at about the same time, and are in good condition, the average test of the herd will be higher than normal for a few weeks.

Stage of Lactation.

The fat test of milk varies with the stage of lactation. This variation may be as low as five-tenths of one per cent or even more than one per cent. During a normal lactation period the milk tests are lower in the middle period than at the beginning or at the end of lactation. After about the fourth or fifth month the fat percentage increases as the lactation progresses. Milk from a herd composed largely of strippers will test higher than that from the same herd earlier in the lactation period.

Season of the Year.

There is a decrease in fat content the warmer months of the year, and an increase during the colder months. The tests are generally lowest in June and July and highest in December and January. A low fat percentage in the spring and early summer is thought to be due to a combination of the higher temperature and the higher humidity rather than to the turning of the cows out to pasture. The variation in fat content due to seasonal changes is more pronounced when the cows freshen in early spring. This is true because the cows will be in their lowest testing period of lactation when the depression due to the high heat and high humidity of summer arrives.

Completeness of Milking.

The percentage of fat will vary to a marked extent if the udder is not milked completely dry.

The first portion of milk drawn is considerably lower in fat than the last portion. Since the last few strippings contain a high percentage of fat, they exert a marked influence upon the fat test of the entire milking.

Manner of Milking.

When the milking is done carelessly, or in a manner irritating to the cow, the maximum flow of milk is not secured. This decreased milk yield usually results in a lower fat test. The use of a milking machine would seem to have no appreciable effect upon the fat test of the milk. Hurrying through the milking process results in a lower fat test; chiefly because of incomplete milking.

Intervals Between Milkings.

The shorter the interval between milking the richer will be the milk. Evening's milk tests higher than morning's milk, even when the time between the milkings is the same.

Feeds and Feeding.

Any change in feed, or in feeding practice, causes the fat test to vary. If the cow is in good condition, underfeeding will increase the fat percentage temporarily. Overfeeding does not appreciably affect the fat test. Watery feeds, such as beets, grass, or silage, have little or no permanent effect upon the fat content of milk. Neither the kind of feed nor the manner of feeding seems to affect the fat percentage permanently.

Weather.

When the cows are exposed to extreme weather conditions the fat test will vary. When the temperature rises, the fat content tends to decrease and conversely, when the temperature declines, the fat content tends to increase. During cool, clear weather the fat test is more uniform. Storms have no effect upon the fat content of milk when the cows are well sheltered.

Excitement.

Any exciting influence, such as ill-treatment, fright, or the presence of dogs, results in a lowering of both the quantity of milk and of the fat content.

Exercise.

Cows that are allowed to exercise moderately after having been stabled for a long period usually produce milk testing slightly higher in fat, but the quantity of milk is not so great. Violent exercise, such as is brought about by chasing the cows in from pasture, results in a lowering of the milk yield with a slight increase in the percentage of fat.

Health.

If a cow is in poor health there will be a decrease in both milk flow and fat content. When the udder is infected with mammitis, or "gar-

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DOCTOR ASSAILS VITAMIN CRAZE.

Rochester, Minn. — Assailing the "vitamin craze" and the use of bran foods which "need the digestion of an ostrich," Dr. Walter C. Alvarez of Mayo clinic Monday made public the results of a questionnaire among 470 leading doctors throughout the country.

From a consensus of opinion of these physicians, Dr. Alvarez concludes that:

Vitamin deficiency diseases are very rare in the United States.

Food should be chosen primarily for its digestibility, secondarily for its vitamin content.

Bran and similar roughage is detrimental to health and comfort.

Dr. Alvarez's conclusions, many of which are at wide variance to popular beliefs, are contained in the April number of Everybody's Health, published by the Minnesota Public Health Association.

"The future historian of medicine is going to be puzzled when he comes to write up the story of the vitamin mania of the twentieth century. He will wonder what on earth could have so frightened the dietitians that they should plunge all their adult patients into the throes of scurvy, beri-beri, pellagra and other diseases," Dr. Alvarez says.

"Most of the physicians felt that the propaganda for the wide use of roughage has been definitely detrimental to the public health. They pointed out that much of this propaganda has been fostered by laymen who have something to sell, and by faddists and cranks who possess neither good judgment nor adequate information.

Needn't Bother Baby.

"Practically everyone who answered the questionnaire said the present propaganda for the addition of roughage to the diet has been more harmful than beneficial, and almost to a man they condemn the practice of school nurses and others who prescribe the same rough diet for everyone and who offer prizes for the child who can eat the most spinach.

"The time may even come again when a six-month-old infant can nurse happily at his mother's breast without having to stop to drink orange juice and cod liver oil and to eat spinach. As in the good old days his mother will eat these substances for him and perchance if she doesn't like them overmuch she will get a cow to eat them for her so that she can get the necessary concentrates in the cow's milk."

Farm Crop Changes in 1931

A large decrease in the hay acreage and increases in nearly all other crops sufficiently large to take up the extra hay land are the plans of Wisconsin farmers for 1931. Because of the dry weather last fall much of the intended hay acreage went into the winter in rather poor condition with the result that there will be about five per cent less tame hay for harvest in Wisconsin this year than a year ago. The land made available will be largely planted to corn, barley, potatoes, spring wheat, and oats according to reports of Wisconsin farmers.

For the United States the major changes for the coming crop season will be a decrease of about 24 per cent in the acreage of autumn wheat, and increases in corn, oats, barley, potatoes, and a number of minor crops to take up the land released from wheat and other crops showing declines.

168,000 Acres Less Hay in Wisconsin

The estimated decrease in tame hay in Wisconsin is about five per cent of the acreage which, if carried out, will mean that Wisconsin farmers are going to have about 168,000 acres less hay than a year ago. This area will be available for other types of farm products, and the reports received by the Wisconsin Crop Reporting Service indicate that the corn acreage in the state will be increased about four per cent, barley

eight per cent, potatoes seven per cent, spring wheat ten per cent, oats one per cent, tobacco one per cent, and soy beans 40 per cent. Most of the other major crops will probably not show important changes.

According to the reports of farmers, there will be an increase of seven per cent in the state's potato acreage. If carried out, this will mean 17,000 acres more of potatoes in Wisconsin than a year ago, which is a significant change in our leading cash crop. Potato growers are, no doubt, encouraged by potato prices as compared with other farm prices. It should be remembered in this connection, however, that the yields per acre in potatoes were very low in 1930. The crop last year was a relatively small one.

United States Potatoes Increase 10 Per Cent.

The indicated increase in potato acreage for the United States is 10.7 per cent. If this is carried out, it will mean about 357,000 acres more than was grown in 1930. For the North Central States the indicated increase is 9.8 per cent. In addition to the increase in the acreage of white potatoes, an increase of 28.9 per cent is also indicated in the acreage of sweet potatoes for the United States. Important acreage changes are intended by farmers for the coming crop season for Wisconsin, the North Central States, and the United States.—Wisconsin Crop and Livestock Reporter.

WHY MILK TESTS VARY.

(Continued from page 2)

get," the milk secreted is generally quite low in fat.

"Heat" Period.

During the normal heat period of a healthy cow, the percentage of fat is not affected in the case of some cows, while with others there seems to be an increase in the percentage of fat.

Age.

The age of the animal has very little effect upon the fat content of the milk. The fat percentage of milk from aged cows is very slightly lower than that of milk obtained when the cows were in their first few periods of lactation. The tendency is for a decrease in the fat content of the milk after the fourth or fifth lactation periods.

Variations Due to Unknown Causes

The fat test of milk from individual cows may vary considerably from day to day. Likewise, the fat

test of milk from herds will show variations approximately in indirect proportion to the size of the herd. These frequent variations may be caused by any one, or by a combination of the factors previously mentioned.

Condition of Milk.

The condition of the milk, when sampled, may affect the fat test. If the milk is slightly sour or slightly churned, it will be difficult to secure an accurate sample, because of the presence of fine curd particles or butter granules.

Since the fat rises to the top, the milk should not be allowed to stand, but should be stirred vigorously before sampling.

Summary.

Variations in the fat percentages of milk are the rule rather than the exception. When too wide a variation is encountered, the possible causes should be studied and corrected. It is obvious from the wide

(Continued on page 7)

MADISON MILK PRODUCERS' ASSOCIATION

Members' News Letter.

March 26, 1931.

Milk Prices Unsettled! There was no news-letter sent out for February as no definite statement could be made at that time regarding the milk price situation. No definite agreement has been reached to date, and under the present market conditions any agreement between this association and the distributors may have to be of a temporary nature. There is one definite fact that we must face at this time and that is that our market at present is getting more milk than it can handle.

In the not distant past, it was the custom of the dairy companies to kick off some producers whenever they got more milk than they wanted. Of late an agreement has existed that no member would be cut off from his market unless there was a very good reason. In view of the fact that all regular producers are members and this is a co-operative association we must work together for the good of all. We do not care to use the method adopted elsewhere of kicking off producers on the outer edge of the territory, as they are all members and our

present enormous surplus could not be caused by any small group of producers. For this reason it should not be up to a few to remedy it. This is a problem that involves nearly the entire membership and it is up to every one of us to do our part to overcome it. Some of the steps possible to remedy the present surplus situation are given below.

Use Your Separator! Members requesting it will be given the privilege of separating all or part of their milk. Some producers may find it more profitable to keep their surplus milk at home and separate it, as the skim milk is of little value on the market at the present time. Feed your veal calves more milk and for a longer time. The low market value of skim milk is making pork production more profitable.

Possible Change of Base Allowance! Some members have taken unfair advantage of the base and surplus plan by adding more cows to their herds, even when their market was flooded with milk. For this reason it may become necessary to change our plan so that he who builds up a surplus must carry that surplus alone instead of pulling down the price paid his fellow members.

OUR FOURTH BIRTHDAY.

(Continued from page 1)

on the paper except for printing and postage.

In the first issue we stated that another check tester had been engaged, bringing the force up to three men. We now employ six men, and the work has pleased our members so well that we plan on adding several more men to the staff later in the year.

Statement of Ownership, Management, Etc., of Milwaukee Milk Producer, published at Milwaukee, Wis.—Required by the Act of August 24, 1912.

Milwaukee Co-operative Milk Producers, Publishers, Milwaukee, Wis.

Manager—Charles Dineen, Milwaukee, Wis. Editor, Charles Dineen, Milwaukee, Wis.

Known bondholders, mortgage and other security holders, holding 1 per cent or more of total amount of bonds, mortgages, or other securities—None.

(Signed) Charles Dineen, Manager.

Sworn to and subscribed before me this 1st day of April, 1931.

J. A. WALT, Notary Public, Milwaukee Co., Wis.

(My commission expires June 23, 1931.)

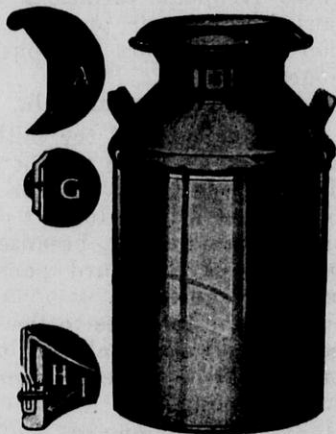
OWNERS—Milwaukee Co-operative Milk Producers, Milwaukee, Wis.

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Follansbee Forge Milk Cans

Important Details of Construction

CLEVELAND PATTERN



A—Neck and Breast drawn without seam from highest quality FOLLANSBEE FORGE STEEL, insuring longer service.

G—Heavy Half Oval Breast Band shrunk on to breast.

H—Security Lock Joint clinching bottom to body. Bottom joint floated heavy with solder.

I—Special angle section bottom band, terne coated. Chime of Can rests in angle protecting bottom and absorbing shocks, thus preventing rivet holes from enlarging or the rivets shearing.

WELDED SIDE SEAM—Side seam of body acetylene welded, producing the strongest weld known to science. Extra heavy coating of pure Tin. All parts separately tinned before assembling. No black surfaces between joints to cause corrosion.

FOLLANSBEE BROS. CO.

—DISTRIBUTORS—

Thirty-First and Auer Ave.

Milwaukee, Wis.

WE BUILD THE QUALITY IN — YOU TRY TO WEAR IT OUT

MORALS, OBSERVATIONS AND CONCLUSIONS

There is now pending in Madison the unusual bill reproduced below:

STATE OF WISCONSIN

IN SENATE

No. 234, S.

March 13, 1931—Introduced by COMMITTEE ON AGRICULTURE AND LABOR, by request. Referred to Committee on Agriculture and Labor.

A BILL

To create section 352.335 of the statutes, relating to the sale of milk.

The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:

SECTION 1. A new section is added to the statutes to read: 352.335: Milk which shall be drawn from healthy cows kept in an environment approved by state or city inspectors and which has been pasteurized may be sold, furnished or delivered in any city notwithstanding any ordinances or regulations to the contrary.

SECTION 2: This act shall take effect upon passage and publication.

The proponents of this measure claim that they arise voluntarily in defense of the dairy farmers and the co-operatives of the state of Wisconsin. It is in their interests that this legislation is being enacted, so they said.

Strangely enough, at the first hearing of this bill in Madison, representatives of the leading co-operatives from Milwaukee, Racine, Kenosha, Madison, Fond du Lac arose in opposition. Representatives of the health departments of Milwaukee, Madison, Kenosha and Janesville also voiced their protests.

There was only one, the author of the bill, who arose to speak for it.

Were this measure passed, the cities in Wisconsin would automatically become chaos. The elaborate, delicate marketing apparatus which has been built up only through years of the severest work would be wrecked overnight. The confidence of the buying public would be destroyed. The consumption of fluid milk would be greatly cut because the health departments of the individual cities could no longer guarantee to the people of those cities the purity of their milk.

The chain stores, with their tremendous condensing plants, strategically situated only a few miles from the centers of the largest cities, would be able to bottle and flood the market with fluid milk purchased at condensery prices. That would gouge a nice big bite out of the income of every dairy farmer in the

state because they would be able to play off one section against the other.

Those farmers who have struggled for years to build up high quality herds, who have purchased equipment for the strict requirements of the fluid milk market, and who have finally succeeded in meeting all the stringent regulations necessary to the production of fluid milk, would find themselves in competition with the cheese and condensery dairy farmers. It is unnecessary to point out how both would suffer under such cut-throat competition.

You can draw your own conclusions what would happen if this bill were permitted to pass. But it must not pass. Your own objection, voiced through the proper channels, can help to protect yourself.

* * *

The California Fruit Growers' Exchange is now advertising that "Five Billion Oranges" can be had "at a bargain."

The chain drug stores have tied up with that slogan and have started to sell "the juice of two oranges for 10 cents."

The buying public can be seen day after day lined up at the soda fountain doing their best to reduce the tremendous orange crop. There is a natural price factor which would tend to increase buying because formerly the juice of one orange had cost 15 cents.

The buying public has been so efficiently sold on the idea of orange juice that given the least price advantage they automatically increase their buying. That job was done through years of consistent advertising. The orange growers are now reaping a harvest by being able to divert a very limited buying power in their direction.

Oranges must be sold, or taxes cannot be paid. And if the daily quota is not sold that amount in actual cash benefits is lost to the grower.

The lesson which is being so forcefully taught by the orange growers' work should be taken to heart. The same consistent advertising and salesmanship that made them pre-eminent should be adopted and followed. The results can be just as beneficial in Wisconsin as in California.

At every conference of dairy leaders, the old cry of more economical production arises. It is a good

EXTRA! EXTRA!

Results from a recent survey of cross-roads and village grocery stores disclose the discouraging fact that a large portion of the butter substitutes sold in this country are purchased and consumed by farm families, the dairy farmer himself not being without blame in this lamentable situation.

It is estimated that there are in storage at present some 30,000,000 pounds of quality dairy butter. Prices are lower than in twenty-five years. Tremendous as this surplus seems, it could be entirely eliminated in short order if every one of the six million farm families in the United States would each pledge themselves to use one extra pound of butter per week for a period of five weeks.

Individually that is a small effort. Collectively and co-operatively it is an economic achievement since the price of butterfat is the basis from which the price of all dairy products is derived.

There is no known adequate substitute for the protective vitamins found in quality dairy butter in relation to the human dietary.

—Health Education Service, Dairy-men's League Co-operative Assn., Inc., 11 West 42nd St., New York.

Wisconsin Crop and Live Stock Reporter says: Milk prices have continued to decline, the average price reported for February being \$1.29 per hundredweight, as compared with \$1.35 for January, and \$1.75 for February a year ago. This is the lowest February price recorded since 1911.

The average price for all milk delivered in Milwaukee in February was \$1.82, a low price but, allowing for a ten cent higher cartage, it was 43 cents higher than the price shown above for all Wisconsin milk which, of course, included all fluid milk.

idea. Production efficiency should increase and costs should go down. There is no question but that fact helps everybody.

There is one point to add. Why not consider the idea of selling just a little more dairy products to the people of the country. Production without distribution is useless. The finest product must be sold. Competition for the consumer's dollar has become so great that even the necessities of life are being crowded out unless they are sold.

So the suggestion occurs, why not talk more about selling what we have than about producing more?

PASSAGE OF OLEOMARGARINE BILL BY IOWA LEGISLATURE.

The Iowa legislature has passed what is known as the oleomargarine bill which provides for a five-cent tax per pound on all oleomargarine sold within the state.

This bill was introduced in the house by Representatives McCreery, of Linn, and Van Buren, of Jones counties. It was introduced in the senate by Senators Christophel, of Bremer, and Clark, of Linn counties.

The oleomargarine interests made a strong fight against it. The president and secretary of the national organizations of oleomargarine manufacturers were here to lead the fight. The matter came on for a joint hearing before the house and senate committees on February 12th. The hearing lasted half a day and was held in the senate.

Representatives of the creamery and dairy interests were there to speak for the bill, while the oleomargarine interests were represented as stated above by the president and the secretary of the national organizations.

The oleomargarine people endeavored to split the ranks of the dairy interests by a proposed amendment to the bill which provided that where 50 per cent animal fat was used in the making of oleomargarine that the tax should be one cent, and where less than 50 per cent of animal fat was used it was to be five cents per pound. This caught the fancy of a number of the senators. It was argued that a straight five-cent tax would put a penalty on the meat producer. However, it was pointed out by our representatives that this amendment would mean nothing to the meat producers and that it was sponsored purely as a means of evading the payment of the tax.

The house committee reported the bill out favorably for passage and put it on the calendar. At the same time the senate committee reported the bill out recommending that it be

amended as outlined above and that when so amended it pass. Both bills had the same number on the calendars, so it was a question of which one would be reached first.

Our representatives secured the agreement on the part of the senators sponsoring the bill that they would not call the bill up in the senate until the house had acted upon it. Efforts were then concentrated on the house and the bill came up on a special order on Wednesday, March 11th.

An amendment was proposed in the house along the same line as that proposed in the senate, but it was voted down by a large majority. The bill then came up for passage and after explanatory remarks by Representatives McCreery and Van Buren the bill was placed upon passage and received the unanimous vote of the representatives present.

The bill was then messaged over to the senate where our forces succeeded in having it substituted for the senate bill and without having it referred to a committee.

Senator Rigby, of Cedar county, filed an amendment to the house bill after it was on the senate calendar that again provided for the payment of a one-cent tax where animal fat constituted 50 per cent of the content of oleomargarine and five cents where it did not.

Several other amendments were offered, but they were voted down after a pretty hot debate, and the senate on Tuesday, March 17th, passed the bill as it passed the house, excepting there were added to it certain provisions providing for the enforcement of the law.

The bill will reach the governor in a few days and will no doubt be signed by him. The bill will be effective by operation of law on July 4, 1931, and from that time on oleomargarine will pay a five cents per pound tax into the state treasury.

We feel that this is a great victory for the dairy interests. The use of oleomargarine was constantly grow-

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TO STERILIZE YOUR MILKING EQUIPMENT

Flushing teat cups and milk tubes of a milking machine with boiling water is the best way to keep your equipment clean and sterile. And the

Strauss ELECTRIC DAIRY WATER HEATER

provides the quickest, most efficient, and most economical method of producing an adequate supply of boiling water. Operating from a 220-volt power line, it will bring approximately 6 gallons of water to a boil while you are milking . . . at a cost of about 1¢ per gallon, based on a 3¢ electric rate. This heater is of the "gravity type" and fills from the top . . . you don't need "running water". When connected to the vacuum line, the milking machine automatically flushes itself with boiling water, direct from the heater.

Ask The Electric Company or your Milking Machine dealer about the Strauss Electric Dairy Water Heater. Free descriptive literature on request.

STRAUSS ELECTRIC APPLIANCE CO.

WAUKESHA

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FROM THE WISCONSIN ANTI-TUBERCULOSIS ASSOCIATION

The average Wisconsin dairyman is a fairly good judge of cattle. He can size up a cow with a keen eye for value. He knows the coarser signs, at least, of garget, contagious abortion, bovine tuberculosis, and other diseases of cattle. He can size up a V-shape of dairy animals, the rectangle-shape of beef animals, with a quick and ready eye. When he is in doubt, he knows the value of consulting a better-informed neighbor or a veterinarian.

The average American parent probably knows far less about his children than the dairyman knows about his cattle. He knows little or nothing about the coarser signs and significance of adenoids, enlarged tonsils, enlarged glands, curved spines, sunken chests, a persistent cough, or a general "run-down" condition. What's more, appearances would often indicate that he doesn't care.

Of course, appearances are wrong. The American parent **does** care. It isn't a matter of not caring, but not knowing. Or, at least, that is what the Wisconsin Anti-Tuberculosis Association and 1,400 other public health organizations in the country believe. Accordingly, these public health organizations are staging a fourth national Early Diagnosis Campaign during the month of April to call the attention of the nation to the tremendous menace tuberculosis still offers to the growing youth of the country. Between the ages of 15 and 25, physicians of the W. A. T. A. declare, tuberculosis still kills more people in Wisconsin than all the other five leading disease causes of death combined.

"Take that 'run-down' condition, for example," says the W. A. T. A. "All too often people look upon it as only the natural result of being 'cooped up all winter,' and try to get rid of it by drinking a bottle or two of disagreeable spring tonics. As a matter of fact, that 'run-down' condition may very likely be the warning sign of early tuberculosis.

(Continued from page 6)

ing and in view of the fact that the manufacturers were able to use coconut oil from the Philippine Islands and palm oil from Asia which came in here duty free they could manufacture oleomargarine so much cheaper that they could undersell butter any time and anywhere. In addition to our own state tax the federal government has just put a tax of 10 cents per pound on all colored oleomargarine.

Spring tonics never cured a consumptive yet. If those warning signs are not heeded and sanatorium treatments promptly begun, the patient may never see another spring in which to drink his tonics.

"Tuberculosis is infectious, and therefore children of consumptive parents are more subject to the disease than others. Tuberculosis can be prevented by maintaining a sound body and having periodic physical examinations. Tuberculosis is curable, but the chances for a cure are largely dependent upon an early diagnosis and prompt sanatorium care.

"Cattle or children,—they both need care, and they both need intelligent care."

WHY MILK TESTS VARY.

(Continued from page 3)

variety of factors which affect the milk test that such variations are more likely to result from some existing condition on the farm rather than because of incorrect testing. Before questioning the accuracy of the milk test, it would be well to check up on the factors which have been pointed out in this discussion.

WANT DEPARTMENT

RATE—3 CENTS PER WORD

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REMITTANCE MUST ACCOMPANY ORDER.

FOR SALE—John Deere grain-drill. New. Two horse. Also Delco light, complete. New batteries. Milwaukee Milk Producer, 1505 Fond du Lac Ave., Milwaukee, Wis.

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HEAVY PRODUCTION

Production per farm for all farms shipping to this market continues high in spite of the low price and in spite of the fact that the statements which each farmer received shows a heavy surplus over the fluid needs of the market.

Fourteen pounds per farm for the last week in March higher than for the same period last year and thirty-two pounds as compared to the week in 1929.

Every farmer knows about the heavy surplus and every farmer says that it does not pay to ship milk at the low manufactured price. Why not cut down on shipments, sell a poor producer or an old cow, feed veal calves to a greater weight, use more milk in preparing meals. Some farmers are producing less than their actual base but many others are keeping right up to the base plus the 45 per cent tolerance.

Two quarts or four pounds less per farm per day kept out of the market would mean 17,000 pounds per day less milk in the city or over one-half million pounds less for the month of April.

A higher average price would result and that, of course, is desirable.

Some of this surplus is caused by new dealers coming into this market, their supply coming chiefly from farms which did not produce for the Milwaukee market.

Another new dealer is about to start distributing and perhaps he will also bring in new milk.

NOTICE!

We sell First Mortgage Bonds on Milwaukee Improved Real Estate.

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Andis Animal Clippers are guaranteed against defects for one year from date of purchase. Order from your dealer, or send us \$28 with order; and we will ship postage prepaid. Specify voltage. Satisfaction guaranteed.

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Milwaukee Milk Producer

OWNED AND PUBLISHED BY
Milwaukee Co-operative Milk Producers

Volume 4

MAY, 1931

Number 2

May Fluid Milk Price Set at \$2.50

The price for May fluid milk is \$2.50 per hundred as a result of a meeting held at this office on April 27. The Board of Directors and most of the distributors attended this meeting.

Complaint was made by the dealers about price cutting and the question was raised by some dealers as to just who was paying for their supply on the two price plan, or, in other words, do all dealers report purchases and sales to the Department of Agriculture and Markets in order that we may know if the bargained price is paid for fluid milk?

There are several dealers who do not make such reports and the only good reason, so far as we know, why they do not, is because they are buying their fluid needs cheaper. At the same time they may pay a higher average price because of a lower surplus.

If a lower fluid milk price is paid there is a greater margin for the dealer buying that way and he is able to cut price or give other inducements to get trade which is equivalent to cutting prices.

Every producer should be interested in knowing that his buyer is paying the bargained price for the portion of the milk which is sold as fluid milk in order that the market may not be wrecked. Dealers who

bargain with us for a price on fluid milk and pay that price are not going to be satisfied to go on that way if competitors can buy cheaper milk. The price which we get is surely low enough but it is very apt to be lower if the dealers do not all line up.

Considerable difference in the average price paid by the dealers is causing comment from the shippers but the fluid milk price of \$2.50 was paid by all of those whose names appear below, the difference in the average price is due to the amount of surplus the dealer happens to have.

Several dealers' reports came too late for publication.

Due to a drop in the price of butter, manufactured milk price is 89 cents per hundred for April.

Luick Dairy Co. reports fluid sales of 49.04% of total purchases and will pay \$1.67.

Gridley Dairy Co. reports fluid sales of 53.6% of total purchases and will pay \$1.75.

Blochowiak Dairy Co. reports fluid sales of 65.35% of total purchases and will pay \$1.94.

Layton Park Dairy Co. reports fluid milk sales of 56% of total purchases and will pay \$1.79.

Sunshine Dairy Co. will pay \$1.72.

Gehl Dairy will pay \$1.41.

A PRODUCTION PROBLEM

At several price conferences the amount of tolerance over base made in August, September, October and November has been discussed.

An attempt was also made to get the members' views on this important question at our annual meeting. Considerable talk about nothing of moment prevented a fair discussion at that time.

Notice on this matter should go out in June regarding the tolerance for 1932 and also 1933. In order to get the sentiment of as many producers as possible we are printing a form on another page of this issue. If you are at all interested in this regulation, please fill out the blank, sign your name, and mail to this office.

Your directors wish to get the sentiment of the majority of the producers so that action agreeable to the greatest number may be taken.

BUTTER PRICE LOWEST SINCE 1911

We have to go back to 1911 to find butter prices as low as we had in the past month.

Butter quotations on Extras in Chicago went to twenty-one cents for the greater part of April. May, 1911, did not show much improvement, nor did June.

Farmers, like most everyone else, were living on a different scale at that time and could get along on a price of twenty-one cents for butter much easier than they can today.

Motor cars and tractors, which are such a large item of expense at the present time, were not found on the farm in 1911.

Taxes and a host of other necessities as well as luxuries were lower than now.

The Day in Madison

The assembly passed the Blahnik bill exempting horses, harness, sleighs, mules, wagons and carriages from the personal property tax list. While the measure was called "an insignificant farm bill," it removes \$42,000,000 worth of property from the tax rolls.

The Reckard bill to exempt certain properties of fraternal orders and associations was killed after Speaker Charles B. Perry led a fight against it.

The Sigman bill reorganizing wage payment and wage collection laws and carrying a \$10,000 appropriation

for the industrial commission was engrossed in the lower house.

After long discussion the assembly laid over the Hitt bill for an additional income tax on net interest.

The senate voted to petition congress to call a constitutional convention for repealing the Eighteenth amendment.

Among bills concurred in by the senate and now ready for the governor were: The Shauger bill opening the season on bear; the Nixon bill prohibiting ice fishing in Lake Owen, Bayfield county; the joint finance committee bill providing a

continuous open season on bullheads in Waushara county; the Gehrman bill prohibiting butter substitutes in state supported institutions.

The senate killed a bill to make Lincoln's birthday a legal holiday.

The state unemployment commission announced employment agencies had been established near 14 grade crossing projects established under recent emergency unemployment legislation.

MILWAUKEE MILK PRODUCER

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Phone Kilb. 2050 MILWAUKEE, WIS.

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Subscription.....\$1.00 Per Year

OUR BUSY LEGISLATURE

The bill introduced by the Senate Committee on Agriculture and Labor by request of an ex-senator and known as No. 234S was amended and voted on by the Senate on April 5.

The vote was fourteen for the measure and fifteen against it. Beaten by only one vote. Had this bill become a law any condensery could pasteurize milk at its country plant and place it on this market. It is needless to say that the condensery would not pay the farmer any more for milk thus used and therefore could sell milk much cheaper.

Such procedure would break this market and help no one except the condensery owners.

Another bill would give cities the right to go into the milk business. Also a bad bill from the producers' viewpoint. We have trouble enough without having the milk business handled by city politicians.

A measure has been introduced which would do away with the three-man commission of agriculture and markets and make it a one-man commission, the commissioner having the right to appoint a number of division heads with the approval of the governor. More politics.

The author of this bill, who, by the way is not a farmer, could not get the Assembly Committee on Agriculture to introduce the bill but got it introduced by another committee.

It would seem that it might be well to let the present set up have a chance to do something. What would happen to a private enterprise if the entire management was changed every two years? Go broke, of course. The state may not go broke by this

fool changing and juggling but the taxpayers who foot the bill are on the road to bankruptcy.

A BUSY GOVERNMENT BUILDS UP MORE COMPETITION

Soybean Milk

Soybean milk is the latest vegetable oil product which may have some possibilities as a competitor of cow's milk. A government report says that a plant is being operated in Washington for the production of soybean milk, which is producing several gallons of the new product per day.

The soybean milk is said by a Department of Agriculture specialist to be a high quality food for babies. Experiments are mentioned showing that the growth of babies fed on this milk and on cow's milk is about the same, while the cost of producing soybean milk is far below that of cow's milk. And he says further that children like the soybean milk.

While the promoters of soybean milk have nothing to say about the vitamin content of this new product, it is probable that like most other vegetable oil products it is lacking in these elements so essential to the health of growing children.

There is some question as to why the government should spend money in developing imitations of dairy products. In fact, the dairy industry has enough to contend with without having to compete with another cheap vegetable oil imitation.

NO SLEIGHT OF HAND—JUST COMMON SENSE

That collective selling just brings the farmer up to an even starting mark with the manufacturer in the race for the consumer's dollar, is the thought which was expressed by Mr. C. O. Moser, vice-president of the American Cotton Co-operative Association, in a recent address before a meeting of the National Co-operative Council, when he said in part:

"There is nothing mysterious about co-operative marketing that automatically brings success to farmers, nor is there anything in this particular legal form of business set-up that prejudices successful operation. As a matter of fact, it is nothing more or less than a legal instrumentality by which farmers may join together for the purpose of doing something for themselves collectively which they are unable to do individually, the doing of which along sound business lines merely yields to them the benefits of group action similar to successful business operations in other lines."

FARM LABOR

Farm labor is much cheaper and also much more plentiful this spring than in any spring since the war. Wages paid by farmers are about one-fourth lower than they were a year ago, and considerably lower than the average for the past ten years. The average wage paid for men hired by the month with board as reported by crop reporters on the first of April was \$32.75 per month as compared with \$44.00 a year ago. This class of farm labor is the most important one and about three-fourths of the farm labor hired falls into this class.

Labor hired by the month without board is only a small portion of the total, amounting to about five per cent in Wisconsin. The average wages paid for this type of labor was reported as \$47.50 as compared with \$62.25 reported a year ago. The wages of day laborers on farms are also reduced in about the same degree. The average daily wage with board was reported as \$1.60 this year as compared with \$2.15 a year ago. By the day wage without board the average paid was \$2.25 as compared with \$2.85 last year.

Some improvement in the demand for farm labor has developed during the past month. The supply on the first of April was reported as 146 per cent of the demand reported a month ago.—Wisconsin Crop and Livestock Reporter.

FALSE VITAMIN CLAIMS

W. G. Campbell, director of regulatory work, U. S. Department of Agriculture, says that the additional appropriation from the last congress will enable the department to begin regulatory control operations in certain fields that have been neglected. One new project will be a vitamin-testing laboratory. In recent years, says Mr. Campbell, falsely labeled vitamin preparations have appeared on the American market. Approximately one-sixth of the increase in administration working funds will be used to establish a vitamin-testing laboratory and to employ trained investigators to begin regulatory investigations in this growing field.

Grocer: "You want a pound of ochre? Is it red ochre for painting bricks?"

Small Boy: "No, it's tappy ochre wot Maw makes puddin' with."

Workman: "I miss the old cuspidor since it's gone."

Foreman: "You missed it before. That's why it's gone."

Morals, Observations and Conclusions

The present business depression has produced the customary phenomenon of ill-advised legislation that invariably appears at such times. Instead of working out a solution to the difficulties that surround them, certain gentlemen attempt to legislate everything they desire into existence.

The economic truths that determine the success or failure of these projects are never considered. Personal gain, prejudices and sectional discriminations invariably are the determining factors that are responsible for the origin and guide the progress of their endeavors.

There is at present in Madison, a Bill, No. 431-A, which would empower City Councils to purchase, lease or construct bottling and distribution plants and to supply milk and other dairy products to citizens under council regulation.

The bill itself, of Socialist origin, brings forward the old Shibboleth of "utility" milk. Whether or not the developing of this project can be of mutual aid and benefit to the Producers, remains to be seen. The past history and the present condition of many such ill-advised ventures certainly indicates that nothing is to be gained by the Producer. The impossibility of a greater return for fluid milk can be readily seen if the price problem becomes an election question. Further questions of management of distribution, of possible profit arise with a very doubtful question as to a satisfactory solution.

It can be seen after an impartial study of the bill and what it would attempt to do, that it is apparently a political project that might have some peculiar developments.

There is no question but that we are all interested in a higher price for fluid milk and in developing a greater market for that fluid milk. There is no question, furthermore, that shifting distribution from one hand to another will do little or nothing for the Producer except to imperil the market he has now. Prosperity cannot be legislated into existence any more than the business depression can be legislated out.

The solution to the Producers' problem lies not in sectional legislation, but in the sound, solid development of markets, merchandising, and sales. Economic ills can only be cured by economic adjustment.

WISCONSIN LEADS WITH CONDENSERIES

State Produces 30 Per Cent of Nation's Supply

Wisconsin condenseries manufacture 30 per cent of the nation's supply, and place this state at the top of the national list in that industry, according to figures released today by the United States and Wisconsin departments of agriculture.

An increase in output from less than four million pounds in 1900 to 758,681,000 pounds, valued at \$57,239,000, in 1929 was reported. There were only two condenseries in the state in 1906, as compared with 404 in 1929.

Of the licensed plants, 61 manufactured evaporated milk, 50 powdered skim milk, 46 powdered buttermilk, 15 evaporated skim milk, 14 condensed buttermilk, 13 sweetened condensed milk, and several made powdered whole milk, powdered cream and malted milk.

Growth of the condensery business was said to be especially noticeable in the eastern counties of the state, just west of the heavily populated lake shore district. The most important counties in the condensery business in 1929 were Dodge, Jefferson, Waukesha, Dane, Waupaca, Door, Manitowoc, Clark, Chippewa, Green, and Walworth, in the order of their importance. All of them produced more than 30,000,000 pounds of condensery products.

BEAUTY SELLS MILK

One of the most powerful selling points which can be developed in consumer advertising has been successfully incorporated into the fluid milk sales advertising campaign of the Milwaukee Dairy Council. An



outstanding feature of the presentation is a beautifully colored poster (shown here only in black and white) emphasizing the fact that "Beauty is within reach." The poster, or the idea it portrays, needs

LOOKING-GLASS LEGISLATION

"It is a remarkable idea" said the Mad Hatter as he grasped Alice firmly by the hand, "let's take a running jump right through the looking-glass."

"Why," said Alice, "it is a perfectly good looking-glass. Why should we break through it?"

"Oh, just to be on the other side," said the Mad Hatter, "because there must be two sides to everything."

There is apparently a second side to the Milk Inspection Bill which is occupying attention at the state capitol. This bill would make it imperative that all milk inspectors, including those from the city health departments of Chicago, and even the testers of The Milwaukee Milk Producers, be registered with the department of markets and agriculture. All inspectors would be required to pass a series of tests by the department, to be licensed by it, and to file a complete record of every call and of every moment of the day's work, and a copy of all conversation which occurred between the Inspectors and the Producers.

The necessity of this unusual piece of legislation has not been presented by the proponents of this bill, who so far have remained in obscurity.

The same effects of this Alice in Wonderland suggestion, would be to immediately eliminate the Chicago market. What a hardship this would

no explanation. It is a marvelous example of skillful work.

There are forty-five of these posters scattered throughout the city of Milwaukee and the surrounding suburbs. No matter which way you come into town, one or more of these posters, which are helping every day to sell more of your product, can be seen.

Small replicas of the poster appear in conjunction with all newspaper advertisements so that the two mediums are firmly tied together

in the minds of the consumer and the repetition of one brings added weight to the other.

Look for these posters whenever you come into Milwaukee!

work on the dairy farmers of Wisconsin, can easily be seen.

The secondary result of this bill would be to create a tremendous and unwarranted library of useless reports of no value whatsoever. The cost of operation which would be tremendous would be immediately assessed against the Producers in the form of increased taxes.

An efficient, smoothly operating checking, test, and inspecting system would be saddled with unnecessary burden for no good reason whatsoever.

This appears to be another case where a perfectly good looking-glass may be broken so someone may be on the opposite side.

OLD NOTION IS SLIPPING

The old notion of doing a little bit and doing it well, when applied to farming, would advocate operating a small farm and tilling it well or keeping a small herd and feeding it well.

Such ideas are no longer sound. Modern farmers will farm intensively when it pays to do so, but they are just too level headed to think of trying to apply German, French or Italian agriculture to American soil when they can buy land at American

prices and must sell their produce on an American market.

Fully as many modern farmers are going broke for trying to do their job up too well as there are for not half doing their work. Some few older farmers, who have large bank accounts, can get away with emphasizing fads and details, but the younger farmer, who hasn't the money, must first see that a thing will pay him or else let it go.

Get the money first and then enjoy your hobbies afterwards. Remember that many men who work in cities are holding down their present jobs mainly because those jobs pay and not because the men like them better than anything else in the world.—Wis. State Journal.

WORLD DAIRY PROSPECTS

Dairy production in the commercially important dairy countries of the world was heavier during the past winter than in the winter season of the preceding year. Domestic production of manufactured dairy products in terms of their combined milk equivalent, was about four per cent heavier than in the preceding winter. Receipts of butter in important European deficit areas were about six per cent heavier and of cheese still heavier.

Prices of butter and cheese during March and April to date have declined in foreign markets while continuing comparatively stable in domestic markets. Price relationships, accordingly, have shifted so that the slight margins maintained during the earlier winter months in favor of foreign prices have given away to a more normal relationship with margins, though still slight, in favor of domestic prices.

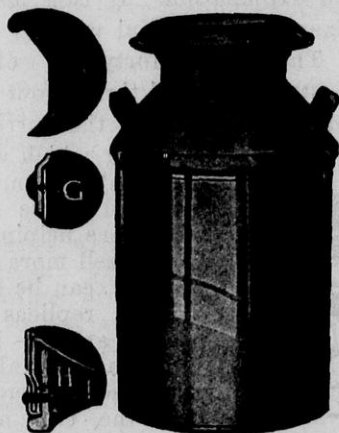
Consumption of butter has been heavy in the United States, Canada, and Great Britain. Foreign demand from Germany, on the other hand, continues comparatively weak. In practically all the important cheddar cheese markets, American and European, the lighter consumption of cheese even at the very low prices recently prevailing has resulted in comparatively heavier stocks of cheese than of butter. In New Zealand, some swing from cheese production to butter production has taken place in response to the relatively low cheese prices.

Imports of cream and milk from Canada into the United States have nearly disappeared while United States exports of powdered milk have been notably increased.—Bureau of Agricultural Economics.

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A—Neck and Breast drawn without seam from highest quality FOLLANSBEE FORGE STEEL, insuring longer service.

G—Heavy Half Oval Breast Band shrunk on to breast.

H—Security Lock Joint clinching bottom to body. Bottom joint floated heavy with solder.

I—Special angle section bottom band, terne coated. Chime of Can rests in angle protecting bottom and absorbing shocks, thus preventing rivet holes from enlarging or the rivets shearing.

WELDED SIDE SEAM—Side seam of body acetylene welded, producing the strongest weld known to science. Extra heavy coating of pure Tin. All parts separately tinned before assembling. No black surfaces between joints to cause corrosion.

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WE BUILD THE QUALITY IN — YOU TRY TO WEAR IT OUT

KEEPING UP PRODUCTION

This week opens with a depressed butter market, and lower prices in all leading centers than a short while ago, any person would have thought possible. This only goes to show what we have said before that this year cannot be judged by precedent. We have a new deal all around and have to play the game from an entirely new basis.

Reaching a basis is being delayed because many articles are being held at old prices. Pressure has not yet been sufficient to bring them down to the average prices in other commodities, and of course, a basis from which progress up may be expected must include all commodities, for each is dependent, to a greater or less degree, on others.

No class of persons or commodities can continue to carry all the price reductions.

There are, of course, factors entering into the butter markets that are peculiar to it. For example, we have increasing production attending the lowering of prices, and this applies to milk and its other products besides butter. It seems to be generally accepted that the make of butter will be large and markets are being developed with that idea in view. The only thing that can change this idea will be unexpected and abnormal weather conditions.

Our latest report on pastures for the new season, soon to open, would not indicate ordinarily larger production of butter. Average pasture conditions for the whole country on April 1 was 76.1 per cent against 78.5 on April 1 last year, and an average of 82.5 for the previous seven years on that date.

Pastures are poorest this spring in the states that were most affected by last year's drouth, but you can see that the average for the whole country was low.

Opposed to this situation is the fact that the farmer can still get the best price for his feed by selling it through his cows. In milk he realizes the largest return, and gets it in cash. Prices can go still lower before that situation changes.—Dairy Produce.

"I guess I've lost another pupil," said the professor as his glass eye rolled down the kitchen sink.

"Why is Mable so angry? The papers gave a full account of her wedding."

"Yes, but they headed the article, 'Local Girl Married to the Well-known Collector of Antiques.'"

NEW SUPPORTERS

- Stanley Wolf, Jefferson, R. 4.
- John A. Meyer, Oconomowoc, R. 5.
- Archie Bartz, Sullivan.
- Herman Schubert, West Bend, R. 1, Box 101.
- Mrs. Katherine Pugh, Waukesha, R. 5, Box 85.
- S. T. Makowski, Waukesha, R. 2, Box 59.
- Arthur Utech, Oakwood, R. 1.
- Raymond Bezold, Richfield.
- Godfried Pfister, Waukesha, R. 4, Box 124.
- Herman Fischer, Waukesha, R. 4.
- Emil Ehlike, Jackson.
- Jacob Konrath, Slinger.
- Henry Schilling, Slinger, R. 1.
- Adolph Schmidt, Richfield, Wis.
- John H. Kurtz, Slinger, Wis.
- Wm. Bublitz, Slinger, R. 1.
- Hugo J. Trost, Grafton, Wis.
- Fred W. Duehring, Menomonee Falls, R. 2.
- Edward P. Kraemer, Rockfield, Wis.
- August Kressin, Jackson, Wis.
- Gus Semrow, Menomonee Falls, R. 2.
- Emil Hoppe, Waukesha, R. 6, Box 21.
- Mrs. Emma Lidicker, Eagle, Wis.
- Henry Nehm, Slinger, R. 1.
- Geo. C. Nehm, Slinger, R. 1.
- Frank Hoelz, Richfield.

THE "FARM PROBLEM" ANCIENT

The idea that the "farm problem" is something new or peculiar to modern times occasionally gets a jolt when we are permitted to glimpse into the forgotten past. Recently on the site of an ancient city a clay cuneiform table was unearthed which recorded the fact that 3,500 years ago one Arilludupti, a Mesopotamian farmer, was forced to pledge his entire farm as security for the loan of three and one-half pounds of lead. Whether lead was high in price or farm credit was low, this farmer was undoubtedly facing a problem, as farmers have faced, and solved, since man first tilled the soil or tamed wild beasts for his own use. The farm problem is part of the struggle of the race, first for existence, then for comfort and now for the multitude of things which go to make up our complex civilization.

Mistress: "So you're married! Did you have a honeymoon, Malinda?"

Malinda: "Ah suppose you might call it dat ma'am—Ephram done help me wid the washin' de fust week."

WARM MILK INDUCES SOUND-EST SLUMBER

Draws Blood from Brain to Stomach Insuring Mental Relaxation

A glass or two of milk, warmed to blood temperature, according to Dr. Darlington, former New York City health commissioner, will relieve insomnia and induce slumber.

"The digestibility of milk may be seen by the fact that warm milk, drunk at bedtime, is usually an efficient sleep-producer. Many a victim of insomnia has found a cure in this use of milk.

"A glass of milk, warmed to blood heat, draws the blood from the head to the stomach, quickly inducing the mental relaxation without which deep and restful sleep cannot be obtained. If milk were not so easy to digest, this bedtime beverage would fail to produce the desired results.

"Milk should be recognized by every city dweller, young or old, as the food par excellence," he added.

A HARD LUCK STORY

A certain credit manager had bombarded one of his delinquent customers with a steady series of collection letters. Beginning with mild requests in a semi-humorous vein, the letters had gathered force as they continued, until the last missives of the series threatened suit in no uncertain terms.

At long and at last, as they say in Ireland, he got a reply. This was it: "Dear Sir:

"I have many, many bills to settle. So each week I put them all in a hat, and draw out one, which I pay. It may be your turn next week. But no more of your threats, or I won't put you in my raffle."

McGinty: "I've a terrible corn on the bottom of my foot."

Pat: "That's a mighty foine place to have it. Nobody can step on it but you."

SEND IN YOUR VOTE

This is very important.

Shall the tolerance above base be reduced from 45 to 40%, effective January 1, 1932?

Signify your wishes by underlining either Yes or No.

Shall the tolerance be further reduced effective January 1, 1933?

Indicate your wishes by underlining either Yes or No.

Name

Address

.....
.....

U. S. DEPT. OF AGRICULTURE MILK PRODUCTION TRENDS

Milk production per cow was unusually heavy during the winter months. The price which farmers received for grain was relatively low in comparison with the price of dairy products and farmers in the surplus grain areas appear to have fed rather liberally. The weather during the winter was also favorable for heavy milk production in most parts of the country and the prices of farm products in general have continued so low that the farmers have needed all the income they could secure from milk and butter-fat sales and they have not yet shown any tendency to let the calves do more of the milking. In nearly all parts of the country, except in the South where feed has been scarce, the percentage of the milk cows milked appears to have been averaging fully as high as on the same dates last year.

Although returns from dairy products have been low, there has been no alternative form of agricultural production to which farmers could shift with the assurance of better returns. Slaughter of cows is running considerably less than last year, indicating no tendency to reduce the number of milk cows at present. Marketings of calves from dairy sections appear to be somewhat in excess of marketings at the same time last year. If this continues it may mean fewer heifers coming into production in 1933.

The report on farmers' intentions to plant, recently released by the department, shows a marked shift from cash crops to feed crops, reflecting an increased emphasis on the production of meat animals and dairy products. Allowing for the usual spread between intended acreage and harvested acreage, the report indicates a four per cent increase in the acreage of corn to be harvested, a three per cent increase in oats and a 10 per cent increase in barley. In the South, especially,

prospects are for greatly increased acreages of both feed crops and hay. The increase in hay acreage in the South, however, will probably be more than offset by decreases in the North Central States, chiefly in areas where many of the new seedings were killed by last summer's drought.

EXPANSION OF DAIRY INDUSTRY

A Question for the Federal Farm Board and Other Government Agencies

Is the world dairy industry being expanded beyond the limits of profitable production? This is a question which those familiar with the present situation believe should be taken into account by the Federal Farm Board and other government agencies that are either advocating the extension of dairying into new areas in this country or are urging diversification, which in most instances means turning from wheat and cotton to the dairy cow. In a review of world dairy prospects, dairy market specialists in the Bureau of Agricultural Economics say that dairy production in the commercially important dairy countries of the world was heavier during the past winter than in the winter season of the preceding year. Domestic production of manufactured dairy products in terms of their combined milk equivalent was about four per cent heavier than in the preceding winter. Receipts of butter in important European deficit areas were about six per cent heavier and of cheese still heavier.

An encouraging factor is found in the fact that consumption of butter has been heavier in the United States, Canada and Great Britain. It is also noted that imports of cream and milk from Canada into the United States have nearly disappeared while United States exports of powdered milk have been notably increased.—Dairy Produce.



TO STERILIZE YOUR MILKING EQUIPMENT

Flushing teat cups and milk tubes of a milking machine with boiling water is the best way to keep your equipment clean and sterile. And the

Strauss ELECTRIC DAIRY WATER HEATER

provides the quickest, most efficient, and most economical method of producing an adequate supply of boiling water. Operating from a 220-volt power line, it will bring approximately 6 gallons of water to a boil while you are milking . . . at a cost of about 1¢ per gallon, based on a 3¢ electric rate. This heater is of the "gravity type" and fills from the top . . . you don't need "running water". When connected to the vacuum line, the milking machine automatically flushes itself with boiling water, direct from the heater.

Ask The Electric Company or your Milking Machine dealer about the Strauss Electric Dairy Water Heater. Free descriptive literature on request.

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Many bargains in large or small farms.

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OLEO STATE LEGISLATION

The secretary of the National Dairy Union, Mr. A. M. Loomis, has sent us a statement showing what several state legislatures are attempting to do in the way of changing their oleomargarine laws. The names of the states and the substance of the bills either under consideration or enacted into laws are as follows:

Colorado. Bills provide for licensing of dealers, prohibiting sale of yellow oleomargarine, prohibiting artificial flavoring, and a ten-cent a pound tax. Hard fight by oleomargarine interests, long hearings just concluded. Bill will be amended in minor particulars, stands good chance of enactment.

Connecticut. Bill pending to forbid use of oleomargarine in state institutions will probably pass. Old law prohibits sale of yellow oleomargarine.

Illinois. Bills pending prohibiting use of oleomargarine in state institutions, licensing of dealers, and tax on oleomargarine. First named amended to permit use of 25 per cent substitutes will probably pass. Others in doubt.

Indiana. Bill providing adequate definition, licensing of dealers and truthful advertising failed, lacking one vote of constitutional majority. Tax bill failed, vote 24 to 20.

Iowa. Bill passed and signed placing five-cent tax on oleomargarine sold in state. Old law prohibits sale yellow oleomargarine.

Michigan. Bill passed licensing of manufacturers and dealers and prohibiting sale of yellow oleomargarine (Lovibond test). Tax bill pending.

Minnesota. Bill strengthening present law and providing licensing of all dealers will probably be passed. Old law prohibits sale of yellow oleomargarine.

Nebraska. Bills pending prohibit use of oleomargarine in all institutions except penitentiary; also 15-cent tax on all oleomargarine. Passed lower House.

New Hampshire. Bill pending prohibiting sale yellow oleomargarine (Lovibond test) passed House; hard contest in Senate.

New York. Bill pending prohibiting sale yellow oleomargarine likely to pass. Tax bill proposed may pass.

North Dakota. New oleomargarine law signed by governor; provides ten-cent tax, use in state institutions prohibited, licensing all dealers.

North Carolina. New law passed. Provides licensing wholesalers and manufacturers, all yellow oleomargarine prohibited, adequate signs and warnings.

Oklahoma. New law passed and signed. Provides licenses all dealers, ten-cent tax, prohibits yellow oleomargarine, prohibits use of public funds to buy and use for public institutions.

Oregon. New law passed placing five-cent tax on all oleomargarine sold in state.

Tennessee. New law passed and signed. Provides licenses all dealers, prohibits yellow oleomargarine, ten-cent tax on all oleomargarine sold in state.

Vermont. New bill passed prohibiting sale yellow oleomargarine. Truthful advertising probably pass. Governor states no oleomargarine bought for state institutions.

Washington. New bill passed, signed, placing fifteen-cent tax on oleomargarine.

Wisconsin. Bill passed Senate placing heavy license taxes on manufacturers and dealers. Also prohibits yellow oleomargarine. (Lovibond test).

Wyoming. Bill passed placing ten-cent tax on all oleomargarine not containing twenty per cent or over animal fats.—Hoard's Dairyman.

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**EXPERT PREDICTS COW PRICES
WILL GO LOWER DURING
NEXT YEAR AS MILK DE-
CLINES—URGES CAUTION
IN BUYING TO AVOID
LOSSES**

Dairy farmers have suffered a shrinkage of nearly 50 per cent in their capital investment as a result of declining prices of dairy cattle, according to A. J. Doren, state cattle appraiser of Ogdensburg, N. Y.

Mr. Doren points out in a newspaper interview that prices of dairy cattle have declined considerably in the last few months, and will go still lower during the next year. Not only have dairymen sustained losses in declining milk prices, he shows, but they have seen the value of their investment steadily depreciate. It is estimated that a 30 cow herd has depreciated in value \$1,500 or more within the last year.

"Prices of dairy products have been declining for months," says Mr. Doren, "lowering the return received by farmers for their milk, which is reflected in lower values for dairy cows, thus depreciating the farmer's capital investment.

"Prices of dairy cattle revolve in a 15-year cycle. About 18 months ago the downward trend of cattle prices began. It has not yet reached the low point and probably will not for a year or more. Dairymen who are contemplating buying cattle must be cautious, for they are not likely to get their money back out of cattle purchased at prices now being asked by some dealers.

"Northern New York dairymen have recently bought pure bred cows in Canada, which with transporta-

tion and delivery costs added, cost them \$110 to \$125 each. A year ago the Canadians were getting \$200 to \$250 for the same type animals. Good grade cows which last year sold in Canada at \$150 to \$200 are now \$75 to \$100.

"Dairymen in some of the Western states are reported anxious to dispose of large numbers of their cows to Eastern farmers. With cheese 12½ cents on the Plymouth, Wis., exchange, the lowest price in 30 years, and butter 24 cents in New York and Chicago, their reason for being willing to sell the pick of their herds is apparent.

"Prices of dairy products are likely to go lower. That will reduce milk prices. If dairymen receive an average of \$1.50 per 100 pounds for their milk during the next twelve months they will be fortunate. With such a low return in sight they cannot afford to buy expensive cattle."

Many up-state dairymen whose herds have been depleted by tuberculin tests are waiting for lower prices before replacing the condemned animals, say other cattle appraisers. They believe they will be able to buy grade cows at \$60 or less within a few months, and pure breeds at \$90.

Thomas C. Murray, manager of the Brooms County Farm Bureau, in an interview with the Binghamton Press recently, emphasized that dairy cow prices are on the decline. He predicts that it will continue for several years "because the number of heifers on farms is still in excess of the number normally needed to maintain dairy herds." — Dairymen's League News.

"Here, hold my horse a minute, will you?"

"Sir! I'm a member of Congress."

"Oh, that's all right. You look honest and I'll take a chance."

There's money in little things. A butterfly collector now has a million and forty dollars as the result of working ten years and marrying a widow with a million.

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This new machine beats all for ease of handling and fast clipping. One man clips udders and flanks of 8 to 12 cows an hour. Cow, complete, in half an hour. A one-man, one-hand machine that works without pulling or choking, as fast as you can feed it. Clipper works in any position—clips every part clean.

Differs from others in having motor, shear plate and handle all in one well balanced unit. No trolleys, stands or twisting cables. Hardened steel roller bearing tension plate saves blades and current. Less sharpening needed, and fewer replacements. This is a big improvement. Handy switch close to handle. Furnished with 20-foot, 3-strand cord and ground clamp to prevent shocks. Operates from any light socket, on 22, 115, or 250 volt A. C. or D. C.

Andis Animal Clippers are guaranteed against defects for one year from date of purchase. Order from your dealer, or send us \$28 with order and we will ship postage prepaid. Specify voltage. Satisfaction guaranteed.

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MAKERS OF HIGH GRADE ELECTRIC CLIPPER**

Milwaukee Milk Producer

OWNED AND PUBLISHED BY
Milwaukee Co-operative Milk Producers

Volume 4

JUNE, 1931

Number 3

Fluid Milk is \$2.50 per Hundred for June

A price of \$2.50 per hundred was agreed on as the price for fluid milk for the month of June at the price conference held at this office on May 26.

Conditions are far from good in this and every other fluid milk market. More or less sniping and price cutting is going on and some new distributors are selling in the suburbs.

Lack of employment has decreased the buying power of a great number of the city people and as a result less milk is being consumed.

Production is high, higher per farm for every month of this year than in any previous year in our history.

Manufactured milk, due to the two-cent drop in the price of butter,

is eighty-one cents as compared to eighty-nine cents for April.

The average prices, according to their surplus, paid by the various companies, are as follows:

Blochowiak Dairy Co. No report.

Gridley Dairy Co. reports fluid sales of 52.6 per cent of total purchases and will pay \$1.69.

Gehl Dairy Co. No report.

Luick Dairy Co. reports fluid sales of 47.98 per cent of total purchases and will pay \$1.62.

Layton Park Dairy Co. reports fluid sales of 55 per cent of total purchases and will pay \$1.74.

Sunshine Dairy Co. will pay \$1.66.

the cans as it comes from the press. If the cheese were packed in an ordinary can, the gasses, which develop in the normal ripening, would almost sure cause the can to swell and eventually become unsalable. By the new method referred to the can is equipped with a simple valve, which permits the escape of gasses without allowing air to enter the can. If there are no imperfections in the can the trouble from molding, which has hitherto prevented packing Cheddar cheese without processing is obviated. There is no loss from rind, and consequently no loss of moisture. Without doubt this device will make it possible to retail a natural cheese in original package to the mutual advantage of the producer and consumer. The size or shape of the can is merely a detail, which can be perfected in accordance with the consumer's desire.

We wish to call the attention of our readers to the fact that this is something that the industry has been looking for for years. It is something that has been badly needed by both producer and consumer. This method of preserving natural cheese in the small convenient package for the trade has been perfected by the U. S. Department of Agriculture in which we have a tremendous amount of confidence. Furthermore, we are highly gratified to know that the department has come to the farmer-owned, operated and controlled organization, the Federation, to introduce this new and convenient package of natural cheese to the consumer through the channels of trade. More details will be given to our readers as the project is developed.

Natural Cheese May be Marketed in Small Cans

The last two years of almost continuous drop in the market of butter and cheese from week to week has been adding insult to injury as far as the dairy farmer has been concerned. One redeeming factor is that the darkest cloud usually has a silver lining. A ray of light which we have in mind has become more apparent in the past few weeks. Something that the cheese industry has been looking for for years is apparently on the horizon. That something is natural cheese in the small package for the consumer's use.

Experiments have been carried on by farmers, cheesemakers, cheese dealers, agricultural colleges, the department of agriculture, both state and national, for years. They have all been attempting to devise a method whereby natural cheese could be preserved in a convenient package so that it would cure properly and be ready for the consumer's use at the time and place he so desired the product.

Large manufacturing concerns

have been able to process cheese and by the addition of other products give it the keeping qualities that would permit its delivery to the consumer in small packages. This accomplishment, however, has not as yet given to the consumer natural cheese in the small convenient package.

The U. S. Department of Agriculture at Washington, D. C., has been working on the problem constantly and during the past year a successful method has been devised. Our organization can feel proud of the fact that the U. S. Department of Agriculture at Washington and our own state department is co-operating in every way possible to introduce this new method of furnishing natural cheese to the consumer in a small package through our co-operative organization.

The method of curing and keeping natural cheese in cans is accomplished first by pressing the curd in hoops slightly smaller than the can, and then putting the cheese in

WHAT WE NOW EAT

The bureau of commerce has figured it all out. We used to eat 223 pounds of flour a year; now we eat but 171. We did eat 117 pounds of cornmeal, but now only 22. Once we used 43 pounds of milk a year; now 55. We eat twice as much fresh fruit, five times as much canned fruit, two and one-half times as many grapes, and three times as many oranges, as a generation ago, with five times as many grapefruit. The consumption of apples per capita is less than half what it was thirty years ago.

MILWAUKEE MILK PRODUCER

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1505 W. FOND DU LAC AVENUE
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NOT CONCLUSIVE

In our last issue we asked those interested to send in their vote on the question of reducing the tolerance above base for 1932.

The small number of responses throw little light on this dark subject. Only 66 votes came in of which 51 favored no change and 15 wished that the tolerance might be lowered or done away with altogether.

At the price conference on May 26 there was much argument on this subject but about the only thing agreed on was that if the manufactured price was as high as it was several years ago there would not be much talk about surplus. About all of the surplus milk is being made into butter and as that commodity is sold on a world market, and a glutted one at that, little can be done about it.

Some discussion on this subject of tolerance and base appears in another column of this issue.

TRADING DOLLARS FOR SYMPATHY

A man just left the office who came in for some information on milk prices.

Said he: "I am a mail carrier, was born on a farm and I have friends who are shipping milk to the city and they tell me that they get sixty-four cents per hundred for the milk at the farm. How many quarts of milk in 100 pounds?"

"Forty-six quarts if you are very careful not to waste any," said he.

"Then my milkman pays only one and four-tenths cents for the quart that he charges me ten cents for."

"That is an outrageous profit and I'm not going to buy milk and make that dealer rich."

Now we are spending time and money trying to induce people to use more milk so that a greater percentage of what you produce will be paid for at the rate of \$2.50 per hundred instead of some eighty cents.

Shall we let the mailman go away in that frame of mind?

He is sore at the milkman and sympathizes with the farmer. Not so bad, at first glance. On second thought, it's not so good either for he says that he will not buy milk to make the milk dealer rich. If he does not there will be just a little more milk to manufacture and get the low price for. So we concluded that we had better tell him all about those prices if he wants to know.

He does. All right, all the milk which the dealers sell at ten cents per quart along with what he wholesales at eight and one-half cents is paid for at the rate of \$2.50 per hundred or five and four-tenths cents per quart but because of the depression less milk is used and also because of the low price of every other line of farm produce, the farmer has gone into the production of milk in a bigger way and as a result we have a heavy surplus. This must be manufactured and, of course, brings a low price as compared with fluid milk and drags down the average price so that he gets only about fifty cents per hundred more than the condensery shipper.

"Well," says friend mailman, "why does my farmer friend say that he gets only sixty-four cents for his milk?"

He is like most everybody else, we say; he wants your sympathy, wants you to feel sorry for him but I don't think that he really wants you to quit using milk which would force him to take a lower price, for while he may want you to sympathize with him he knows that it's money he needs to pay taxes, interest, and a lot of other bills with.

The mailman said that he wanted to see the farmer get a fair living and decided that he would continue to get his two quarts per day as usual. We may have lost a little sympathy but we believe that we are a little ahead financially because of the explanation made to the visitor.

If you, dear friend, would like to have less surplus, less sympathy but more money perhaps you can do a little missionary work with your city friends by simply telling them the whole truth about milk prices.

Correct this sentence: "Daughter," said the mother, "I do wish you would drop that rich guy and marry somebody in your own class."

SOME THOUGHTS ON CO-OPERATION

Addressing the delegates to the American Institute of Co-operation now in session at Manhattan, Kansas, one of the speakers said in part:

These guideposts, Mr. Chairman, mark out no clear road to easy riches. They do indicate a way to attain a sound financial structure. No longer may the zealous crusader for co-operative marketing hope to gather the trusting and uninformed producer into impractical, if well meaning, co-operative organizations, which are unable to finance themselves soundly or to market intelligently. The farmer demands that his co-operative be an efficient, intelligent business enterprise, soundly financed, honestly conducted and dedicated to a sincere effort to gain for him adequate reward for his unremitting toil. Examples of co-operatives which have justified these expectations have made themselves respected in the business and financial world to such an extent that co-operative agriculture has ceased to be an industry which is a stranger in the councils and counting houses of the nation. Their paper is at a premium and their obligations are sought by the strongest financial institutions. Hundreds of millions of dollars are annually advanced to enable you to finance your enterprises.

America looks to you, the leaders in co-operation, to gain by sound financing and maintain for your organization this confidence and respect. The burden is heavy but your strength is great. Your well-wishers are legion. Your opponents are few. With industry, intelligence and honesty the ideal is attainable; a great co-operative marketing system, farmer-owned and farmer-controlled, functioning efficiently for the merchandising of the agricultural products of its members, delivering the varied output of the farms to the mills, warehouses and markets of the world and returning to its members an adequate reward for their labor. The member must do his part by adjusting his production to the requirements of the market. Thus a marketing system will be built preserving the initiative with the producers and permitting them to weld themselves into powerful organizations, capable of utilizing the opportunities for self-help created by the present favorable attitude towards co-operation.

There are two kinds of convictions—one indicating that you have character, and one indicating that you are broke.

Morals, Observations and Conclusions

BUTTER SALES STAY "STUCK"

Now we have the peculiar spectacle of butter selling for less than half of what it sold for a year ago, and yet butter sales are almost the same as what they were then. Even at the ridiculously low price of today butter consumption has not increased. It appears that there is only one conclusion which can be drawn from these facts.

We know that there is a depression, that a great number of people have had their incomes reduced materially, and that the sales of many daily necessities and commodities have been cut. But nevertheless where you consider that all these cuts may be from ten to twenty-five per cent you still have the fact that with a cut of over fifty per cent in the retail price, sales have not gone up.

People **have** to eat. Every day! And when conditions are pressing, housewives seek to save by buying the most economical foods to feed the family. They should buy more butter. The fact that they don't is conclusive evidence that no matter what the price, the housewife will not buy anything that is not brought to her attention.

To sell today . . . you must advertise **TODAY!** Or your product will remain unsold and uneaten. Nobody eats two meals to make up for one they missed. If butter is not on the table for every meal, that quantity of butter becomes part of the unsalable reserve and tends to lower the price of the entire amount.

The dairy industry as a whole is beginning to realize that it must sell its products in competition with the producers of all other foodstuffs at all times. Here and there advertising and sales campaigns are slowly but surely getting under way. The results of those campaigns will be seen by every dairy farmer in the country in the greater income which will be returned to him.

OUR OWN HOME!

Have you ever stopped to consider why some of the most beautiful thoughts in the world, some of its best songs, some of its most powerful ideas have been built around the idea of home? People are patriotic, flags may wave, guns may boom but the thrill you get from all these things goes all the way back to the

little place in this world that belongs to each of us and that we call home.

Our own home is now being built!

Excavation of the site for the Headquarters building of the Milwaukee Co-operative Milk Producers has been begun. In the very near future a beautiful terra cotta front building will open its hospitable doors to each and every one of you.

The doors will always be open to you. It is your building. It will be more than Executive Headquarters. It will be more than a testing and checking laboratory. It will be a place that will always have a Welcome sign for you. It is an extension of your farm into the city. It is your Consular Legation in the heart of a friendly community that is interested in what you are doing. It is the heart of your organization.

(The laying of the cornerstone will be held in the near future. Make your plans now to attend the dedication of Home of Your Organization.)

JUDGE AND JURY

There has been considerable comment among many of the members about the advisability of doing a certain amount of publicity and advertising to acquaint the people of the city with what the dairy farmer means to them. Few of those who reach for their bottle of milk each morning have any idea of the tremendous organization that produces that milk.

Behind each and every bottle of milk there is an investment of well over one hundred dollars. The individual investment per farm may be anywhere from twenty-five to one hundred thousand dollars. Every dairy farmer is highly specialized and trained in half a dozen different fields. He must be able to raise his feed, be a mechanic, a veterinarian, know about his breeds and strains to insure the purity and quality of his herd. He must exercise unceasing vigilance every minute to guarantee the cleanliness of his product. And often he is up a good part of the night helping deliver a calf.

His work is never done. His cares are never over. He must make and execute plans for years in advance. And all that a bottle of milk may be at the door of the city consumer each and every morning of the year.

That is the story that many of the members feel they would like to tell their friends in the city who receive that bottle of milk each day.

PRODUCTION PLANS

One of the producers has submitted the following plan for the careful consideration of the producers for the Milwaukee market believing that relief from the heavy surplus will result.

The argument is made that so long as a base may be made in certain months an extra effort will be made to build up a large base which plus the tolerance will result in an amount of milk much greater than the fluid needs of the city.

The suggested plan is to take the amount of milk that the individual producer shipped in 1930 and allow him to ship the monthly average of that amount less the percentage of surplus his dealer had for that year at the fluid or bargained price during 1932.

If the dealer had more milk than he could sell as fluid that excess would be paid for at manufactured price.

If in any month of the year the producer failed to ship this average amount he would automatically reduce his base by that amount. This would allow the dealer to give this amount to a new shipper as a base if the dealer was short of milk and had to take on shippers.

The argument is also made that if a producer wished to keep milk at home for feeding purposes he then would have it at manufactured price instead as now at the average price. If he cared to ship it at manufactured price that would be his privilege.

A variation of this plan is suggested by another producer which would provide that four months out of each of the past three years be used, those four to be selected by a committee, and that the average price be paid for the base quality without tolerance.

We are pleased to announce the marriage of Mr. Bruno Blochowiak, son of Mr. and Mrs. John Blochowiak and junior partner in the Blochowiak Dairy Co. to Miss Isabelle Mlynarek, on Thursday, June 3. The young couple have gone on a honeymoon and on their return will make their home in Milwaukee.

SEABOARD MEMORIAL LIBRARY

A MILK WAR

Without knowing the special cause of the milk war that has opened in this and other cities, the opinion may be expressed with some belief in its soundness that, like all other wars of this nature, its results can be little less than destructive.

Milk at nine or ten cents the quart can scarcely pay for its production and distribution under present conditions. It must be remembered that production and handling of milk is carried on under many restrictions, all of which require care, watchfulness and expenditure of time. The health of the cattle and the manner in which they are kept; the condition of pastures, watering places and stables; the care of pails, cans and bottles; the health of people who handle the product; the quality of the milk itself and its percentage of butterfat—all these things, and many more, are regulated by laws, the subjects of inspection, around which the bonds of official red tape are wrapped in layers.

No doubt all these protective measures are necessary to guard the health of both children and adults. Also, they are costly to the milk producer. His product cannot be thus carefully guarded without heavy ex-

penditure of time and the outlay of considerable amounts of money.

Milk is not produced next door to the masses of people who consume it. Its transfer from farm to market is costly, and to this must be added the expense of delivering it from store to store or house to house, with the breakage and loss of bottles and the occasional appearance of bad accounts.

A milk war, it must be agreed, offers opportunity for the consumer. No food yet produced or manufactured is of greater value to mankind. The more milk and butter and cheese used the better for the human race. It is far better to be milkfed than meatfed, or fed with other combinations and inventions. The lower the price to the consumer the better for his pocketbook.

However, there is poor satisfaction in one being benefitted at the cost of another. To strengthen and fatten ourselves while the dairyman starves because he is at the mercy of speculators and combinations who are attempting to eliminate each other from business, and so plunge into a ruinous price warfare, is not a reasonable thing to do; nor is it calculated in any manner to help the prosperity of the country.—Utica (N. Y.) Observer-Dispatch.

JOSEPH BECK NAMED A MEMBER OF AGRICULTURAL COMMISSION

Joseph D. Beck, Viroqua was appointed by Governor LaFollette as a member of the State Department of Agriculture and Markets to succeed H. M. Knipfel.

Mr. Beck was born near Bloomington, Wisconsin, March 14, 1866. He was graduated from the Stevens Point Normal School in 1897, and from the University of Wisconsin in 1903. From 1903 to 1911, he was commissioner of labor and industrial statistics in Wisconsin. From 1911 to 1917 he was a member of the State Industrial Commission and was chairman of that commission in 1916 and 1917. Mr. Beck was president of the International Association of Bureau of Labor Officials from 1907 to 1909. He was elected to the 67th Congress in 1920 after defeating John J. Esch for the nomination in the primaries. He was re-elected to Congress in 1922, 1924 and 1926.

Mr. Beck will be remembered throughout the state of Wisconsin as appearing on the primary ticket for Governor against Kohler in 1928.

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H—Security Lock Joint clinching bottom to body. Bottom joint floated heavy with solder.

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WE BUILD THE QUALITY IN — YOU TRY TO WEAR IT OUT

COLLECTIVE ACTION

Farmers need nothing so much today as collective action. Unless Wisconsin farmers get together to help each other in getting fair prices, proper weight, grades and test, in short, act as one man for the best interest of farmers as a class, they are doomed.

All tobacco growers should be members of the tobacco pool. All dairy farmers should be members of the milk pool, or, as it is called, The Pure Milk Products Co-operative. In certain sections there are other good co-operatives in the dairy line, such as the National Cheese Producers' Federation, The Land O'Lakes, Inc., Wisconsin Creameries, etc. The farmer who resides in a community where any of these operates and is not a member, that farmer is a stumbling block to progress.

When farmers have learned to work together for their common good, then they can further help themselves by improving quality and reducing cost of production, but the first step to success is organization. The important thing is that all farmers pull in the right direction. An unbroken horse who has never been harnessed is just as strong, just as good to look at, just as attractive in many ways, as the same type of horse who has been taught to mind the pull of the line when teamed with other trained horses, but the untrained horse is not of any value in the world's work until he is trained. The stronger and more spirited he is the more dangerous he can be, for you never know when he will rear or kick or shy at something real or imaginary along the road. He may develop a frenzy and run away, spilling the load all along the road.

We need farmers who are willing to sacrifice a little personal independence in order to pull together in team work like Knute Rockne's football team.—Note: The above is credited to the Capital Times, Madison, Wisconsin.

SOULFUL

Last night he came;
I felt his hand upon my cool round
shoulder;
I quivered under his rough caress;
I felt an ecstasy
Of savage mockery—
He picked me up . . .

Tonight I stand on the steps in the
moonlight;
I hear his footsteps on the concrete
walk
With rhythmic stride he is coming—
He will pick me up again.
Yah. Who said a milk bottle hasn't
a soul?

NEW SUPPORTERS

Paulsen & Kerkman, Burlington.
Reinhold Jobs, Jackson.
Hubert C. Meyer, Colgate.
Math. Woelfel, Waukesha, R. 4.
S. D. Frayer, Waukesha, R. 4, Box 191.
Lawrence Jacobson, Hales Corners, R. 2.
Charles Bartsch, Caledonia, R. 2, Box 59.
Lawrence Olsen, Caledonia, R. 1, Box 45.
Joseph Ray, Hales Corners, R. 2, Box 107.
Mrs. Louisa Bast, Rockfield.
Clark Chapman, Eagle.
Chas. Radtke, Union Grove.

NOW IS THE TIME

Now is the time for farmers to extend to their creamery officers and operators their loyal support and sympathetic assistance so as to be in a position to take advantage to the fullest extent of any betterment of conditions that may be ahead.

Both co-operative and private effort have suffered during this depression. The quitter at this time will just begin to get his balance again when we reach the peak of prosperity and will be ready to ride back down. The fair weather man who only sticks and boosts when all goes well lends little to the support of either sport or business.

Now is the time as never before to support your creamery, its officers, and operator. While prices of butterfat are low, they are still at least 25 per cent higher in the territory where we have good creameries and co-operative marketing than in such territories where co-operatives do not exist.—Editorial in Land O' Lakes News.

**HOT WEATHER GOOD FOR
CORN. NOT SO GOOD
FOR MILK**

We have had a few warm days and as usual some shippers sent in warm milk.

When warm weather gets to be the regular thing nearly everyone takes care that the milk is properly cooled. It's the occasional hot morning early in the season that plays hob with some of us.

The majority of the haulers have insulated trucks now and if the milk is properly cooled it will be in that condition when it is delivered in the city.

No one should confuse the terms insulated and refrigerated. The insulated truck will not cool your milk in transit but it will hold the milk at practically the same temperature that you cool it to on the farm.

STILL ON THE HOOF

Farmer: "I don't suppose you run acrost a brindle cow with a white face as you come along the road?"

Motorist: "Not quite, brother, but I judge she's suffering some now from nervous shock."

MILK SAVES FLAMING AUTO

This whole community has hailed with keen interest the discovery of a new fire extinguisher which has twice proved its real value and effectiveness within two weeks. First, a gas engine caught fire and the owner in desperation seized a pan of milk which was the first liquid his eyes caught sight of and hurled the milk onto the burning engine. The milk at once smothered the blaze which water would only have spread. News of this new fire fighter traveled rapidly.

A short time later another farmer had just driven up to his barn when his car caught fire, probably from a short circuit. Remembering his distant neighbor's experience, he ran into the barn, grabbed a pail of milk which his hired man had just milked from a cow and dashed it onto the car. The fire was extinguished immediately.

We feel this is a real discovery and of great value to farm people who so sadly lack fire fighting equipment.

HOW'D YOU LIKE IT?

The grocers have been warned not to stock up on oleo of a color to imitate butter. After July 1st only white may be sold. (I fail to see how **any** can be.) But the folks who buy it ought to know that the department states that about 60 per cent of the fats used in the making of oleo, are imported vegetable oils. Coconut oil from the Philippines, peanut oil from China, palm oil from Sumatra and Java. Soya bean, sunflower seed and mustard seed oils, all native products. Coconut oil is the most common ingredient.—**Anyone** is welcome to **my** share. Pass the butter.—Peter Van Dingbaster, in Dairymen's League News.

ALWAYS THE LOSER

A liar with a poor memory must necessarily live with a great enemy. A faulty memory is a liar's deadly disease. In plain English, it is a chronic or constitutional curse to be a liar.

In every case, truth is your truest friend. Even criminals are cunning enough to plead "guilty."

It takes three coats of battleship paint to cover up one blemish on your integrity, and the unfortunate thing is—when a liar tells the truth nobody believes him.

The most pitiable person in any organization is one that does not appreciate the fact that truth is the truest friend—that a liar is always a loser.

Can We be Counted on to Follow the Farm Board Acreage Cutting Plan?

By B. H. Hibbard

During the last two or three months the federal farm board has attracted widespread attention, due to the efforts made to induce wheat farmers and cotton farmers particularly to reduce the respective acreages of these crops for the ensuing year. In the wheat regions, beginning in June, the board has carried on a campaign asking for a ten per cent reduction. This is with the hope of bringing the wheat output down to or at least close to the requirements for domestic use. The campaign was begun in the heart of the Kansas wheat belt, and was by no means favorably received. Without doubt the extremely low price, now barely 60 cents at the farm, a lower price than has obtained previously within the present century, will in itself result in a somewhat reduced acreage. There is no other cure so effective for overproduction as low prices, just as there is no inducement toward larger production equal to high prices. Thus it will be the result of rather natural causes should the fall sowing of wheat fall a little below the average of the last few years. Nevertheless, the people of the wheat belt insist that there is virtually no alternative to which they may turn. In driving through the Kansas wheat fields this year, just before harvest began, it was very evident that the Kansas farmers over many counties are hardly practicing any sort of rotation, but are, on the contrary, growing wheat very exclusively. Whether or not this is good practice remains to be seen. The best farmers in that region at present are unable to diversify their crops in any large way on the basis of their own judgment.

What is more, some of them are prospering fairly well. This prosperity has been due more to reduction of costs than to any other factor. Some of the leading wheat growers of the state this year have announced that they can make money at 60 cents a bushel; a few even asserted that they can come out with a margin of profit at 50 cents a bushel. To tell these people to grow less wheat in their present state of mind is hardly likely to bring results.

It may be well to note that on almost no occasion in the past has any large unorganized group or mass of people been led or swayed to any extent by admonitions addressed to them in general terms. Leadership is not manifested in this manner. With the exception of occasional action on the part of mobs, people who are led are first organized. There is a recognition of the leader. Of necessity the followers subscribe to the program proposed. Thus, when even so influential a man as Mr. Legge addresses himself to one and three-quarters millions of wheat growers asking them to reduce the acreage sown by ten per cent the prospect of results, judged by the past, and by every sort of analogy, is, to put it mildly, not flattering. The people of Kansas and North Dakota insist that they must grow wheat, and that their way out of the present dilemma is to grow more wheat, or at least as much at reduced cost. So long as reduced costs are a possibility, it would appear that this judgment will of necessity prevail. They will go ahead and grow wheat in spite of the proposals of the farm board.

The same argument applies even more strongly to the cotton growers.

(Continued on next page)



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Flushing teat cups and milk tubes of a milking machine with boiling water is the best way to keep your equipment clean and sterile. And the

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provides the quickest, most efficient, and most economical method of producing an adequate supply of boiling water. Operating from a 220-volt power line, it will bring approximately 6 gallons of water to a boil while you are milking . . . at a cost of about 1¢ per gallon, based on a 3¢ electric rate. This heater is of the "gravity type" and fills from the top . . . you don't need "running water". When connected to the vacuum line, the milking machine automatically flushes itself with boiling water, direct from the heater.

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Milwaukee's Largest Outlying Bank

When the cotton grower is punished to the limit by way of low prices, he slackens his efforts in producing, buys less fertilizer, and plants somewhat fewer acres. So long, however, as he can get 12 or 14 cents a pound, he is deaf to all suggestions that it would be better to cut the acreage. There may be found eventually some method of handling the land in the cotton district in a way thus far unknown, but at present the vast majority of the cotton growers feel that the best way to do for themselves is to continue to grow cotton. This means that over a long period of time, cotton is likely to be cheap. Should some revolutionary process, such as the work of picking cotton with the mechanical picker, succeed, it would change the whole aspect of the cotton belt, and its progress. The more successful would succeed better than ever, whereas a greater number of small farmers would be unmercifully squeezed out of the business. Such a revolution, while not yet exactly in sight, is by no means impossible. In fact, it is rather probable, just as in the wheat belt new methods of harvesting have reduced the costs of producing wheat, even a dime or two per bushel.

Turning then to Wisconsin, we may very pointedly ask ourselves whether or not we are to follow the plan of the farm board in cutting acreage or output. To begin with, there will be very little cutting of acreage. Wisconsin does not produce vast crops of cereals immediately for the market. The acreage over the better portion of the state will undoubtedly be planted year after year, and in a way not particularly unlike that followed at present. The most serious question involved for Wisconsin farmers is the prospective price of dairy products, should the dairy output be cut in order to fit somewhat more acceptably the demands. Even though Wisconsin is the leading dairy state, it must be recognized that no single state plan as opposed to the plans of other states can succeed in any really worth while manner. Wisconsin is only producing a comparatively small part of the total dairy products, even though we produce a large part of the cheese. During the last year the market has been badly demoralized because of a slight overproduction along with a slackening in demand. Were it possible to put the plan into operation, it would undoubtedly be quite to the advantage of the dairymen of Wisconsin, and to the dairymen of other states, to dispose of ten per cent of their cows

for some other purpose, presumably beef, and keep ninety per cent for the dairy. No one has thus far, however, given any plan whereby such a program can be put into effect. There is a plan which will work, and fortunately will work for each individual—namely, that of disposing of cows which do not pay their way. Were all the real culls taken out of the dairy herds of the country, it would at once reduce the supply of dairy products sufficiently to cause a pronounced upturn in prices. Furthermore, it will pay each individual farmer to get rid of culls—that is to say, to get rid of those cows which by all means fail to pay their way.

The most hopeful attempt to adjust production to the demands of consumption appears to be through the work of the department of agriculture in connection with what is known as outlook information. Through the outlook conferences and publications, it is possible for a farmer to learn whether or not it will pay better to produce about as he has been doing, or to shift his operations to something else within range. It will be noted at once that this has little to do with total output, but rather it pertains to the balance between the different kinds of farm output. With all the information, coupled with the most intelligent use possible, it would still be a fact that we might have very general overproduction—with, however, fewer casualties in the way of low prices of any specific crop such as occurs every now and then in connection with potatoes. The farm outlook work is full of promise. It means that every farmer who understands and follows the suggestions made will be doing the best which can be done under the circumstances.

(Continued on next page)

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The federal farm board has apparently planned to change the circumstances. Some months ago many of us were very hopeful concerning the work of the farm board in view of their efforts to perfect the farmers' organizations already in existence, and possibly to aid in organizing still more. Had the board been content to go ahead strengthening the co-operatives, such as our national cheese producers' association, the various milk marketing companies, fruit growers' associations, and in an aggressive manner to organize the grain growers, it would seem that such procedure might, within a few years, give them an opportunity to make use of to at least some degree the matter of the control of output, but to start the control of output before the co-operative companies had reached anything like the ultimate in the way of possibilities—in fact, to go among the unorganized and merely broadcast to them the admonition to cut down acreage is, to put it mildly, not at all encouraging. In discussing the question of control of output, it is very usual to turn to the supposed control which industrial companies have over their own affairs, the assumption being that the great industrial concerns reduce output whenever there is danger of a slump in prices. As a matter of fact, very many companies have, in the past, relied upon the reduction of costs rather than on the actual curtailment in production. What is more, when it becomes necessary to reduce output, as was the case in the automobile business during the latter part of 1929 and up to the present, the brunt of the loss fell on the laborers who were discharged. A program such as this cannot be used in agriculture, since comparatively little work is done by hired labor. The few industries which have something close to monopoly control, such as the anthracite coal producers, are able indeed to reduce output in an ideal manner whenever there is a slackening in demand. This method does not apply at all to the vast bulk of manufacturing, and mercantile, business of the country. The bulk of it has to go on during slack times as well as during good times, with the result that many millions of dollars are lost by the companies, for the man in charge believes that it is better to proceed than to stop, since cessation of business probably means breaking with the customers and losing contacts.

Finally then, it would seem that, particularly in a state like Wisconsin, nothing of a spectacular nature

will happen by way of following the program outlined by the federal farm board. On the other hand, taking the more moderate or conservative portion of the board's program, making the best and greatest use of the outlook material and information, it may indeed happen that Wisconsin farmers will be able to adjust their output from time to time in such manner as to reduce to a minimum the prospect of a glutted market with demoralized prices, and thus bring about a stabilization of a business such as that of dairying, such as we have never known in the past. A judicious reduction of the dairy herd, by no means a drastic reduction, but a very moderate reduction in the future, may save the dairy business from disaster. In fact, it is likely that such will be the case. The acres will go on producing, let us hope, more than ever before, but just what shall be produced should be and must be determined on the basis of prospective prices of each of the many products which Wisconsin annually sends to market.—Equity News.

DICKENS' TRIBUTE TO THE COW

Charles Dickens, the great English author, paid this tribute to the cow in his "Household Words:" "The mother of beef, the source of butter, the original cause of cheese, to say nothing of shoe-horns, hair-combs and upper leathers. She is a gentle, amiable, ever-yielding creature, who has no joy in her family affairs which she does not share with man. We rob her of her children that we may rob her of her milk, and we only care for her that the robbery may be perpetuated."

HOW'S BUSINESS?

"Business is dull," remarked the scissors grinder;

"Looking up," declared the astronomer;

"Dead," said the undertaker;

"Fine," said the judge;

"Looking better," said the beauty doctor;

"Fair," said the car conductor;

"Rotten," said the egg man;

"Pretty soft," said the mattress maker;

"Light," said the gas man;

"Hard to beat," said the bass drummer;

"Just sew, sew," said the seamstress;

"Bum," said the hobo;

"Looking brighter," said the boot-black;

The preacher, who was the last one seen, admitted that he "was working to beat the devil."

SHAWANO COUNTY ELECTS MANAGER

The executives of the Consolidated Badger Co-operative, the newly organized co-operative dairy marketing organization of Shawano county, has recently announced the selection of Mr. F. B. Stone as general manager of their organization. Mr. Stone comes highly recommended by the Federal Farm Board and the leaders of the larger dairy co-operatives in Wisconsin and Minnesota with whom he has been in contact. He graduated from the University of Wisconsin Agricultural College, in 1917, and took over a large farm at Superior immediately upon leaving school. He soon became impressed by the lack of method in the handling of dairy products and was one of the incorporators and a director in the Twin Port Dairy Association, which has served Duluth and Superior for the last ten years. Since 1923 Mr. Stone has served as manager of this organization.

He made a success of co-operative marketing for the Twin Ports Association before coming to Shawano County and can be expected to do big things for the Consolidated Badger Co-operative.

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MILWAUKEE

Milwaukee Milk Producer

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Milwaukee Co-operative Milk Producers

Volume 4

JULY, 1931

Number 4

July Fluid Milk Price to be \$2.50 A Few Comments on Base Plans

July fluid milk price will be \$2.50 per hundred as a result of a conference held at this office on June 26.

Dealers reported that the surplus would be as high, if not higher, for June than in May.

Milk receipts were falling off, but a very heavy production for the first half of the month and decreased sales in the last half due to schools being closed and many people leaving the city account for this surplus.

Manufactured price remains low as butter was lower in June than in May.

Gridley Dairy Co. reports fluid sales of 48.68 per cent of total purchases and will pay \$1.67.

Luick Dairy Co. reports fluid sales of 46.79 per cent of total purchases and will pay \$1.59.

Blochowiak Dairy Co. reports fluid sales of 61.81 per cent of total purchases and will pay \$1.85.

Layton Park Dairy Co. reports fluid sales of 57.00 per cent of total purchases and will pay \$1.77.

Gehl Dairy Co.—No report.

Sunshine Dairy Co.—No report.

Manufactured price is \$0.80.

We print below a few letters which we have received relative to base and surplus plan. These letters were signed, but since we did not have the writer's permission to publish the letters, we are withholding the names.

1. I think the tolerance above base reduced to 40 per cent would be the best way to reduce surplus and make a more uniform production. This will help the producer more than anything he can do.

2. I cannot see why there should be any tolerance at all when they have more milk in the base months than they can bottle.

Last fall I established a base of 5925 before my 45 per cent was added. During January, February and March I sent as low as 4500 and not more than 6000 in either of those months and yet about 50 per cent has been factory surplus all because we have a tolerance. In April I produced 6700 pounds and will take 59 cents at the farm for 50.94 per cent of it. If it had not been for the tolerance there would have been less than 5 per cent of factory surplus.

* * *

Dear Editor:

You had an article in the Milk Producer about milk prices and sympathy. You surely don't think that any farmer is foolish enough to tell people in the city anything that might influence them to buy less milk.

Every farmer knows that if the city people buy less milk he will have more surplus. Bottled milk is cheap in Milwaukee and the city people should always buy more of it so that our price is better. When we have more money we can buy things the city man makes.

If a farmer got only 64 cents a hundred for his milk, it must have been over base milk which he ought to keep at home.

Yours truly,

A READER.

COMMITTEE TO CONSIDER

Madison, Wis.—A committee has been appointed to confer as to the advisability of the Madison Milk Producers Association merging with the Middleton unit of Pure Milk Products Co-operative.

ANNUAL PICNIC

The Board of Directors considered the matter of holding a picnic again this year. The sentiment was unanimous for a picnic because the one held last year was a great success.

Saturday, August 8, is the date, and Kerler's Grove (same place as last year) just out of West Allis, is the place.

The entrance to the picnic grounds is on the Cold Spring Road, just off Highway 100.

George Drought, Ed. Schmidt and Charles Miller will have charge of all games and contests except baseball. Several hundred prizes will be given to the young folks who compete in contests.

Paul Bartelt and Ed. Hartung will arrange for baseball games. The territory to be divided at Capitol Drive. All producers living north of Capitol Drive will be either playing on or rooting for the North Side Team and those south of that road will be with the South Side Team.

Arnold Kiekhaefer has promised to furnish good music starting early in the morning and lasting until every one has left for home.

A few short talks will be given, but the day is to be one of relaxation and enjoyment, a regular picnic in fact.

Bring your lunch if you wish to do so. Coffee and red hots can be purchased on the grounds. Milk will be free, all that everybody wants to refuel with. Ice cream, soda and cigars, also candies will be on sale.

Valuable attendance prizes will be given.

Bathing beauties will be awarded prizes by a special committee well qualified to pick winners.

Other members of the board have some new stunts to pull off, but we are not at liberty to tell about them now.

Baseball games will start at 10:30 A. M. and some of the young people's contests at 11 A. M. Speaking program at 1 o'clock sharp, and as soon as the games are over the drawing for prizes will take place.

This is the producers' own picnic, for and by all the producers in the Milwaukee market. Come and get acquainted, enjoy a day from the care and grind of every day work.

Everybody had a good time last year, and if the weather man is kind, this year's affair is going to be more enjoyable.

Ample parking space. Last year a bridge broke down. Bill Kerler built a concrete one in its place.

MILWAUKEE MILK PRODUCER

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BASE PLAN AND TOLERANCE ABOVE BASE

Tolerance, if any, above base has been discussed at every conference for the past five months.

The dealers all believe that a reduction of tolerance of 5 per cent for 1932 is wise. From the opinion expressed by farmers who visit the office and others who come in contact with the directors we are convinced that the great majority of the producers favor a tolerance of 45 per cent.

The argument is made that if tolerance is reduced many farmers will purchase cows in order to make a higher base. That would not be so bad if the same number were sold for beef. Then again the statement is made and backed up by several good farmers that so long as a farmer can get the average price for all of his base plus tolerance he will try in every way possible to ship that amount, but if he had no tolerance and get only the low manufactured price for all over base milk he would either make less milk or keep the excess off the market.

It has also been suggested that local meetings be held throughout the shipping district in order to get the sentiment of the producers and work out a plan to take effect on 1933 production.

We doubt whether such meetings would be well attended but if the producers in any locality want to arrange for a meeting the board of directors will be pleased to co-operate.

THE FARMER TICKLES THE TYPEWRITER KEYS

In this issue we reprint an article appearing in the feature section of the Milwaukee Journal of Sunday, June 14, 1931. This feature story was written by Jos. Ryan of Pewaukee, one of the bright, intelligent and very hard working members of our organization.

The Journal turns down many, many manuscripts and it is a tribute to Mr. Ryan and the industry he represents when that paper gives space to his writings.

There must be something about this farming game that holds men of Jos. Ryan's caliber to the eternal grind of present day farm conditions. It can't be the financial returns, for farming never was and never will be a highly paid calling.

Love of the soil, of growing things, animate and inanimate, which God put into the heart of so many men and women is the reason, we think, why people work so hard for meager financial returns and find happiness in doing so. And it is fortunate for the people in the cities that such is the case for millions would starve if the farmers of this nation quit working for just one week.

DEPRESSION HITS COWS, MILK PRODUCTION DROPS

Milk production per cow in Wisconsin now is lower than a year ago and continued dry weather will result in further declines, the state crop reporting service announced here today.

Wisconsin dairymen reported an average milk production of all milk cows in herd of 22.7 pounds on June 1 as compared to 23.2 pounds at the same time last year, the service said. Production for the United States averages 17.6 pounds as compared to 18.2 last year. Only New York state reported a higher production per cow than Wisconsin, it was revealed.

Pasture conditions at the start of this month were the poorest on record for this time of the year, the service indicated. They probably will be subnormal all summer, especially if the existing moisture shortage continues, it was stated.

The new Kansas City Co-operative Association not only compels its members to cool their milk to the proper temperature, use proper equipment and so on, but also requires Bang's Abortion Glutination test. No remuneration is paid by the government for cows lost by this test.

TEACH CO-OPERATIVE MARKETING

Some very pertinent statements in favor of the teaching of co-operative marketing in public schools were recently made by the superintendent of agricultural education in the State of South Dakota, W. P. Beard.

"Anyone closely associated with the co-operative marketing movement, recognizes that its ultimate success depends on an educational program," says Mr. Beard. "Our public school system being the greatest single agency for education, a working relationship between the two should be of vital importance."

The system followed in South Dakota provides for first teaching the importance and values of co-operation to youngsters in their play, without any relation to marketing or to economics. Later on, definite instruction is given on the principles and practices as a part of agriculture. South Dakota teachers take the position that co-operative marketing is an important phase of farming and boys who expect to farm must be informed and must have special training experience in it.

In order to avoid building air castles about fantastic achievements sometimes claimed for co-operative marketing, members of these classes in South Dakota schools are given actual experience. Sometimes they get it by actual touch with an established co-operative marketing association. The better way, however, seems to be to organize the class into a miniature co-operative and follow the whole process of marketing through to the end. One of the things that has been brought out during the past year in some of these classes is that some sort of control must be exercised over production. That is success in marketing co-operatively, depends largely on producing co-operatively.

Other states are laying down programs similar to South Dakota's. The co-operative marketing movement in America is the one dominating feature of present day agricultural progress. It has come to stay. It will become more and more important every year. The fate of agriculture in this country depends upon it.

Boys and girls who are growing up and who are planning to be agricultural workers, are entitled to all the information and training they can get on the subject. And the future of co-operative marketing will depend largely upon the amount of this kind of education and training supplied to them in their school years.—Dairymen's League News.

Morals, Observations and Conclusions

IT'S AN ILL WIND

The present hot weather spell has had the icemen giving praise for the coming of prosperity. The tremendous increase in the use of ice, bathing suits, electric fans, cooling drinks and ice cream has been accompanied by a proportionate decrease in other fields. People don't go to shows on hot days. They don't eat meat or heavy foods. They don't go shopping as enthusiastically as they do on cool days.

The stocks of fans have been sold out so completely that the factory has begun to work overtime. In many other fields, catering to hot weather comfort, the work has doubled and tripled. Money is getting into circulation that otherwise would not. The profits being made will be spent for other things that in turn will help to create work for others.

It is extremely likely that this hot spell may be one of the things that will help the entire country forget the depressing time of the past year and start to think and talk prosperity again.

A CORNERSTONE WILL BE LAID

Sometime in the near future the cornerstone of our Administration Building is to be laid. There will be no fancy, long-winded speeches or impressive ceremonies. Most the customary program will be eliminated. What will be done, what will be said, will be done simply, plainly, quietly.

But it will be just as effective. For the new building is more than just an Administration Building. It is a court where questions of justice are brought to be settled. It is a Chamber of Commerce because through it merchandise amounting to many millions of dollars will find a constant, unceasing market.

It will be an aid and a comfort to each and every member of the Association. The finely equipped laboratory will guarantee to him exact and definite tests of his milk.

It will be an extension, an outpost of your farm located in the heart of your market. It should help to bring you in closer touch with the people you serve.

The cornerstone will be laid at a date to be announced later. You are invited to attend. You will, no doubt, feel proud to see that your plan, your wishes for a better place, have actually materialized.

THE RULING POWER

A famous statesman, Burke, once divided the ruling power of France into three parts, or Estates, as he called them. The first was the King; second, the Parliament; and third, the People. As time went on a fourth Estate came into being, the Press. The Newspaper became a mighty power.

And now a fifth Estate may be said to have been created, ADVERTISING.

Advertising may be simply defined as Mass Selling. The individual may sell one item at one time to one person. Advertising may sell thousands of items, to millions of people twenty-four hours in the day. It is a gigantic force which, once started, goes like a widening ripple of water in all directions.

The clothes you wear, the food you eat, the bed you sleep in, the medicine you take, the wedding ring you buy and give away, and even the casket you are buried in, are all sold to you through advertising. In a thousand different ways it shapes and steers, impresses your mind with the message it contains until when the right time comes, you buy that specific article.

There is a definite time for the purchase of all commodities. The right time to purchase milk, for example, is three times every day. Therefore the ideal method to properly advertise milk would be one that would permit us to impress the consuming public with the idea of buying and using milk three times a day. The reason for that is simple: Every time a meal is consumed without a certain percentage of milk or other dairy products being consumed, that percentage becomes an unsold reserve (mistakenly called surplus) which tends to lower the price of that which is sold.

The present Milwaukee Dairy Council fluid milk sales advertising campaign has such a limited appropriation to work with that it is impossible to present the story of milk oftener than once every few days by using a limited amount of space. But even that effort has accomplished definite results as may be seen by a comparison of fluid milk sales with other commodities whose prices have been reduced in the same proportion.

The value of advertising lies in its continuity, telling your story over and over again, in a newer, different and more attractive manner until

the consuming public has made its message a definite part of its daily life. The goal that others have reached in advertising, sales proportional to production is the goal that has been set for the fluid milk sales campaign. Thus, if consumption can be increased to that point where there will be no fluid milk for manufacture, all milk will bring the fluid price and a greater milk check for the producer.

LESS BUTTER, MORE ICE CREAM

It would be interesting and encouraging if we could tell definitely the amount of milk that during last week went into ice cream and is still pouring through that channel. A representative of one of the largest creamery concerns in Indiana that also manufactures ice cream and sells ice cream mix, said in Chicago yesterday (Monday), that his employes could not supply more than 60 per cent of the demand near the close of last week. Hot weather brought about some reduction in the output of butter, but the increase in ice cream output was the big feature and will continue as long as the hot weather lasts.

The real effect on the make of butter will not be fully realized until next week when the goods made under the extreme temperature of the past few days will be arriving. Our butter supplies and our ideas of output can be changed very materially by the record and widespread heat period that at this writing does not give signs of breaking.

WISCONSIN CHEESE

Ask for Wisconsin cheese! The Wisconsin State Legislature by joint resolution, and the Wisconsin State Chamber of Commerce by official action of its board of directors, calls upon citizens of Wisconsin to take cognizance of the fact that more than 90 per cent of the good cheese produced in the United States is Wisconsin-made.

The message emphasizes that there is entirely too little of our Wisconsin cheese merchandized within and without the state, despite its excellent quality, and that everybody would be benefited if Wisconsin cheese were better known and more widely used.

Use Wisconsin cheese. Ask for it at the store and at the restaurant.

RAINS HELP CORN; PASTURES CONDITION REMAINS CRITICAL

Ebling Reports No Dairy Herd Ex- pansions; Marks Signs of Drought

Although surface rains during the past week have greatly benefited corn and small grain crops generally over Wisconsin, the hay and pasturage situation remains critical, Walter H. Ebling, state crop reporter, said recently.

Since 36 per cent of Wisconsin's crop acreage is in hay and 40 per cent of the state's farm lands is in pasturage, June rains will have little effect on the underlying drought conditions affecting dairying, most important agricultural industry in the state.

Rains, however, have brought up all lake levels in the northern part of the state, Duane H. Kipp of the conservation commission reports, and have greatly reduced the forest fire hazard.

No Cows Added

Seriousness of the drought situation to the dairy farmer, Mr. Ebling pointed out, is seen in the fact that daily herd expansion is at a standstill.

"This June for the first time since 1929 Wisconsin dairy reporters have

indicated no plans for herd expansion in the coming year," Mr. Ebling said. "This results from a combination of factors including bad market conditions, unfavorable pastures, and a certain low hay production."

Accumulative precipitation deficiency in Wisconsin since January ranges from 6.61 inches at Green Bay to 2.96 inches at La Crosse, with the greatest shortages in the heart of the agricultural section of the state.

"It must be remembered that June is our crest month for rainfall," Mr. Ebling said, "and it is not to be expected that a few weeks of rain can overcome the serious ground moisture lack which has resulted from the rather severe droughts of last fall and this spring."

Hay Crop Subnormal

The condition of all tame hay in Wisconsin is given by Mr. Ebling as 68 per cent of normal as compared with a 10-year average of 84, while alfalfa, which has fared better, is 83 per cent of normal as compared with 10-year average of 84. Wild hay is 72 per cent of normal as compared with a 10-year average of 86 and pasture is 69 per cent of normal as compared with a 10-year average of 84.

Wisconsin's rye crop, which is the most important bread grain in the

state, will make an estimated production of 2,712,000 bushels, whereas 2,960,000 bushels were harvested last year. Winter wheat production is now estimated at 840,000 bushels as compared with 924,000 harvested last year.

During January, February and March this year production of creamery butter was about 22,000,000 pounds greater than during the corresponding period of last year. The production of oleomargarine was 19,000,000 pounds less.

A recipe for happiness: Forget the good you have done to others and the evil they have done to you.

A young lady entered the stationery store and asked for a pound tin of floor wax.

"I'm sorry, miss," said the clerk, "all we carry is sealing wax."

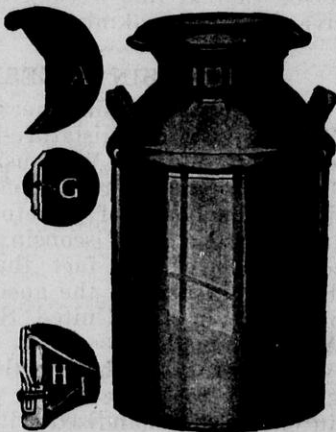
"Don't be silly," she snapped. "Who'd want to wax a ceiling?"

Cows, cleanliness and cold are the three "C's" of dairymen, says the assistant manager of the California Milk Producers' Association, Ira P. Whitney by name. Good cows to begin with. Kept clean, milked clean, and clean utensils used. Cold milk to go to market.

Follansbee Forge Milk Cans

Important Details of Construction

CLEVELAND PATTERN



A—Neck and Breast drawn without seam from highest quality FOLLANSBEE FORGE STEEL, insuring longer service.

G—Heavy Half Oval Breast Band shrunk on to breast.

H—Security Lock Joint clinching bottom to body. Bottom joint floated heavy with solder.

I—Special angle section bottom band, terne coated. Chime of Can rests in angle protecting bottom and absorbing shocks, thus preventing rivet holes from enlarging or the rivets shearing.

WELDED SIDE SEAM—Side seam of body acetylene welded, producing the strongest weld known to science. Extra heavy coating of pure Tin. All parts separately tinned before assembling. No black surfaces between joints to cause corrosion.

FOLLANSBEE BROS. CO.

—DISTRIBUTORS—

Thirty-First and Auer Ave.

Milwaukee, Wis.

WE BUILD THE QUALITY IN — YOU TRY TO WEAR IT OUT

The Source of the City's Milk Supply

A Wisconsin Dairyman Describes a Typical Sunday on His Farm Near Milwaukee

By Joseph E. Ryan



The Barns on a modern dairy farm

THIS is the story of a victim of depression who is constantly employed—the Wisconsin dairy farmer. "Wherever there is a cow there is a home," and you are invited to spend the day at one of these "homes with a cow." We'll be expecting you.

If we excuse ourselves to complete the morning's chores, don't say, "You boys work all the time, don't you?" because that's exactly what some of our former, but not present, friends have said on like occasion. We don't think we're working on a day when only a few hours' labor is required of us. It's like regarding the dinner hour as a working period just because it requires a little exercise.

Mother will entertain you while we're out. Farm is home for her now, though she lived in the city for many years and has a rural-urban complex. The house is yours. You may talk, play the radio or read The Sunday Journal. If your ambition exceeds walled limits, step out and have a "look-see!"

Duchess apple trees edging the

yard presage future fruit with a glowing array of blossoms, while the height of the lawn grass causes the reflection that planting time doesn't leave much time for running the mower.

Trusting that the dew is off, you pick your way to the north of the house where cherry trees, bridal wreath, rose bushes and infant apple trees vie for root space. "Diversify" is the classic advice given to planters of all kinds and many Wisconsin dairymen are partly interpreting this proposal as meaning—"Grow an acre or two of apples." Many young orchards have been started in the last year or two.

You wander up to the little house near the garden. Finding the door, you open it and look in on the baby chicks—200 of them, with a tiny coal stove and spreading tin hover to take the place of a mother hen. Barred Rocks, which will some day, we hope, lay 150 rich brown eggs apiece a year, and perhaps, if you'll repeat your visit later in the season, you'll

eat broilers from this merry lot at meal time. By George! Some day you'll quit the noisy, bustling city, buy two acres and raise oodles of chickens just like this! More power to you, say we, and better success than ours, because, while we like poultry products and wouldn't farm without 'em, we find the margin of profit narrower in that branch of our operations than in any other side line.

You walk through the garden and your shoes grow dustier. You see the beets coming up, yet they don't seem to be in rows as they should be in a proper garden, and of course that's because they aren't really beets but weeds which will be cultivated out about the time the lawn is cut, which will probably be when the last field of corn is planted.

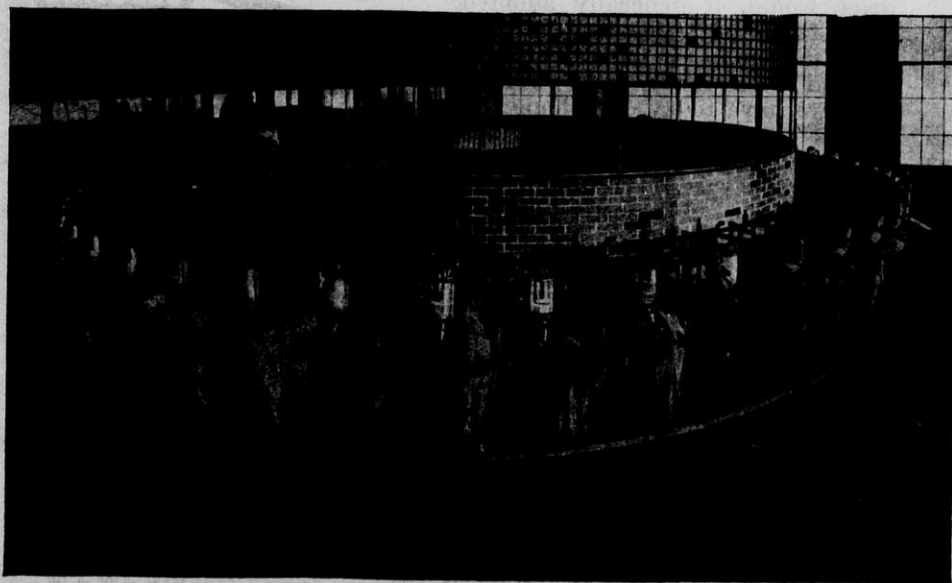
Past the garage, flanked by an array of oil, gasoline and kerosene barrels made necessary by tractor, truck and car, you go.

Recently secured electric power has cut our gasoline tax refund this year to a fraction of what it was.

Gradually you become farm minded, so you walk into the home of the grown hens to view the factory of "strictly fresh eggs." You note eggs in legitimate nests and even on the floor. You startle an old hen out of a dust bath and in her hurry to avoid strange faces she flutters between your feet.

You round the silo and enter the cow barn, where you find your host taking "precautionary measures." "Precautionary measures," to the Milwaukee fluid milk market shipper, means a detailed attention to cleanliness of stable, cows and utensils, to the end that your city health inspector on one of his official calls may not shut the dairy off from the market.

Cobwebs in a dairy, quickly



A new idea in milking, the "rotolactor," which may in time become as much a part of an up-to-date dairy as is the milking machine today. The "rotolactor" is a revolving platform on which 50 cows are automatically washed and milked at one revolution.

STANFORD MEMORIAL LIBRARY

formed by moist air conditions, suggest a germ abode to the inspector. The broom must be kept in exercise. In winter the stables are cleaned from one to three times daily, depending upon the energy of the owner. Pasturage offers a relief from some of this work, cultivation and harvesting of field crops taking its place.

The steel stanchions and cement floors which you see here will be found in most farms producing Milwaukee consumed milk just as you will find the mechanical milker in most of the larger barns. They have saved many laborious hours and while their sanitary standing was once under suspicion, dairymen have learned the trick of keeping the milking machine perfectly clean. Boilers, constantly fired, are found on some farms, from which live steam can be forced through milk utensils. Electric milker washers and water heaters are common and efficient. In fact, rural electric service, greatly expanded in the last three years, has been the best farm relief we've had.

Motors to operate the milker, replacing the noisy uncertain gas engine, the smoky lantern doomed by the glowing bulb, pressure water systems putting the old pump out of business and forcing the water where it is needed for drinking and cleaning purposes all have combined to improve the farmer's lot.

Just as much might be said of electrical values in the farm home, with hard and soft water for bath and sink, lights, stove and radio.

Since mother is calling us to dinner now you'll probably want to brush off your shoes and we farmers will wash up, replace our overalls with garments more or less comparable to your own, and join you at the table.

You'll be expecting a farm products dinner, but it's a bit early for vegetables of our own growth. However, we have lettuce, radishes and onions which never saw a green

goods store, rhubarb pie, asparagus, real butter, fresh, cold milk, home cured ham, and eggs possibly laid by the chicken which dusted your trousers this morning. Also, home made, electrically baked bread, and Milwaukee ice cream. The potatoes are last year's Wisconsin grown, stored in a cool cellar. In fact, we grew 'em. You'll admit they're not bad.

Now, if you're sure you can't eat another bite, have a cigar, and we'll try the porch chairs. Your wife insists on helping wash the dishes, so we can chat a while. So you like the farm on Sunday! Well, it's mutual. We always breathe more freely when we get back home out of a large city.

How long have we lived here? Born here. Father bought the homestead half a century ago, two farms added to it since. Pay? Up and down. War period good—then 1921 slump—fair period—now income poor, very poor—truly the lowest in 15 or 20 years. Improved mechanics, not alone electrical, but in field as well, have caused a change which agriculture never before faced. The consolidation of business which you men of the city know so well has extended itself to dairying Wisconsin. The trend has been either to buy another farm and operate it with the same help, or else sell out to someone who wants to do that very thing. The occasional small landowner is at a disadvantage. The machinery necessary for the cheap production now essential for this economic survival is too costly for his limited use.

In fact, even bigger machinery, now only in the experimental stage, such as the rotolactor and steam hay drier would, if generally adopted, mean farms of a thousand acres or more, the end of the individual farmer and even fewer farm workers than we have today. We hope that day is distant. Farms are already big enough—neighbors far enough apart. The vast farm would mean tenants in the old homestead in place of a prideful owner.

The lights may twinkle at 5 a. m. in the place where the cow makes her home. Two hours of chores may be necessary before breakfast and after supper. We may have to ride a hot tractor in the dust and heat of a burning day, force our way through snow and cold in the winter to provide the metropolis with its bottle of milk, spend the summer in filling our barns and silos with hay, grain and corn, our winters in hauling these same products out to the fields in the form of manure, yet we still have an independence which is per-



TO STERILIZE YOUR MILKING EQUIPMENT

Flushing teat cups and milk tubes of a milking machine with boiling water is the best way to keep your equipment clean and sterile. And the

Strauss

ELECTRIC

DAIRY WATER HEATER

provides the quickest, most efficient, and most economical method of producing an adequate supply of boiling water. Operating from a 220-volt power line, it will bring approximately 6 gallons of water to a boil while you are milking . . . at a cost of about 1¢ per gallon, based on a 3¢ electric rate. This heater is of the "gravity type" and fills from the top . . . you don't need "running water". When connected to the vacuum line, the milking machine automatically flushes itself with boiling water, direct from the heater.

Ask The Electric Company or your Milking Machine dealer about the Strauss Electric Dairy Water Heater. Free descriptive literature on request.

STRAUSS ELECTRIC APPLIANCE CO.
WAUKESHA WISCONSIN

SAFETY!!

SAFETY for your deposits should be your prime consideration. U. S. Government supervision of Federal Reserve Members plus over

\$300,000,000.00

in assets of the Wisconsin Bankshares Corporation makes your selection of this bank as your depository a wise choice.

BADGER STATE BANK

Fond du Lac and North Avenues at 21st Street

Milwaukee's Largest Outlying Bank

sonal, redeeming and unique. Individual effort has been the measure of our success in the past. We are going to try to hold that perpetual job of ours as long as we can pay the interest on the second mortgage.—Milwaukee Journal.

PERSPIRATION WITH A DIFFERENCE

Albeit that a ditch dug foments sweat,
It does not seem to lend the need of joy
Which equal sweating does at games beget—
There seems inherent something of alloy.
Now, take your tennis, is not effort here
Exemplified in very active form?
Yet, mowing lawns provides much less of cheer
And seems at odds with youth's peculiar norm.

One can make end runs with a mower, surely,
Delayed bucks, cross bucks and a few first downs;
But yardage gained in this exploit is purely
Bereavement, and sponsors endless frowns.
One can exhibit "give and take" in weeding,
And show one's sportsmanship with shrubs and plants,
Yet, digging, horticulturing and seeding
Produce but anguished sighs and grievous pants.

A home run is superior to hoeing,
According to the credo of the young,
And teeing off provides a better showing
For energies of digit, frame and lung.
'Tis not enough that one perspire freely,
One must exude this moisture in the cause

Of sets and holes and goals and runs that really
Have little use in economic laws.

Consider what a feat to clean the cellar,
Or wash the car, or something of this kind,
Yet in these triumphs one starts in to "beller"
Because of tendons strained and a sore rind.
And so I say this thing of perspiration
Though physiologically perhaps the same
In either case, can make for drab negation,
Or all the benefits won in some game.
—Scipio Auburnius.

NEW SUPPORTERS

Robert Edwards, Burlington, R. I.
Ottile Schattner, Caledonia
John Kuenzi, Colgate
R. Kuenzi, Merton
Mrs. Constance Werkowski, Franksville, R. 1, Box 75
Kamper Bros., Franksville
Paul Wernicke, 1606 Chambers St., Milwaukee
Cyril Lochbaum, Hales Corners
L. J. Kipp, Waterford, R. 1
Edward Schmidt, So. Mil., R. 1, Box 136

HUNGARIAN SOLDIERS MUST DRINK MILK, GOVERNMENT RULES

Both soldiers and milk dealers are benefited by a new ruling passed by the ministry of war in Hungaria. It has been decreed that soldiers must drink milk instead of coffee as a means of aiding Hungarian dairy farmers.

Policeman—"I think we've found your missing wife, sir."
Man—"So? What does she say?"
Policeman—"Nothing, sir."
Man—"That's not my wife."

Phone W. A. 2368-M or St. Martins 100 J-3

JOHN W. LUDWIG

Farm and Barn Equipment,
I. H. C. & J. Deere Lines,
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RATE—3 CENTS PER WORD

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In computing amount of remittance, add six (6) extra words if wanted published under Blind Address.

Bold Type—Double Regular Rates.

Blind Address — 25c EXTRA to cover postage in sending out replies from this office.

REMITTANCE MUST ACCOMPANY ORDER.

TINNING—We retin milk cans for \$1.75 each; 5 or more, \$1.50 each. Batteries charged, 50c. East Side Tin Shop, Waterford.

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OIL, GAS, TIRES AND ACCESSORIES

Expert Tractor and Auto Repairing on all Popular Makes.

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Call Hales Corner 162J4

LOOMIS CENTER GARAGE
Hi Way 36 and County Trunk U

FOR SALE OR RENT

130A 1/2 mile West of Silver Lake, so. of Oconomowoc, Waukesha Co. \$2000 down if you have own machinery and stock. Many bargains in large or small farms.

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OLEO IN DENMARK

Beer and oleo are the two most widely advertised products in Danish newspapers and periodicals.

For the week ending June 1st, in which butter production reached its highest peak, Danish creameries made 80,000 dritlers (112 pounds) of butter. They exported 73,000 of them, leaving 7,000 for home consumption. Butter or other dairy products get no advertising.

In this country probably the most widely advertised articles of commerce are automobiles and cigarettes. Occasionally one sees dairy products advertised in our newspapers and periodicals, but the sums thus spent are ridiculously small.

Why do the Danes eat oleo and export over 90 per cent of their butter? Surely it is not because of quality, because their butter is noted for its high quality. We are told that they do so because constant advertising has convinced them that oleo is really a satisfactory substitute for butter. After they are thus convinced it is easy for them to sell their more expensive butter and buy cheaper oleo. Oleo does not carry a badge of inferiority in Denmark.

Butter, cheese and other dairy products wear badges of superiority in this country. Even those who substitute something else do so with full knowledge that they are getting no more than they pay for.

Will dairy products continue to hold the high place they now hold in the esteem of American consumers? Or will they have to take such a position as they hold in Denmark?

The answers to these questions lie pretty much in the hands of the men and women engaged in this industry. If, in the years to come, they are content to produce mediocre quality and make no intelligent effort to popularize dairy products in the minds of American consumers they need not be surprised if cigarettes, automobiles, oleo — and beer — occupy the high spots in American advertising literature and gain increasing favor with the buying public. — National Cheese Journal.

DRUNK OR "SUMPIN"

Many newspaper clippings cross our desk. From them we glean many items of interest. Some are amusing. We received one recently that would be amusing if it were not tragical. The editor who wrote it must have been inspired, or drunk, or "sumphin," as Andy would say. He used a reported interview by a well known cheese distributor, who

talked of increased consumption, as a basis for his comments. Here is just one paragraph:

"Among the American industries that have found no occasion to complain about either their statistical position or outlook in the last two years is that which has to do with the manufacture and sale of cheese. In the face of a depression that has been felt by almost every line of business, it has continued to forge ahead."

We wish that editor could be required to spend six months on a farm trying to make money producing milk to be made into cheese to be sold for 10 cents a pound. — National Cheese Journal.

GREAT SCOTCH

Earl Griggs of Atlanta, Ga., reports that Simon & Schuster's new book of Scot gags doesn't contain this one.

Sandy and his gal were on a park bench in the moonlight. He was moody. "A penny for your thoughts," she said.

"I was just thinkin'", said Sandy, "that I would like a kiss."

"And why not?" she said as she Let Him Have It.

A few seconds later Sandy was pensive agin. "And now what are you thinking of, Sandy, another kiss?"

"Naw," was the reply. "I was thinkin' of that penny you owe me."

LOW PAY THIS YEAR FOR HARVEST HANDS

Garden City, Kan.—Wages to harvest hands in the wheat fields of western Kansas this summer will be the lowest in several years, according to the farmers. About \$2 a day and board is expected to be the usual scale.

The floating harvest hand problem became serious in this section about

three weeks before the grain was ready to cut.

Each day has been bringing new transients looking for jobs, despite numerous warnings that there were already plenty of laborers here to handle the crop.

The beautiful girl and the honorable man, sole survivors of a wreck; he had saved her, managed to get on a desert island and there for three long years they lived in hope as she growing daily more beautiful, he daily more honorable.

At last she could stand it no longer. "It looks like we are going to spend the rest of our lives here," she said coyly one day. "Don't you think we might — might be more friendly?"

"All right," he answered eagerly. "I've been longing to ask you if you'd care to play two-handed bridge with a set of cards I've made out of palm leaves."

A country fellow left the farm and got a job in the city. He wrote a letter to his brother, who chose to stay on the farm, telling about city life, in which he said:

"Thursday we autoed out to the club where we lunched and danced till dark. Then we went theatering."

The brother on the farm wrote back:

"Yesterday we motored to town, where we basballed all afternoon. Then we danced all night. Today we horsed out to the cornfield and giddyapped until sundown. Then we suppered and piped for a while. After that we staircased up to our rooms and bedsted until the clock four-thirtied."

Joe—"Say, Tommy, aren't you crazy about bathing beauties?"

Tommy—"I don't know, I never bathed any."

NOTICE!

We sell First Mortgage Bonds on
THE SALVATION ARMY, new building, Milwaukee

6% INTEREST 6%

Do You Want to Sell Your Farm?

Write to

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601-603 First Wis. Nat. Bank Bldg.

MILWAUKEE

Milwaukee Milk Producer

OWNED AND PUBLISHED BY

Milwaukee Co-operative Milk Producers

Volume 4

AUGUST, 1931

Number 5

OUR PICNIC

All roads will lead to Kerler's Grove on Saturday, August 8, for the farmers who provide Milwaukee with milk.

The pleasure of meeting old friends, and making new ones, the games and contests, the kick that the youngsters get out of an informal get together, the spirit of good will, and the knowledge that this is the Milk Producers' own picnic has a pulling power that is hard to beat.

Let us all get together and make this picnic a regular field day.

There are so many prizes that most every neighborhood should get some of them.

This is a list of the people who won last year: Michael Wick, Arthur Wieselmann, George Lennartz, Ed. Lemke, Robert Winkleman, William Schmidt, Willard Morris, Mrs. Elmer Hartman, Louis Roskopf, Viola Zimmerman, Joseph Annen, Ed. Schrieber, M. Boelke, Herbert Scholtz, Stanley Braun, Mrs. Albert Mutz, Miss Kieckhaefer, Nels Narum, Bernice Froeming, Wm. Sunderman, Moritz Mueller, Paul Bartelt, Otto Holtz, Lorena Wanschneider, Anton Frenz.

Let us see where the prizes go this year.

Remember the location of the picnic grounds—Highway 100 and the Cold Spring Road. The Cold Spring Road will be marked.

Come early and bring the family.

Attendance prizes having a total value of several hundred dollars will be given away to the lucky winners.

Games and contests and amusements of all kinds will be provided.

Real up-to-date music by a fifteen piece band will be furnished.

All farmers who produce milk for the Milwaukee market, and their families are invited. Bring your lunch basket. Milk will be served free. Coffee, red hots, ice cream, sodas, candies, and cigars will be on sale.

Fluid Milk Price August is \$2.50

Distributors will pay \$2.50 per hundred for August fluid milk according to an agreement made at the price conference, held on July 27.

Some argument was made for a higher price because of short pastures, dry weather, and the unusual number of flies that pester the cows. Most of the dealers claim that milk is very plentiful and that no new milk is needed in the city.

Some of the small dairies have taken on shippers, believing that they would be short of milk but we think that they were unnecessarily nervous.

Butter prices improved slightly, and as a result the manufactured

price is eighty-six cents, or six cents higher than in June.

The Blochowiak Dairy Co. reports fluid sales as 80.73% of total purchase and manufactured or surplus 19.27%. They will pay \$2.18.

Gridley Dairy Co. reports sales of 60.5 per cent and surplus of 39.5 per cent and will pay \$1.85.

Luick Dairy Co. reports sales of 54.33 per cent and surplus of 45.67 per cent and will pay \$1.75.

Sunshine Dairy Co. will pay \$1.81.

Golden Guernsey Cooperative (June) paid \$1.70. Sales 53 per cent, surplus 47 per cent.

Gehl Dairy (June) paid \$1.35. Sales 32.4 per cent, surplus 67.6 per cent.

The following firms have offered prizes to date:

Geuder-Paeschke-Frey Co.—3 pieces of enameled kitchen ware.

Laacke Tent & Awning Co.—A Kan't Kome off Kow blanket.

Lemke Electric Co.—An electric automobile horn.

Nat. Enameling & Stamping Co.—2 "Flow Fast Milk Strainers."

Square Deal Feed Stores—1 ton Pure Wheat Bran.

Pabst Corporation—1 case of Blue Ribbon.

Hales Milling Co.—5 sacks Hales 16% Sweet Dairy Feed, 5 sacks Hales 20% Egg Mash, 5 sacks Hales 16% Egg Mash.

Chas. E. Savadil Hardware—2 Fancy Pitchers and Mixers.

Blats Brewing Co.—5 cases of Lime Rickey.

The Carborundum C.—2 Octagonal Knife Sharpeners.

Chas. A. Krause Milling Co.—1/4-ton Amerikorn 24% Dairy Ration.

Sunshine Dairy Co.—100 pounds skim milk powder.

Clark & Host Coffee Co.—2 pounds of "My Favorite Coffee."

Hoffee Coffee Co.—1 large aluminum preserving kettle.

Layton Park Dairy Co.—1 milk can.
Gridley Dairy Co.—One 8-gallon can, 1 small top pail (12-qt), 2 nickel plated stirrers, 5 thermometers, 45 lb. sacks washing powder.

The Three Schuster Stores—3 Gift Certificates of \$2.50 each.

Blochowiak Dairy Co.—1 8-gallon milk can.

Wilke Dairy Co.—1 8-gallon milk can.

Sentinel-Wisconsin News—1 dozen Knives and Fishing Rod.

Andis Clipper Co.—One electric clipping machine.

Luick Dairy Co.—1 8-gallon milk can and 1 large milk strainer.

Hales Corners Ford Co. Garage—1 inner tube.

Milwaukee Journal—Several Tour Club membership blanks.

H. H. Wherry of Follansbee Brothers Company—2 8-gal. milk cans.

Reliance Electric Co.—one electric toaster.

All of the directors are offering prizes but because some of them have not said just what they are giving we do not mention the articles here. There will be milk cans, milk pails, butter, cheese, and various other articles.

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MILWAUKEE MILK PRODUCER

Owned and Published by

Milwaukee Co-operative Milk Producers
 Chas. F. Dineen, Managing Editor
 1505 W. FOND DU LAC AVENUE
 Phone Kilb. 2050 MILWAUKEE, WIS.

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Subscription.....\$1.00 Per Year

THE STATE FAIR

Yes, there is to be a State Fairy again this year.

We have been informed by the management that two large booths are reserved for our use in the Dairy Building. Come in while at the Fair and rest and visit in your own booth. No charges.

THE WRONG IDEA

"Many people in this country think of co-operative marketing as a method of setting aside the law of supply and demand." Thus Jim Stone warned fruit and vegetable men as they were about the work of setting up their national organization. There exists today too much of the wrong idea about co-operative marketing. What magic is there that can set aside the laws of supply and demand as a Fourth of July cannon cracker "busts" its skin? What magic is expected to replace these immutable laws with order and stability? Very fortunately for the movement, co-operative marketing cannot do these impossible things. It has greater functions to perform in maintaining the balance between supply and demand through an orderly flow to market, a regulating influence on production and a moderating influence on demand that tunes it to production. We, as well as the other co-operatives and farm organizations, must live down this wrong idea and supplant it with the more

sane idea of balance and order. We can do it as we, individually, accept our responsibility in selling our organization only on its established merits—it has many.—Ohio Co-op. Live Stock News.

GOSPEL TRUTH

The Connecticut Milk Producers' Association paper prints the following article which applies, in the main, to our own and every other city milk market in this country.

"While milk production has been somewhat reduced, there is still a great deal too much milk on all of our Connecticut markets, there are still too many cull cows being milked and too many cows being imported from other states thereby adding unnecessarily to the surplus.

No marketing organization, no matter how successful, is entirely able to offset the unsound production practices of its members; such as buying large numbers of cows to produce milk that cannot be sold at a profit and retaining cows in the herd that are unable to pay their board. There is no power on earth that can sell surplus milk at a profit in New England.

It would be a profitable procedure if Connecticut farmers would reduce the cow population of the state by five per cent in the next five months. Surplus milk will be cheap next winter, and there will be too much of it if the best possible judgment is not used by the men who produce the milk."

PRIZES FOR BATHING BEAUTIES

The board was discussing the picnic plans and Bill Kerler wanted to know if the committee would offer prizes for the best looking girl dressed in a bathing suit.

The committee assured Bill that good prizes would be provided, and he said that in that case he was sure that the affair would be a success.

The committee wanted to confer the title of Miss Milk Producer on the first prize winner but someone suggested that she might want to be known as Mrs. Bill Kerler.

Don't miss the picnic on account of threshing or some other such work. There will be other days when you can do those jobs, but there won't be another Milk Producers' picnic until next year.

ALL ABOUT MILK

Milk is our best all-round food, the most perfect food we have. It is one of our cheapest foods, too, even at present prices. It is also one of our most popular foods. Without it, the man at the soda fountain, for instance, could hardly do business. He makes it the chief ingredient in almost every drink he serves. Those who do not care for plain milk are often fond of ice cream, milk shake, frosted chocolate, malted milk, egg-nog, junket, or milk soups. And grocers are now selling a number of malted cocoa preparations which require only the addition of milk to make drinks that are delicious.

It is said that the vigor and success of a nation depend largely upon the quantity of milk it uses. In the United States we use something like 52,000,000,000 quarts of milk a year. This would make a lake large enough to float all the navies of the world. About half of this is made into butter, cheese, and other nutritious milk products. The half (43.6 per cent) that remains is used for household purposes and is enough to supply to each individual about a pint a day.

BUTTER PRICES LOW IN NON-CO-OPERATIVE DISTRICTS

No force on earth will make men co-operate quicker than depression and empty stomachs, according to the Milk Producers' Association of Central California, whose plant at Modesto, Calif., is the largest co-operative creamery in America.

"But why must men wait until disaster hits before they think of co-operating," it asks.

The mystery deepens beyond understanding in the association's relation of the butter price situation. Members of the creamery, affiliated with the Challenge Cream and Butter Association, as well as members of creameries affiliated with Land O' Lakes and other high quality butter co-operatives, received about 24 cents a pound for butterfat in June. Farmers in non-co-operative districts received only 13 cents.

The contrast between co-operative and non-co-operative regions is further shown by reports from cream stations in Oklahoma, where 13 cents is being paid. In another section of the same state a new co-operative started operations and was able to pay from 18 to 22 cents. A similar situation exists in numerous points in the Southwest, Northwest, and even at points as far east as Kentucky.

Morals, Observations and Conclusions

RECORDS IN STONE

The building record of the Administration Building of the Milwaukee Cooperative Milk Producers Association is being written in imperishable stone. The tangible and visible signs of progress can be seen even by the casual observer. The walls have been topped by the cross rafters and the foundations of the roof are now being set.

This building is as modern, as fire-proof as a building can be. From eight feet below the level of the basement to the roof, stone, cement, tile and steel are used. There is nothing that can burn. The wide windows are steel sashed. The roof rafters are fabricated steel. Every part that can possibly be made of iron or steel has been built to give the maximum of protection.

Progress on the building has been so rapid of late that it has been very hard to say exactly just when it will be finished. It would be very interesting to members of the organization who are in town for the day to drive past the building and see the sound way in which this building is being constructed. (Located North Thirteenth Street just south of West Walnut.)

Dedication ceremonies are being planned and will be announced in this paper in sufficient time for all who are interested to attend.

WHO WRITES HISTORY?

It is a peculiar commentary of modern life that the greatest and most powerful influences of past decades have been discarded and a new set of influences has arisen. The mighty King on his throne who set whole continents trembling has vanished. The great War Lord who could upset half a world has been parked in the attic. The power of the individual has been abrogated and curtailed until today no one man is bigger or more powerful than a million others.

An obscure manufacturer in Louisiana builds himself a radio station and wields a greater power than any orator of past days. From his bed, he sends his voice the country over. And in a million homes his voice is heard and public opinion is being directed.

A group of musicians, ousted from

their jobs by the Talkies, organize and start a campaign to tell the public that "Canned Music" is detrimental to the cultural development of the country. The Public listens to their story. A reaction begins. But the Talkie has brought music into thousands of places where good music never was before. The machine has once more supplanted the man. The public has become music-conscious.

A thousand and one causes of various kinds are presented to the public every day in some form or fashion. Individuals use the power of the press, in its available form of advertising, to tell their story. Sometimes it is for praise and sometimes it is for profit.

Almost every conceivable item of modern commerce has its story appear before the public. Even the great corporations of America, the steel combines, the telephone and cable companies, the sugar companies and many others, have spent untold millions to make the public think . . . in their favor.

It is only recently that the farmer producers of America have begun to unite and get equal and just representation before the public. Not alone to acquaint the public with the story of production, but to see that the consuming public is fully acquainted with the merits and values of what the Farmers produce.

It is not sufficient that that story be told once or twice. People forget. Some die, others are born. The mental reactions of the consuming public change each and every day. They are influenced by the constant flood of argument sent forth by the million competitive groups who desire the public attention and their share of the consumer's dollar.

Directing and keeping that attention requires a daily drive that must never lag. The slogan of advertising, "Keeping everlasting at it," has been proven time and time again. Selling the public is a job that must never stop. Or some one else will sell them something else.

The Fluid Milk Sales Advertising Campaign of the Milwaukee Dairy Council has been running only one year. Its results have already been noted. The benefits which it produced can only be maintained by a full and aggressive drive to be continued for many more years.

ADVERTISING CAMPAIGN NOTES

The following article is reprinted from Advertising Age, the national newspaper of advertising. It is indeed flattering to have a local campaign attract national attention.

"FOR BEAUTY DRINK MILK"

Milwaukee, Wis., July 23—The Allen Rieselbach Agency has injected a beauty appeal into the campaign of the Milwaukee Dairy Council. The copy which has been running for a year, has featured the food value of milk heretofore.

Seven local newspapers and 35 posters, eight of which are illuminated, are being used. The outdoor copy is changed every 60 days, while at least two newspapers are being used daily.

The campaign is shared on an equal basis by the 4,000 milk producers in Milwaukee County and all dealers in the Milwaukee territory.

The success of the campaign is indicated by a report from the Department of Markets at Madison, showing consumption of fluid milk to be greater than a year ago.

Some of the captions to be used in the beauty copy are: "Milk works wonders in glorifying the American girl;" "Find hidden beauty—refuel with milk."

THE ANNUAL PICNIC

Present indications are that the high attendance records of last year will be broken by the crowd expected to attend this year. Due to the heat, harvesting has been unusually early and many who were unable to be there last year will appear this time.

It is unnecessary to say that all who came had a good time. The pleasure of seeing many friends and neighbors gathered together was increased by the great number of attendance prizes. (Note. There are many more attendance prizes to be given away this year.)

There will be music, games of all kinds, very few short speeches, and last but not least, a bathing beauty parade. We guarantee the food to be good because you will bring it yourself. A milk drinking contest will be featured which everyone is invited to enter. You can start drinking the minute you enter the grounds and keep on until you are ready to go home. The one who Refuels with the Greatest Amount of

Milk will get a prize of a quart of milk.

This is one day which you should set aside and come to the picnic. It is one of the outstanding events of the year in Association history. The presence of each and every one is requested.

PUBLIC SCHOOL SHOULD TEACH CO-OPERATION

Only one in a hundred of our American children learns anything today about agricultural co-operation. If co-operation means anything, it means millions of Americans working together. We cannot herd millions of people together and expect them to choose proper leaders and to follow those leaders if these millions have no training.

Co-operation today is everybody's business, because the government is backing it and spending everybody's money on it. Hundreds of millions of our dollars are being invested in co-operative marketing. Should our school children be taught to reap the greatest return from that investment?

South Dakota is one of the first states which has looked the situation in the face, and decided it's time to teach co-operation in the public

schools. "Stealing chips" used to be a popular children's game, and it was good training for the old business system—what the longhaired economists call the "laissez faire" system, meaning anything's fair if you can get by with it, every man for himself, and "jungle law" take the hindmost. South Dakota children are going to learn games of a different sort—games that are won only when the "whole gang" gets somewhere. Dakota schools will start teaching co-operation through games in the earliest grades. Later, every student will be required to study text-books on co-operative marketing. Students of vocational agriculture classes will have practical work in co-operative production and selling.

Club Work Paves the Way

There are some five thousand boys and girls farm clubs in the United States where, in a general way, the members are learning to co-operate. In California, the cotton co-operative association has recently presented all high schools in cotton-growing regions with "cotton grade" boxes, showing the government classification of various types of cotton. In Virginia a class of high school boys co-operatively grows and sells its own pure bred seed.

In Illinois a certain high school class regularly fattens a litter of pigs co-operatively. Another group of Nebraska boys closely follows the operations of the grain co-operative. Certain Minnesota agricultural classes use their local co-operative creameries for instruction purposes.

Co-operatives in a number of states assist high schools to hold statewide essay contests.

Boys and girls clubs paved the way in South Dakota for the new program. Decision to teach co-operation as a part of the regular school course was made recently at the request of the state's three leading farm organizations.

Children Clubs Across the Sea

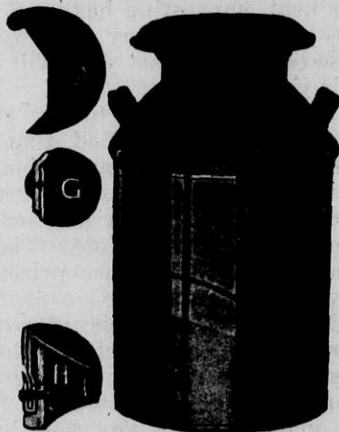
Children of eighteen foreign nations are being taught co-operation, through co-operative clubs.

A recent report of the International Labor Bureau at Geneva says that 60,000 boys and girls co-operative clubs are producing and selling co-operatively. They are growing farm crops co-operatively, or breeding and rearing livestock. They are operating credit and savings enterprises. Some are running co-operative restaurants. Some are operating miniature factories—wooden or metal articles, pottery.

Follansbee Forge Milk Cans

Important Details of Construction

CLEVELAND PATTERN



A—Neck and Breast drawn without seam from highest quality FOLLANSBEE FORGE STEEL, insuring longer service.

G—Heavy Half Oval Breast Band shrunk on to breast.

H—Security Lock Joint clinching bottom to body. Bottom joint floated heavy with solder.

I—Special angle section bottom band, terne coated. Chime of Can rests in angle protecting bottom and absorbing shocks, thus preventing rivet holes from enlarging or the rivets shearing.

WELDED SIDE SEAM—Side seam of body acetylene welded, producing the strongest weld known to science. Extra heavy coating of pure Tin. All parts separately tinned before assembling. No black surfaces between joints to cause corrosion.

FOLLANSBEE BROS. CO.

—DISTRIBUTORS—

Thirty-First and Auer Ave.

Milwaukee, Wis.

WE BUILD THE QUALITY IN — YOU TRY TO WEAR IT OUT

embroidery, knit or woven goods. They are all managed by the pupils themselves.

These clubs are doing things for their entire communities, doing them today, as well as training themselves for the future. They "have revived obsolete trades, promoted adoption of more efficient methods of farming and marketing, and restored to their locality or district resources that had been neglected or wasted."

When it is suggested that co-operation be taught in American public schools, the objection will be raised, of course, that it is a "controversial subject."

W. P. Beard, supervisor of agricultural instruction in South Dakota, says: "Our schools have been teaching, and no doubt will continue to teach, the non-co-operative system of marketing and economics. No one should question the school when it attempts to present as complete a picture as possible."

WHERE LOVE ABIDES

The following appreciation of rural life is taken from the recently published book by Mr. E. R. Eastman, who is a leading agricultural author and the editor of one of the country's leading farm papers, titled "The Changing Times:"

"No business in the world is as closely associated with the home as is farming. No business gives the father such an opportunity of personal contact with his children. In the city, the father leaves in the morning before the younger children are up, and often he gets home so late that the children are in bed. If he sees them at all, it is when he is tired and worn from the labors of the day.

"No place in the world equals the farm home for the rearing of children and for the opportunity of giving them the association with natural growing things of both plant and animal life, a place to play in the open air under natural conditions and the fresh air and food of the farm to build their young bodies. No place in the world is so good as the farm in the training of both the boy and the girl in habits of work and responsibility that will mean their success later in life.

"So, also, the farm home, perhaps in larger proportion than other homes, is the place where love abides. Problems of the business are mutual ones to be worked out by both father and mother together. Perhaps it is the soil and the natural things of life which surround the men and women of the farm which give them a deeper sense of responsi-

bility and steadfastness toward each other, toward their community, their country, and their God.

"These associations and experiences the farm boy who has gone to the city never forgets. Whatever his so-called success may be, deep in his heart these memories are ever calling him back. No matter how high he has climbed in worldly power and material attainment, he seldom again is able to touch the high spots of happiness that come to those who work and live upon the land and who are able to appreciate and enjoy simple and fundamental happiness."

RAIDING THE BREAKFAST TABLE

From Michigan comes a report and the New York Times thinks it is fit to print that Henry Ford is growing cantaloupes on his 3,000 acre experimental farm and that from them he purposes to make alcohol to be used as a solvent for paint for his automobile industry.

Hardly had we staggered down to the office with the breakfast cantaloupe still fermenting within us than we read that another breakfast product was threatened—a German chemist had made albumen from soft coal. A little attention to the question of the yolk and the bituminous egg will be upon us as the cantaloupe retires to industry.

A fearful and a wonderful world of change in which we live, a world in which business must ever be on the lookout for those x-forces, those upsetting things that make or mar a business overnight. — Nation's Business.

ANTIGO, WIS., PLANT BUYS MILK ON QUALITY GRADE BASIS

All milk accepted by the Antigo Milk Products Co-operative plant is paid for according to grade. Temperature, odor, and acidity are all considered in grading. The bacterial count and the acidity test are made by the methylene blue method, and a report on the milk grade is given to the dairymen the day following delivery. There are only two grades of milk accepted. Milk falling short of the second grade is returned to the producer.

Manufacture of American cheese has been started in the plant.—National Cheese Journal.

ATTENTION, THRESHERMEN

A treat will be given to every threshing machine operator who registers at our picnic next Saturday, August 8.

MILK BOOTLEGGERS

Ever hear of a milk bootlegger? Well, there are several of them in the St. Louis milk territory. They are the fellows who are sneaking their milk into the city, selling it to irresponsible dealers, and letting the dealer sell the milk at a lower price than the prevailing market. Thus they are doing their part to break the milk price in St. Louis.

Milk bootleggers may not be of the same species as the ordinary bootlegger. They make a profit of two or three dollars a month by their illegitimate work, while the real bootlegger usually counts his profits in the thousands. But the real bootlegger usually has enough principle to hold up the price of his product, while the milk bootlegger is helping cut the price he receives for his milk, and the price every one of his neighbors receives. Bootleggers of the ordinary brand are sometimes dumped into the calaboose to think over their evil-doings; but the best that the milk bootlegger is entitled to is a ride out of town, on a pine log, after a thorough application of tar and feathers.—Dairyman's Journal.

GOOD CROPS IF—

Th' way it looks t' me, while the gov-ment is puzzlin' over a way t' keep our national policy "dry" an' still not hamper th' thirsty public too much,—they might take up figurin' a way t' take the "gamble" out o' farming. This year things look favor'ble for a bumper crop. O' course, cutworms are workin' overtime. Grasshoppers an' locusts are comin' fast. There is always the wind an' hail hazard. With the great an' ever glorious Fourth behind us, hay ripe and corn two feet high—most o' our farm population is wonderin' "what next?" We know it'll be somethin'! "Ain't never sure o' a crop 'till its harvested an' th' chances are ten t' one then that th' price won't cover cost of production." 'S a queer world. But crops look good—IF.—By Peter Van Dinger in Dairymen's League News.

Committees affiliated with the American Bar Association and the National Cooperative Council are working jointly to perfect a uniform state cooperative act. When completed, the draft will be recommended to lawmakers as a basis for revision of state acts that will remove difficulties due to lack of standardization.

SUPPLY AND DEMAND

While we have no assurance that the general business situation will sufficiently improve in the next few months to increase the demand for milk, still the outlook is not all dark.

According to the most recent report of the Division of Crop and Live Stock Estimates, Bureau of Agricultural Economics, United States Department of Agriculture, dairy pastures were slightly poorer throughout the country on July 1 than on any previous July for 20 years. Milk production was seriously affected from Michigan west. A map of pasture conditions indicates pasture conditions in the North-western states including New England to be the most favorable in the country while severe drouth conditions prevailed in several sections including some of the principal butter making states.

"Crop prospects on July 1 were poor in some of the drouth areas, but are only slightly below average in the country as a whole. The hay crop is expected to be about 18 per cent below average. Feed grain production, with average weather until harvest, should far exceed the low production of last season, with the largest increases in the South. Feed-stuff prices continue to decline."

"The production of creamery butter during May of 174.8 million pounds was 3.7 per cent less than for May, 1930. This was the first month since October, 1930, that butter production dropped below the corresponding month of the preceding year. Storage holdings of butter on July 1 were 16 per cent less than a year ago and about the same as the 5-year average. Total cheese production during May was estimated to be about 16 per cent less than a year ago, while total production for the first five months of 1931 was estimated to be about 9 per cent less than in 1930. Cold storage holdings of cheese on July 1 were 20 per cent less than on July 1, 1930, but only about 4 per cent less than the 5-year

average. Reports on oleomargarine manufacture show 14.1 million pounds produced in May, 1931, compared with 23.5 million pounds in May last year, a reduction of 40 per cent. The dairy marketing situation has, therefore, improved materially from the production side and prices should stiffen as soon as business conditions permit the consuming public to increase their expenditures for food."

ENTHUSIASM

If you can't get enthusiastic about your work, it's time to get alarmed. Something is wrong.

Compete with yourself; set your teeth and dive into the job of breaking your own record.

No man keeps up enthusiasm automatically.

Enthusiasm must be nourished with new actions, new aspirations, new efforts, new vision.

It is a man's own fault if his enthusiasm is gone; he has failed to feed it.

And right here is the big reason why thousands of men hit high-water marks at thirty-five and then recede.

They can "do their work with their eyes shut," and that is the way they do it.

They have lost the driving power of enthusiasm.

They sleep at the switch. All they see in life is the face of the time clock. All they hear is the quitting whistle.

If you want to turn hours into minutes, renew your enthusiasm.

—Papyrus.

HAS IT COME TO THIS?

Tourist—"How was it you didn't get your hay hauled in?"

Farmer—"Well, when I wasn't tending the roadside stand or running the tea room, my wife was in town and I had to tend the gift shoppe."

SAFETY!!

SAFETY for your deposits should be your prime consideration. U. S. Government supervision of Federal Reserve Members plus over

\$300,000,000.00

in assets of the Wisconsin Bankshares Corporation makes your selection of this bank as your depository a wise choice.

BADGER STATE BANK

Fond du Lac and North Avenues at 21st Street

Milwaukee's Largest Outlying Bank

MILK HAULERS, ATTENTION

Valuable prizes will be given to the milk hauler who will parade the largest number of their shippers before the reviewing stand at the Milk Producers' Picnic on August 8 at 3:30 p. m.

Now is the time to engage a white-washer if you have not attended to that job. When everyone wants to get this annual job done at the same time some people will get left until cold weather comes.



TO STERILIZE YOUR MILKING EQUIPMENT

Flushing teat cups and milk tubes of a milking machine with boiling water is the best way to keep your equipment clean and sterile. And the

Strauss ELECTRIC DAIRY WATER HEATER

provides the quickest, most efficient, and most economical method of producing an adequate supply of boiling water. Operating from a 220-volt power line, it will bring approximately 6 gallons of water to a boil while you are milking . . . at a cost of about 1¢ per gallon, based on a 3¢ electric rate. This heater is of the "gravity type" and fills from the top . . . you don't need "running water". When connected to the vacuum line, the milking machine automatically flushes itself with boiling water, direct from the heater.

Ask The Electric Company or your Milking Machine dealer about the Strauss Electric Dairy Water Heater. Free descriptive literature on request.

STRAUSS ELECTRIC APPLIANCE CO.

WAUKESHA

WISCONSIN

**FARMERS AND BUSINESS MEN
IN THE SAME BOAT**

"It is gradually dawning on the business man in agricultural sections that his own future welfare is only slightly less concerned in this question than is that of the farmer himself. Indeed, some of our leading economists have dared to suggest that the prosperity of the farmers is even more important to the people of the city than to the farmer himself. The suggestion is based on the fact that the farmer can spend his money only once, but when it reaches the town or city it makes a number of turnovers before it finally gets to the industrial and financial centers."—C. O. Moser, President National Cooperative Council.

Few realize what an inch of rainfall means in terms of water, but the farmer sees in rain the ruin or salvation of his crops.

When an inch of rain falls the water that has been suspended in the air until precipitated on the earth weighs 113 tons to the acre, reports J. R. Haswell, Extension Agricultural Engineer of Pennsylvania State College. It would require more than 22 trucks, each carrying a five ton tank of water, to haul an inch of rain to an acre garden spot. Multiply 113 tons by the acreage on which the rain has fallen and the total tonnage becomes almost incredible.

For example, in Virginia, beginning the night of July 30, 1923, 7.24 inches of rainfall deluged the country with 818 tons of water an acre. The combined weight of 320 locomotives, each weighing 100 tons, scattered around a 40-acre tract would not have equaled the tremendous weight of the rainfall in the area.

When we say people can't stand prosperity, we mean we can't stand the way they are showing off.

WHERE CO-OPERATION WON

The passage of the Townsend-Brigham Oleomargarine Bill in the short and stormy session of Congress well illustrates the value of the co-operatives to the farmer.

The big problem was not that of getting enough votes in favor of the bill but rather to get the bill, before Congress and voted on in the press of other business.

The fight was led by the National Co-operative Milk Producers' Federation, and every unit of the Federation besieged the members of Congress and the Senate with letters and telegrams, insisting that the Bill be passed.

The dairy farmer who does not support a marketing organization did nothing to help this good cause but no doubt is glad to benefit by the results.

Correct this sentence: "The speed cop was merely doing his duty," said the man who parted with \$10, "and I feel no resentment."

NOT NEEDED.

"Can I be of any assistance?" asked the sympathetic motorist of a man who was looking unutterable thoughts at a disabled car.

"How's your vocabulary?"

"I'm a minister, sir."

"Drive on."

NO AMATEUR

Kris—"Do you suppose that it will take long for your wife to learn how to drive the car?"

Kross—"It shouldn't! she's had about ten years' practice driving me!"

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TINNING—We retin milk cans for \$1.75 each; 5 or more, \$1.50 each. Batteries charged, 50c. East Side Tin Shop, Waterford.

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Good stone house, elec., gas; basement barn, cement silo, etc., on concrete road; 1/2 mi. to village, close to Milwaukee. \$5500

150 ACRES, 14 cows, 3 horses, tractor, etc., in Jefferson County. About \$3000 down required.

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RACINE MILK PRODUCERS CO-OPERATIVE ASSOCIATION

Method of Determining Base Allowance Plan Became Effective

Aug. 1, 1931.

We include this in our news letter, even though it should be more or less familiar to you all, in order that there may be no misunderstanding as to the action taken at the June 15th mass meeting. In order to discourage the large volume of milk production which has been added to the Racine market, the following emergency plan was decided upon: Each month each farmer can ship as his base, the base subject to a percentage cut as required each month after determining the fluid requirements of the Racine market, **ONE-HALF HIS AVERAGE MONTHLY PRODUCTION FOR THE YEAR 1930** plus one-half the average monthly production of the **FOUR BASE MONTHS OF 1930** i. e., Aug., Sept., Oct., and Nov.

FARMERS CAN ENCOURAGE THE CONSUMPTION OF MILK IN RACINE and incidentally insure against loss of the relatively small part of the milk sent back to the farm as a result of the inspection at the dairy. A large part of the surplus milk is the result of a decreased consumption and it would be good business to work the game both ways, increase pro consumption as well as decrease production. Each farmer should think as he works in his dairy I am producing this milk for my very good personal friends and relatives in the city. Then he should go ahead and milk the cleanest possible milk, thinking of it as a food for his friends and their babies. Then by cooling the milk to 60 or below it will keep in good condition until delivered at the dairy. Then when friends from the city visit in the country, as most of them do, show them and tell them what you are doing to insure a good quality product. This is convincing advertising and is the right attitude; a personal interest for your own or for your neighbor dairyman's friends or relatives in the city. **THERE IS A DIFFERENCE** in the grade of milk delivered by the different farmers and each one should strive to have his product as good as the best. This attitude will further your own interest by encouraging your city friends to **DRINK MORE MILK** and don't forget to use it yourself.

FLUID PRICE FOR JULY MILK IS STILL UNDECIDED

The committee meeting held June 18th tried to agree on a price for

milk to retail at ten cents a quart. Upon a vote the average price recommended by the committee was \$2.39 for 3.5 per cent milk. The dealers reported that ten cent milk would increase the volume of fluid milk sales. They made a tentative offer of \$2.30. The committee held for \$2.35 as a compromise price. At the regular meeting held July 6th the dealers offered \$2.25 for July fluid milk. They claimed they could not pay more because of a 22 per cent decrease in fluid milk sales which occurred this year and also a cut of .5 cents per bottle to the grocers. The committee did not agree to that price, arguing that the dairies paid \$3.10 for milk retailing at 12 cents a quart and now offer 85 cents less per hundred for the ten cent milk.

The average price paid for June milk by the Racine Pure Milk Co. was \$1.485, and the Progressive Dairy Co. \$1.527. These dairies paid \$2.60 for fluid milk. Factory surplus 84 cents and 85 cents and 78 cents for individual surplus.

BOARD OF DIRECTORS.

Address your Fieldman, R. D. Butman, Union Grove.

In Wisconsin the manufacturer of cottage cheese must first pasteurize the skim milk from which the cheese is made. The maker of regular cheese must pasteurize the whey which he returns to the farmer for hog feeding. The milk from which he makes cheese for human beings to eat need not be pasteurized. "Roll your own."—National Cheese Journal.

Ilma Valadoffovitchskioffshy: "So Ivan Ninespinskie died in battle. You say he uttered my name as he was dying?"

Returned soldier: "Part of it. He did his best."

RUDE WELCOME

Small Child (who has repeatedly been knocked over by the sea)—"I don't fink these silly waves want me in their sea, Mummy."—Punch.

Ruth: "Now what are you stopping for?"

Jim (as car comes to a halt): "I've lost my bearings."

Ruth: "Well at least you are original; most fellows run out of gas."

The wife of a man who had enlisted in the Navy handed the pastor of a church the following note: "Peter Bowers having gone to sea, his wife desires the prayers of the congregation for his safety." The minister glanced hurriedly over it and announced: "Peter Bowers, having gone to see his wife, desires the prayers of the congregation for his safety."

BOTH CLOSED.

"So your neighbor Meek and his wife had a row over what kind of a car they should get, he wanting an open car and she a sedan."

"Oh, yes, but the incident is closed."

"So is the car. I saw her out in it this morning."

Guide: "This, sir, is the leaning tower of Pisa."

American Tourist: "Pisa! Let me thing. No, that does not sound like the contractor's name who built my garage, but it looks like his work."

"What kind of a dress did Sire wear to the party last night?"

"I think it was checked."

"Baaabbeee! That must have been a real party."

"Man reaps what he sows," said the late Lord Dewar, "unless he is an amateur gardener."

NOTICE!

We sell First Mortgage Bonds on
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Milwaukee Milk Producer

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MADISON

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Number 6

No Changes in Price of Fluid Milk

Some argument was made for a higher fluid milk price for September at the Price Conference held in this office on August 26. The dealers stood fast against an increase in price at this time.

A higher average price for butter brings the manufactured price up to one dollar or fourteen cents above the July price.

Butter price declined during the last days of the month, just why no one seems to know for the amount produced is rather low.

Blochowiak Dairy Co. reports fluid sales as 61.44% of total purchases and manufactured or surplus 15.22% and will pay \$2.21; 23.34% outdoor relief.

Luick Dairy Co. reports fluid sales as 55.41% of total purchases and manufactured or surplus 41.89% and will pay \$1.86; 2.7% outdoor relief.

Gridley Dairy Co. reports fluid sales as 60.6% of total purchases and manufactured or surplus 37.1% and will pay \$1.93; 2.3% outdoor relief.

Layton Park Dairy Co. reports fluid sales as 55% of total purchases and manufactured or surplus of 38% and will pay \$1.91; 7% outdoor relief.

Sunshine Dairy will pay \$1.90.

THE DAIRY SITUATION

There is a decided shortage of stocks of cheese in the country. Cold storage holdings of American cheese on August 1, 1931, were 20,233,000 pounds less than on the same date last year and 7,987,000 pounds less than the five-year average. Cold storage holdings of butter on August 1, 1931, were 29,882,000 pounds less than last year and 23,505,000 pounds less than the five-year average.

There was also a marked decrease during the week ending August 14 in the receipts of American cheese at Wisconsin warehouses, receipts being 358,634 pounds or 6.7% less than during the same week last year and 242,442 pounds less than the week before. Current trading stocks

and storage holdings in Wisconsin were 820,091 pounds less than last week, while trade output for Wisconsin was 347,754 pounds or 6.4% higher than the week before.

The latest cold storage holdings report for twenty-six cities shows on August 15, a shortage of 16,757,614 pounds of cheese and of 28,821,312 pounds of butter as compared with the same date last year.

According to a report issued by the Cheese Market Committee on August 14, the prices of all dairy products are decidedly upon an upward trend.

Wisconsin pasture conditions on August 1 this year averaged 47% of normal, which is the lowest report for this date since 1894. Some rains have occurred since August 1 which will bring improvement in certain areas.

Pastures are poor in virtually all counties of the state, good conditions being reported in only a very few places. The low condition of pastures this year is the result partly of the drought of a year ago which destroyed much of the new seedings of grasses and clovers. This combined with a generally dry season this year and excessive heat during June and July has reduced the general pasture productivity to a very low point. Feeding of cattle on the part of farmers is quite general. Grasshopper damage is excessive in addition to the drought and heat damage.—Co-operative Marketing & Market Information.

NEW SUPPORTERS.

A. R. House, Richfield.
Lawrence Schwedler, Burlington, R. 1.
Richard Saltzmann, Waterford, R. 1.
Gilbert Olson, Waterford, R. 1.
Adolph Carlson, Honey Creek, R. 1.
Meinhardt & Miller, Honey Creek.
Harry Blackburn, Honey Creek, R. 1.
A. Kurzawa, Lake Beulah, R. 2.
John Fraser, Honey Creek.
Elmer A. Shultis, Lake Beulah, R. 1.
Joseph J. Baierl, Lake Beulah, R. 1, Box 149.
Chas. Smetana, Burlington, R. 1.
Gelf Bros., Lake Beulah, R. 2.
Rake Bros., Lake Beulah, R. 2.
Peter Grell, Waterford, R. 1.
Jos. H. Nienhaus, Lake Beulah, R. 1.
Frank Lapham, Lake Beulah, R. 1.
John C. Roth, Menomonee Falls, R. 1.
Ernst Scherbarth, Oakwood, R. 1, Box 107.
J. Madison, Mukwonago, R. 3.
Keller Bros., Mukwonago, R. 3.
Peter Konrath, Slinger.
Wm. Held, Richfield.
Ray Herman, Jackson.
H. A. Craig, Burlington, R. 1.
Hoppe Bros., Nashotah.
Claude E. Sizer, Hartland.

A New Item on Your Statement

Milwaukee County is buying a large amount of milk for the poor people of the county. Because this item was running into large figures (over one thousand dollars per day) and because many other staple articles were bought at a lower price, the management of the County Outdoor Relief asked for milk at a reduced price from the dealer.

This milk is delivered at the homes of the consumers by the milkman just as when the family paid for the milk.

Rather than have a fight about this milk your directors and the milk distributors agreed that outdoor relief milk be sold at nine cents per quart, the producers to stand one-half cent per quart and the distributors the same amount. This action was taken only after very serious thought and deep consideration was given to the whole situation by your directors. Had the price to all consumers been lowered one cent per quart every farmer would take a very much lower price.

By the present arrangement the average price will not be reduced materially except where a dealer sells a great percentage of his milk to the outdoor relief. In case he does his surplus is that much lower and the shipper gains thereby.

On your statement together with the percentage bought as fluid milk at \$2.50 and the percentage bought as manufactured at \$1.00 there will appear a statement showing a certain percentage sold to Outdoor Relief at \$2.27 per hundred for 3.5% milk.

If there is any doubt in the mind of any producer as to the why and the wherefore of this procedure, he should come to this office or ask any of the directors about it.

Please bear in mind that no market, fluid or otherwise, is returning to the producer a greater share of the consumer's dollar than is the Milwaukee market.

Compare your average price at the farm after all charges have been deducted with the creamery or condensery and write your own ticket.

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Chas. F. Dineen, Managing Editor
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C. F. Dineen, Secretary, 1511 Fond du Lac Ave., Milwaukee.

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M. O'Connell, R. 1, Thiensville.
John Wick, R. 2, Menomonee Falls.
Fred Klussendorf, Pewaukee.
Ed. Schmidt, R. 1, Box 58, Brookfield.
Geo. W. Drought, R. 13, Caledonia.
Chas. E. Miller, R. 1, Box 104, South Milwaukee.
Paul Bartelt, Jackson, Wis.

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Subscription.....\$1.00 Per Year

A WARNING

A warning to the farmers of Wisconsin against joining "fly-by-night" co-operatives was issued by the Wisconsin Council of Agriculture, following an all day session at the Capitol.

At the invitation of the Council, Harry Holmes, representing the proposed National Co-operative Milk Pool, appeared before that body to explain the plans of the proposed Milk Pool. After considering the question of the proposed pool, the Council reached the conclusion that there is no need for a new organization in the dairy field, since there is a sufficient number of such organizations operating with the endorsement of the Council of Agriculture, the Department of Agriculture and Markets and the College of Agriculture.

The Council of Agriculture went on record as opposing the promotion of new co-operative ventures unless they have the express sanction and approval of the Council of Agriculture, the Department of Agriculture and Markets and the College of Agriculture.

Milk prices in Wisconsin began a seasonal advance in July. The average preliminary price reported for July was \$1.01 as compared with the price of 99 cents reported for June. The long-time trend of milk prices has been downward in Wisconsin for nearly three years. The price in July of this year—\$1.01—compares with a year ago. When prices are compared with the same month in the previous year, it is obvious that the decline will continue for some months longer.—Wis. Co-op. & Live-stock Reporter.

THE BIG PICNIC

Our second annual picnic is a matter of history and we will not write at great length about it.

The weather man was not at all friendly, threshing was in full swing and many dairymen who have a garden and fruit side line (not to mention flowers) were at the regular Saturday market. In spite of all these counter attractions and distractions, a very large crowd of people were there and, we think, had a very good time.

Some people had their pockets picked which was very tough luck. Why pickpockets would be attracted to a farmers' picnic is quite beyond our understanding unless they thought the Farm Board gave us some money.

We learned that there are improvements to be made in the general conduct of a big picnic and will use this knowledge to good advantage next year.

We list herewith the prizes awarded, the names of the donors and the winners.

Our hearty thanks to all the people who helped to make this picnic a huge success are hereby given.

Andis Clipper Co.—Clipping machine—Elmer Tess, Muskego.
Square Deal Feed Stores—½-ton of bran—Frank Holtz, Muskego, R. 1.
Square Deal Feed Stores—½-ton of bran—Carl Kloth, Pewaukee.
Hales Milling Co.—¼-ton Hales 16% Dairy Feed (5)—John Giese, Oakwood.
Chas. E. Krause Co.—¼-ton Amerikorn 24% Feed—Otto Lucht, Muskego.
Laacke Tent & Awning Co.—1 Kant Kome Off Kow Blanket—Art Feising, Germantown.
Gridley Dairy Co.—1 eight-gallon milk can—Harvey Klumb, Rockfield.
Blochowiak Dairy Co.—1 eight-gallon milk can—Wm. Ernest, Thiensville.
Wilke Dairy Co., 1 eight-gallon milk can—John Wick, Menomonee Falls.
Luik Dairy Co.—1 eight-gallon milk can—F. Nuller, Muskego.
Follansbee Bros. Co.—1 eight-gallon milk can—H. C. Kruepke, Jackson.
Follansbee Bros. Co.—1 eight-gallon milk can—Karl Wolman, Muskego, R. 1.
Layton Park Dairy Co.—1 eight-gallon milk can—E. Hackbarth, No. Milwaukee.
Paul Bartelt—1 eight-gallon milk can—A. Palmershime, West Allis.
Hales Milling Co.—1 sack Hales 16% Egg Mash—H. Gutman, West Allis, R. 5.
Hales Milling Co.—1 sack Hales 16% Egg Mash—Wilbur Kurth, Jackson.
Nat. Enameling & Stamping Co.—1 "Flow Fast Milk Strainer"—J. Frochnow, Jackson, R. 2.
M. O'Connell—1 Battery—Alfred Till, Saukville.
Ed. A. Hartung—1 small top pail—L. Stillwell, Waukesha.
Farmers & Merchants Bank—\$5.00 check—M. O'Connell, Jr., Thiensville.
Reuss Electric Co.—1 electric toaster—R. A. Heaton, West Allis, Route 4.
John Wick, 1 case peas—P. Schoessow, Thiensville.
John A. Davitz, 1 wash basket—Frank Loomis, West Allis.
Arnold Kieckhafer—1 sickle grinder—Frank Kuecher, West Allis.
Chas. E. Miller—1 fernery—H. Nacker, Hales Corners.
Fred Klussendorf, 10 lbs. butter—P. Goswehr, Fredonia.
Chas. F. Dineen—Cheese—H. C. Berger, Hales Corners.

Chas. F. Dineen—10 lbs. cheese—Otto Lucht, Muskego.
Holdbridge Motor Co.—1 inner tube—W. Schilt, Whitewater.
Milwaukee Journal—1 Tour Club Membership—E. R. Fisher, Fredonia, R. 3.
I. G. A. Store, Menomonee Falls—50 lbs. flour—Frank Hansen, Colgate.
Max Brazy—1 smoked ham—Joseph Link, New Berlin.
Wm. Steinmeyer Co.—50 lbs. flour—Mrs. Bartsch, Caledonia, R. 2, Box 59.
Carborundum Co.—1 knife sharpener—Mrs. H. C. Hoppe, Oakwood.
Clark & Host Co.—2 lbs. coffee—Mrs. Conrad, Howard Ave.
Milwaukee Sentinel & News—Fishing rod—H. Waeur, Milwaukee Sta. D, R. 3.
Milwaukee Journal—1 Tour Club Membership—F. Sadler, Hales Corners, R. 2.
Carborundum Co.—1 knife sharpener—Mr. Krohn, Sullivan.
Hales Milling Co.—1 sack of egg mash—Fritz Mueller, Fredonia.
Sunshine Dairy Co.—100 lbs. powdered milk—Dorothy Krohn, Sullivan.
Mitchell Man'g Co.—Milk stool—L. Bergholtz, Sullivan.
Rellance Electric Co.—1 electric toaster—John Henges, West Allis.
Hales Milling Co.—1 sack egg mash—Ted Vollmer, Hales Corners.
Schuster Stores—\$2.50 gift certificate—Ruth Kurth, Jackson.
Gridley Dairy Co.—Thermometer—Frank Loomis, West Allis.
Schuster Stores—\$2.50 gift certificate—H. Kruepke, Jackson.
Geo. Drought—Mineral feed—B. Dobberpuhl, Thiensville.
Hales Milling Co.—1 sack egg mash—Erick Schmelling, Germantown.
Three Schuster Stores—\$2.50 gift certificate—Louis Lemke, Thiensville.
Hales Milling Co.—1 sack egg mash—David Hass, Jackson, R. 1.
Chas. F. Dineen—Cheese—Wm. Kressin, Jackson.
Gridley Dairy Co.—1 stirrer—Emil Ehke, Jackson.
Geuder-Peschke-Frey Co.—1 enameled ring mold—John Krueger, Templeton.
Laacke Tent & Awning Co.—1 Kant Kome Off Kow Blanket—H. A. Fraederich, Germantown.
Gridley Dairy Co.—4 5-lb. sacks washing powder—Elmer Acker, Hales Corners.
Gridley Dairy Co.—1 milk stirrer—C. Wellauer, Waukesha, R. 4.
Chas. F. Dineen—Cheese—Ed. Hause, Waukesha.
Chas. F. Dineen—Cheese—Rud. Bublitz, Jackson.
Lemke Electric Co.—Electric auto horn—Roy Arsand, South Milwaukee.
Gridley Dairy Co.—Thermometer—Edward Boldt, R. 3, Sta. D, Milwaukee.
Chas. E. Savadii—Pitcher and beater—Henrietta Volkman, Thiensville.
Geuder-Peschke-Frey Co.—Kettle—Mrs. Wittkopf, Hartland.
Hales Milling Co.—Egg mash—Adolph Schmidt, Richfield.
Chas. E. Savadii—Pitcher and beater—A. Schmeiling, Germantown.
Hales Milling Co.—Egg mash—Frank Matter, Cedarburg.
Geuder-Peschke-Frey Co.—Kettle—Edward Hause, Waukesha, R. 4.
Hales Milling Co.—Egg mash—N. A. Jaeger, West Allis.
Victor Co.—Records—Leo Kugeawa, West Allis.
Hoffee-Coffee Co.—Kettle—John Krueger, Templeton.
Hoffee-Coffee Co.—Kettle—Peter Baden, Hales Corners.
Victor Recording Co.—Records—M. P. Dineen, Cedarburg.
Nat. Enameling & Stamping Co.—1 "Flow Fast Strainer"—Chas. Jaeger, Muskego.
Mitchell Man'g Co.—Milk stool—Walter Kirchoff, Milwaukee Sta. F, R. 12.
Luick Dairy Co.—Milk strainer—Oscar Rietz, Menomonee Falls.
Luick Dairy Co.—Kettle—Chas. Wolmann, Muskego.
Gridley Dairy Co.—Thermometer—Oscar Bellin, Thiensville.
Gridley Dairy Co.—Thermometer—Edmund Bublitz, Jackson.
Victor Co.—Records—A. Palmershime, West Allis, Route 4.
Olsen Publishing Co.—1000 Letterheads—Geo. W. Drought, Caledonia, R. 13.
Ed. Schmidt—10 lbs. butter—Mrs. J. Falk, Hales Corners, Route 1.
Gridley Dairy Co.—1 small top pail—Jos. Fieder, Fredonia.
Gridley Dairy Co.—Thermometer—Jos. Stigler, Waukesha.
Pabst Corporation—Thrashermen.
John W. Ludwig—1 camp chair.
John F. Herda—1 milk can.

Morals, Observations and Conclusions

STATE FAIR—FAIR AND RAINY

The Indian tribes who formerly lived in and about this section referred to the early part of July (July 4 in particular) as the season of the Big Rainy. Going back through our memory we find that rain has been conspicuously prominent in the history of that celebration.

We wonder just what those Indians would say about the weather during State Fair week. Such a week without at least one severe storm and several smaller rains would be unusual. Just why it should rain nobody knows.

The spirits of those who come to the fair are quickly affected by the rain. The crowds melt and disappear. Except in and around the stock exhibits, the agricultural shows and the other places where the farm folks gather. Those who consider rain as a blessing, who think of it in terms of pasture and better crops, do not run from it. They like it. The city cousin doesn't appreciate the beauty of a sound, solid rain that soaks into the ground for eight or ten inches.

It all gets back to the old idea . . . what you see, depends on where you sit.

NEARING THE FINISH

It is with a feeling of unparalleled pride that we acknowledge the interest of milk producers in other fields who inquire about our work here. The administration building is rapidly nearing completion. Within the next few weeks it will be completed and ready for occupancy. A complete milk testing laboratory now being installed will aid in carrying on the checking and testing which is such a vital part of the association's activities.

The building will contain among other things a meeting hall which will accommodate one hundred and fifty people, the general offices, the laboratory, and a rest room where members who come into town can meet.

The date of the opening and the ceremonies which will accompany it will be announced in the next issue.

A SUCCESSFUL PICNIC

With an estimated attendance of well over thirty-five hundred, the second annual picnic of the Milwaukee Co-operative Milk Producers' Association was an unqualified success. The sudden shower that blew up unexpectedly, and as quickly disappeared, did little to dampen the spirits of the great crowd. The group that fled to the shelter of the cars at the first threat of rain came streaming back a few minutes later (and as an unofficial observer said, it looked for all the world like the mob scene from *The Birth of a Nation*).

As has happened before, the milk supply was totally demolished early in the day and reinforcements met a similar fate. The refreshment stands did a rushing business and reported an almost perfect sell out before the day was over.

The crowd massed around the truck on which the attendance prizes were piled indulged in a considerable amount of good natured banter as the various prizes for the fattest lady and the fattest man were given out. Not to overlook the lady who took the first prize as the lightest married lady present with a complete weigh-in of only eighty-five pounds. While there was considerable dispute for the heavyweight prizes there were practically no contestants for the lightweight honors. (Looks like milk producers aren't bothered with dyspepsia.)

An outstanding attraction at the picnic was John Wick's Bingo game. Reservations for a seat had to be made hours in advance because of the throng that was anxious and eager to get one of the worthwhile prizes that were passed out every few minutes.

As usual, the children's races, the baseball game and the various other contests were heavily patronized.

Because of the threat of rain, the group picture had to be taken so hastily that a very large portion of the crowd was left out of the picture. Plans for next year include a complete series of pictures and the possibility of a motion picture camera to record most of the events.

Milk producers who missed the picnic should resolve here and now to attend the next one. Those who were present will heartily endorse that suggestion.

RED RUST

Like the fast spreading bubonic plague, carried by rats, the loathsome menace of Communism is spreading throughout the world. Through the underground channels of the misfit and discontented, the failing theories of the Soviets are being held up as a beacon for the salvation of the world. The old banner of anarchism has been hidden by the flaming red of the Soviet banner. The immediate effect upon our society, as it is organized today, is exactly as destructive.

It is a peculiarity of Communism that invariably, while pretending to be the expression of the masses, nevertheless a small organized party, carrying on their plans by armed force really dominates. Our democratic idea of rule that is "of the people, by the people and for the people" has been vicariously translated into a governing idea that is based on the theories of Marx, enforced by a ruthless army, and is intended for the benefit of Communists alone.

The American idea of individual initiative has been killed. The level of the entire community is to be the lowest common average. The principle of having a single rule for the abilities of all is bound to be fatal to personal ambition. The lazy and the unfit will be on the same level with the worker and the genius.

The present world wide depression has been a fertile field for the sowing of the Soviet idea. Drowning people who are busy grasping for straws are too busy to swim. Since the time when man "first began to earn his living by the sweat of his brow" the measure of his work has been marked in various ways. While there is no denying that we have certain evils to contend with in the present social system, it is also true that destroying a working system without having another and better one to take its place is a very short-sighted policy.

Meanwhile the youth of the country is listening to the glittering promises that are being broadcast under the label of Communism. While we on the farms are fighting to get through this depression we still have a well-loaded table. In the cities many are hungry, many are being fed by the charities, many have reached the bottomless pits of

despair. These, who have nothing to lose and everything to gain, are casting an attentive ear to anything that holds a promise for the future.

The hope and pride of American Democracy, founded on the far-thrown and isolated farms of the colonies, nursed and built up until it has become the greatest idea the world has ever seen, is once more looking to the farms for the moral strength and courage to keep it alive and sound. The weakness of the cities must be strengthened by the wholesome thought of the rural communities that this great democracy of which we all are a part may remain the guiding light of our country.

CAN "BASE" AND "SURPLUS" PLAN CONTROL OVERPRODUCTION OF TOBACCO

Can a co-operative control surplus tobacco production in the manner that milk co-operatives control the production of fluid milk for city markets?

The question is being tackled by members of the Northern Wisconsin Co-operative Tobacco Pool in a series of meetings this month. In each precinct where delegates are elected to district meetings, and at district

elections, as well as at the annual meeting of the association, one of the chief subjects for discussion is whether a "base and surplus plan" will be feasible.

In certain milk co-operatives each member is assigned a "base" amount of milk, approximately the quantity produced during fall months. Then in periods of over-production he receives the full fluid price for this basic quantity and a somewhat lower price for his surplus. Milk distributors, on the other hand, pay high prices for the quantity they use as fluid milk and low prices for that portion which is manufactured into by-products.

Dairy co-operative leaders have long contended that their "base and surplus plan" can somehow be adapted to the needs of co-operatives handling other products. The tobacco pool in Wisconsin, however, is one of the first to attempt the use of the dairymen's plan for another commodity.

RALPH A. PETERSON

Ralph A. Peterson, Chief of the Division of Co-operative Marketing of the State Department of Agriculture and Markets, died on August 5, 1931.

Prior to assuming his duties as

Chief of the Division of Co-operative Marketing, Mr. Peterson was agricultural agent for Wood County. He was one of the first county agents to emphasize the importance of co-operative marketing. As county agent, he brought about the establishment of a Cheese Federation warehouse at Marshfield and the organization of the Wood County Fruit Growers' Association and was instrumental in developing the co-operative spirit in Wood County.

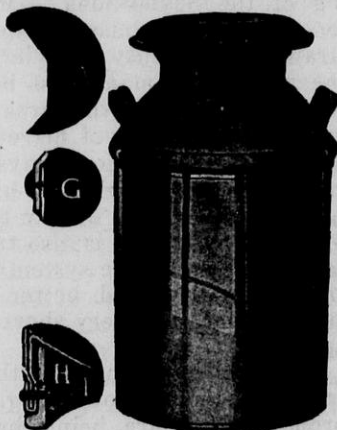
Mr. Peterson was made Chief of the Division on January 1, 1930. Under his direction tremendous progress has been made in the development of co-operative marketing in this state. To his tireless energy and well defined program we owe the development of the Pure Milk Products Co-operative, the Wisconsin Wool Growers' Co-operative Association, the State Livestock Exchange (Co-operative) and the State Potato Exchange (Co-operative). All those who were in close touch with Mr. Peterson realize that his untimely death was brought about through overwork and devotion to duty.

The gourd is a hollow thing that swells larger if it's elevated while green. Another thing that functions that way is the human head.

Follansbee Forge Milk Cans

Important Details of Construction

CLEVELAND PATTERN



A—Neck and Breast drawn without seam from highest quality FOLLANSBEE FORGE STEEL, insuring longer service.

G—Heavy Half Oval Breast Band shrunk on to breast.

H—Security Lock Joint clinching bottom to body. Bottom joint floated heavy with solder.

I—Special angle section bottom band, terne coated. Chime of Can rests in angle protecting bottom and absorbing shocks, thus preventing rivet holes from enlarging or the rivets shearing.

WELDED SIDE SEAM—Side seam of body acetylene welded, producing the strongest weld known to science. Extra heavy coating of pure Tin. All parts separately tinned before assembling. No black surfaces between joints to cause corrosion.

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INCREASED FREIGHT RATES ON AGRICULTURAL PRODUCTS PROTESTED

The National Co-operative Council, representing most of the large co-operatives of the United States, added its voice of protest against increased freight rates when its secretary, Robin Hood, appeared this week as a witness at the Chicago hearings of the Interstate Commerce Commission. The decision of the council to oppose increased rates on farm products was the result of a unanimous vote of its members.

If freight rates must be increased, the products of agriculture should be exempt, Mr. Hood said, arguing that farmers are not able in the present depression to pay increased costs. If freight rates are increased, truck competition would so reduce railroad tonnage that increased revenues would be small, if any, he said.

Pointing out some of the unfair features of the railroads' request for an increase, Mr. Hood said that while agriculture is furnishing approximately 11 per cent of the tonnage it is bearing more than 21 per cent of the entire freight revenue on class one railways. He showed also that agriculture's freight bill is already more than \$200 per farm, while the net farm income in 1930 was only about \$625, a decrease of nearly one-third from 1929.

It was also shown by the statement of the National Co-operative Council that farm products are now worth 21 per cent less than the pre-war average, while freight rates are 55 per cent higher. Land values in typical agricultural states have fallen 50 per cent or more since 1921, and 10 per cent of the country's farms have been lost to the owners through mortgage foreclosures or other forced sales during the past five years.

"The farmer, ruthlessly subjected to the whims of the so-called law of supply and demand and unsupported by arbitrary monopoly agencies for price-fixing, is being crushed," declared Mr. Hood, "by rail rates prescribed by powerful agencies authorized to insure the carriers not only costs of capital, replacements, operating expenses generally, but profits as well on the traffic handled. Any increase in agricultural freight rates would extract its pound of flesh."

BEST LUXURY

And learn the luxury of doing good.—Goldsmith.

WHEN WE PICNIC

By Jos. E. Ryan

So many pleasant thoughts of August 8.

Neighbor met neighbor and talked things over with dairymen who weren't even neighbors.

We heard George Drought tell his story about the Racine County Agent as he stood on the truck piled high with the elusive prizes; heard part of former Commissioner of Agriculture Jones's remarks from our place on the edge of the crowd; waited in vain for a vacant place in the popular corn game; helped to consume the liberally distributed surplus milk; observed the fortunate people select their entrance card prizes from the array of electric clippers, milk cans, bran, batteries and what not that awaited their choice and hustled to our cars at the quick dispersal when thunder and wind threatened a storm.

The bluffing storm and the unbluffing pickpockets were the only really bad features of the day. President Davitz at regular intervals was forced to warn the visitors to hang onto their valuables, as some new victim announced the loss of his purse. Naturally, of course, we all felt for our fifty cents, thus serving notice on an observing pickpocket as to its exact location. There were so many prizes for the largest family, heaviest and lightest woman and man, and so forth, but still many of us could scarcely be considered in the running for such awards. May the writer suggest for next year another prize for a small but select group of contestants, which he might be qualified to join, the winner in which would be given a token in recognition of his having the oddest face and most vacant look, so in that way some of us naturally unlucky folks would have a chance.

Secretary Dineen, President Davitz, the association directors and the advertising man—Max Resnick—all worked very hard to serve those in attendance. They needed more help and should have had it voluntarily, because, frankly, the workers have the best time at a picnic. It is the activities which lessen the monotony of standing around. We have not a word of complaint, except that the management held out too long on the announced "Beauty" contest, for surely most of us left before, and if it was held. Possibly this event was reserved for the workers as an added inducement for more help another year. Let's hope it's so wet at the next picnic that we can't do anything else but go to it.

CARE OF MILK UTENSILS IMPORTANT

Our observations lead us to the conclusion that the major requirements of the Health Department, as to barns, yards and milk houses are satisfactory on most farms.

If the barn and milk house is kept reasonably clean, pails, cans, milking machines and other utensils kept in a sanitary condition inspectors should find little to complain about.

Some farmers seem to have no trouble keeping things up in good shape while others are just a little off color.

After spending money to put the premises in good shape it would seem to be just ordinary good business to keep things clean and neat so that inspection at any time is welcome.

CHICAGO PURE MILK ASSN. INCREASES CHECK-OFF

Three-cent Check-off

Starting July 1, covering July deliveries, an additional one-cent check-off was added to the income of the association.

This one cent, as you know, is budgeted for advertising and sales promotional work. As soon as the plans can be completed it is hoped this money will be matched by an equal amount from distributors and it will be entirely handled, if present plans are accomplished, by a separate holding group set up for that purpose. This organization should be jointly directed by distributors and association members with a manager employed to carry out the detail of the service.

The additional cent check-off was provided in the amendments approved at the annual meeting of 1930 and signed by members.

AN ESSAY ON THE BANANA

(By a Japanese Schoolboy)

The banana are great, remarkable fruit. He are constructed in the same architectural style as the honorable sausage. Difference being, skin of sausage are habitually consumed, while it are not adviceable to eat rappings of banana. Banana are held aloft while consuming, sausage are usually left in a reclining position. Sausage depend for creation upon the human being or stuffing machine, while banana are pristine product of mother nature. In case of sausage both conclusions are attached to other sausages, honorable banana on other hand are joined on one end to the stem, other termination are entirely loose. Finally, banana are strictly member of the vegetable kingdom, while affiliation of sausage is often undecided.

The National Cheese Producers Federation states that the demand for cheese is now very much stronger than it has been. The Federation has had one of the most difficult problems in co-operative marketing in that they have had a constantly down market for many months. American cheese is usually held at least four months before it is sold and foreign types about a year. Cheese factories cannot wait this length of time for their money, so the Federation has had to make reasonable payment at the time the cheese was received. In many cases this payment is greater than has been ultimately realized on the cheese. The Federation has the right to go back to cheese factories and collect this over payment. This, of course, is a great hardship at a time when prices are low and it is almost impossible for farmers to secure money from banks.

Factory employment and payrolls in Wisconsin declined 1.8 per cent and 4 per cent, respectively, from May 15 to June 15, according to the latest figures published by the Wisconsin Industrial Commission. Decreases in payrolls were reported for all economic districts of the state except the southwest and for 26 out of 30 cities. Among leading industries, reductions in payrolls were largest in the metal, wood-working, shoe, textile and publishing and printing groups. As compared with June a year ago, employment has declined 13.8 per cent and payrolls are down 22.7 per cent.

The number of applicants registered at public employment offices for each 100 places available was 212 in June against 197 in May. In June last year, the ratio was 155. Applications at the ten public employment offices during the first six months of the year numbered 8.3 per cent less than in the same period last year. Help wanted orders from employers showed a decline of 26.7 per cent in the first six months.

OTHER MARKETS

In its August issue the Twin City Milk Producers Bulletin announces a price of \$1.48 for 3.5% milk delivered to Minneapolis and St. Paul. The fluid milk price was \$1.85 per hundred and the consumer paid ten cents per quart.

"Marketing conditions have continued to be different from anything we have previously experienced," says the Bulletin. Dry weather resulted in a big increase in the amount of milk produced by our members. It also resulted in less production throughout the country and an increased demand for sweet cream for ice cream purposes. Normally this would have resulted in higher prices, but the market did not respond to demand and the price of cheese and butter remained almost the same as the previous month."

"This decrease in production with no increase in price makes the factories around the Twin Cities more eager than ever to sell on this market. It was necessary for us to secure milk from several cheese factories and there has never been a time in the history of the association when it was as easy to get milk for the market from outside sources as it has been this year, as our prices look very attractive to cheese factories which have been getting less than \$1.00 a hundred for their product.

"While prices on dairy products have not increased to any extent up to the time this is written, storage stocks are being rapidly depleted and the industry is being placed in a much better position for the future.

"Our price during the last year has been a greater percentage above butter and cheese prices than in previous years and without some upward swing in these prices we cannot get a raise in the price of market milk."

Later reports indicate that a raise

in the fluid milk price of five cents a hundred had been obtained for August.

The Dairymen's League News reports a net pool price of \$1.52 for 3.5% milk for July delivered to New York City. The retail price is fifteen cents per quart. Heavy surplus is given as the reason for the low average price.



TO STERILIZE YOUR MILKING EQUIPMENT

Flushing teat cups and milk tubes of a milking machine with boiling water is the best way to keep your equipment clean and sterile. And the

Strauss

ELECTRIC

DAIRY WATER HEATER

provides the quickest, most efficient, and most economical method of producing an adequate supply of boiling water. Operating from a 220-volt power line, it will bring approximately 6 gallons of water to a boil while you are milking . . . at a cost of about 1¢ per gallon, based on a 3¢ electric rate. This heater is of the "gravity type" and fills from the top . . . you don't need "running water". When connected to the vacuum line, the milking machine automatically flushes itself with boiling water, direct from the heater.

Ask The Electric Company or your Milking Machine dealer about the Strauss Electric Dairy Water Heater. Free descriptive literature on request.

STRAUSS ELECTRIC APPLIANCE CO.

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BADGER STATE BANK

Fond du Lac and North Avenues at 21st Street

Milwaukee's Largest Outlying Bank

DAIRY STOCKS BELOW NORMAL

Dairy production in the United States for the first six months in 1931 is probably about at par with or slightly greater than production for the corresponding period of 1930. Cheese production is about 6½ per cent under that of a year ago, but butter production is 3 per cent higher. Evaporated milk production for the same period in 1931 is 5 per cent over that of 1930, but condensed milk production is 23 per cent lighter.

In total milk equivalent, these products, plus the milk consumed in the fluid milk market and other miscellaneous dairy products, represents a total in milk production probably 2 per cent above the amount of milk produced during the first six months in 1930. There are more milk cows on the farms of the country, but on the whole the production per cow has been only slightly above that of a year ago.

In spite of this somewhat increased total dairy production during the first six months of this year compared with last, cold storage stocks of dairy products in the country are not as large as they were a year ago, and are also well below the five-year average. The federal department of agriculture's report as of August 1 shows a decline of 30,000,000 pounds of butter as compared with August 1, 1930, and approximately a decline of 23,500,000 pounds below the five-year average.

A stranger addressed the farmer's boy across the fence.

"Young man, your corn looks kinda yellow."

"Yes, that's the kind we planted."

"Don't look as though you'll get more than half a crop."

"Don't expect to. The landlord gets the other half."

"Boy, there isn't much difference between you and a fool."

"No, sir," replied the boy, "only the fence."

CROP PRODUCTION AVERAGE

As the growing season advances and better preliminary estimates are possible, it becomes more and more evident that 1931 on the whole promises to be only about an average crop year in the United States. However, there are wide variations.

Cotton in the South is producing an enormous crop. Wheat is an enormous crop in the winter wheat regions, a failure in the spring wheat section. Corn gives promise of about a normal crop compared with a very short crop a year ago. Oats, rye and barley are each considerably under their average five-year production. Tree fruit crops are considerably above normal.

In general those areas most affected by last year's drouth are producing much better crops than last year; but this year drouth and heat have struck the Pacific Coast and Northern Plains states.

Yet a wise man and a fool seem strangely similar when they try to open a milk bottle with a thumb.

GIVING PROVIDENCE A DIRTY LOOK

An old farmer was complaining bitterly to the minister of the terribly bad weather for the crops, when the latter reminded him that he had much to be grateful for, all the same.

"And remember," said the good man, "Providence cares for all. Even the birds of the air are fed each day."

"Aye," replied the farmer, darkly, "off my corn."—Glasgow Herald.

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Farm and Barn Equipment,
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Minimum Charge—\$1.00.

In computing amount of remittance, add six (6) extra words if wanted published under Blind Address.

Bold Type—Double Regular Rates.

Blind Address — 25c EXTRA to cover postage in sending out replies from this office.

REMITTANCE MUST ACCOMPANY ORDER.

TINNING—We retin milk cans for \$1.75 each; 5 or more, \$1.50 each. Batteries charged, 50c. East Side Tin Shop, Waterford.

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OIL, GAS, TIRES AND ACCESSORIES

Expert Tractor and Auto Repairing on all Popular Makes.

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Call Hales Corner 162J4

LOOMIS CENTER GARAGE
Hi Way 36 and County Trunk U

37 ACRE BARGAIN!

Good stone house, elec., gas; basement barn, cement silo, etc., on concrete road; ½ mi. to village, close to Milwaukee. \$5500

150 ACRES, 14 cows, 3 horses, tractor, etc., in Jefferson County. About \$3000 down required.

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ANALYZING DAIRY ECONOMICS

What is behind the investor's dollar in the dairy industry is a very important consideration in financial circles. Stock Exchange members are investigating the economics of the dairy industry, and placing the facts before their customers. They are doing a thorough and careful job, giving the outsider an inside look at the dairy business and the insider a better understanding of his own business.

During the last ten years the dairy industry has undergone many changes. All the difficulties have not been overcome, but progress has been made in all branches of the industry. Co-operative organizations have improved the producers' situation, and improved handling and manufacturing and merchandising have resulted in a steady increase in per capita consumption.

That the industry is growing and has opportunity for further expansion is a vital consideration which is being stressed among those who have money to invest and are looking for the place where it will prove a safe investment and a profitable one.

Particular attention is being called to the opportunity for the expansion in the development and sale of the by-products. The surplus must be handled economically and efficiently, and the opportunity along this line is being studied carefully by the financial interests.

The second of a series of monographs describing the dairy products industry has just been issued by Chas. D. Barney & Co. It deals with the New York market in particular, explaining the operation of the Dairy-men's League Co-operative Association and the Sheffield Producers' Co-operative Association.

Metropolitan New York is the dairy industry's largest market for milk and all milk products. How it is supplied with its most important food item makes very interesting reading for individuals who are considering investing their money in a growing business with opportunity. —Dairy World.

FAIRY CHARIOT

Hotel Garage Man (to fusser about midget car)—"All right, sir, all right! I'll see that it's refilled, washed and polished, and if you like, I'll have it left outside your bedroom door with your boots in the morning."—Boston Transcript.

A certain broker has had his nose lifted by a plastic surgeon. It's fair enough. Three years ago the broker did as much for a lot of people.

REDUCED FARES TO THE NATIONAL

Reduced railroad rates from the entire country and eastern Canada have been granted for the National Dairy Exposition, St. Louis, Mo., October 10th to 18th. Sale dates will be from October 7 to 15, with final return dates from the 21st to 31st, varying according to the distance from St. Louis.

The rate is a fare and one-third for the round trip from southeastern states, except Virginia, the western and southwestern states, Illinois, Wisconsin and northern Michigan. From northern Kentucky, Indiana and Lower Michigan the rate is a fare and one-half for the round trip. "Back East" summer excursion rates will apply from far western states. The above are open rates, and no certificate is required. In the rest of the country and eastern Canada the rate is a fare and one-half for the round trip on the certificate plan.

Low coach rates from nearby states for special days will be announced later. Ticket agents have complete information, or write to the National Dairy Association, 511 Locust Street, St. Louis.

Ringside judging contests for those who have had special training or experience in judging dairy cattle will be conducted at the National Dairy Exposition, St. Louis, Mo., October 10th to 18th, each day that cattle are judged. The aged cow class of each breed and the aged Holstein bull class will be used in the contests. Cards will be passed to spectators at the ringside as animals in these classes enter the ring. Contestants will make their placings for the class on the cards, while the judge is inspecting the animals, and before he makes selections. Prizes of ten and five dollars will be awarded in each class.

Spring is that brief season when you keep the furnace going to avoid chilling and stay outdoors to avoid boiling.

SAFETY FIRST

"I saw the doctor you told me to see."

"Did you tell him I sent you?"

"Yes, I did."

"What did he say?"

"He asked me to pay in advance."

—Capper's Weekly.

WANTED, A PASTEBOARD BUS

Husband—"I have brought you this beautiful string of pearls for your birthday, darling."

Wife—"But you knew I wanted a motor car."

Husband—"I know, dearest, but I have tried everywhere and can't get an imitation car."—Passing Show.

"CUCKOO! CUCKOO!"

"And what if the engine stalls when we're away up in the clouds?" asked the young lady of the pilot as she was about to enter a flying machine for her first trip.

"Well, if that should happen," replied the pilot, "you just leap out, count ten and then pull the cord on your parachute."

"But what if it doesn't open up?" she asked anxiously.

"In that case the only logical thing to do is to flap your arms up and down and say 'I'm a bird—I'm a bird'."—Pathfinder.

COUNTING THE COST

A Chicago actress came into a lawyer's office and said, "I want a divorce."

"Certainly," said the lawyer. "For a nominal fee I will institute proceedings."

"What is the nominal fee?"

"Five hundred dollars," he replied.

"Nothing doing," retorted the lady. "I can have him shot for ten." —Frivol.

In some cities, Sunday seems to be a day of arrest.

NOTICE!

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Milwaukee Milk Producer

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Milwaukee Co-operative Milk Producers

Volume 4

OCTOBER, 1931

Number 7

October Fluid Milk is \$2.50

The price of fluid milk for the month of October will be \$2.50.

The above statement should be qualified for there is a reservation which allows either the distributors or the producers to ask for a reconsideration if market conditions warrant.

Dissatisfaction has been expressed by some distributors because all dealers do not pay the bargained price for fluid milk, report to the Department of Agriculture and Markets and allow verification of these reports.

The butter market strengthened during September and condensed skim milk showed a slight value resulting in a manufactured price of \$1.15. This is fifteen cents above the August price.

Blochowiak Dairy Co. will pay an average price of \$2.13.

Gridley Dairy Co. reports fluid sales of 59.3% and \$2.50; outdoor relief sales of 2.7% at \$2.27; manufactured or surplus sales of 38% at \$1.15; and an average price of \$1.98.

Luick Dairy Co. reports fluid sales of 55.11% at \$2.50; outdoor relief sale of 3.15 % at \$2.27; manufactured or surplus sales of 41.74% at \$1.15; and an average price of \$1.92.

Layton Park Dairy Co. reports fluid sales of 51 per cent at \$2.50; outdoor relief sales of 7 per cent at \$2.27; manufactured or surplus sales of 42 per cent at \$1.15, and an average price of \$1.92.

Golden Guernsey Co-operative reports fluid sales of 62.3 per cent at \$2.50; outdoor relief sales of .029 per cent at \$2.27; manufactured or surplus sales of 34.8 per cent at \$1.15; and an average price of \$2.02.

Sunshine Dairy Co. will pay \$1.96.

The August price of those companies who do not have their figures completed at the same time we print are as follows:

Bauman Dairy Co.. \$2.00; Wilke Dairy Co., \$1.99; Standard Dairy Co., \$2.00; Seybold Bros. Dairy, \$1.86; Badger Milk Products Co. (Gehl), \$1.44.

No September reports available.

Charles Hill, Chairman of the Commission of Agriculture and Markets, and Dr. John P. Koehler, Commissioner of Health of Milwaukee, will give short talks at 2:00 P. M. on Friday, October 23, when we formally open our new building.

A farmer who is not on the board of directors will also give a short talk.

Be on hand to help entertain and be entertained when your new building is dedicated.

The Dairymen's League, New York, reports an August pool price of \$1.67 for 3.5 per cent milk for New York League milk. The retail price in New York city is 15 cents per quart.

Open House

On Friday, October 23, from 1:00 p. m. to 5:00 p. m.

On Friday, October 23, our new building will be formally opened.

The directors have agreed to be here at 1:00 p. m. of that day and will be pleased to greet every milk producer and his wife or sweetheart.

A short program of talks, a little entertainment, and a little lunch, a chance to see your new building and meet the members of the board. The directors' wives will serve a light lunch—very much dairy—we are told.

Of course, the milk producers are welcome to visit here at any time, but a special invitations is extended to each and everyone of them to come in on October 23.

PRODUCTION TOO HIGH FOR A STABLE MARKET

Milk receipts in this market are increasing in volume daily and if production runs true to form the market will be flooded in December.

Anxiety to make a high base, cheap feed, plenty of corn on most farms and the exceptionally low returns from everything grown on the farm are all contributing factors.

Members of the family out of work in the city and forced to come back to the farm or starve, have, in some cases, caused the purchase of new cows in order to provide employment and a little income.

Every day brings in some farmer who insists that he must ship milk here.

When no outlet through the dealers is secured many start to distribute themselves in the suburbs. Many of them will sell a poor product and nearly all will be in the market a very short time.

In West Allis, if reports be true, there are over 20 distributors. No inspection, no restrictions, cut prices and poor business methods.

A co-operatively owned creamery whose members never wanted a fluid milk market started selling milk in a suburb on October 1.

GETTING LOCATED

This is the second day of our occupation of our new building and the editor is trying to get copy ready for "The Producer." Steam fitters, plumbers, painters, carpenters, and other high class workmen are very busy finishing up little details or taking care of things that had been overlooked.

Confusion is a mild term to use in describing the condition of things in this building today.

In a few days, however, we hope to get cleaned up and then if we are able to keep agents of various kinds from crowding in we will find it easier to get some work done.

MILWAUKEE MILK PRODUCER

Owned and Published by

Milwaukee Co-operative Milk Producers
Chas. F. Dineen, Managing Editor
1633 N. 13th Street
Phone Marq. 4023 MILWAUKEE, WIS.

Volume 4 October, 1931 Number 7

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THE ADVERTISING FUND

Some new supporters want to know just what is done with the deduction of one-half cent per hundred for advertising. Perhaps the subject can be covered by reprinting an article that appeared in the September issue of "Printers' Ink," a journal devoted to the advertising business and printed in New York.

The article which follows is entitled:

"How 4,000 Farmers Advertise Milk to Milwaukee"

"A Co-operative Campaign to Which Producers and Distributors Contribute Equally"

"In the rural section surrounding Milwaukee there are some 4,000 farmers who want the people in the city to use more bottled milk. They get more for their milk when it is sold for domestic consumption than they can realize when it is sold for the manufacture of by-products.

"Working through the Milwaukee Dairy Council, therefore, these farmers contribute to a co-operative advertising fund on the basis of half a cent per 100 pounds of milk sold. A similar contribution is made by the dealer members of the council, and thus there is raised rather a respectable sum which is being invested in newspaper and outdoor advertising space. Six of the largest dairy companies in the city form the dealer distributor angle of the proposition, two of the foremost companies being subsidiaries of Borden and National Dairy.

"The workings of the Milwaukee Dairy Council, leading up to this co-operative advertising program, supply a rather significant example of how a difficult marketing problem can be handled and how the farmer, in a sense, can be made advertising

mindful for the substantial benefit of himself and the distributor.

"The council is a non-profit organization having as members a majority of the producer farmers and dealer distributors in the Milwaukee territory. Representatives of the producers and the dealers meet at the council's headquarters once a month and agree on the price the farmer is going to receive for his milk during the ensuing months. Here is an example of how advertising has an intimate relationship with this pricing system, and showing

sold 65.35 per cent of its milk to the consumer.

"Figures such as these told such an eloquent story that, last year, the council decided upon its advertising program to make the public more milk conscious. The plan of contributing one cent per 100 pounds for advertising purposes was decided upon and, after a reserve sufficient to maintain a workable balance had been built up, the advertising started.

"REFUEL WITH MILK"—THEME OF CAMPAIGN

"The campaign, which has now been in effect a year, was built up around the general theme of 'Refuel with Milk.' It was aimed to tie up with the various transcontinental airship flights which were taking place and also the endurance records being set at that time by planes with refueling crews. The thought, suggested and implied, was that the human body is an engine which needs regular refueling.

"The first 24-sheet poster used showed Lindbergh's newest type of plane in flight. Along side was a giant bottle of milk and the thought expressed was that to set new endurance records it was advisable to 'refuel with milk.' The poster was in six colors and attracted favorable attention. The accompanying newspaper program was built around the same theme.

"Since then the boards have been changed every two months with a different set of locations each month, making a total of between 50 and 75 boards always on display. As the new design lasts for two months it frequently develops that two different posters are shown in various parts of the city. These have been timely as the season warranted — probably exemplifying a football idea during the football season, a bathing girl during the beach season and so on.

"During the last six months the beauty theme has been used with considerable success. The advertising agency handling the campaign found that while both men and women are interested in health, they do not like to be continually preached at in that respect. Thus beauty has been employed as an interchangeable word without giving offense to anybody. And it has been found that the man is almost as vitally interested in the message as is the woman. Working on the supposition that children drink almost a maximum amount of milk anyway, if they can get it, the appeal in the advertising has been to adults only. It was thought that if the parents

(Continued on page 4)

why the farmer is glad to contribute his part to the advertising fund:

"At a recent meeting of the bargaining committee it was determined that during the next month the farmer was to be paid for his fluid milk on the basis of \$2.50 per 100 pounds. But the farmer knew well enough that he could not get this satisfactory figure for all the milk he brought into the city. From it had to be deducted the surplus, which is manufactured into by-products. During the month in question this surplus averaged 89 cents. On all his products finding their way into the consumer's milk bottle, however, the farmer realized his full \$2.50 per 100 pounds.

"Figuring the milk that goes into surplus, one dairy that month was paying the farmers at the rate of \$1.75 per 100 pounds and another \$1.94. The remaining distributors paid mainly between the two points. The dairy paying \$1.75 had fluid milk sales during the month of 53.6 per cent, while the one paying \$1.94

Morals, Observations and Conclusions

THE TIE THAT BINDS

The completion of the Headquarters Building of the Milwaukee Co-operative Milk Producers Association brings to mind the age-old struggle for supremacy between the town and country. Today, thanks to the co-operative idea, the individual producer has become part of a group which, through closer contact, has helped to eliminate that needless, useless rivalry.

History records that when the first towns and villages began to grow up around the protecting walls of the castles there was no distinction between town and country. The people who lived in the villages went forth in the morning to till the fields and came home in the evening to the shelter of the village.

As the villages grew into cities and trade with foreign parts began, certain individuals began to concentrate on the production of particular items. The best weaver whose cloth was admired by all the neighbors stopped tilling his little patch of ground and began to trade cloth for food. The strong armed blacksmith traded ironwork, the cobbler had his shoes, the potterer his utensils. And so it went.

The simple exchange of commodities direct between the producers and consumers led to the clearest understanding of the problems of both. The makers were proud of their quality of the handicraft, the producers felt likewise about their foodstuffs. This personal pride led to the eventual development of the nationally famous trademarked articles of commerce with which we are all familiar.

As the towns grew and the centers of population spread out the producers were separated by the necessity of transporting their merchandise to markets and bringing back what they needed on the farms. Here a third class of individual came into existence, known as the entrepreneur or middleman (between the two). He bought and sold, traded in merchandise. He personally cared nothing about the merchandise except as to its possibilities of profit.

As trade developed and began to spread, the gulf between the town where merchandise was made and the country where it was sold began to widen. The development of style and the slow methods of transporta-

tion made for marked differences in the attire, customs, speech and manners between the cities and the country.

And so misunderstanding grew until the time came when there was open conflict between the two groups. The farmer thought of the city dweller as a "city slicker" and the man from the city considered the farmer a "rube."

Today that is no longer true. All the known faculties of modern life, the newspapers, motion pictures, radio, magazines, telephones, automobiles and good roads have made next door neighbors of the farmer and the city dweller. The splendid isolation of the producer has readily given way to a pleasant and greatly desired contact with his friends in the city. The crowded humdrum life of the cities has been improved and bettered through frequent sojourns into the country. The change in relations has worked for the good of both groups.

From an economic standpoint there is something further to consider. The farmwife no longer does her shopping at backdated general stores. Today she steps into her automobile, drives into the closest metropolitan shopping district only a few hours away, and buys exactly the same things as the city housewife. A checkup of the charge accounts of metropolitan department stores will reveal a substantial percentage credited to farmwives.

When the farmer has a poor crop these stores suffer. And when business is bad in the cities, when manufacturing plants are closed down and earning power is cut, the farmer suffers. Good business in the cities and on the farm go hand in hand. The farmer has become one of the most important buyers in the country.

The cities must have food. They must have markets for their manufactured goods. The farmer must have a market for the foodstuffs he produces. The best interests of both are so closely interwoven that they can no longer be separated.

That closeness of mutual interest has broken down the old barriers that rose through misunderstanding in the past.

The erection of the Headquarters Building in the city is another tie be-

tween the country and the city. Not only will the producer benefit because of the added prestige and strength it gives the organization but it will help to give the city consumer a closer contact with the source of his food.

The marvelous laboratory will do more than check butterfat content for the producer. Its presence will serve as a daily reminder to the consumer that the quality of that product is being carefully safeguarded. That added faith in the product will mean greater consumption.

The greatest assets of many of the most powerful organizations alive today is the good will of the consumer. The physical assets may be destroyed but that intangible value, built up through years of painstaking care and service, will prove a powerful factor in carrying on the work of the organization.

A philosopher once said that if you really knew a man you could not hate him. The Headquarters Building is promoting a greater and more intimate knowledge not only among the members of the organization, but also between the producer and the consumer. Its value will be proven with the years.

STABILIZATION WHEAT AND COTTON MADE AVAILABLE TO RELIEF AGENCIES

In response to numerous requests, the Federal Farm Board announced today, (Saturday, Oct. 3, 1931), that it is prepared to authorize the grain and cotton stabilization corporations to sell wheat and cotton at market prices to appropriate relief agencies in the United States, either for cash or on such deferred payments as may be agreed upon. Such arrangements are intended to assist in relieving the distress of those unable to provide food and clothing for themselves as a consequence of unemployment or drought. By this action the Board hopes to make the surplus stocks of wheat and cotton immediately available for relief purposes, even though some time may elapse before relief organizations can raise the necessary funds. The arrangements for this will need to be worked out with the authorized national relief agencies whose function it is to deal with the emergency

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THE ADVERTISING FUND

(Continued from page 2)

could be induced to consume between a pint and a quart of milk a day, just this much more would be added to an already sizeable outlet.

The newspaper advertisements are being kept timely so far as possible. Each month's series has consisted of between nine and eleven pieces of copy, ranging in size from a standard of two columns by 40 lines to four columns by 175 lines, with a completely different manner of approach in each. The general plan is to appear in at least two Milwaukee daily newspapers every day with some piece of copy, large or small. The Dairy Council management felt that by thus spotting up the campaign complete coverage could be made in the four newspapers printed in English and in the three printed in foreign languages.

"The campaign," Charles Dineen, secretary of the association, says, "has been going on in this fashion now for more than a year and it was recently renewed for a second year. The results have been extremely satisfactory in the face of declining milk consumption throughout the country. We are enthusiastic in our belief that co-operative advertising actually pays when it is properly coordinated."

THE ST. LOUIS MARKET

The fight is still on in St. Louis between the producers' organization and The Pevely Dairy Company.

Latest reports indicate that the producers' organization is gaining the confidence of the consumer in their battle for recognition.

The people of St. Louis know that the Sanitary Milk Producers are battling for their rights and believe that the Pevely Dairy, which is the only company holding out, is in the wrong.

If all farmers saw the situation in its true light and acted accordingly this dairy company would get no milk and the fight would soon be over.

NEW SUPPORTERS

O. E. Puerner & Higgins, Jefferson.
Gust Vogt, Sullivan, R. 2.
Walter Rubb, Oconomowoc, R. 5.
Wm. Wilkening, Oconomowoc, R. 5.
Otto Zuehlke, Oconomowoc.
August Glamm, Oconomowoc, R. 5.
Henry A. Otto, Oconomowoc, R. 5.
Emil Zahn, Oconomowoc, R. 5.
Herman Kucken, Oconomowoc, R. 5.
Lester Butth, Oconomowoc, R. 5.
Harry R. Miller, Oconomowoc, R. 5.
W. E. Vinz, Oconomowoc, R. 5.
Frank E. Hess, Eagle, Wisconsin.
Frank Savatski, Pewaukee, R. 2.
S. A. Meidenbauer, Waukesha, R. 4, Box 189.
John Bartelson, Burlington, R. 2.
Vick Bros., Pewaukee, R. 2.
C. M. Otto, Rockfield.
Jos. L. Walker, Caledonia.
Clarence Rutzinski, Caledonia, R. 1, Box 68.
Jorn Theine, Menomonee Falls, R. 2, Bx. 111.
Ed. Jacobson, Waterford, R. 1.

THE IMPORTANCE OF VITAMINS IN MILK

"Milk always has been and will undoubtedly continue to be the most important and indispensable single food of man. Because of its importance in the dietary of the infant and growing child as well as the adult, its nutritive properties have been studied more than those of any other food." So states the Journal of Nutrition in a recent issue—and the results which appear year after year from careful research on milk have more than justified man's faith in it as a food which has endured from earliest times.

As each vitamin has been discovered in turn, added wonders of milk have been revealed and thus, at the present time, much of the importance of milk is attached to its vitamin content. In a large measure, the story of vitamins is the story of milk—first, in that work with milk and its products led to the actual discovery of the first vitamins; second, in that milk has been found to be a source of all vitamins.

Child: "Do you feel at home here, Aunt Hazel?"

Visitor: "To be sure I do."

Child: "Then why don't you help mother wash dishes?"

Follansbee Forge Milk Cans

Important Details of Construction

CLEVELAND PATTERN

A—Neck and Breast drawn without seam from highest quality FOLLANSBEE FORGE STEEL, insuring longer service.

G—Heavy Half Oval Breast Band shrunk on to breast.

H—Security Lock Joint clinching bottom to body. Bottom joint floated heavy with solder.

I—Special angle section bottom band, terne coated. Chime of Can rests in angle protecting bottom and absorbing shocks, thus preventing rivet holes from enlarging or the rivets shearing.

WELDED SIDE SEAM—Side seam of body acetylene welded, producing the strongest weld known to science. Extra heavy coating of pure Tin. All parts separately tinned before assembling. No black surfaces between joints to cause corrosion.

FOLLANSBEE BROS. CO.

—DISTRIBUTORS—

Thirty-First and Auer Ave.

Milwaukee, Wis.

WE BUILD THE QUALITY IN — YOU TRY TO WEAR IT OUT

COMMON SENSE IS SIMPLE AND ONLY WAY TO PROTECT MARKET

Dear Mr. Editor:

I see you've been printing some articles for some time about the Health Department with their new ideas what they want the farmer to do to produce the kind of milk that they want in Baltimore City.

Well, I want to tell you how I felt about all this. In the first place, I'd been producing milk for the Baltimore market for 25 years. I got good cows and they give good milk, but every now and then one of the health department men came around here telling me I ought to do this and that, and I always told him that the milk was good enough to feed my kids so it was good enough to feed the kids in the city. Of course, before he left I always found myself promising to do what he wanted, but many times I forgot my promises as soon as he was out of sight.

Sometime ago one of those men came in here and left one of those yellow books they're getting out. I threw the thing aside and paid no attention to it at the time. A little later on my wife happened to pick it up, and she got to reading the thing. She told me she thought I ought to read it because it had more sense in it than anything she'd ever seen the health department put out.

I know that when my wife gets something in her head there's no use my trying to change her mind, so I did pick the thing up and started to read it. I found I was really interested. One of the first things I was glad to notice was that the health department wasn't asking me to spend any more money to keep producing milk, because money is something I don't have. I read the whole book and I have to admit it wasn't asking me to do anything that wasn't possible for me and every other shipper to do. Neither were they tell me to do anything but what I knew before hand I ought to have done long ago. But like a lot of other farmers, many times I'd be late with my work so I'd do the milking so as to get it done as quickly as possible, which meant I didn't cool it or take care of it as I should. Sometimes in the mornings I didn't get up in time to get my morning's milk in the right shape for shipment. Because of this I guess my milk came into the city sometimes with a high bacteria count, and then first thing I knew, I'd get a letter that I had a high bacteria count, and I'd have to go down and see the health department about it.

Even though I thought I knew

RECEIPTS OF MILK

	1928	1929
January.....	22,614,032	21,599,901
February.....	21,939,785	20,037,395
March.....	24,243,764	23,065,804
April.....	24,281,926	22,692,587
May.....	25,807,714	25,519,415
June.....	26,649,681	26,650,984
	1930	1931
January.....	25,822,114	28,684,282
February.....	22,723,860	26,293,025
March.....	25,674,405	29,924,789
April.....	26,155,570	30,024,009
May.....	28,235,322	32,465,414
June.....	27,677,694	30,945,657

The above figures are taken from the Department of Markets reports of receipts of milk in Milwaukee for the first six months of the years listed.

It will be noted that 1930 shipments were much heavier than 1929, and that this year we are still gaining. New shippers have not been taken in during 1930 or '31 except as they came in through new companies.

Possibly the fact that cash crops and trucking crops did not yield as good returns has smething to do with a heavier production per farm.

There are many farm boys who have lost their jobs in the city and are home on the farm helping to produce more milk.

What shall be done with the milk if production continues to increase at this ratio and the buying power of the consumer continues to grow less is a question that the whole industry may well ponder.

all about producing good milk, I want to say that since reading this yellow book, I see where I'd been over-looking a lot of little things I ought to have done. As I depend so much on that milk check, I want to admit I have chaged my and want the health department and every Baltimore milk shipper to know I intend to co-operate with the health department and do everything I can to help put this thing over, because I am now convinced that the only way we can expect to hold our market is by producing a high class product.

You can print this letter if you think it's worth it.

Sincerely yours,

A Farmer Who Changed
His Mind.

—From the Maryland Farmer.

Reporter: "To what do you owe your success?"

Millionaire: "To my wife's determination that she was going to have better clothes, better and more cars and a finer house than any of the neighbors!"

Outdoor Relief Milk

We understand that some producers have the idea that they are helping the poor or destitute people of Milwaukee county because milk is sold at nine cents per quart to the Outdoor Relief Department.

As stated in our last issue Milwaukee county is buying a large amount of milk from Milwaukee dealers.

If bids were obtained on this milk at a low price from outside sources or if condensed milk was substituted for bottled milk the percentage of manufactured milk would be greater and every dealer would pay a lower average. In other words the shipper would have for the month of September, more milk paid for at the rate of \$1.15 per hundred.

Figure it out for yourself. Your dealer has a certain percentage at \$2.50 per cwt., another percentage at \$2.27 per cwt., and then the balance is paid for at the manufactured price of \$1.15.

STABILIZATION WHEAT AND COTTON MADE AVAILABLE TO RELIEF AGENCIES

(Continued from page 3)

problems of disaster and unemployment relief.

Under the Agricultural Marketing Act the requirement is made that stabilization operations be so conducted as "to exert every reasonable effort to avoid losses and to secure profits." The Farm Board, therefore, cannot authorize the stabilization corporations to give away their stocks, even for charitable purposes. But it can arrange for such deferred payments as will enable the prompt and effective utilization of part of the stocks for relief purposes.

The Farm Board will approve sales of wheat and cotton when the appropriate relief agencies show that they have perfected arrangements for the distribution and milling of wheat, or spinning and weaving of the cotton, and that the commodities will be distributed on a definite charity basis to worthy individuals who are unable to purchase food and clothing through their own earnings or savings. This will make the consumption that results from this measure in considerable part a net addition to, rather than a substitute for, the quantities which would otherwise be consumed.

Father: "Well, and how did you like your first day at school, Bobby?"

Bobby: "Oh, all right, daddy! But I don't see why they want me there; there are plenty of other children."

CALIFORNIA FARMERS AND DEALERS AT WAR

The San Francisco and Los Angeles markets are in trouble and are trying to get organized so that the farmers may get better returns as may be noted in a copy of a letter received by this office and reproduced herewith.

Manager, Milwaukee Milk Producers' Assn.,
Milwaukee, Wis.

Dear Sir:—

We are having two milk wars here—in San Francisco and Los Angeles, and the problem in both places is one of forming a bargaining pool of producers.

It would be a fine contribution to a good cause and be very helpful to us here if you will be good enough to write me a letter and tell me what your association has meant to the producers of your territory.

We are interested in some figures in connection with it, such as what the consumer pays, and the margin of distributor, and the producer. We are particularly interested in deductions made from the producer's check, because we find a good many deductions here for advertising and other things, many of which the producer says are unauthorized by him, and not accounted for to him. These deductions amount to about 25 per cent including the trucking charges.

We are also interested in how to handle the surplus. I am trying to get in touch with the leading producer pools of the country and as you can readily understand, this material should be very helpful to us here.

So if you could write me by return mail, it would be a great favor.

When there is a big surplus of everything trouble starts for in an effort to dispose of the product the holder looks for new channels, also the buyer sees an opportunity to buy cheaper.

In the milk markets uninformed or shortsighted producers are as much to blame as dealers in many cases.

When they make bargains with

dealers at other than the organization price thereby giving the buyer an advantage which other dealers do not have, trouble is sure to result. No dealer can get milk at a different price or under different arrangement if the farmers will not sell to him.

Farmers who choose to sell direct to the consumer as individuals or in groups at a cut price also create a condition that is likely to disturb the market. This is something for all of us to consider very seriously. No farmer is getting too much for his milk now in this or any other market. In this market, and that includes the suburbs as well as the city people, the farmer is getting a greater share of the consumer's dollar than in any large city in this country.

Just how long this rather fortunate condition will continue to prevail is almost entirely up to the farmers themselves.

Standing by the organization and selling only to dealers who abide by the bargaining plan is necessary if this market is to remain stable.

SINCERITY

Sincerity is the very foundation stone of true friendliness. It is also a human trait that is hard to counterfeit, as the sincere friendly impulse comes from the soul of a man and not from the calculating mind. Think kindly and friendly thoughts. If you have a heart and soul, why be ashamed of them? Bring them into the shop, the office, and your daily life. The hand may be cunning, and the head may contain the brain that can conceive the most brilliant thoughts, but every good and worthy impulse comes from the heart. Strengthen your faith in men, think kindly of them, believe that they are your friends, and in the long run they will be.—Raymond Congreve.

Mr. Newlywed (after their first quarrel)—“Men are fools to marry.”

Mrs. Newlywed—“Of course they are. But what are women to do? There's nothing else they can marry!”

HELP CARRY THE UMBRELLA

It's a mean man who tries to keep under the umbrella of the other fellow to keep out of the wet himself. That's exactly what the non-co-operator does. His idea is to have the other fellow not only provide the umbrella but carry it and hold it over him when it rains.

But the day of the slicker, the slacker and the buck-passer in this new era of co-operative marketing is done. For him the sun has set, and more and more he finds trouble trying to carry out this age-old scheme.

Hard times, like hard rains, stress the need for protection, and he who sneaks in under the tent without paying the admission fee risks the good spanking he is apt to get for such unfairness.

One of the good things to come from the present business squeeze is the lesson that the farmer in marketing his products needs the help of his neighbor, and the time is here when not to respond to the appeal means that the would-be user of the other fellow's umbrella will be despised by his neighbor and even by himself.

All agree that the umbrella of co-operative marketing is a necessity, and every farmer in the country should be willing to do his share to help carry it.

It is the editor's belief that congress may legislate and the Farm Board may labor 24 hours a day to solve the farm problem, but when this problem is really solved it will be by every farmer doing his individual part in supporting orderly marketing through co-operative organizations.—Maryland Farmer.

Des Moines Association reports a price of \$1.05 per hundred for manufactured milk for August. This applies to 47 per cent of the total milk delivered. The price paid by distributors for market milk is \$2.30 per hundred. They report that the price has been so attractive that outside milk is being drawn to their market. Retail price is ten cents per quart.

Biff: “That bride certainly does worship her husband, doesn't she?”

Miff: “Yes, she places burnt offerings before him three times a day!”

Waiter: “Has your order been taken, sir?”

Would-be-Diner: “Yes, and so has Bunker Hill.”

SAFETY!!

SAFETY for your deposits should be your prime consideration. U. S. Government supervision of Federal Reserve Members plus over

\$300,000,000.00

in assets of the Wisconsin Bankshares Corporation makes your selection of this bank as your depository a wise choice.

BADGER STATE BANK

Fond du Lac and North Avenues at 21st Street

Milwaukee's Largest Outlying Bank

A RETURN TO BARTER

Our economic textbooks taught us that barter was the first form of commerce. They invited us to vision a prehistoric man who, having killed an animal, had more meat than he could eat before it decomposed while in the cave across the way dwelt a neighbor who had no meat but an extra stone hammer.

The exchange was perfected and commerce and economics came into being.

Now Brazil and the United States have attempted to step back across the centuries on swapping 25 million bushels of surplus wheat for 1,050,000 bags of surplus coffee, commodities with which they were oversupplied at home. This attempt to return to a simple exchange disregarded the conditions of 1931 and induced international complications.

It immediately appeared that domestic coffee roasters were concerned about the effect of the deal on the American market, and American shipping interests complained vigorously to the administration that they should have had a chance to perform the transportation services involving freightage charges estimated at from \$1,500,000 to \$2,000,000.

While these reactions were becoming evident, Argentina, our best customer in the southern hemisphere, was agitated by the prospect of losing her wheat market in Brazil, and at about the same time Brazil declared an 18 month embargo on the importation of flour, thereby affecting the outlet of American mills.

Whether all the consequences of this return to barter are now apparent is not yet clear. Certainly it is obvious that in the modern world, the effects of barter between nations carry repercussions throughout the sensitive structure of trade and industry.—Nation's Business.

TWIN CITY MILK PRICE FOR AUGUST

We are paying \$1.62 for 3.5 per cent milk delivered Twin Cities for the month of August. This is an increase of 14 cents per hundred over the July price, which was brought about largely by a gradual increase in the price of butter and cheese.

Our distributors' price was increased from \$1.85 to \$1.90 for July. Cheese has advanced to 14 cents per pound in car lots, an advance of three cents, which will allow the cheese factory to pay about \$1.10 for August milk. Condenseries have not advanced in line with the market and as shown elsewhere most of them announced a price of \$1.05 for August milk.

Most of the raise in manufactured products did not come until the latter part of the month, the average for New York Extra butter being 28.17 cents, while the present price is 31 cents.—Twin City Milk Producer Bulletin.

Retail price is 10 cents per quart.

WISCONSIN COUNCIL OF AGRICULTURE

The third annual Farmers' Get-together Conference will be held at Shawano, beginning at 6:30 o'clock on the evening of October 20 and extending through the following two days, October 21 and 22. The conference will be held under the auspices of the Wisconsin Council of Agriculture and promises to be an even greater event than the conferences of the last two years.

The Get-together Conferences at Marshfield and Beaver Dam brought together representatives of all co-operative units and agencies of the state in meetings that received state and national publicity and recognition. The resolutions adopted at those conferences have served in a big way to outline a united program of action for agricultural development throughout the state.

The program of the Shawano Conference is outlined in such a manner that it will tend toward the continuation and solidifying of the fine ideals and programs established at last year's conference. The program this year will be given over to discussion of co-operative marketing and to taxation problems relating to agriculture. State and national leaders will address you on these subjects. Dean C. L. Christensen, of the College of Agriculture, is one of the speakers. He and all others on the program will advance the work already started on co-operative marketing, and will also deal with the problems of taxation.

WANT DEPARTMENT
RATE—3 CENTS PER WORD
 Minimum Charge—\$1.00.
 In computing amount of remittance, add six (6) extra words if wanted published under Blind Address.
 Bold Type—Double Regular Rates.
 Blind Address — 25c EXTRA to cover postage in sending out replies from this office.
REMITTANCE MUST ACCOMPANY ORDER.

TINNING—We retin milk cans for \$1.75 each; 5 or more, \$1.50 each. Batteries charged, 50c. East Side Tin Shop, Waterford.

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37 ACRE BARGAIN!
 Good stone house, elec., gas; basement barn, cement silo, etc., on concrete road; ½ mi. to village, close to Milwaukee. \$5500
 150 ACRES, 14 cows, 3 horses, tractor, etc., in Jefferson County. About \$3000 down required.
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A LONG-TIME OUTLOOK

**Economists Can See in Situation
Danger of Industry Over-
expansion**

Advise Closer Culling

**Expect Moderate Advance on All
Dairy Products During the Pres-
ent Fall Season**

Washington, D. C.—The long-time dairy outlook is not encouraging, according to the Department of Agriculture's forecasters of prospective agricultural economic conditions. They say that the effects of the business depression and the drouth tend to obscure the underlying condition of the dairy industry.

There is a widespread tendency to make further substantial increases in the number of milk cows kept on farms. Even if allowance is made for some forced local liquidation, the present trend of milk cow numbers in the country as a whole seeks to be distinctly upward. The dairy farmers have been and apparently still are saving more than the customary number of heifer calves, and reports from stockyards would seem to indicate that the number of aged milk cows being disposed of is still somewhat below normal.

As long as this tendency continues the government market men conclude that the long-time outlook for dairying is unfavorable. The present considerable increase in the number of dairy cows and the number of heifers raised does not augur well for the future.

As a remedy for this situation the government's economic forecasters urge more thorough culling of low-producing cows to prevent over-expansion of the dairy industry. On former occasions when over-production was imminent, the problem was solved by a decrease in the use of concentrated feeds, increased culling of herds, and the milking of cows by calves. In the present situation there has been a similar reduction in the use of concentrated feeds but there does not appear to have been the close culling of herds nor the change from dairying in the Corn Belt. From the long-time point of view, dairymen will find it more and more necessary to dispose of low-grade and inefficient cows.

In discussing the immediate outlook the market specialists say that prices of dairy products are expected to advance moderately during the fall, prior to the usual seasonal drop in mid-winter, but to remain at a lower level than has obtained during

the last few years, owing to the prevailing tendency toward expansion of the industry. If business conditions improve, there will be a tendency for consumer demand to increase. Conditions in the dairy industry, however, such as increasing numbers of cows, may be expected to prevent any substantial strengthening of dairy prices. Feed supplies are not seriously depleted in the specialized dairy territory where approximately 85 per cent of the total butter is produced. Even if production in areas outside of this territory is reduced by as much as one-third because of the feed shortage, total production would be only about five per cent under what might usually be expected.

The greatest declines in butter production this season were in such states as Missouri, Kansas, Nebraska and the Dakotas, where creameries draw their raw material from wide areas. These decreases may be accounted for in part by the unusually low levels to which butterfat prices in these states dropped last winter, making heavy feeding for butterfat production unprofitable, and in part to the unfavorable pasture and weather conditions in the late spring and summer months when prices were higher. In the area comprising Minnesota, Iowa, Wisconsin and Michigan, production during the first seven months of the year was considerably greater than for the same months of last year, and this may be attributed relatively to favorable production conditions, to a reduction in the number of cows shipped out of these states, and to lessened quantities of cream shipped to eastern markets. In these states, however, as elsewhere, production per cow since June has been less in 1930 than in 1929.—Dairy Produce.

If a little wage cut will ease the depression, why not cut out all wages and make everybody rich?

MIGHT HAVE A BULL ON HIS HANDS

Diner: "What's this? I only had a leg of chicken and you have charged me for a whole bird."

Waiter: "Yes, sir. I'm sorry, but that's the custom in this restaurant."

Diner: "Well, thank heavens I didn't order a beefsteak."

Traveler: "My! But the ocean looks beautiful!"

His Wife: "John, do you realize that your head is hanging out of the porthole? You must want to get your brains knocked out!"

UP AGAINST A CHAMPION

Wife (to boxer returning from fight)—"Ow did you git on, Bill?"

Bill—"Fine—put 'im to sleep in the third round."

Wife—"Good. Well, now you can try your 'and on the baby."—Passing Show (London).

Nit: "Is your car a good hill climber?"

Wit: "Yes, but it is better running up a garage bill"

Statement of Ownership, Management, Etc., of Milwaukee Milk Producer, published at Milwaukee, Wis.—Required by the Act of August 24, 1912.

Milwaukee Co-operative Milk Producers, Publishers, Milwaukee, Wis.

Manager—Charles Dineen, Milwaukee, Wis. Editor, Charles Dineen, Milwaukee, Wis.

Known bondholders, mortgage and other security holders, holding 1 per cent or more of total amount of bonds, mortgages, or other securities—None.

(Signed) Charles Dineen, Manager.

Sworn to and subscribed before me this 1st day of October, 1931.

J. A. WALT, Notary Public, Milwaukee Co., Wis.

(My commission expires June 23, 1935.)

OWNERS—Milwaukee Co-operative Milk Producers, Milwaukee, Wis.

NOTE—This statement is made in duplicate, both copies to be delivered to the postmaster, who will send one copy to the third Assistant Postmaster General (Division of Classification), Washington, D. C., and retain the other in the files of the post office. The publisher must publish a copy of this statement in the second issue printed next after its filing.

NOTICE!

We sell First Mortgage Bonds on
THE SALVATION ARMY, new building, Milwaukee

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Do You Want to Sell Your Farm?

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MILWAUKEE

Milwaukee Milk Producer

OWNED AND PUBLISHED BY

Milwaukee Co-operative Milk Producers

Volume 4

NOVEMBER, 1931

Number 8

November Fluid Price is \$2.50

No change was made in the fluid milk price when the board of directors met with the distributors on October 26.

There was considerable discussion about other markets, condenseries prices, etc.

Price cutting by new distributors and the sale of milk at stores at eight cents was mentioned by dealers as factors making for an unstable market.

Butter went up on October 3 and stayed strong until the 20th when it slumped badly. The up, however, was enough to make the manufactured price 10 cents higher than in August. Price for October, \$1.25.

We are trying to get the price which each dealer pays in time to publish it for the current month but there are always some dealers who do not have their figures compiled in time.

Gridley Dairy Co. reports fluid sales of 53.55% at \$2.50; outdoor relief sales of 2.95% at \$2.27; manu-

factured or surplus sales of 43.50%; and an average price of \$1.94.

Blochowiak Dairy Co. will pay \$2.00, average price.

Luick Dairy Co. reports fluid sales of 48.76% at \$2.50; outdoor relief sales of 3.34% at \$2.27; manufactured or surplus sales of 47.90%; and an average price of \$1.89.

Layton Park Dairy Co. reports fluid sales of 46% at \$2.50; outdoor relief sales of 6% at \$2.27; manufactured or surplus sales of 48%; and an average price of \$1.89.

Golden Guernsey Co-operative reports fluid sales of 49.4% at \$2.50; outdoor relief sales of 2.2% at \$2.27; manufactured or surplus sales of 48.4; and an average price of \$1.89.

Sunshine Dairy Co. will pay \$1.92, average price.

Prices for September

Wilke Dairy Co., ave. price, \$2.08.
Standard Dairy Co., ave. price, \$2.05.
Badger Milk Products or Gehl Dairy, \$1.59.

REPORTS FROM OTHER MARKETS

The Dairymen's League News, official publication of the Dairyman's League, largest milk producers' organization in the world, says that receipts for September were 228,356,060 pounds or thirty-seven and one-half million pounds more than for September, 1930. The net pool price was given as \$1.75 per hundred pounds for 3.5% milk at country plants. 51.74% was Class 1 milk and the balance was manufactured or processed.

The Interstate Milk Producers' Association, bargaining organization for the Philadelphia market, gives their basic price as \$2.50 per hundred for 3% milk f. o. b. Philadelphia, receiving station price in the 51 to 60 mile zone \$1.98 and surplus milk to be paid for on the basis of solid packed butter, New York city quotations.

CLIP THE COWS

This is written on the last day of October and the sun is shining bright and warm. No killing frost to date and the cows are in the fields all day and perhaps some of them spend the night out of doors.

It won't be long before all cows will be kept in the stable, which means more work keeping them clean.

If the cows are clipped when they go into winter quarters a great deal of the hard, disagreeable work of keeping them clean is eliminated.

A group of farmers might buy an electric clipper, each buying separate cutting plates. There is not much wear on the other parts of a clipping machine. Cows could be clipped at a very low cost if this plan were followed.

Some of our whitewashers might invest in a clipper and follow their whitewashing routes, make a little change and help pass winter days.

THE DIRECTORS ENTERTAIN

The Producers' headquarters building was formally opened to the public on Friday, October 23. In spite of an all day rain a large crowd of farmers came in to view their new building and were met by the directors and had lunch served to them by the directors' wives.

Favorable comments were heard from all the visitors on the splendid building which has been erected for their service.

Much interest was shown in the testing of milk which was keeping seven men busy in the laboratory all afternoon.

Visitors were registered from Hartford on the northwest of town, Burlington to the southwest, Fredonia to the north and all other parts of the shipping district including Whitewater and Palmyra.

Yes, you are right, we are a big family.

Dr. John P. Koehler, Commissioner of Health of the city of Milwaukee, gave a very fine address proving to the people who crowded the assembly room that he understood the problems of the farmer and that he also wished to see them prosper.

Joseph Ryan, town of Pewaukee farmer, gave an inspiring talk which will linger in the memories of his listeners for a long time.

Mr. H. P. Olsen, publisher of The Milk Dealer, The National Butter Journal and The National Cheese Journal, gave a short humorous address which was enjoyed by the audience.

Farmers, like other people, like to lunch as the ladies who served on October 23 can testify.

WISCONSIN BULL WINS TITLE

Man O' War 30th, a 2600-pound 3-year-old bull, owned by Ed. Holland of Menomonie, Wis., and his sole entry at the National Dairy Show, won grand championship honors among the 64 Holstein bulls competing for national honors at St. Louis.

Everett Martin, Mukwonago, one of our good members, also won a blue ribbon which would indicate that the millionaire breeders and state institutions do not have all the good ones.

MILWAUKEE MILK PRODUCER

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 Chas. F. Dineen, Managing Editor
 1633 N. 13th Street
 Phone Marq. 4023 MILWAUKEE, WIS.

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PRODUCTION HEAVY

November is the last month of the base making period. Every herd should be studied carefully to find the least profitable cow so that she can be gotten rid of.

The beef price may be low but the milk price will be very low also if all the cows now on the farms are kept.

Farmers who bought cows to build up a base ought to sell an equal number unless they are understocked.

Production has been very high for the past six weeks.

Fresh cows and considerable lush pasture, the lessening of the fly pest and very good weather have all made for heavy production.

December and January production has always been heavier in previous years and presumably this year will be no exception.

If no tolerance above base was allowed there would be plenty of surplus in this market. What will the condition be if almost every farmer ships the full allowance above base? The average price will certainly be lowered and there is grave danger that the whole market will collapse under the strain.

There are no indications that would lead one to believe that the consumers' buying power will be higher for the next six months.

Perhaps an "eat a cow week" might be inaugurated to take some cows out of production. We buy cow beef at the meat market and pay a high price for it.

Our advertisers help pay for publishing this paper. Help yourself by buying from them.

Much is being written about reducing the cow population.

Our different government agencies have been very busy persuading people in all parts of the country to get cows and more of them for many years.

Now, after trying to get the cotton farmers to destroy a third of their crop, the farm board is said to be in favor of having every tenth cow killed.

Why not have every tenth farmer retire and go on a pension? The cows are not to blame and neither is the farmer. The latter did what the wise men in Washington told him to do.

There is no doubt about their being more cows and dairy products than we need but if the wise men had taught the farmer to properly advertise his dairy products instead of telling him what a highly profitable game dairying was the whole country would be in better shape today.

WILL MILK PRICE BE LOWER?

Thinking farmers are asking about the prospect for a change in price of milk for the winter months.

This market, like that in other cities, is not in good shape. If no other factor than lack of demand because of unemployment was facing the milk producer the situation would be serious enough.

Add to that factor the one of unusually heavy production and also a great deal of queer stuff being pulled by producers who are peddling their own product and also some sniping by dealers who should know better and we have a situation that looks anything but bright.

Everything indicates a lower average price and possibly a lower fluid price which would lower the average price very materially unless production lessens.

There has been no time in the history of this organization when our producers got so high a price above condenseries.

Going back to the war period when we had the highest price ever paid in this market we find that the condensery shipper got as much as we, in this market did.

In educating consumers to the liberal use of dairy products, health has the strongest appeal for children while longevity, efficiency, beauty and "preservation of the characteristics of youth" are the most effective appeals for adults.

THE RACINE MARKET

In this issue we reprint an item telling about plans to build a plant near Racine by the farmers. There is some talk about finding an outside market for this surplus milk.

It is to be hoped that our Racine friends keep their surplus milk in surplus milk channels if it can't be sold in Racine.

It would be just too bad if a farmers co-operative would send their product into another fluid market and create a situation such as exists in St. Louis.

THE GOVERNMENT IN BUSINESS

There is much talk about the government being in business because of loans made by the Federal Farm Board to certain co-operatives.

The Milwaukee Co-operative Milk Producers have not been in need of a loan and do not expect to be and for that reason can take a rather impartial view of the case.

The government has been in business before inasmuch as it has favored certain industries with subsidies, tariffs and grants of land.

For the first time, however, loans have been made to farmers and an attempt has been made to help agriculture, the basic industry of this country.

Much money had been spent to help the farmers grow more products for an already glutted market and to build up competition between farmers of different sections, as an example, inducing the cotton farmer to get cows, etc.

But when the Farm Board, sired by politics and dammed by ignorance, tries in its stupid but well meaning way to help the farmer, a great howl goes up from the very people who have had government aid since way back when.

If agriculture had been treated fairly by the government and other industries, there would be no Farm Board or government loans to farmers to irritate the Big Business people today.

OUTSIDE MILK

Some shipper tells us that outside milk is brought in to increase the surplus. That is not true. No milk is brought in except that which comes direct from the farms and from regular sources.

The Health Department allows no milk brought in except from the regularly inspected farms except in an emergency. There is no emergency milk needed this year.

Morals, Observations and Conclusions

COMMON SENSE

Dr. Frank Crane once said, "Common sense is the sense, or wisdom, which the mind absorbs from all the common and ordinary things of life. It is more reliable than any wisdom drawn from uncommon things. For what keeps happening has more of the juice of the universe in it than the things that happen once in a while. Most things that are plain, and that we know thoroughly, are those things that we have observed over and over again; as repetition is the mother of certainty. A mysterious event, or a miracle, is simply something that happens only once. If there were a volcanic eruption every day at 6 a. m., we should pay no more attention to it than to a sunrise.

"Common sense is very complex and unconscious of itself. Book learning and all expert and professional knowledge is simple and understands itself. Hence the so-called learned men, and those who have mastered some craft, are as a rule quite sure they know something. The shrewd student of life, the man who, like Lincoln, has his force in the common sense he has amassed, is, on the contrary, inclined to doubt if he knows anything.

"By and by, in the course of centuries, even if not of years or months, common sense becomes the judge and jury of everything. No system of institution will stand unless it will adjust itself to a slow, silent, merciless criticism of common sense."

It would seem that most of us need to exercise this common sense that Dr. Crane defines so intelligently.

Take this matter of increasing sales of milk. Every producer has some relation, friend or acquaintance in the city. How about telling him or her about the good milk to be had at a low price from the dealers in the city. Tell these people that the milk they buy in bottles is just as clean, rich and pure as when it left your farm with the added safeguard of pasteurization.

Tell them that the city health department constantly checks on the purity and quality of this milk as it comes into the dairy plants and as it goes out of the plant to the homes.

Tell them also that the dealers check on each other hoping that they may catch a competitor with low testing milk or milk which is in some

way inferior to their own, so that a sales argument can be developed.

Every producer admits that our fluid price is good but that the big surplus pulls that price down painfully. What better way to reduce that surplus than by getting people to buy more milk in bottles.

Remember that every quart of milk sold by your dealer reduces your surplus by one quart.

Use your common sense and help yourself by telling the city people about the good milk which is sold in bottles in Milwaukee.

In the September issue of this paper a warning against joining fly-by-night organizations, issued by the Wisconsin Council of Agriculture, was printed.

There also appeared in the public press a statement from the Department of Agriculture and Markets advising farmers against joining a proposed National Co-operative Milk Pool.

Despite all of these warnings a few of these organizers are holding meetings in this territory and persuading farmers to part with hard earned money.

No definite program is outlined. Vague statements are made and an appeal to prejudices and hatred is made and away they go with the farmer's money.

All of these promoters are known as bad actors who have made a sad muddle of everything they have been connected with.

Again—Why not use common sense?

KNOW THE TRUTH

There are still some shippers to this market that do not understand the two price plan it seems, for we

hear reports that farmers protest that the dealer buys his milk for the average price and sells it all at 10 cents a quart.

When the city man hears that story he very naturally thinks that he pays too much for milk. He gets angry about it and decides to buy less milk.

Fine! Hurts the dealer. Sure it does. Hurts the shipper also for there is more milk to manufacture and get a lower price for. That is not so good.

Get the truth clearly in mind and tell that to your city friend.

Two dollars and fifty cents per hundred or \$.0543 per quart is the delivered price for 3.5% which the dealer pays for the milk sold to the homes at 10 cents and to the wholesale stores at \$.085.

Some shippers get a great kick out of abusing the dealer to the consumer and your directors would not be much concerned about it for they are not here to defend the dealers. When they know that it is bound to result in less milk bought and therefore more surplus they are concerned for it's their very hard job to get the last cent that is possible for the shippers.

Use your head. Boost sales instead of hurting them and hurting yourself.

OUTDOOR RELIEF MILK

There are still some rumors about deductions from the farmer's check for the relief of the poor of Milwaukee County.

An attempt was made to make clear this matter of milk sold to Milwaukee County in two earlier issues of this paper. Evidently some people do not yet understand.

(Continued on page 6)

Waukesha Dairy Cow Sale

Thursday, November 12, 1931

100 Fresh and Springing Holsteins and Guernseys, T. B. and Blood Tested

With the present price of feed you need good cows and good cows can be bought at moderate prices.

Buy now when prices are low. These choice animals have been selected from five of the best Dairy Counties in the State. There will be many cows with C. T. A. records up to 400 lbs. fat or capable of that amount.

Sale Starts at 1 p. m. in Heated Sales Pavilion, Waukesha, Wis.

Write for Information to

BAIRD & BENNETT

Waukesha, Wis.

MILK PRODUCTION TRENDS

Milk production per cow showed about the usual seasonal decline during September except in the Michigan and Wisconsin area where pasture conditions improved early in the month. With production per cow about 2 per cent lower than last year and with probably between 3½ and 4 per cent more milk cows on farms, total milk production on October 1 appears to have been about 2 per cent greater than on the same date last year.

The price of grain continues to be abnormally low in comparison with price of butterfat. Prices are changing greatly from day to day but on October 15 the price of a typical grain and feed ration was apparently lower in comparison with the price of butterfat than in any month of the last 20 years with the exception of the last 3 months of 1921. Recently prices of small grains and some feedstuffs have shown an upward tendency but new corn is beginning to move at very low prices.

The plans of farmers in regard to increasing their herds appear to have been materially changed by the drop in feed prices and the increase in the price of butter. October reports from dairy correspondents show a

nearly universal tendency to keep more milk cows.

The general crop situation is about the same as a month ago although September was the warmest September on record in the country as a whole and the damage from destructive frosts was much less than usual. The most important factor in the feed situation is still the shortage of hay in the western states. Feed grain production is expected to be somewhat below average but if allowance is made for the large crop of cottonseed and for the large amount of wheat that is being fed, the total quantity of grain and concentrates available for feeding appears well up to the usual average.

Farmers Planning to Keep More Milk Cows

As might be expected, this change in the feed situation has caused changes in the plans of farmers. To measure these changes dairy correspondents were asked on October 1 to tell how many cows they expected to have on April 1 next year and also how many they expected to have on October 1 next year. Similar reports in the past have shown larger increases as expected than actually took place, probably because farmers cannot well make accurate allowance in advance for

losses of cows from disease and other causes. If, however, these new reports are compared with those reported last year they indicate that farmers are planning an even more rapid increase in the number of milk cows on their farms than they were planning at this time last year. Thus, looking ahead six months the six thousand dairymen reporting expected to have 3½ per cent more cows than they had on October 1, whereas about a year ago a six months increase of 2.2 per cent was reported as expected. Looking ahead for a year, an increase of 11.3 per cent was reported as expected as compared with the increase of 8.7 per cent reported last year as expected and an actual increase of probably under 4 per cent. Although these reports represent only the plans of farmers on October 1 they serve to show the combined effect of the present feed situation and of the present very low returns from most cash crops as compared with present prices of dairy products. It has probably been a generation since farmers were so generally inclined to increase the number of milk cows on their farms.

Nothing gives quite the same thrill as being offered a 50 cent cigar without comment.

Follansbee Forge Milk Cans

Important Details of Construction

CLEVELAND PATTERN



A—Neck and Breast drawn without seam from highest quality FOLLANSBEE FORGE STEEL, insuring longer service.

G—Heavy Half Oval Breast Band shrunk on to breast.

H—Security Lock Joint clinching bottom to body. Bottom joint floated heavy with solder.

I—Special angle section bottom band, terne coated. Chime of Can rests in angle protecting bottom and absorbing shocks, thus preventing rivet holes from enlarging or the rivets shearing.

WELDED SIDE SEAM—Side seam of body acetylene welded, producing the strongest weld known to science. Extra heavy coating of pure Tin. All parts separately tinned before assembling. No black surfaces between joints to cause corrosion.

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THE CREAMERYMAN AND MILK SUPPLY

We believe creamerymen should pay more attention to dairy matters than concern their patrons. We think there must be some negligence in this matter, otherwise there would not be the trouble lately experienced in a great dairy state, such as Iowa is, over the tubercular testing of dairy cattle. It is surprising indeed that state militia had to be employed to guard the state testers and convince dairy farmers that a state law must be enforced.

The necessity for pure milk is beyond question and to have it pure under ordinary circumstances of dairying, the milk must be pasteurized, and to add assurance of purity must come from tuberculosis free herds.

More and more cities are requiring both pasteurization of milk and milk from cows that have been tested for and are found free of tuberculosis. That this disease is communicable through milk is quite generally accepted, and even though some doubt on this point is held by many persons, tuberculin testing is necessary for absolute certainty.

With milk from cows free from tuberculosis and pasteurized to destroy any disease germs that may enter the milk through the process of handling, there can be little or no question of purity. We know, at least, that such milk is as pure as we can get it, except in an extraordinary and expensive method of handling.

Medical authorities and students of practical dairying agree on the troubles that may come to the consumer where the milk supply is not safeguarded. Recently undulant fever and fowl tuberculosis have been added to diseases that can be

carried in milk. We all know the danger of typhoid fever, septic sore throat, etc., and these are pretty thoroughly handled through pasteurization, but pasteurization is no reason for permitting the using of milk from cows that are afflicted with tuberculosis. Purity of the milk supply is a matter that should be uppermost with creamerymen in their dealing with patrons.

He who loses the respect of the public is out; he who loses the respect of his associates is down; but he who loses his self-respect is down and out.

OUTDOOR RELIEF MILK

(Continued from page 3)

This is the case in a nutshell. Milwaukee dealers make no deductions from shippers' accounts for relief of any kind but they do sell milk to the county at one cent under the regular retail price and for that milk a price of \$2.27 per hundred is paid.

If Milwaukee County did not buy this milk from the dealers it would be manufactured and the shipper would get the manufactured price for it which is \$1.25 for October or \$1.02 less than it brings because the county buys milk for its poor people.

As one of our directors said, "It

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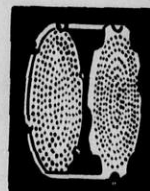
Milwaukee's Largest Outlying Bank

The First Perfect Milk Filtering Strainer THE CREAM CITY "SKY-TEST"

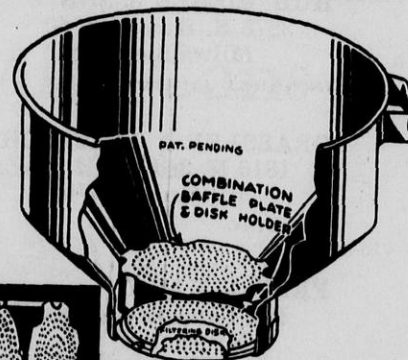
... New and Exclusive Double-Duty Anti-Washout Device Prevents "Thin Spots" on the Filtering Discs and Assures Uniformly Clean Milk Day After Day ...

Cream City Wares

You think you have been filtering milk . . . but have you? Exhaustive tests have proved that every filtering disc in any kind of a strainer washes out under normal milking conditions unless a baffle plate is used . . . "Thin spots" caused by the swirling milk stream allow the dirt and sediment to get through.



The Combination Baffle Plate and Disk Holder that makes this strainer the Best, Outstanding, and Never-Failing Success.



The Cream City "Sky Test" prevents "thin spots". It is the first perfect milk filtering strainer ever developed. The baffle plate is permanently fastened to the disc holder. It cannot be forgotten. It cannot be

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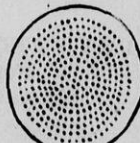
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Hi Way 36 and County Trunk U



Disk used in an ordinary strainer.



Disk used in new Cream City "sky-test" milk filtering strainer.

would be nice if Milwaukee County would buy all of our milk for then we would manufacture none and the average price would be \$2.27."

That would be a very fine price compared to the condensery price of \$1.25 to \$1.30.

TWIN CITIES — MINNEAPOLIS AND ST. PAUL

Our milk price for September is \$1.70 for 3.5% milk delivered to the Twin Cities says Twin Cities Milk Producers' Bulletin.

Forty per cent of our milk was separated and sold as sweet cream and skim milk.

The price of market milk will continue at \$1.90 per hundred for the month of October. Total production for the year was lower than last year by 519,000 pounds and the dealers needed 779,000 pounds less than last year.

Twin Cities retail price is ten cents per quart.

THE SHAWANO MEETING

John A. Davitz, Edward A. Hartung, A. C. Kiekhaefer and John Wick represented our organization at the Third Annual Farmers' Get-Together Conference held at Shawano on Oct. 20, 21, 22.

These conferences are sponsored by the Wisconsin Council of Agriculture. This was the best confer-

ence held thus far, we are told, both from the standpoint of attendance and the quality of the program.

Dean Christensen, Gov. LaFollette and Charles Hill were the principal speakers. Practically all of the cops. of the state and also The Equity, Grange, Farm Bureau and Farmers' Union were represented.

A printed report of the entire proceedings will be available later.

NEW SUPPORTERS

- Eugene C. Patrick, Burlington, R. 1.
- Ed. Jacobson, Waterford, R. 1.
- Walter M. Longley, Dousman.
- J. H. Hoffmann, Grafton.
- F. A. Pierce, 2842 N. Sherman Blvd., Milwaukee.
- Bauer Bros., Union Grove, R. 1.
- Gustave C. Haag, Nashotah, R. 1.

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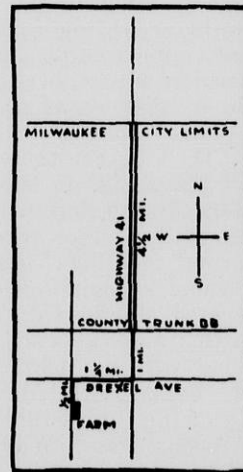
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THE NATIONAL CO-OPERATIVE MILK PRODUCERS FEDERATION

Washington, D. C.—Representatives of 350,000 farmers who sell their milk through co-operative associations will meet at St. Louis, Mo., November 9, 10, 11 and 12 for the fifteenth annual meeting of their trade association, the National Co-operative Milk Producers Federation. In issuing the call for the conference here, Charles W. Holman, secretary of the federation, announced that 54 dairy co-operatives which handled nearly \$350,000,000 worth of products this year, will participate.

About 750 delegates are expected to attend for the purpose of considering methods to correlate sales of milk in various cities, ways of classifying milk according to usage, operations of production control plans, ways of perfecting membership relations, publicity, quality improvement and other present problems.

The day of November 9 will be devoted to three conferences. One for fluid milk and cream marketing associations will be under the chairmanship of H. R. Leonard, St. Paul, Minn., manager of the Twin City Milk Producers Association. J. J. Schmidt, Cincinnati, O., general manager of French-Bauer, Inc., will address the group upon methods of classifying milk according to usage as means of apportioning prices. Each organization will report the effect noted in its district of production control plans. John McGill, Jr., Washington, D. C., secretary-manager of the Maryland & Virginia Milk Producers Association, will tell the methods of his association in holding informal meetings of members in the various communities in which it operates. Membership problems in subordinate markets adjacent to large cities will be dealt with by I. Ralph Zollers, Philadelphia, Pa., secretary of the Inter-State Milk Producers' Assn., Inc. Ways in which farm women may assist in developing dairy co-operatives will be described by Miss Vera McCrea, New York, N. Y., director, home and health education department of the Dairymen's League Co-operative Assn. Inc.

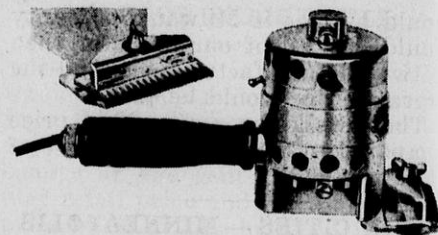
Editors of dairy co-operative papers will also hold a conference on November 9 with Dewey J. Carter, New York, N. Y., editor of the Dairymen's League News, as discussion leader. The city editor of a mid-western newspaper will tell the co-operative publicity men the kind of news stories which the press will

use. H. L. Piper, Boston, Mass., editor, New England Dairyman, will respond to the suggestions of the newspaper editor. Miss Lorraine D. Gutz, Chicago, Ill., publicity director for the National Dairy Council, will describe her experiences in handling publicity directed at increasing milk consumption.

The methods of conducting co-operative house organs will be dealt with by five speakers: source materials for copy will be described by Maynard B. Abbott, Pittsburgh, Pa., editor and business manager, Dairymen's Price Reporter. Up-to-date editing methods will be discussed by Miss Marie C. Rahn, Cincinnati, O., managing editor, Co-operative Dairy Farmer. Head lines, display and make-up will be treated by Robin Hood, Washington, D. C., editor of the Co-operative Marketing Journal. Mrs. Beatrice Crawford-Newcomb, New York, N. Y., associate home editor of the Dairymen's League News, will describe the use of home and children departments in co-operative papers.

The milk producers will hold a general public session on Tuesday, November 10, opening with the president's annual address by Harry Hartke, Covington, Ky., president of the National Co-operative Milk Producers' Federation. Kenneth M. Royer, Chicago, Ill., manager of the laboratory field service department, Pure Milk Association, will describe new scientific methods of photographing bacteria in milk as a means of quality improvement. The mechanics of operating an inter-dealer pool will be the subject of an address by H. B. Steele, Pittsburgh, Pa., secretary of the Dairymen's Co-operative Sales Company.

The business session of the National Co-operative Milk Producers' Federation will be held Thursday, November 12. All sessions will be executive except the public meeting, November 10, and the conferences on membership relations and publicity.



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MILWAUKEE

Milwaukee Milk Producer

OWNED AND PUBLISHED BY

Milwaukee Co-operative Milk Producers

Volume 4

DECEMBER, 1931

Number 9

Fluid Milk Price Reduced

The price conference, held on November 27, ended with an agreement on \$2.50 as the fluid milk price for December. All dealers voted for this price with the reservation that another meeting might be called to reconsider the price if market conditions warranted.

This reservation had been mentioned every month for the past four months for the market has been very unsettled.

Sniping and price cutting of various kinds has been practiced by several dealers, particularly by those who do not abide by our two price plan.

We are told that a discount system was proposed by one dealer whereby a customer taking a large amount and paying the bill before a certain date would get a reduced rate. Another company did not agree to the way of doing things and announced a cut of one cent on all bottles. Everyone followed this cut and then several dealers asked that the price question be reopened.

At the second conference, held on December 2, a long discussion ended in a price of \$2.20 for December fluid milk.

We realize that all commodity prices are away down and that milk can be had cheaper but we believe that this market would have remained stable and the farmers continue to get a good price if it were not for some dealers offering rebates or discounts, giving higher testing milk and also giving away milk to attract customers. In fact, the mar-

ket looked so good to them that they had to spoil it for themselves and everybody else.

The butter price went down through November, and as a result the manufactured price is 11 cents lower, or \$1.14.

Gridley Dairy Co. reports fluid sales of 52.2% at \$2.50; outdoor relief sales of 4.2% at \$2.27; manufactured or surplus sales of 43.60% at \$1.14; and an average price of \$1.89.

Luick Dairy Co. reports fluid sales of 48.07% at \$2.50; outdoor relief sales of 4.8% at \$2.27; manufactured or surplus sales of 47.13% at \$1.14; and an average price of \$1.84.

Layton Park Dairy Co. reports fluid sales of 45% at \$2.50; outdoor relief sales of 8% at \$2.27; manufactured or surplus sales of 47% at \$1.14; and an average price of \$1.84.

Golden Guernsey Co-operative reports fluid sales of 47.13%; outdoor relief sales of .0322%; manufactured or surplus sales of 49.64%; and an average price of \$1.82.

Blochowiak Dairy Co. reports fluid sales of 60.02% at \$2.50, and will pay an average price of \$1.91.

Badger Milk Products Co. or Gehl Dairy will pay an average price of \$1.57.

Bowman will pay \$2.01.

Sunshine Dairy Co. reports fluid sales of 53% at \$2.50; manufactured or surplus sales of 47% at \$1.14, and will pay an average price of \$1.86.

Prices for October

Wilke Dairy	\$2.02
Standard Dairy	2.00

MORE GRIEF

Just as we are ready to publish this issue a letter came from the Twin City Milk Producers Association, pooled milk organization operating in Minneapolis and St. Paul.

This letter, written by Manager Harry R. Leonard, contains the following statement: "Our price in Minneapolis has been forced to \$1.70 per hundred with milk selling at 9 cents a quart because of the large amount of milk coming on the market from creameries and cheese factories near the city. One factory has

offered pasteurized and bottled milk delivered to the chain stores at six cents per quart for 4 per cent milk."

The price of \$1.70 per hundred which Mr. Leonard mentioned is for fluid milk, the Association taking care of the surplus.

It's just too bad that co-operative creameries and cheese factories will chisel their way into a fluid milk market and sell at a price that is not only unprofitable to themselves but ruinous to the fluid milk producers who have been in the market through good times and bad times.

LOWER PRICES IN MANY MARKETS

Consumers have been benefitted by lower milk prices in many markets in the past several months.

Detroit, Philadelphia, New York and almost every other large city in the country have had reductions in price. In most every instance the producers took all of the reductions.

New York had a cut of one cent on November 1 and the producers got the best break in all their history when they went down 37 cents.

Milk took another drop of two cents per quart in that town on December 1 and an unconfirmed story claims that the farmers took all the cut, or 94 cents on fluid milk. That would bring the price in the outer zones very low.

Baltimore dropped one cent and the producers receive 47 cents per hundred less. Detroit held its price in the early part of the year only to see new dealers and new shippers come in and take their business with cut price milk. After the market was shot to pieces the price was lowered but the new dealers and producers already had captured a large share of the trade.

MILK POOL ASKS PRODUCERS TO SIGN CONTRACTS

Approximately 500 milk producers of Racine county will be asked to sign five year milk pool contracts shortly it was decided at a special meeting of a Racine County Pure Milk co-operative committee held in Racine.

Contract forms were approved and will soon go to the printer. All the dairy farmers in the county will be approached to consider the five-year contract which will be the most powerful factor in the pool.

The special committee is Martin Herzog of Sturtevant; Edward H. Skewes of Union Grove; Harvey Ruff of Franksville; Edward Johnson of Mount Pleasant; John Yonk of Somers; Gilbert Brach of Racine; James H. Vint of Union Grove, and Martin Larsen of Sturtevant. Arthur Schacht, secretary of the present co-operative, and Harvey Nelson, president, are ex-officio members of the milk pool committee.

MILWAUKEE MILK PRODUCER

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1633 N. 13th Street
Phone Marq. 4023 MILWAUKEE, WIS.

Volume 4 December, 1931 Number 9

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Subscription.....\$1.00 Per Year

THE NEW FLUID MILK PRICE

The change in fluid milk price from \$2.50 to \$2.20 for the month of December will change the average price received by the producer materially if production is heavy.

If the new fluid price was in effect for November the average price would have been about 16 cents per hundred lower.

We don't know how production will run for December but it would seem to be a personal problem with each producer. He must ask himself whether or not he will force his cows for high production or even buy more cows.

Does it pay to increase production and lower the average price?

A question that every producer may well ask himself.

MILK PRODUCERS' ASSOCIATION

With the price of milk down to 9 cents everyone can afford to drink at least a quart a day. Milk is much better for you than any other food; just try drinking milk—you will find great improvement in your health.

There are people who say they cannot drink milk. Just try drinking a small amount at first and you will find that milk is a very good food. In time you will be drinking a quart a day or more.

Drink more milk. In this way you will help increase consumption and you will also be doing the producers a great favor.

The producers and dealers will appreciate your co-operation.

Drink more Milk.

A Consumer.

CO-OPERATIVES DO NOT ALWAYS CO-OPERATE

We have reliable information that several co-operative creameries located near the Twin Cities have been offering our customers milk at less than we are getting. The price at which this milk is offered would mean a gain to the distributor of \$200.00 per day as compared with our price.

All of the milk companies realize that our work and our service in taking care of surplus and shortage is worth a great deal to them and they further realize that the close farmers are always going to have this market. It is certainly unfortunate that other co-operative groups near the Twin Cities should injure every member of our association in this way.

Instead of doing this, we would suggest that these groups, if they are true co-operators, should consult with us and try to work out some arrangement which would be to their benefit without demoralizing the market for milk and making it impossible for any group of farmers to get a reasonable return for their product.—Twin City Milk Producers' Bulletin.

CHEESE PRODUCTION DECREASES SEVEN PER CENT FOR FIRST NINE MONTHS

Production of cheese in the United States from January through September, 1931, totaled 390,000,000 pounds according to statistics prepared by the United States Department of Agriculture. This total represents a decrease of 7.3 per cent under production of 421,000,000 pounds in the same period of 1930. Production of cheese during the month of September alone, however, showed an increase of 1.1 per cent. Production during this month in 1931 was 38,000,000 as compared with 37,000,000 pounds for the year previous.

Apparent consumption of cheese in the United States during the first nine months was 428,000,000 pounds, 4.4 per cent lower than the 1930 total of 448,000,000 pounds. Apparent consumption during September, 1931, showed an increase of 2.3 per cent over the 45,000,000 pounds produced in September, 1930.

Register your vote against tuberculosis in Wisconsin by buying and using tuberculosis Christmas Seals. Every seal is a ballot. Vote early and often!

A mule can't kick while he is pulling, nor pull while he is kicking.

MINNESOTA CO-OPS PROTEST AGAINST FARM BOARD POLICIES

A protest against the Federal Farm Board, charging that its policy will wreck co-operative marketing organizations, has been made by four Minnesota co-operatives.

The complaint, which was signed by Charles Crandall, president of the General Co-operative Association; A. J. Olson, president of the Minnesota Farm Bureau Federation; W. S. Moscrip, president of the Twin City Milk Producers' Association, and Alex Huddleston, president of the Minnesota Wool Association, stated that the Farm Board has worked out a program that will mean establishment of central organizations specializing in farm commodities which will strip regional marketing organizations of their authorized activities.—National Butter Journal.

NATIONAL MILK PRODUCERS MEET AT ST. LOUIS, MO.

The National Co-operative Milk Producers' Federation held its annual meeting at St. Louis, Mo., on November 9, 10, 11, and 12. These were four busy days, as this meeting brings together co-operative dairy organizations from every part of the United States. Many problems are presented for consideration of both local and national importance.

It is through the medium of the National Co-operative Milk Producers' Federation that the views of the organized dairymen of the United States are brought together and this organization serves as a very effective means of influencing legislation in behalf of the dairymen and agriculture in general.

While the many business problems took up a large part of the four-day session, it goes without saying that definite plans were formulated for protection of the farmers' interests in the coming session of congress.

The following officers were elected for the coming year: Harry Hartke, president, Co-operative Pure Milk Assn., Cincinnati, O.; C. E. Hough, 1st vice-president, Conn. Milk Prod. Assn., Hartford, Conn.; John Brandt, 2nd vice-president, Land O' Lakes Creameries, Inc., Minneapolis, Minn.; F. P. Willitts, treasurer, Inter-State Milk Prod. Assn., Philadelphia, Pa.; Chas. W. Holman, secretary, Washington, D. C.

Wise men of old bore rich gifts to Bethlehem. Wise men of today bear the richest gift of all—health—to every home by buying penny tuberculosis Christmas Seals.

Morals, Observations and Conclusions

BACK TO THE FARM

No work in the cities. No prospects of any immediate employment. So back to the farm go the sons and their wives and the daughters and their husbands. Back to Dad and Mother who were mossbacks and hay shakers when wages were high in the cities.

Back to the farm, that, through necessity, had to learn to get on without them when they would no longer stay there.

Back to the farm where there is a home with fuel to keep them warm and food to eat, even though money is scarce, for the city is a cold and cheerless place for those without money to spend freely.

But a little money is handy and the idle help might as well be doing something.

So many a family thinks of peddling milk and the game looks good for the labor cost is small. Eight-cent or seven-cent milk, or whatever it will sell for. Some money is put into trucks, bottles and other equipment and everything goes well until the son and son-in-law take all the returns and poor old Dad is just a little worse off than before, and all the other farmers take a lower price because of the rotten competition of these few price cutters. And when the city beckons with good jobs and wages away they go and leave Dad with some money invested in equipment he can neither use or turn into cash.

RING OF CREAM NOT MILK TEST

Bottle With Most at Top is Often Poor, Says Dairy Expert

The Week's Science by
E. E. Free, Ph.D.

The thick layer of cream on top a bottle of milk by which many housewives judge whether or not the milk is good, has no real significance, Dr. A. C. Dahlberg of the New York state agricultural experiment station at Geneva, reported before the recent meeting of the International Association of Dairy and Milk Inspectors at Montreal, Canada.

The thing that a layer of cream is supposed to show, Dr. Dahlberg said, is an ample percentage of butterfat in the milk. The butterfat constitutes a large part of the nutritive

value of the milk and contains one of the important elements, vitamin A.

Methods used in milk inspection laboratories do test the percentage of this butterfat and do indicate the real richness. The difficulty with the simple cream layer test is that many samples of milk which really are rich in butterfat do not show a pronounced cream layer even if left to stand for several hours. The cream is there, but it does not rise.

One reason is that the tiny globules of butterfat are smaller in some samples of milk than in others. The larger fat globules rise faster and produce a thick cream layer, while other milk containing even more fat in the form of small globules may show none.

Still other principles of what scientists call colloidal chemistry affect the rise of the fat globules to make a cream layer, although these may have nothing to do with real milk quality. The only just criterion, Dr. Dahlberg explained, is careful tests of the fat percentage by laboratory methods.

NEW PUBLICATION

The O. K. Co-operator, official organ of the newly formed O. K. Co-operative Milk Association of Oklahoma City, Oklahoma, is a nicely gotten up sheet that is coming regularly to our desk.

Among other announcements made in the November issue of that paper is one giving the surplus for the first half of the month as 57 per cent. North, South, East, or West it seems to be the same story. Heavy surplus.

WILBERT L. WITTE MADE CHIEF OF DIVISION OF MARKETS

Wilbert L. Witte, who has been associated with the Wisconsin State Department of Agriculture and Markets since October, 1930, has been promoted to the position of chief of the division of markets. Mr. Witte is president of the Madison, Wis., Milk Producers Association. He was milk marketing specialist of the division of markets before his promotion.

The least we can do to cheer on those who are fighting tuberculosis is to buy and use tuberculosis Christmas Seals. Let's do that little well!

TWO KINDS OF MILK DISTRIBUTORS

As a part of his report to the annual meeting of the New York Dairy-men's League, President Sexauer said very tritely that New York and most other markets have two general kinds of milk distributors. The first are—"Those who are broad in their outlook, generous in their attitude and earnest in their desire to assist in establishing the milk industry upon a basis that is sound and remunerative for all the parties concerned, viz., consumer, employee, owner and producer." The second are—"Those whose only desire is the accumulation of profits, whose outlook is selfish and mostly concerns the spread they are able to obtain, who confine their thinking only to their own problems, with little or no interest in industry protection or producer return."

It is certainly to be hoped that as time goes on the number of dealers in class one will be greatly increased at the expense of the number in class two. We truly believe that a fuller understanding of the aims and purposes of all truly representative co-operative milk producers' associations would help materially in transferring many milk distributors from the second class to class one.



Protect
YOUTH and
STRENGTH
Help fight
Tuberculosis
Buy
CHRISTMAS
SEALS

CHRISTMAS GREETINGS 1931
25c ANNUAL SEAL

THE NATIONAL, STATE AND LOCAL TUBERCULOSIS ASSOCIATIONS OF THE UNITED STATES

THE FARMER'S INCOME— WHERE IT COMES FROM

As the diets of the people of the nation have changed so have the men who supply the food to satisfy these diets. The farmer of today is an educated scientific man. Efficiency is the watchword of the modern farmer. In the dairy business in 1916 it took 225 cows to supply 1,000 consumers of all dairy products, but today it takes only 180. Cows have not changed, but the efficiency with which these cows are raised, bred, and culled has greatly changed.

Some may say, "Yes they are developing efficiency, but where is that going to get them? That is the trouble with the nation today, we are over-efficient in our industries, and therefore have over production." But as the farmer is increasing his production so is the scientist developing new ways to increase consumption. Already chemists are experimenting with farm products, attempting to apply them to new uses. Steering wheels of automobiles have been made experimentally from compressed straw and sawdust, and ashes from buckwheat hulls can be turned into good fertilizer. Mr. Ford, in the New York Times-Magazine, says, "I think of the big industries of tomorrow surrounded by farms able to

sustain themselves, not only with food products, but a part of the products they require. We want to go as far back as possible in breaking down farm products into their basic elements in order to find new combinations and new uses.

"No farmer will object to that angle on the situation. If any manufacturer or chemist can help change the status of the farm plant by making it an industrial supplier as well as a table supplier more farmers would make more money, and our largest industry would be in a better position."

Nothing stands still. Life and all phases of activity is either a matter of progression or retrogression. For the farmer and his products the future looks bright.

She had just been hired for a job in the big sideshow. And she said to the boss:

"Is there any particular advice you would like to give me about this work I am starting?"

"Well," said he, thoughtfully, "don't ever undress in front of the bearded lady."

DAIRY CO-OPERATIVES SELECT ADVISORY COMMITTEE

In accordance with the provisions of the Agricultural Marketing Act, the dairy co-operatives have established a dairy advisory committee for the year beginning December 1, 1931. Following are the members of the committee.

Harry Hartke, Covington, Ky., Co-operative Pure Milk Association (experienced processor).

C. E. Hough, Hartford, Conn., Connecticut Milk Producers Association.

John Brandt, Litchfield, Minn., Land O' Lakes Creameries, Inc., (experienced processor).

George W. Slocum, Milton, Pa., Dairymen's League, Inc.

P. L. Betts, Chicago, Ill., Dairy and Poultry Co-operatives, Inc.

U. M. Dickey, Seattle, Wash., United Dairymen's Association.

W. S. Moscrip, Lake Elmo, Minn., Twin Milk Producers' Association.

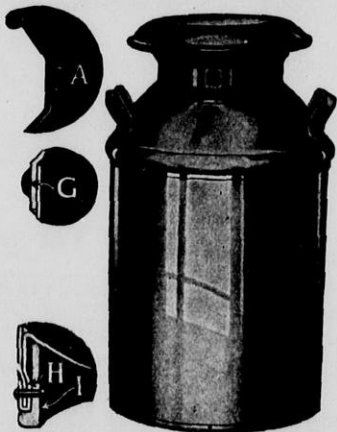
Young Wife: "Now, Bill, I want you to go around to the minister and arrange for having the baby christened."

Bill (Shipyard Worker): "You mean to say you are going to let somebody hit that little thing over the head with a bottle?"

Follansbee Forge Milk Cans

Important Details of Construction

CLEVELAND PATTERN



A—Neck and Breast drawn without seam from highest quality FOLLANSBEE FORGE STEEL, insuring longer service.

G—Heavy Half Oval Breast Band shrunk on to breast.

H—Security Lock Joint clinching bottom to body. Bottom joint floated heavy with solder.

I—Special angle section bottom band, terne coated. Chime of Can rests in angle protecting bottom and absorbing shocks, thus preventing rivet holes from enlarging or the rivets shearing.

WELDED SIDE SEAM—Side seam of body acetylene welded, producing the strongest weld known to science. Extra heavy coating of pure Tin. All parts separately tinned before assembling. No black surfaces between joints to cause corrosion.

FOLLANSBEE BROS. CO.

—DISTRIBUTORS—

700 First Wis. Nat'l Bank Bldg., Daly 3826 Milwaukee, Wis.

WE BUILD THE QUALITY IN — YOU TRY TO WEAR IT OUT

Immediate Action for Agriculture

The need for immediate steps to place farming on a sounder basis has been set forth vigorously by the special agricultural committee of the United States Chamber of Commerce which reported as follows:

"It is the sense of the Agricultural Department Committee that the true plight of the American farmer is not known generally. The value of farm products is so low that farmers are experiencing great difficulty in meeting their taxes, interest and other obligations. Wholesale delinquency of these obligations must be expected.

"The purchasing power of the farmer is severely reduced. He cannot be the customer of industry or commerce. His reduced purchasing power not only affects him individually but destroys the buying power of whole communities which depend on his trade. The railways serving agricultural territory are affected. Their revenues are seriously impaired and all labor is affected. Already strikes of taxpayers are numerous and tax delinquencies in many states have reached proportions where states will find difficulty in functioning on account of lack of revenue.

"There has been a ten-year period of depression for the farmer. The period of prosperity which the balance of the country enjoyed for several years did not reach the farmer.

"The banking and credit services available to agriculture are inadequate. The numerous failures of commercial banks reflect in a measure not only the rapid decline in agricultural commodities, but rather the failures of communities as well as of banks.

"The emergency is pressing and warrants the consideration of all thoughtful men.

"The committee recognizes that there are two aspects of the agricultural situation—one requiring immediate relief, the other, planning for permanent readjustment. To meet the immediate situation, since it would be unwise to attempt to deflate the value of items entering into the farmers' costs to the level of prices of his products, the prices of farm products must be placed on a reasonable parity with those of other products and services in order that agriculture may discharge its indebtedness, pay its taxes and continue its production.

"The committee therefore recommends that the board of directors ap-

point a special committee to accomplish the above emergency purpose.

"The committee feel that operations on the New York and other stock exchanges are having a most depressing effect on the price of agricultural products and agricultural credit. Unfortunately, this comes at the peak of the fall harvest. The committee feel that the current price of securities represent the temperament of the public rather than the ultra-conservative value of securities, particularly bonds.

"We recommend as an emergency measure for the prevention of further deflation, the temporary suspension of short selling of stocks and bonds.

"Obviously, consideration must also be given to the emergency affecting agriculture caused by the dropping of the gold basis by England and other countries which are large markets for our agricultural products. One result already is that the protection of the American tariff is substantially lost.

"The agricultural committee recognizes that this situation calls for drastic action on a parity with the action taken during the war in connection with the sale of liberty bonds and otherwise. It calls attention of the board to the fact that drastic action is being taken to change the natural operation of economic law in many other industries—organized labor, wages, transportation rates and many other directions which logically should come down towards the basis of agricultural and other commodity prices. The committee feel that there is no option but that either economic laws should be allowed free play in the entire field or else immediate extraordinary effort be made to place agriculture on a parity with other industries in this crisis.

"Due to the seriousness of the present farm credit situation, the committee recommends the study of the possibilities of credit aid in distressed regions, especially localities in which the banks are closed and in which disastrous liquidation of livestock and the instrumentalities of production are now rapidly taking place.

"With regard to the long-time situation in agriculture, the committee commends the work of the Agricultural Service Department on the subjects of land utilization and regional agricultural readjustments and expects it to continue actively these lines of work. It recommends that

the next meeting of the committee be organized to consider these and other long time factors in agricultural policy, somewhat along the lines of the work of the Committee on Continuity of Business and Employment.

"The committee has instructed the department to study the possibilities of expending the facilities of the Federal Intermediate Credit Banks to take care of more of the credit needs of co-operatives and producers.

"The committee recommends that the Agricultural Service Department continue its study of agricultural clearing houses, with particular reference to the feasibility of extending this type of market operation to commodities other than fruits and vegetables under the Agricultural Marketing Act."—Land O' Lakes News.

FROM THE WISCONSIN ANTI-TUBERCULOSIS ASSOCIATION

In times of business depression men and women go back to their homes, back to their churches, back to their ideals.

I believe this Christmas season will be a particularly effective time for any appeal which is directed to the finer qualities of human nature, and that the appeal for the purchase of Christmas seals will meet a very gratifying response because people will desire to do something generous, and the low cost of seals makes it possible for everyone to gratify that desire.—Bruce Barton.

The Christmas Seal is an emblem of good will and good health. The more seals you buy the more good will and good health are carried into the homes of your fellowmen.

Christmas Seals spread the gospel of fresh air, sunshine and radiant health. They fight tuberculosis and other needless diseases. Buy them! Use them!

It's not very large, the tuberculosis Christmas Seal, and it costs only a penny. But put a lot of them together, and they can help save a good many lives. Buy Christmas Seals and use them! Let them be your greeting to those afflicted with tuberculosis.

According to a report of the United States Bureau of Dairy Industry, approximately 6,000,000,000 pounds of milk are utilized annually in the United States in the commercial manufacture of ice cream.

ON USING MORE OF OUR OWN PRODUCTS

A producer writes a letter, in which he urges that farmers use more of their own dairy products.

A heavy consumption of butter and of milk will reduce the surplus, provide economical food and make farmers healthy and as a result happy, he argues. What do you, interested reader, think about it?

Is your milk too expensive for you and your family, or is butter too costly?

T. B. AREA TEST

The state testing force has begun the third county area test in Waukesha and Ozaukee counties.

This makes the third three-year test in those counties. The first one was given in 1926 and the second in 1929.

MILK PRICE WAR IN BUFFALO

Milk prices went down from 12 to seven cents per quart in Buffalo, N. Y., as a result of a price war. Some stores sold bottled milk as low as five cents per quart.

Price cutting by dealers who bought from unorganized farmers has been practiced for over a year.

The fair dealers who tried to uphold their price and pay the producers a fair price saw their market slipping away and decided to meet price cuts with price cuts and as a result only the consumer is ahead.

Less than \$1.00 per hundred is the price which producers for this fluid market will get if the war lasts through the month.

OVERWORKED

Old Lady (to tramp): "Why don't you work? Hard work never killed anyone."

Tramp: "Your'e wrong, lady. I lost both my wives that way."

A Hebrew and a Scotchman had a collision. They both got out of their cars and for a few moments the argument waxed hot. Then the Jew said:

"Can't we fix this thing up? Here, take a drink," and he handed the Scotchman a flask. The Scotchman accepted and downed a man-sized drink at one gulp.

"Have another," said the Jew. The Scotchman drank a second and a third. With the liquor all consumed, the Jewish person called a policeman, "Here, officer," he cried, "this fellow smashed into me. He's drunk, just smell his breath."

The death rate among infants under one year of age was practically the same in rural and urban districts of Wisconsin last year. The rural rate was 56.2 per 1,000 live births, and the urban 55.1. This is the first time, in the history of the State Board of Health's Bureau of Vital Statistics, that the rural rate has exceeded the urban.

NO ENTOMOLOGIST

Customer: "What's this in my soup?"

Waiter: "Don't ask me, sir. I don't know one insect from another."

* * *

One-night Tourist: "Did you see a twenty dollar bill on the bureau when you made up my room?"

Maid: "I surely did, sir. Thank you very much."

* * *

QUIET

Real Estate Agent: "What do you think of our little city?"

Prospect: "I'll tell you, brother, it's the first cemetery I ever saw with lights."

* * *

Father (hoping to force confession from his 15-year-old son): "I'd like to know what young smart aleck with short pants dropped a cigarette on the upholstery of the new car?"

Son: "Aw, Dad, it was just an accident. She didn't mean to."

* * *

IT'S THE LINIMENT

Mrs. Newlywed: "I must apologize for the pie I made, dear. I think I left out something."

Mr. Newlywed: "Nothing you left out could make a pie taste like this. It's something you put in."

* * *

The zealous reformer was speaking at the county jail.

"Brothers," he pleaded, "lose no time in turning to the pathway of righteousness. Remember, we are here today and gone tomorrow."

"Don't kid yourself," came a gloomy voice from the rear. "I got eight years here yet."

NEW SUPPORTERS

Walter F. Marquardt, Lake Beulah.
John Dvonik, Thiensville.
Martin Pfaff, Thiensville.
F. H. Rohloff & Son, Delafeld.
John Heinzelman, Waukesha, R. 1.

One day when Mr. Gaddis was golfing, he discovered an old lady calmly seated on the grass in the middle of the fairway.

"Don't you know it is dangerous for you to sit there, madam?" he asked her.

The old lady smilingly replied: "It's all right, I'm sitting on a newspaper."

Phone W. A. 2368-M or St. Martins 100 J-3

JOHN W. LUDWIG

Farm and Barn Equipment,
I. H. C. & J. Deere Lines,
New Idea Spreaders,
Tractors,
Milking Machines,
Electric Motors,
Frigidaire Systems,
Radios and Vacuum Cleaners

HALES CORNERS, WIS.

TWIN CITY TRACTORS

and
OIL, GAS, TIRES AND ACCESSORIES

Expert Tractor and
Auto Repairing on all
Popular Makes.

Let Us Serve U

Call Hales Corner 162J4

LOOMIS CENTER GARAGE
Hi Way 36 and County Trunk U

SAFETY!!

SAFETY for your deposits should be your prime consideration.
U. S. Government supervision of Federal Reserve Members plus
over

\$300,000,000.00

in assets of the Wisconsin Bankshares Corporation makes your
selection of this bank as your depository a wise choice.

BADGER STATE BANK

Fond du Lac and North Avenues at 21st Street

Milwaukee's Largest Outlying Bank

MILK PRICE FOR OCTOBER IN ST. PAUL AND MINNEAPOLIS

We are paying \$1.65 for 3.5 per cent milk delivered Twin Cities for the month of October.

The decrease in price is due almost entirely to the fact that our volume increased 3,474,438 pounds over that produced in September. Every bit of this three and a half million increase had to be made into manufactured products and these products are selling below the price we receive for market milk.

The price of butterfat dropped from a recent high of 35½ cents to 29½ cents as this is written and our inventories of products on hand at the end of the month had to be figured on the new basis.

Production on our farms is up two per cent, as compared to last year.

While the market for dry skim milk and casein is much more active than it has been for several months and we have been able to sell all the products we have made, the price has not increased to any great extent.

The present price of Plymouth Twin cheese is 12 cents per pound, which means that the cheese factories of Wisconsin cannot average over \$1.00 per hundred for 3.5 per cent milk.

The decreased price for butter and cheese has resulted in a very strong effort on the part of these factories to get on our market and some have succeeded in selling here.

Sales were as follows:

	Pounds
Sold to distributors.....	13,235,147
Separated for sweet cream and butter	11,093,200
Made into condensed milk and ice cream.....	895,983

25,224,330

You will note that the amount sold to distributors was 52.47 per cent of the total, the remainder being sold in the form of manufactured products. —Twin Cities Milk Producers' Assn.

We need 30 to 100 acre equipped dairy farms for winter and spring selling.

If you want to sell see

ZANDER BROTHERS
417 W. Juneau Avenue
Milwaukee : Wisconsin

THE CINCINNATI TERRITORY CREAMERIES DEDUCT CENT FOR WEEK

Ohio creamery operators in the Cincinnati territory deducted one cent from farmers' pay checks on each pound of butterfat purchased during the week of Sept. 21 to 27.

In order that farmers might understand why the deduction was made the National Dairy Council furnished circulars explaining the set-up of the Council. Cards enclosed with the check read:

NOTICE

Effective This Week

Our price is

Less one cent per pound butterfat deducted for National

Butter Advertising Campaign Under Auspices of National Dairy Council —National Butter Journal.

Rastus (at dance): "Mirandy, is yo' program full?"

Mirandy: "Lawdy, no! It takes mo' dan two sandwiches and a cup of coffee to fill mah program."

A woman with a large family of children took them all to a photographer to have a group picture taken.

"How much will you charge me for a picture of my family?" she asked.

"My price is ten dollars a dozen," said the photographer.

"That's too bad," said the mother. "I'm afraid I'll have to wait awhile. I've only got eleven."

WANT DEPARTMENT

RATE—3 CENTS PER WORD

Minimum Charge—\$1.00.

In computing amount of remittance, add six (6) extra words if wanted published under Blind Address.

Bold Type—Double Regular Rates. Blind Address — 25c EXTRA to cover postage in sending out replies from this office.

REMITTANCE MUST ACCOMPANY ORDER.

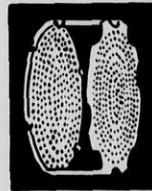
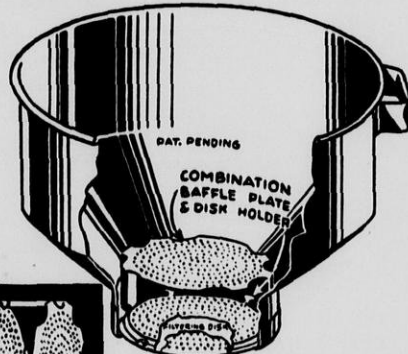
TINNING—We retin milk cans for \$1.75 each; 5 or more, \$1.50 each. Batteries charged, 50c. East Side Tin Shop, Waterford.

The First Perfect Milk Filtering Strainer THE CREAM CITY "SKY-TEST"

... New and Exclusive Double-Duty Anti-Washout Device Prevents "Thin Spots" on the Filtering Discs and Assures Uniformly Clean Milk Day After Day ...

Cream City Ware

You think you have been filtering milk . . but have you? Exhaustive tests have proved that every filtering disc in any kind of a strainer washes out under normal milking conditions unless a baffle plate is used . . . "Thin spots" caused by the swirling milk stream allow the dirt and sediment to get through.



The Combination Baffle Plate and Disk Holder that makes this strainer the Big, Outstanding, and Never-Failing Success.

The Cream City "Sky Test" prevents "thin spots". It is the first perfect milk filtering strainer ever developed. The baffle plate is permanently fastened to the disc holder. It cannot be forgotten. It cannot be

misled. It cannot be left out by careless help.

Beware of "thin spots". Write at once for interesting folder which will show you how to be sure of uniformly clean milk.

No. 14, 14 qt. Capacity

Due to the combination baffle plate and disk holder you can save money by using the 5½" plain cotton filtering disks which are the cheapest, fastest and most efficient. If your dealer cannot furnish this strainer, write us.

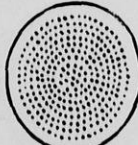
GEUDER, PAESCHKE & FREY CO.

Manufacturers

330 N. 15th St. Milwaukee, Wis.



Disk used in an ordinary strainer.



Disk used in new Cream City "sky-test" milk filtering strainer.

FARMERS MUST THINK

In his address at Shawano, Gov. LaFollette gave the farmers something to think about. He said farmers must develop leaders from their own ranks, which are to be entrusted with the directing of co-operative enterprises. A leader must have lived on the farm, endured the hardships and denial such a life demands, must have seen lean years brought by uncontrollable natural forces, must have hoped for and obtained the blessings of fat years and have faced hard luck and taxes, and have the habit of farmers' minds so imprinted on his mind before he is worthy to lead farmers.

But he must be able to think, too. The thinking farmer, as an individual, is more successful than his neighbors. The thinking farmer, as a part of a co-operative venture, must be the one of many who may contribute to a co-operative success. He can make his ability more keenly felt in directing a co-operative, than as an individual. The ability to think through is a rare talent, and using that ability in the co-operative field offers a rare opportunity for that talent to develop.

Thinking along constructive lines will make any farmer a leader. The only limit to his leadership is his faculty of thinking things out far ahead of his followers, thereby leading the thoughts toward a successful accomplishment of mutual interest to both leaders and followers.

But leaders cannot do all the thinking. The rank and file must do some also. They must be able to sift out the "tares" from propaganda that is constantly being fed them by tradesmen, politicians, "friends of the farmer," etc., whose sole purpose is to disguise their desire to wreck a farmers' organization, by some guileable "sympathy" that gets by. They must be able to go to those who have had a voice in electing, be he manager, director or officer, and make constructive, sincere and friendly suggestions, instead of hurling abuse, because the friendly suggestion enhances the chances of success and likewise benefit to the member. But this cannot be done without thinking.

A thinking leadership and a thinking membership will put to rout some of the rotten methods now being used by those from whom we have every right to demand support, instead of aiming to poison and wreck the organization which has cost endless effort, farmers' hard-earned money and the life-blood of many who have believed that co-operative effort now holds the farmers' only hope for justice.

FROM THE WISCONSIN ANTI-TUBERCULOSIS ASSOCIATION

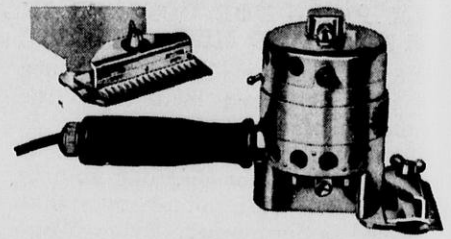
"Undernourishment, crowded living conditions and worry caused by the present depression, may bring about a marked increase in tuberculosis deaths, unless funds are available to continue the most energetic fight against the disease," declared Dr. C. H. Stoddard, president of the Wisconsin Anti-Tuberculosis Association, in appealing to Wisconsin citizens to support the 1931 Christmas seal sale in even greater measure than in the past.

"Undernourishment, crowded living conditions and worry in European countries during the war almost doubled and sometimes more than doubled the deaths from tuberculosis. We must take every precaution therefore to prevent any similar rise today.

"During the years that the Christmas seal sale has financed the organized fight against tuberculosis in Wisconsin, the death rate from this disease has been cut in half, and the lives of about 17,000 persons have been saved by this lowered death rate. But even yet tuberculosis kills more persons between the ages of 15 and 35 than all the five other leading disease causes of death combined. These are the most precious years, for deaths during these ages generally mean broken homes and orphaned children.

"Tuberculosis may never have struck your home. But, remember, tuberculosis is a communicable disease spread by direct infection. If it strikes your neighbor's child, it menaces your own as well. **No home is safe from tuberculosis until all homes are safe.**

"Christmas seals offer one form of insurance against tuberculosis. They support sanatorium promotion, public health nursing training and demonstration, free chest clinics, and many kinds of educational work. Buy them and use them—and help fight tuberculosis!"



Keep Your Herd in Trim

EASIER—FASTER—with the New ANDIS Electric Clipper

Approved by Leading Producers all Over the Country

This new machine beats all for ease of handling and fast clipping. One man clips udders and flanks of 8 to 12 cows in an hour, or one cow complete, in an hour. A one-man, one-hand machine that works without pulling or choking, as fast as you can feed it. Clipper works in any position—clips every part clean.

Differs from others in having motor, shear plate and handle all in one well balanced unit. Weight only 3 lbs. No trolleys, stands or twisting cables. Hardened steel roller bearing tension plate saves blades and current. Less sharpening needed, and fewer replacements. This is a big improvement. Handy switch close to handle. Furnished with 20-foot, 3-strand cord and ground clamp to prevent shocks. Operates from any light socket. Models for 110 A. C. or D. C. 220 volts, 32 volts, 9 volts and 6 volts for Battery use.

Andis Animal Clippers are guaranteed against defects for one year from date of purchase. Only \$22.00 complete. Order from your dealer or send us \$2.00 down payment. Balance C. O. D. Specify voltage. Satisfaction guaranteed.

ANDIS CLIPPER CO.

1640 Layard Ave. RACINE, WIS.

Makers of High Grade Electric Clippers

NOTICE!

We sell First Mortgage Bonds on
THE SALVATION ARMY, new building, Milwaukee

6% INTEREST 6%

Do You Want to Sell Your Farm?

Write to

WM. STEWART

office of STEWART INVESTMENT CO.

601-603 First Wis. Nat. Bank Bldg.

MILWAUKEE

Milwaukee Milk Producer

OWNED AND PUBLISHED BY

Milwaukee Co-operative Milk Producers

Volume 4

JANUARY, 1932

Number 10

Another Ten Cent Cut

The Board of Directors met the dealers on December 26 (the day after Christmas) to confer on the price of fluid milk for January.

All of the small dealers claimed that they could not pay the December price of \$2.20 and argued for prices ranging from \$2.00 to \$2.10.

Three buyers indicated their willingness to pay \$2.20 but of course only on condition that all dealers paid that price. It's very easy to vote for a high price when it is known that other buyers will not pay such a price. The directors refused to accept a cut and an adjournment to Tuesday, December 29, was agreed on.

The newspapers played up the fight between the dealers and producers, not that the papers care a whoop what happens to the farmers, but news is scarce and then too the legislature is talking pretty strong about the big income of certain newspaper men and any little smoke screen might help. At any rate the publicity brought in about two hundred farmers. Most of them came to try to influence the dealers to pay the price. A few came to discredit the farmer's association, forgetting that in so doing they were discrediting themselves.

In the big crowd were some condensery shippers who sneaked in and took a rap at this market mostly through jealousy because of the very low price the condensery pays.

Arguments and conferences lasted until seven o'clock in the evening. Some dealers who had stated at the opening of the meeting that \$2.00 was their limit finally came to \$2.10 and stuck there. With great reluctance the board of directors, rather than have no price made, and every dealer buying at as low a price as he could force on his shippers, closed the deal.

The sad part of the matter is that the dealers know that other milk that has had a Chicago market at one time or another in the last five years would flood into this market at a lower price if given the least encouragement.

The manufactured price for December is \$1.14.

The percentage used in the various classes and the average prices paid by the dealers for December milk follows:

Gridley Dairy Co. reports fluid sales of 50.69% at \$2.20; manufactured or surplus sales of 43.42% at \$1.14; outdoor relief sales of 5.89% at \$1.97; and will pay an average price of \$1.72.

Luick Dairy Co. reports fluid sales of 46.78% at \$2.20; manufactured or surplus sales of 46.60% at \$1.14; outdoor relief sales of 6.62% at \$1.97; and will pay an average price of \$1.69.

Layton Park Dairy Co. reports fluid sales of 44% at \$2.20; manufactured or surplus sales of 46% at \$1.14; outdoor relief sales of 10% at \$1.97; and will pay an average price of \$1.6.

Blochowiak Dairy Co. will pay \$1.69, average price.

Sunshine Dairy Co. reports fluid sales of 51.57% at \$2.20; manufactured or surplus 48.43% at \$1.14; and will pay an average price of \$1.69.

Golden Guernsey Co-operative reports fluid sales of 57% at \$2.20; manufactured or surplus sales of 36.9% at \$1.14; outdoor relief sales of 6.1% at \$2.04; and will pay an average price of \$1.79.

WHO BENEFITS BY NINE CENT MILK?

The question of the why and the wherefore of the reduction in the price of milk to the consumer and the resultant drastic cut to the producer interests every one connected with the industry.

Some dealers insisted that when milk was ten cents a great deal of milk was sold at nine cents, and that people were patronizing the dealers who cut the price.

No doubt this was true, for in these distressful times everyone is looking for a bargain.

It was pointed out by the secretary and others at the conference held on December 26 that if the price to the farmers was forced down the pernicious practice of cutting could and would continue.

No cure has been effected and it is not to be hoped that a remedy can be had so long as the producer is forced to take the cut. It would seem to any one able to add two and two and decide that the result is four that this is true.

One year from today the dealers who brought this nine cent price into the picture will find that they have lost customers just as when the price was ten cents. They have given the consumer cheaper milk and reduced the farmers' buying power to a point where he cannot buy the city's products.

We hope that they feel very happy over the wonderful thing they did to start the glad New Year.

Our Free Herd Testing Service

In the past we have always offered herd testing service to all our members without any additional charges. We have been only too glad to test your cows separately at any time and as many times a year as you wished.

A great number of producers have availed themselves of this service in the past but we feel that there are a lot of you that have never known of this feature of our work and would be glad to take advantage of it.

With the cuts you have taken in the price of milk these last two

months you can't afford to keep your boarder cows. Our system of checking your cows insures pretty accurate results because we get an average of several days.

If you want this service get in touch with us by post card, through your hauler or by a personal call. All we need to know is how many bottles you want, we do the rest and insure you an accurate test of each individual cow in your herd providing you follow our instructions most closely.

MILWAUKEE MILK PRODUCER

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Milwaukee Co-operative Milk Producers
Chas. F. Dineen, Managing Editor
1633 N. 13th Street
Phone Marq. 4023 MILWAUKEE, WIS.

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Many farmers may think that the idea of selling milk for nine cents was a brand new one.

Such is not the case. The board of directors have been fighting against a cut in price for the past eight months.

If the farmers were not represented by this organization there is no doubt but that nine-cent milk with a \$2.00 per hundred or lower price for fluid milk would have gone into effect last May.

THE TON MILE TAX OR SHALL YOUR MILK HAULER BRING YOU BUTTER?

The last legislature passed a law that put a tax on trucks based on carrying capacity and miles traveled.

Through the efforts of various organizations, including our own, trucks transporting dairy products from the farm to the primary market were exempted. Now some haulers have been told that if they carried butter back to the farmers such haulers would have to pay the Ton Mile Tax.

It would be a great inconvenience to the farmer and would result in less butter being used if the hauler could not take out butter.

The Milwaukee Co-operative Milk Producers have taken the matter up with the Wisconsin Service Commission at Madison asking that the haulers be allowed to bring butter to their shippers.

A close check on the amount so transported indicates that 400,000 pounds of butter per year goes out to the farm home by milk trucks.

TELL THEM NOTHING

In a talk to the Wisconsin legislature Wm. F. Schilling, dairy products representative on the Federal Farm Board, is quoted as saying that President Hoover told him to "tell them nothing."

If Mr. Schilling was correctly quoted it must be that the President wanted to keep information regarding the work of the Federal Farm Board from the people. Now the President may have his own good reasons for doing this. We are not criticising. What we are leading up to is this: Good friends come in and tell us that this paper is too open in its discussion of market conditions. That, instead of keeping its readers (who are the producers of milk) informed on what is going on in this and other markets, a discreet silence should be maintained. That a frank and open attitude offends some producers. In other words, talk if you must but "tell them nothing."

We can't see it that way. We think that an intelligent producer wants to be informed, and, while a few may get offended, in the long run an informed membership makes a better organization.

Kindly bear with us if we seem blunt, as well as truthful, and come in and talk it over if you differ with us.

NEW PUBLICATION

Volume I, No. I, of the Falls City Co-operative Dairyman, official organ of Falls Cities Co-operative Milk Producers Association, Inc., Louisville, Ky., carries the following announcement on its editorial page:

"OUR PAPER"

In publishing this paper each month we have a certain job in mind for it. First, we plan to use it to give our members full and complete information on what is happening in their dairy markets. It will contain the official price announcements each month, so that our members may prove their check. Any changes in our marketing plan will also be announced through its columns. We will not limit ourselves to market news, but plan to carry helpful articles relating to the better production, handling and marketing of milk and dairy products.

Its columns will be available to our friends, the county agents, and the other departments of the state universities interested in the Louisville Milk Shed. We want to cooperate with them in their program of farm and home improvement.

We will welcome suggestions at all times to make it of greater service to our members.

A NEW CO-OPERATIVE

Following the most disastrous year in their history the pea growers of this vicinity have decided to help form a state-wide pea growers organization.

At a meeting, held at Grafton on December 30, a temporary organization was formed. This new group is starting out right by having Mr. Witte and Mr. Pulley of the Department of Agriculture and Markets, also Mr. Orchard, counsel for that department, to help set up the organization.

Among the names on the temporary board of directors familiar to many of our supporters are: E. E. Swan, Jacob Leicht, Ambrose Weidemeyer, and Paul Bartelt.

The growers claim that the canneries have had things pretty much their own way and that it has been hard for the individual to deal with the canner.

There is no doubt that properly organized growers can better their conditions but they should not ask too much of their board of directors or officers. A co-operative can be of material help to the member but it cannot work miracles.

If the warehouses are filled with last year's crop of peas it's going to be hard to get very generous contracts.

On the other hand with many growers not getting enough for last year's crop to pay for the seed, to say nothing about land rental and labor, it would seem that something ought to be done for the growers.

THE ST. LOUIS SITUATION

Elsewhere in this issue there is a report of a commission which has studied the trouble between the Pevely Dairy Co., St. Louis, and the farmers' organization.

The conclusions reached are quite favorable to the Sanitary Milk Producers and it would seem that the Pevely Co. would be forced by public sentiment to arbitrate.

The producers' organization is not asking anything that is unreasonable but the company, a strongly entrenched, locally owned concerns, wants to have its own way entirely.

As in other markets some producers are more friendly to the dealer and refuse to support their own organization and that of course makes Pevely still more confident of winning.

St. Louis base milk price for December is \$1.90, with three cents per point up or down from 3.5%.

Morals, Observations and Conclusions

NON-COOPERATORS FINALLY BREAK PITTSBURG MARKET

We have before us as we write this article a news release telling of the sad condition recently reached in the Pittsburg milk market as a result of a number of months of serious price cutting by non-cooperating milk buyers who have succeeded in buying cheap milk from producers who were so shortsighted as not to be willing to work through the Dairymen's Co-operative Sales Company, the splendid organization which has for many years, through its co-operation with the reputable dealers of Pittsburg, caused that market to be a shining example of stability and fair price of milk to both producer and consumer.

All persons who have been well acquainted at all with milk markets will remember that Pittsburg has been one of the markets in which fair-minded buyers working through a good producers' organization have been able to maintain a fair price for a stable market under many changing economic conditions. The serious condition which has resulted in the recent very drastic price cut in Pittsburg market is only the final result of a move made several years ago when a group of producers, not sufficiently co-operative minded, broke away from the organization and began selling their product to non-cooperating buyers. These buyers who, because of their nature, have not been willing to follow good American business practices, have used the milk which they have been able to buy cheaply from unorganized producers to furnish certain local chain stores at a figure which allowed serious price cutting to follow. The chain stores referred to are not among the National chains but simply local chains which, because of inefficiency of management, did not recognize the far reaching effect of a milk price war in a community like Pittsburg and its surrounding territory. The major chain store companies have continued to purchase their milk through reliable distributors of Pittsburg and through many months of disturbed conditions, brought about by reduced prices at the local chains, have in co-operation with reliable milk distributors and the Dairymen's Co-operative Sales Company, sought to bring about a stabilized market.

The reduced demand brought

about by unemployment during recent months and the heavy production in the Pittsburg area have tended to make a bad matter worse and the result has been a serious price break during December. The result of the recent price catastrophe in Pittsburg has as usual been a serious reduction in price to producers of that area. A reduction of 50 cents a hundred to producers selling milk in Pittsburg and surrounding markets means a very great loss and the end is not in sight. It furnishes another striking example of the distress and severe loss which can be occasioned by the shortsighted action of groups of farmers who have not yet learned the real meaning of co-operation.

MANY MARKETS HAVING TROUBLE WITH MARKET MILK

There have been wars and rumors of wars between the milk producers and distributors in cities throughout the United States. In Buffalo milk is selling for six cents a quart and the producers have lowered their price to below \$1.00 per hundred. New York City recently dropped two cents a quart, or 95 cents per hundred pounds. Other cities throughout the country are facing this same situation.

Mr. Sexauer, president of the Dairymen's League, in a release dated December 2nd, said: "Dairy farmers of the New York milk shed will sustain losses of \$2,000,000 a month as a result of the two cents a quart reduction in bottled milk prices put into effect in New York City today by one of the largest distributors. This price break is a calamity to the dairy industry. It will accentuate the general depression by adding to the hordes of unemployed, and bring acute financial misery into the lives of additional thousands of people."

A careful reading of the price article in this Bulletin will show that we are facing the same conditions. Distributors of milk thought that conditions should change for the better and were willing temporarily to have a wide difference between the manufactured return for milk and that paid for market milk. There now seems no immediate chance of improvement and the market is being forced down closer to the return in the form of manufactured products. Some co-operatives have been

unwilling to make this adjustment and they are losing their market to other producers not belonging to the co-operative—Twin City Bulletin.

INTENTIONS REGARDING NUMBER OF MILK COWS TO BE KEPT

U. S. Dept. of Agriculture Bulletin.

Special dairy correspondents were asked, on October 1, to report the number of milk cows which they expected to have "12 months from now (October 1, 1932)." The results of this question show an almost universal tendency to further increase the number of milk cows during the next year. A tally of the number expecting to have more milk cows, less milk cows and the same number of milk cows on October 1, 1932, as were on hand on October 1, 1931, shows that 51 per cent of the dairymen reporting intended to increase the number of cows, with 15 per cent intending to decrease and the remainder intending no change. By using these reports, allowance must be made for the tendency of expectations to overrun actual numbers because farmers are unable to make accurate allowance so far in advance for losses of cows from disease and other causes. Results from the same question when asked in November, 1930, showed an expected increase by November, 1931, of about 8.7 per cent, while the actual increase was probably somewhat under four per cent during this period.

FUTURE INTENTIONS

Geographic Division	October to October comparisons. Per cent of farmers expecting	
	Fewer cows on October 1, 1932 Per cent	Same number on Oct. 1, 1932 Per cent
North Atlantic ..	13.3	33.3
E. North Central .	13.3	36.8
W. North Central	17.9	33.9
South Atlantic ..	15.6	36.0
South Central ...	18.9	29.1

"Delighted to have met you. Come over, some evening soon, and bring your husband."

"Thank you so much, but we never go anywhere; you see, my husband is paralyzed. . ."

"Don't mind that, dear; my husband's that way half the time, himself."

Christensen Asks Farmers to Pluck Up, Be Courageous

Cities Examples of Trials and Tribulations of Our Forefathers Who Did Come Through

This is the season of the year when many of us are called upon to engage in the annual pastime of guessing what is going to happen in the coming year.

We should all realize that one man's guess is about as good as another's. We are called upon to forecast what is going to happen, little appreciating that no matter how things may seem today, that very many things may happen between now and the close of the year.

Perhaps if we looked well into the past we might get a good idea of what may take place in the future, and, at the same time, get some right good tips on what to do and what not to do.

Don't Be Too Pessimistic

Of course, most of us know very well what has been going on for a year or more and what is happening today. In fact, there is a chance that too many of us may be using our imagination overtime to paint the picture a bit worse than it actually is.

Although this is a time for cool heads and thoughtful action too often we are more or less panic stricken and act hastily and rashly without basing our decisions upon close acquaintance with the facts.

We need all the information we can get on past and present trends but in securing this information we will make a mistake if we become pessimistic and disheartened.

Things Have Been as Bad

To show you what I mean let me read to you a few paragraphs which I ran across a few days ago. Here they are:

"It is a gloomy moment in history. Not for many years—not in the lifetime of most men who read this paper—has there been so much grave and deep apprehension; never has the future seemed so incalculable as at this time.

"In our own country there is a universal commercial prostration and panic, and thousands of our poorest fellow-citizens are turned out against the approaching winter without employment, and without the prospect of it. In France the political caldron seethes and bubbles with uncertainty; Russia hangs as usual like a cloud, dark and silent

upon the horizon of Europe; while all the energies, resources and influences of the British Empire are sorely tried in coping with the vast and deadly Indian insurrection, and with its disturbed relations in China.

"It is a solemn moment, and no man can feel an indifference—which happily no man pretends to feel—in the issue of events."

Was of Another Day

I am sure that as you have been reading this statement, you have felt as I did when I first read it, that it was a very good picture of conditions as many see them today. But, strangely enough, this was not written in either 1931 or 1932. It appeared in the October 10, 1857, issue of Harper's Weekly.

In other words, it was written fully 75 years ago which only goes to show us that this is not the first time in which we have had our difficulties, and that if we apply the same common-sense rule which we applied then, we should be able to overcome and get out of our troubles.

Before the Civil War

You will be interested in a bit more of this article written, you will remember, before the Civil War.

"This is no time," wrote this noted editor back in 1857, "for idleness or trifling, for forgetfulness or selfishness. The complexion of every country, and of the world, rests at last upon the character of individuals. If men are false and timid affairs, the course of events will be tainted by the cowardice and falsehood.

"It is every man's business, therefore, to keep his heart and his hands clean—to be brave, and hopeful, and very humble. Extravagance, vanity, the lust of luxury, are crimes in the men of today.

"At home we shall have direct appeals to our sympathy in the swarms of honest laborers for whom there is no work. Abroad, the appeal will be more indirect, in the extremity of a friend and ally."

Has Lots to Do With Us

But you may be asking what has all this to do with Wisconsin farming in 1932? I have lived with you long enough to think it has a lot to do with us.

For unless I am very much mistaken the Wisconsin farmer of yesterday found a way to meet and solve his problems.

And so, too, will the Wisconsin farmer of today. He knows that we are passing through a period of world-wide depression and he knows equally well that there is no use in giving up. So, instead, he is going to carry on.

LOCAL MILK BEST FOR CITY

We were organized to serve the Twin City market with dairy products. It is fundamental that we keep this market but to do this may mean some radical changes of policy. We believe the farmers who have equipped their farms for production for the city market deserve and are entitled to special consideration.

We know that the members of our Association can supply the needs of our Twin City market more economically and more efficiently than any other group in this territory, greatly to the benefit of all concerned: our members, our customers and the consumers of our products.

We have put on an extensive quality program and are willing to go farther if we can be assured of reasonable protection against far out milk not produced under the conditions which we demand.

Recently a creamery offered milk on our market at thirty cents per one hundred pounds under our price. Offers such as this are made solely for the purpose of obtaining a foothold in this market and the ultimate result of such competition if successful would be ruinous to producers, distributors and consumers alike. Distributors who have the interest of the producer and consumer in mind realize this and will not encourage such practices. There are, however, those with no regard for anything save the opportunity given them by reason of distressed producers who seize the opening made by present conditions and are willing to tear down the efforts of years of painstaking, careful building by others in the vain hope that by doing what they do, they may relieve their own distress. The result, however, is that no one is benefitted and the producer, distributor and consumer all suffer by reason of these vicious practices.

This competition must be met. There are times when we can get a substantial margin for market milk but there are others when we must meet competition in order to retain our market and this is such a time.

(Continued on page 7)

Statement of the Social Justice Commission of St. Louis

About the Controversy Between the Pevely Dairy Company and the Sanitary Milk Producers' Association

The Social Justice Commission in St. Louis in response to an appeal from a religious leader, many of whose parishioners are members of the Sanitary Milk Producers' Association, who formerly supplied milk to the Pevely Dairy Company, arranged conferences between representatives of the Pevely Dairy Company and the Sanitary Milk Producers' Association. At these conferences it became evident to all members of the Commission that all of the issues which precipitated the conflict could and should be arbitrated. The Sanitary Milk Producers' Association agreed to arbitrate. The Pevely Company refused to arbitrate. The Social Justice Commission did not propose that it would serve as an arbitration commission but suggested some impartial group on which both sides could agree. As a result of these conferences, and as a result of research in the entire field of cooperative marketing of dairy products, the Commission issues this statement:

I. That organizations similar to the Sanitary Milk Producers' Association exist in many cities and function satisfactorily.

II. That such organizations are sanctioned by Acts of Congress and laws of Missouri and Illinois and are subject to legal control.

III. That in communities where such organizations function, the price of milk is not higher than in communities where they do not exist. Differences in price are generally due to local conditions.

IV. That the issues of the controversy are as follows:

(a) A new contract issued by the Pevely Dairy Company on September 1, 1931, to members of the Sanitary Milk Producers' Association, from whom it had been buying milk, precipitated the present "strike." This contract bound the farmer to supply his milk to the Pevely Company at a price which the company assumed power to fix. The farmer had no power even to cancel his contract. This contract seems to us to be ethically indefensible. Mr. Kerechhoff has admitted that it was an error and he has given the farmer the

privilege of cancellation, but the Pevely Company retains the power under the contract to set the price. Were it not for the protest of the farmers' organization, even the privilege of cancellation might not have been extended.

(b) The Pevely Company also refused to permit representatives of the Sanitary Milk Producers' Association to check the butterfat content of milk sold to it by members of the association. The price of milk depends upon its butterfat content, which is determined in the first instance by the company at its plant in the city. The Pevely Company is willing to permit each farmer to make his own check, but this is impractical for thousands of farmers. The request of the Sanitary Milk Producers is just and equitable, and the Pevely Company has conceded as much in writing.

(c) The Sanitary Milk Producers' Association has as its purpose collective bargaining on behalf of its members with the several distributors of milk in St. Louis. Such collective bargaining has been carried on for more than a year with the other distributors, and the desire of the association to bring the Pevely Company into the plan presents a fundamental, though not the most immediate issue in the controversy. The existing plan in no sense "draws a ring around St. Louis." It permits the distributors to purchase as much milk as they please from any source, at any price not higher than that paid to members of the association. Moreover the presence of consumers' representatives at the price conferences, which is an integral part of the plan, is an important assurance to the public against extortion. We of the Social Justice Commission believe that the right to bargain collectively is an inalienable right of farmers as well as of workers and employers. That principle has been widely approved. Among the religious bodies which have publicly approved it are: The Roman Catholic Church, through encyclicals or other official pronouncements by every Pope beginning with Leo XIII, the Federad Council of Churches of Christ of America, the

Central Conference of American Rabbis, and others.

(d) Under the plan which is followed in the collective bargaining arrangement, a base price for a portion of the milk supplied by each farmer is fixed by agreement, and the price for the remainder depends upon the Chicago butter market. The Pevely Company insists that a price which varies with the Chicago butter market is the only price to pay for all milk sold. This price is subject to short-time fluctuations and gives the farmer no assurance of stability such as prevails in the retail price of milk. The Sanitary Milk Producers have agreed to arbitrate the whole matter of price basis. It is not true that the price established by collective bargaining is independent of market forces, because necessarily it must be adjusted from time to time according to costs of production and market conditions. Similar plans are in effect in numerous of the larger cities of the country, in which the present retail price of milk varies from nine cents to fourteen cents per quart. The price paid by the dealers to farmers has been decreased twice under the collective bargaining plan in St. Louis.

(e) Collection of dues in the association by the dealers through withholding them from the purchase price of milk, together with payment of a correspondingly reduced price for milk purchased from non-members, is objected to by the Pevely Company. This practice has much to recommend it. The money appears to have been used for proper purposes. The Social Justice Commission, however, does not approve of a virtual tax upon non-members of the association. We believe the producers association should yield this point, and they have already expressed willingness to arbitrate.

(f) It has been charged that the Sanitary Milk Producers' Association are engaged in racketeering. Violence against trucks and farmers supplying the Pevely Company has taken place. This violence is deplored by all parties to the controversy. We believe that the basic cause is a sense of social injustice

which provokes some of its victims to reprehensible acts.

V. That we regard the "moratorium" issued by Dr. Starkloff, which suspended one of the city's sanitary milk regulations only for the Pevely Company, as unjustified, although it was declared in good faith. The Pevely Company was threatened with a shortage because of the "strike." The city was threatened with a disturbance of not over one-fourth of its milk supply. There was a sufficient total quantity of milk with adequate means for distributing it, after some readjustment. Although the actual quality of milk sold appears to have been safeguarded, this suspension was used and is being used against the farmers' organization.

It seems to be the intention of the Pevely Company to set up a new group of milk producers to replace members of the Sanitary Milk Producers' Association, with whom it formerly dealt. This is unjust to those who have expended large sums, partly at the urging of the Pevely Company itself, in order to be able to supply the city with milk. Not only is it bad social practice which ought to be unhesitatingly condemned but also it leaves hundreds of families impoverished and socially embittered. The public must know that the milk producer in many localities, although to a decreasing extent because of improvements in transportation, must sell his fluid milk to the distributor who has a receiving station in his zone. He is more or less at the mercy of that company. Unless he organizes with others, he must remain in the company's power, because his investments are on land in the company's territory. To deny him the right to bargain collectively is to force him to remain in this position. Against such a condition American farmers have the right to protest, and their protest should be heard with sympathy.

The Social Justice Commission has sought in fairness to all and in behalf of the consumer, producer and distributor to bring about arbitration. It has sought to eliminate friction and emotional resentment. In that it has failed. The Pevely Company insists that there is nothing to arbitrate, that its present producers are satisfied. We are still concerned about the principle in the controversy and about the fate of the hundreds of producers and their dependent families who now have lost their market for fluid milk. They are entitled to justice. This statement is

our summary of the issues as they appear to us.

Prof. Frank J. Bruno.
Rev. Dr. George A. Campbell.
Mr. Percival Chubb.
Rev. D. R. Clarke.
Rev. Dr. J. E. Crowther.
Prof. Ralph C. Fletcher.
Prof. Ralph Fuchs.
Rev. Father Ralph Gallager.
Rev. Dr. George M. Gibson, Jr.
Prof. Chas. L. Hodge.
Rev. Dr. Ivan Lee Holt.
Rev. Father Joseph Husslein.
Rabbi Ferdinand M. Isserman.
Rev. Dr. M. Ashby Jones.
Prof. Joseph Klamon.
Bishop William Scarlett.
Rev. Father Thurber M. Smith.
Rev. Dr. Jay T. Stocking.
Dean G. W. Stephens.
Dean Sidney E. Sweet.
Rabbi Samuel Thurman.
Rev. Dr. Wofford C. Timmons.
Rev. Father Russell Wilbur.

MILK PRICE FOR NOVEMBER Minneapolis and St. Paul Surplus Increased 1,600,000 Pounds

We are paying \$1.55 for 3.5 per cent milk for the month of November.

As shown below we had an increase of 1,638,472 pounds over October, all of which had to be made into butter and condensed milk on a falling market.

The milk situation in the Twin Cities, especially Minneapolis, is the worst that it has been for many years from the standpoint of the association. Country creameries have started to bottle 4 per cent milk and have offered it to chain stores at six cents per quart. The amount of non-member milk coming into Minneapolis is constantly growing and there are now over seventy wagons distributing this non-member milk bought at prices less than the Association price.

"It is hard to drive a bargain," said the fellow who had bought an old flivver for \$10.

NEW SUPPORTERS

Edgar Bublitz, Cedarburg, R. 1.
Albert Miller, Neosho.
Friebel Bros., Caledonia, R. 2.
W. Klepel, Franksville, R. 1, Box 188.
John Searing, Hales Corners, R. 1, Box 219.

Lady: "Are you sure that this milk is fresh?"

Milkman: "Lady, half an hour ago that milk was grass."

"Say, pa!"

"Well, what is it now?"

"When deaf mutes have hot words, do they get their fingers burned?"—Jester.

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BADGER STATE BANK

Fond du Lac and North Avenues at 21st Street

Milwaukee's Largest Outlying Bank

LOCAL MILK BEST FOR CITY

(Continued from page 4)

We would still have this competition if we should go into the retail business. The problem has been considered by your directors, and given the most careful study and consideration by them, and their conclusion each time has been that no one either here or in the cities we have visited has shown sufficient advantage so long as we supply the large percentage we do to the distributors to offset the many disadvantages of retailing.—From address of President W. S. Moscrip to Twin City Milk Producers.

OBJECTIONS TO TB TEST IN IOWA WANE AS POST-MORTEM SHOW TB

Proceeding on the basis that "seeing is believing," officials in charge of bovine tuberculosis eradication in Iowa are inviting persons who are in sympathy with the test to see reactor cattle slaughtered and witness the post-mortem examinations. The results have been so convincing that in some cases cattle owners, who were formerly objectors to the test, have signed statements expressing their confidence in the tuberculin test and the official methods of eradicating tuberculosis. This procedure has been used in parts of Iowa where military protection was provided for the veterinarians in making their tests in the face of serious opposition.

In one instance a delegation of farmers, high school students, nurses, and business men witnessed the slaughtering of several reactors at an establishment where Federal meat inspection is conducted. A generalized case of tuberculosis in a cow that had been milked up to the time of slaughter dispelled doubts concerning the reliability of the tuberculin test. Hundreds of nodules of the disease were visible.

Another lot of reactors consisted of registered animals, apparently in good health, but post-mortem examination here again revealed extensive lesions of tuberculosis. The farmer and his wife who owned them were present during the slaughter of their animals and expressed surprise at the obvious symptoms of disease. The wife, a graduate nurse, stayed at the plant even after these animals were slaughtered and proved to be an ardent spokesman in favor of the work. She cited their animals and pointed out their tuberculous lesions.

In order to facilitate identification of the viscera after their removal from the carcass, each vet bore a

card with the reactor number. Since every cattle owner knew the numbers of his own animals, it was a common occurrence for an owner to point to tuberculous viscera and tell his associates that they were from one of his cows. This method convinced even the most skeptical.

Notwithstanding the hostile attitude of some cattle owners to the veterinary inspectors engaged in the testing campaign, the inspectors are reported by Dr. J. A. Barger, veterinarian, in charge of the Federal force, to have conducted themselves with patience and courtesy. The purpose is to overcome the opposition with convincing evidence.

A HIGHER PRICE

A farmer came in and said that a certain company was willing to pay more money for January milk.

If any producer is told that his company is willing to pay more than \$2.10 for fluid milk in January such company should be invited to pay as much more as it cares to. No objection on the part of the milk producers to any dealer paying a higher price if he wishes to do so.

Here lies a man who saved his all
For days when rain and snow should fall;
He knew no pleasures, shared no game,
And died before the blizzard came.

Young wife: "Aren't you the same man I gave some biscuits to last week?"

Tramp: "No, mum, and the doctor says I never will be again."

WANT DEPARTMENT
RATE—3 CENTS PER WORD
 Minimum Charge—\$1.00.
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 Bold Type—Double Regular Rates.
 Blind Address — 25c EXTRA to cover postage in sending out replies from this office.
REMITTANCE MUST ACCOMPANY ORDER.

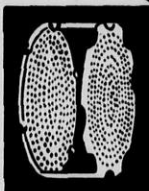
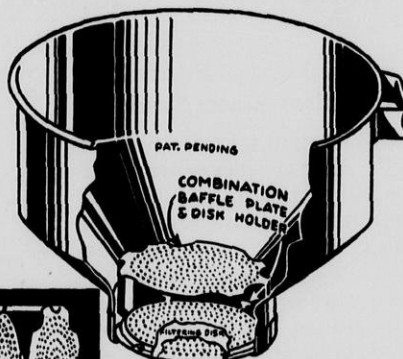
TINNING—We retin milk cans for \$1.75 each; 5 or more, \$1.50 each. Batteries charged, 50c. East Side Tin Shop, Waterford.

The First Perfect Milk Filtering Strainer
THE CREAM CITY "SKY-TEST"

... New and Exclusive Double-Duty Anti-Washout Device Prevents "Thin Spots" on the Filtering Discs and Assures Uniformly Clean Milk Day After Day ...

Cream City Ware

You think you have been filtering milk .. but have you? Exhaustive tests have proved that every filtering disc in any kind of a strainer washes out under normal milking conditions unless a baffle plate is used ... "Thin spots" caused by the swirling milk stream allow the dirt and sediment to get through.



The Combination Baffle Plate and Disk Holder that makes this strainer the Big, Outstanding, and Never-Failing Success.

The Cream City "Sky Test" prevents "thin spots". It is the first perfect milk filtering strainer ever developed. The baffle plate is permanently fastened to the disc holder. It cannot be forgotten. It cannot be

mis-laid. It cannot be left out by careless help.

Beware of "thin spots". Write at once for interesting folder which will show you how to be sure of uniformly clean milk.

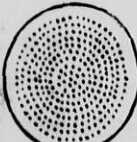
No. 14, 14 qt. Capacity

Due to the combination baffle plate and disk holder you can save money by using the 5 1/2" plain cotton filtering disks which are the cheapest, fastest and most efficient. If your dealer cannot furnish this strainer, write us.

GEUDER, PAESCHKE & FREY CO.
 Manufacturers
 330 N. 15th St. Milwaukee, Wis.



Disk used in an ordinary strainer.



Disk used in new Cream City "sky-test" milk filter.

WORLD DAIRY PROSPECTS

Summary

World prices of dairy products have declined during recent months when normally they would have been subject to a seasonal rise. Domestic prices have been affected predominantly by abnormally heavy fall production of milk and of most milk products. In important foreign markets, supplies have likewise been unusually heavy, particularly from Southern Hemisphere sources, and prices, in terms of United States currency, have been still further lowered by depreciation of certain foreign currencies. Finest New Zealand butter was quoted in London on December 17 at the equivalent of 14.9 cents per pound, as compared with 30.5 cents on 92 score butter in New York, a difference of 15.6 cents. New Zealand cheese on that date was quoted in London at the equivalent of 8.6 cents against 14.2 cents on "single daisies" in New York, a difference of 5.6 cents. Figures covering current trade of the United States are not at hand, but October reports already showed some material importation of butter, increased imports of cheese and continued decline in exports of condensed and evaporated milk. Record supplies of butter from Southern Hemisphere sources were being maintained in early December, according to latest available reports.

Relatively Low Foreign Prices Reflected in United States Trade

Since mid-October world prices of butter and cheese have declined rather steadily to date, whereas usually in both domestic and European markets prices are rising during this period and reach about the peak for the year in December. Comparative prices in important European butter markets have been depressed by a combination of record supplies from Southern Hemisphere sources and low rates of exchange at New York on Great Britain and important butter exporting countries. Domestic price declines have been due largely to increasingly heavy fall production of milk and of manufactured dairy products, with the exception of condensed and evaporated milk. With apparent trade output of all dairy products except condensed milk materially better in the United States during October and November than a year ago, the comparatively low level of foreign prices apparently has had some limiting effect upon the normal seasonal price movement in the domestic market.

An outstanding development indi-

cated in the comparative price statement below is the marked decline in London prices of butter from Southern Hemisphere sources, particularly during the past month. On November 5, finest New Zealand butter at the equivalent of 20 cents in London was 9 cents under 92 score in New York but by December 17, New Zealand in London was equivalent to 15 cents and was 15.5 cents under New York. Montreal prices, which are included in the comparisons this month, were lower by 13 cents than New York on December 17 when converted at the current rate of exchange.

THE COW OF OLD

Dairying is one of the oldest forms of agriculture. The cow, which is the foundation of dairying, has been upon earth no doubt as long, or longer, than mankind. Early people venerated the cow, some even worshipping her. When the children of Israel, wandering in the wilderness, set up for themselves an image that they might worship, they molded it into the form of a golden calf.

Cattle were the medium of trade, and a man's wealth was measured by the herds he possessed. Often-times a wife was procurable in exchange for a cow—while if the animal were sound and well developed and the girls skinny, two or three wives might be swapped for a single cow.

The face of the cow adorned some of the earliest coins that were minted and the Roman's word for money was pecunia—from pecus—meaning cattle.—Ontario Milk Producer.

"Delighted to have met you. Come over, some evening soon, and bring your husband."

"Thank you so much, but we never go anywhere; you see, my husband is paralyzed. . ."

"Don't mind that, dear; my husband's that way half the time, himself."

We need 30 to 100 acre equipped dairy farms for winter and spring selling.

If you want to sell
see

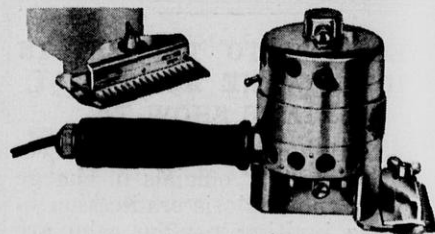
ZANDER BROTHERS
417 W. Juneau Avenue
Milwaukee ; Wisconsin

CLIPPED COWS

Some good comments have been heard about the nice condition of cows that have been clipped. Of course it's easier to keep a clipped cow clean.

The electric clipper advertised in this paper by the Andis Clipper Co. of Racine seems to be quite satisfactory.

This company wants to get more farmers acquainted with its product and its service and are making a special offer to milk producing farmers who write or call at their Racine office in the next thirty days.



Keep Your Herd in Trim

EASIER—FASTER—with the
New ANDIS Electric Clipper

Approved by Leading Producers all
Over the Country

This new machine beats all for ease of handling and fast clipping. One man clips udders and flanks of 8 to 12 cows in an hour, or one cow complete, in an hour. A one-man, one-hand machine that works without pulling or choking, as fast as you can feed it. Clipper works in any position—clips every part clean.

Differs from others in having motor, shear plate and handle all in one well balanced unit. Weight only 3 lbs. No trolleys, stands or twisting cables. Hardened steel roller bearing tension plate saves blades and current. Less sharpening needed, and fewer replacements. This is a big improvement. Handy switch close to handle. Furnished with 20-foot, 3-strand cord and ground clamp to prevent shocks. Operates from any light socket. Models for 110 A. C. or D. C. 220 volts, 32 volts, 9 volts and 6 volts for Battery use.

Andis Animal Clippers are guaranteed against defects for one year from date of purchase. Only \$22.00 complete. Order from your dealer or send us \$2.00 down payment. Balance C. O. D. Specify voltage. Satisfaction guaranteed.

ANDIS CLIPPER CO.
1640 Layard Ave. RACINE, WIS.
Makers of High Grade Electric Clippers

Milwaukee Milk Producer

OWNED AND PUBLISHED BY

Milwaukee Co-operative Milk Producers

Volume 4

FEBRUARY, 1932

Number 11

February Fluid Price is \$2.10

The conference on the price of February fluid milk was held on January 28 as the annual meeting date is set for the fourth Tuesday in January which happened to be on January 26. President Davitz's funeral was held on January 27 and attended by the entire board of directors.

Some talk was made by some dealers for a lower price for fluid milk but after the producers had fought for a raise for most of the afternoon without result, a price of \$2.10 was agreed on.

The wholesale price of Chicago 92-score butter was just over 29 cents for December but the January average price was 23 $\frac{1}{2}$ cents or almost six cents less than the preceding month. Figuring four pounds of butter from one hundred pounds of 3.5 per cent milk we have a drop of 24 cents in our manufactured price due to the drop in butter prices. Skim milk for manufacturing purposes was worth one cent per hundred more than last month so the manufactured price is 23 cents less, the manufactured price being 91 cents for January.

The reports of the dealers who have their complete figures for January are as follows:

Gridley Dairy Co. reports fluid sales of 48.9 per cent at \$2.10; manufactured or surplus sales of 44 per cent at \$0.91; Outdoor Relief sales of 7.1 per cent at \$1.87, and will pay an average price of \$1.55.

Luick Dairy Co. reports fluid sales of 45.65 per cent at \$2.10; manufactured or surplus sales of 46.49 per cent at \$0.91; Outdoor Relief sales of 7.86 per cent at \$1.87; and will pay an average price of \$1.52.

Layton Park Dairy Co. reports fluid sales of 42 per cent at \$2.10; manufactured or surplus sales of 47 per cent at \$0.91; Outdoor Relief sales of 11 per cent at \$1.87; and will pay an average price of \$1.52.

Blochowiak Dairy Co. will pay an average price of \$1.59.

Sunshine Dairy Co. reports fluid sales of 54.86 per cent at \$2.10; manufactured or surplus sales of 45.14 per cent at \$0.91; and will pay an average price of \$1.56.

Golden Guernsey Co-operative reports fluid sales of 60.48 per cent at

\$2.10; manufactured or surplus sales of 32.32 per cent at \$0.91; Outdoor Relief sales of 7.6 per cent at \$1.87; and will pay an average price of \$1.70.

FIVE-CENT MILK

Five-cent milk made its appearance in the St. Louis metropolitan market when a store in Granite City offered quart bottles at that price recently as a Saturday special. Recent experiences in Buffalo, Rochester, Cleveland and San Francisco among other cities show the folly of such a price with the inevitable result of a disrupted market with no profit for anyone.

Just who is responsible for this move cannot be told as yet. Everyone who knows anything at all about milk knows that it cannot be produced and sold at any such figure very long, but it can do an enormous amount of damage while it lasts. Cut-throat competition of this nature never has any result except to demoralize the entire market. It is to be hoped that those responsible for this move will check it immediately. —Sanitary Milk Bulletin.

John A. Davitz

It is with a keen sense of personal loss that we apprise the supporters of this organization of the death of our late president, John A. Davitz.

Mr. Davitz had been a member of the board of directors for eight years and president for six years. In all that time John Davitz had just one thought regarding the organization and that was to do everything in his power to improve the condition of the farmer producing milk for this market.

He did a great deal of unselfish work and gave the best that he was capable for the cause of co-operation.

Straightforward, fairminded and frank, loved and admired by those who knew him best and respected by those who differed with him, John A. Davitz was a man whose passing is mourned by many. The community is a better one because he lived in it.

COMMITTEE WOULD ENABLE FARMERS TO HELP SET CHEESE PRICE

That Wisconsin farmers will have a voice in establishing cheese prices when the Wisconsin cheese price committee has an opportunity to function, was pointed out by Merrill Richardson, chairman of the cheese committee, in an address before farm bureau members at Arena, Wis., recently.

Mr. Richardson stated that all men on the committee were sincere in their work and were anxious to determine a fair price. He showed all the factors that are taken into consideration before the committee would set a price on cheese. He said: "If the committee has not been able to effect higher prices they have at least awakened Badger farmers to thinking about the price on farm commodities." An invitation was extended to all farmers to attend the Friday sessions of the committee.

MANUFACTURE OF AMERICAN CHEESE LEADS 1930 PRODUCTION

Manufacture of whole milk American cheese leads all other makes of cheese during 1930, final revised figures by the United States Department of Agriculture reveal. A total of 378,816,000 pounds of whole milk American cheese were produced in the United States in 1930. The peak production month was June, with a total output of 53,887,000 pounds of whole milk American cheese. Low production month was November, with a production of 18,781,000 pounds. December was also low, with a production of 18,838,000 pounds of whole milk American.

Following is a record of production of various types of cheese manufactured in the United States in 1930: American cheese:

Whole milk	378,816,000
Part skim	3,653,000
Full skim	669,000
Swiss cheese (including block)	26,393,000
Brick and Muenster.....	33,548,000
Limburger	8,473,000
Cream and Neufchatel...	33,213,000
All Italian varieties.....	8,573,000
All other varieties.....	7,029,000
Cottage, Pot, and Bakers' cheese	97,641,000

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Paul Bartelt, Jackson, Wis.

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THE ANNUAL MEETING

The fifteenth annual meeting of the Milwaukee Co-operative Milk Producers was held at the Milwaukee Auditorium on Tuesday, January 26.

Some five hundred milk producers attended this meeting and proved that they took a vital interest in the organization which markets their product.

Due to the untimely death of President John A. Davitz which occurred on the previous Saturday night, Vice-President Hartung presided. Mr. Hartung proved to be an able and fair chairman.

A chart or graph showing lines indicating the difference in price between Milwaukee average delivered price and the average delivered price of four nearby condenseries for the years 1924 to 1931 inclusive was shown. Also a chart showing surplus trends. Fred Klussendorf gave a short explanation of the charts and a great deal of interest was manifested by those present.

The meeting adjourned for lunch at 12:00 A. M. and reconvened at 1:30 P. M. Election of directors was the first order of business. After tellers were named the ballots were distributed and gathered and while the tellers were making the count of the ballots Mr. Wilbert Witte of the State Department of Agriculture and Markets gave a splendid talk which is printed in this issue.

Mr. Krumhus moved that the organization try to perfect an organization of the different milk producers organizations of the state and make an effort to start a campaign to advertise all dairy products as a means of reducing surplus. Motion

was seconded by Mr. Hasselkus and after some debate was voted on and declared carried by the chair.

The tellers returned and announced that the four receiving the highest number of votes for directors for the ensuing three years were: Fred Klussendorf — Waukesha County, Charles Miller—Milwaukee County, Arnold Kiekhaefer—Ozaukee County and Ambrose A. Weidmeyer, Jr.—Washington County. The chair then declared these men elected as directors for the next three years.

Mr. Joseph Bartelt moved that the shipping territory be divided into a number of districts and further that twelve men be named from the floor to work with the board of directors for the purpose of amending the by-laws of the organization, dividing the district and also to study the base and surplus plan. The motion was seconded by Adolph Klug and after some discussion was voted on and declared carried by the chair. This committee to meet with the board of directors on call of the president. The following members were nominated from the floor: Chester Fletcher, Robert E. Hasselkus, Fred Wiefenbach, Arthur Schaetzle, Rheinold Kressin, Olaf Dukleth, Albert Malchine, Walter Liester, Erwin Krumhus, Robert Halter, Ed. Brewin, Fred Lueneburg, and Joseph Barthel. Mr. Joseph Barthel said that since there were only twelve places on the committee he would like to have his name stricken from the list. This request was complied with. Motion was then made that the twelve men named be the committee, seconded and carried.

Resolution read by Mr. Foster regarding base and surplus plan and its adoption moved by Mr. Foster and seconded by Mr. Duhnke. Discussion followed. On vote the motion was lost.

Motion to have the committee of twelve work with the directors on such changes in the production and surplus plan as seems practical made by Mr. Tans and seconded by Mr. Ernst. On a vote the chair declared the motion carried.

Motion by Mr. Pellman that the base a man makes belongs to him and that if he moved to another farm within the shipping district he may retain the base. Motion seconded by Mr. Kroenitz and declared carried by the chair.

Discussion on making a base over a period of twelve months, instead of four months.

Matter of deductions for the advertising fund mentioned by the chair. Moved by B. B. Simmons that one-half of one cent per hundred

pounds of all milk shipped be deducted for an advertising fund, providing the dealers contribute a like amount. Motion seconded by Mr. Hasselkus. Discussion by several members. Question voted on and declared carried by the chair.

On motion of C. Dineen a resolution was ordered drawn regarding the passing of John A. Davitz, President, to be spread on the minutes of this meeting and a copy sent to the bereaved family.

Motion to adjourn was made. Seconded and carried.

MR. WITTE'S ADDRESS AT ANNUAL MEETING

Members of the Milwaukee Milk Producers' Association: I consider it a privilege to be here today to attend your annual meeting. I cannot stay during the entire meeting as I will have to leave to make another meeting in the central part of the state.

These are trying times for farmers in every part of the state, and yet I believe that the city markets producers who are producing milk for city markets are faring a whole lot better than if they were selling their milk to condenseries, cheese factories, creameries, and to those plants that are making ice cream and sweet cream for the city markets. That ought not to encourage us but it should show what the other people in the state are doing. With butter as low as 22 cents, the price that the producers at these factories and creameries are getting is considerably below \$1.00, whereas our city markets have held up pretty well. The consumer has gotten some cut, not a great deal, but the prices to producers in other parts of the state where they are selling to cheese factories and creameries, has gone down considerably greater. We do not know just what all the conditions were which influenced the cut in prices around the Milwaukee market, but we do know in some sections of the state where they had taken a cut in price it is due to the fact that some of the dealers were glad to change and buy a cheap supply of milk and resell it, naturally buying it at a lower figure than the city dealers they were able to re-sell it to these markets at a lower price. Rockford just recently took a two-cent cut. Janesville about two weeks ago took a one-cent cut. Beloit has been facing a tremendous danger to have their retail price cut and the producers take less for their milk but until the middle of last week

(Continued on page 4)

Morals, Observations and Conclusions

GREATER USE OF MILK URGED

Wisconsin residents are not taking full advantage of the health building properties of the state's dairy products, judging from information gained at the free chest clinics of the Wisconsin Anti-Tuberculosis Association.

"There are thousands of growing children getting little or no milk in their daily diet during this period of depression," Dr. T. L. Harrington of the associations medical staff says.

"There are three very important reasons why milk should be a part of the diet of every child, and, though less important, a part of the diet of every adult in Wisconsin.

"First: Milk helps to protect the individual from acute respiratory infections such as bronchitis, acute catarrh infections of the nose and throat, influenza and even from pneumonia.

"Second: Most of us are poor in calcium and milk furnishes calcium combined with phosphorus in proper proportions for building and repairing the bony skeleton.

"Third: "The growing child who is given no milk or an insufficient quantity of milk is sure to be stunted physically and is likely to be retarded somewhat in mental growth as well."

A recent bulletin on "Emergency Food Relief and Child Health," issued jointly by the U. S. Department of Labor and the U. S. Department of Agriculture, says: "In order to provide the foods necessary for health and growth, the diet must contain, first of all, the protective foods—milk, cod liver oil (for young children), vegetables and fruits. In addition, an adequate diet must include certain other foods—those which supply energy (breads, cereals, sugar, fat); those which supply additional body-building substances (cereals, legumes, eggs, cheese, meat or fish).

"It may be emphasized that no amount of these other foods will take the place of the protective foods.

"Whole milk (unskimmed) should be the foundation of every diet. It is imperative in the diet of every child throughout the whole period of growth.

"In every food relief plan effort should be made to allow enough money to provide one and one-half pints to one quart of milk daily for every child, and half this amount

for every adult," the U. S. bulletin says.

The absolute minimum allotment of milk should be one pint a day for every child and one cupful for every adult. For the baby who must be fed artificially the full amount of milk in his daily formula should be allowed.

"Though milk may seem an expensive food, money spent for milk will bring a better return in food value than money spent for any other food."—Wis. Anti-Tuberculosis Association.

FOOD CONSUMPTION DECLINES

The effect of reduced consumer purchasing power on the demand for farm products is well illustrated in the meat line. The people of the United States consumed five pounds less meat per person in 1930 than they consumed in 1929. With 122,000,000 people in the country, this reduction means that there were 610,000,000 pounds less meat consumed in the United States last year than the year before. This is equal to more than half of all the meat held in cold storage in the country on the first day of April this year.

Although the consumption of beef in 1930 was reduced only 1.3 pounds per person below that for the previous year, the total consumption for the year was reduced 158,000,000 pounds. This is more than two and one-half times the amount of beef held in cold storage on the first of this month. Of pork there was a total of 561,200,000 pounds less consumed in 1930 than in 1929 and of lard 61,000,000 pounds less.

Such reductions in the consumption of meats in this country plus the fact that meat exports also were the smallest last year that they have been in 31 years, explains the present low prices of livestock in our domestic stock yards markets.

There also were material declines during 1930 in the consumption of dairy products. According to preliminary figures of the federal department of agriculture, it is estimated that butter consumption was reduced by two per cent per capita; cheese about three per cent; condensed and evaporated milk about six per cent; and fluid milk about two and one-half per cent. Per capita consumption of flour and potatoes showed slight declines.

CHICAGO MARKET INVESTIGATION

Another investigation that is under way is that of the City Council sub-committee who are investigating the price of milk in the city of Chicago. This committee feels that the consumer should be required to pay but 10 cents a quart for milk at the most, and is making an effort to see why this low price cannot be brought about. The subcommittee has interviewed the dealers, the union labor leaders, consumer representatives, and officials of the Pure Milk Association.

President W. C. McQueen's statement to the committee asserted that the consumers have benefited by a 14.3 per cent reduction, while the producers have been cut 24.8 per cent since 1930. "This fact," pointed out President McQueen, "shows that the two successive reductions in the retail price of milk have been almost entirely passed on to the dairy farmers and, therefore, should be given serious consideration by the committee in any conclusions as to the right retail price of milk."

No definite conclusions have been arrived at by the City Council as it has not yet completed its investigation. Public opinion, however, in the city of Chicago greatly favors the farmer, so it is felt that no further reduction will be recommended from that source.—Pure Milk.

A good old Quaker was milking a cow whose lively disposition often taxed his patience severely. The pail was nearly full when, in some manner, the cow managed to overturn it. The old man, in righteous indignation, snatched up a nearby club to strike the exasperating animal when he remembered the precepts of his religion.

He dropped the stick, and in a voice trembling with anger said:

"I may not beat thee, neither may I kick thee, but—I will twist thy durn tail!"

Early Christening

Caller—"And what are the twins to be named, Johnny?"

Johnny—"Helen and Maria."

Caller—"Why, no, Johnny; it can't be that."

Johnny—"Well, anyhow, that's what pop said when the nurse brought 'em in."—Boston Transcript.

MR. WITTE'S ADDRESS AT ANNUAL MEETING

(Continued from page 2)

they were still holding steady at ten cents a quart. Madison is still holding at ten cents a quart, and one of the chief reasons has been due to the fact that some dealers who were not working with the organization were able to buy some cheap milk and able to re-sell it. In some of the suburbs where the health department had not been so stringent these dealers could sell that milk without meeting any requirements at all.

That is the situation. It is quite general all over the country. The Eastern markets have all changed and the price has declined and I see where the Dairymen's League of New York is giving a price of \$1.42. There is cheap milk in all these markets. The Dairymen's League has felt that the best way was to buy up some of the outlying points and to take care of rather than letting the milk supply run wild. The other day they just picked up a few more plants. The philosophy is somewhat different from what we have in this part of the state. Our organizations are built up somewhat on the theory that we are working with the health department and can keep other supplies of milk out, trying to build a wall around the city, working with the health department to make that possible. The Eastern markets have an entirely different point of view. They think they had better take it into the organization as they can naturally do better through the organization than outside the organization. They had to take on a large number of local plants in the various parts of New York in order to control the supply of milk. That has been true of a great many of the other city markets. The Interstate Market Producers, some of the markets in southern Indiana and Ohio, have worked along the same lines.

It seems to me that at this time where we are riding a pretty rough sea, and I do not think producers of agricultural products are facing these difficulties alone, because business as a whole is down to the low level, that during this depression we ought to try to hold the ship pretty steady so that if we have an organization that is bringing us a fair price for our milk, they ought to get all they can. I think the producers have to look out for their own interests. Other groups are not going to look after their interests. There is the consumers' league, the dealers' league, and the producers. They all have to look after their interests. The organizations are not built by capital, not by any means. The or-

ganization of industry was not built by labor, industry is building for itself, and farmers should have an organization where they can expect more, and that organization is to be built by the producers themselves. And so, during this period of hard times, of depression, when things look pretty dark, it seems to me that it is a time when we should work together as we never worked before. We should try to steer that ship on this rough sea, and to do that is not the job of the captain alone, or the pilot alone, but it requires the help of every last man in that organization.

I know that sometimes we are a little bit dissatisfied with what is going on in an organization, and I know some of the things which some of the board members are facing, and I know how it feels when a board of directors does some things we cannot quite see. Sometimes I felt I did not have the facts, and I know it is hard to stand up and see how it is going to work out, but I found if you are going to get very far in your organization of the milk market here, that you have to plug together. A family has never succeeded where the two main members of that family, or even the minor members, the children, do not pull together. You never have a team pull a heavy load up hill unless they pull together. We always have to pull together to bring the load to the top of the hill, and now we are in this depression and it requires the combined efforts of all of the producers of this particular organization to see this organization through this depression. As I said a moment ago, the board of directors, the captain, your manager, your secretary, cannot do that job alone. It is a job that requires the individual effort of each individual member, whether you are a stockholder or whether you are merely a shipper. Your board of directors cannot go very far unless they know that the member shipper back on the farm where the milk is being produced is standing back of them. They can sit with these dealers month after month trying to get higher prices, and if they know the membership is a little bit shaky they cannot get very far.

From what information I have as I have watched the Milwaukee Milk Producers for some time, it seems to me that they have done a good job in holding the price where it is at the present time. Your surplus price is low. It is not as low as it is in some markets. The Chicago market is selling for flat butter. Your base price is considerably higher. Per-

haps the two are at a point where they are not satisfactory; perhaps there will have to be some adjustment. Your base system has worked to the advantage of some individuals. Perhaps it has. When the program was worked out five or six years ago, it was not a program which was considered perfect, but it was the best the board of directors could do and we were willing to give it a trial. Personally, I feel that possibly some changes are necessary in changing the base of surplus on the present market, but so far I have not been able to figure out a system that suits me very much better that does not have some disadvantages as business conditions change, and so the milk marketing program. These things have to be taken care of as we go along marketing. We market on these particular markets, and as you try to solve your problems here, as I said before, you must stick together.

Sometimes I become a little bit more discouraged and I become a bit impatient and the attitude I take sometimes savors of dissatisfaction. We do not need any knockers. We have them at Madison. But we have not a great many of them but at every annual meeting they come back and grumble the same thing over and over again, and some of the things they propose are fine and some are impracticable, and with the discussion that they present and the discussion the other side presents they are fairly well satisfied with the program. They work it into a new program.

I am just going to close with this thought, that we want to throw away our hammer and take a horn, and one man taking a hammer on the farm can do more damage than a man can do in a labor organization. In a church, or in a school, and if he becomes dissatisfied and causes a disturbance back home, he can do more harm than the board of directors can build up in a year. After all, private business likes to see that sort of thing. They like to see us scrap because when we are disunited, capital knows that if labor is scrapping, labor cannot get very far. But let labor get together in small groups then, believe me, industry has to sit up and take notice, and if the farmer gets together on a program, milk dealers and milk interests have to take notice.

As you people go back home, throw away that hammer, if you have one, and use a horn. Here is an organization that is working for us and is trying to do something for us, and if you have any objections come to the board of directors and offer a criticism in a friendly way, but do not

try to disrupt the organization. It is stated that when God made the world originally, he made man, and after he made man he cut a rib and made woman. I heard the other day that at that time Adam was the first butcher, because he was dealing in spare ribs. After he had done that he made the animal kingdom, and the vegetable kingdom. After he had made that he was still left with material on hand and he made some of the lower animals—the skunk, the hyena, and the snake. When he had that perfected he still had a little material left and wondered just what to do with that material that was left over. Finally it dawned on him he was going to make something in the image of man, and he put them all together and wrapped the whole thing in suspicion and saturated the thing in jealousy, and then called it a knocker.

Get together in your organization and put the program across that you are attempting to put across in our state. Work together on the problems that are of common interest. Chicago, the Dairymen's League of New York, all of them have some kind of problem. We ought to work together, but first of all we ought to take cognizance of the problems in our own immediate community.

Applause.

BADGER FARMERS HEAR DEAN CHRISTENSEN

The individual farmer can not meet the surplus problem, it is one of economic planning which rests squarely with the function of large business units within the industry and state and federal governments, Dean Chris L. Christensen told Farm Folk week guests in agricultural hall at a recent meeting.

"The two factors which have most to do with individual net farm incomes are volume of output and low cost per unit," he said. "As I see it, the average farmer is not too efficient nor is his output per farm unit too large, generally."

Three Angles to Problem

He viewed the farm problem generally as involving production, manufacturing and merchandising angles.

Dean Christensen predicted that farmers who are tilling marginal and sub-marginal lands will be unable to compete with those in more favorable sections.

"They are really in a hopeless position. They can not sell such land because there is no market for it. To leave their farms would be to abandon all they possess. At the same time, to continue on the farm means

that each year they are sinking to deeper levels of poverty."

Dean Christensen urged them to shift operations to other areas, or even to other occupations.

Need Efficient Marketing

"First of all, farmers should seek to produce the kind and quality of products for which there is a most satisfactory market. Of course, consideration should be given to such limitations as soil, climate and location.

"Second is the production of a satisfactory volume at low unit cost.

"Third is efficient marketing and distribution.

"Responsibility for carrying through the first two rests squarely with the individual, the third is a group problem.

"Marketing is just as much a part of your farm business as the cultivation of the crop and the management of the herd, but both are phases of the same problem and we must produce efficiently if we are to compete with other sections and sell at a profit."

Aggressive Sales Policy

Discounting the old control theory of co-operative marketing, Dean Christensen stressed importance of farm co-operative managers adopting aggressive sales policies.

Declaring that industrial manufacturers would not be adequately paid for their effort if they produced shoes or automobiles and then waited for the market to come to them with an offer, Dean Christensen said that co-operatives could not consider their job done until their product was in the hands of a satisfied consumer.

Dairy Cow Most Important

"The dairy cow provides the average farmer of this state with approximately 64 per cent of his farm income. Not only does dairying constitute the major portion of our agriculture but Wisconsin commands a leading position in the production of dairy products in the United States.

"Farmers in this state produce annually over 11 billion pounds of milk, or nearly one-ninth of the nation's total milk supply. Wisconsin farmers easily rank first in the production of cheese, first in the production of evaporated milk and third in the production of creamery butter.

Putting it in another way, Wisconsin dairymen produced in 1930 over 62 per cent of the total cheese production of the United States. In this aggregate figure we produced 70 per cent of the Swiss cheese produced in the United States; 65 per cent of the country's total production of American cheese; 90 per cent of the total production of Brick cheese; and 69 per cent of the United States total of Limburger cheese.

Must Slash Production Costs

"In emphasizing efficient manufacture and merchandising, I do not think Wisconsin farmers should let up on efficiency in production. In fact, I am convinced that we must push further improvements in production.

"In our farm management program we must look for cheaper feeds, more of these can be home-grown; we must fight the various diseases in order to reduce to a minimum the losses from contagious abortion, mastitis and other diseases that are constantly reducing the efficiency

Our LOSS Is Your GAIN!

The unusually warm winter fooled us. We made up more overcoats than we could sell and as we never carry over stock from one year to another (and we need money) we are offering these coats for less than the cost of the woolsens. We have only 147 coats in the whole factory. Come in and pick one out for yourself TODAY.

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MILWAUKEE

of our herds and costing our farmers millions of dollars annually.

"In speaking of manufacturing, I have in mind the job involved in transferring bulk milk into a finished article ready for market. This involves well planned and efficient assembling of the raw products and its manufacture into such products as butter, cheese, and evaporated milk."

NEW SUPPORTERS

Floyd Hunt, Burlington, R. 1.
Geo. Regenfuss, Waterford.
Frank Freeman, Burlington, Star Route.
Henry W. Wiechert, Cedarburg, R. 1, Box 133.
Harry Friday, Neosho, Route 1.
Chas. Zimdars, Jr., Neosho.
Raymond Wittnebel, Neosho, Route 1.
A. C. Schumacher, Waukesha, R. 2.
Delbert H. Kingston, Muskego.

STATE HOLSTEIN MEN TO MEET FEB. 18-19 AT FT. ATKINSON

Discussion to Center Around Ability
of Individuals to Transmit
Production

FORT ATKINSON, WIS.—When members of the Wisconsin Holstein-Friesian Breeders' Association hold their fortieth annual meeting here, Feb. 18-19, two important problems confronting the dairymen in their breeding program will be discussed, Milton H. Button, secretary, announced recently.

1. "Is it possible to mate animals, knowing in advance what the offspring will produce?"

2. "If we succeed in breeding a known production into each animal, how may we control diseases so that this known production may be realized?"

To Plan Madison Confab

Plans will be made for the entertainment of the National Association convention that will be held in Madison next June. With a two-day meeting planned there will be ample time for these discussions in addition to the routine business.

Dean Chris. L. Christensen will start the discussion on the afternoon of Thursday, Feb. 18, with an address on "The Value of Records for Holstein Breeders."

J. C. Nesbit, associated with "Hoard's Dairyman," will start the program Friday morning with his discussion of "A Breeding Program for Wisconsin."

Dr. B. A. Beach, secretary of the Wisconsin Veterinary Medical Association, will discuss the subject, "Some Common Breeding Troubles."

These addresses will be followed by an experience meeting with Bob Willan, herdsman, Wisconsin State Reformatory; John Last, herdsman, Milford Meadows Farms, Lake Mills;

Howard Clapp, Pabst Farms' herdsman, and E. C. Thompson, manager, Milwaukee County institutions farms, leading the discussion.

Healy to Be Toastmaster

J. S. Healy, federal inspector in charge of tuberculosis eradication, will be toastmaster at the banquet on the evening of Feb. 18. Holstein breeders of Jefferson county and the Lions Club of Ft. Atkinson are arranging the program.

Those who desire may visit the Ft. Atkinson manufacturing plants and the herds of Jefferson county breeders.

The Jefferson County Holstein Breeders' Association is one of the strong breed associations of the state. Members of the association, co-operating with the business men of Ft. Atkinson, are planning a hearty welcome to the breeders of the state.

URGES POOR FARM LAND BE RETURNED TO FOREST AREAS

Withdrawal of poor farm land from agricultural use and its conversion to forest by state funds an effort is advised by C. E. Ladd, Cornell University, who spoke to a farm home week audience recently.

Explaining that the transfer of lands from public to private ownership for tillage "has gone too far," Ladd asserted that "in these northern lake states we are now in a period when much land now in farms should be transferred back to public ownership, either county, state or national."

Comparing Wisconsin to New England states he added that "hundreds of thousands of acres were cleared of the forest which never ought to have been cleared. In township after township and county after county there are literally thousands of farms where the repeated experience of settlers have indicated that a family cannot make a decent living."

State study and classification of lands, and an applied policy of di-

recting its use accordingly, will solve the difficulty, Ladd indicated.

Reversion of poor farm lands to forest projects means a saving in local government through elimination of school and road costs and possible combination of townships, he explained.

Permanent agricultural areas should be developed as concentrated, productive areas, he asserted, and should be well supplied with paved roads, power, good high schools, and adequate health facilities, he concluded.

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FARM PROBLEM WORLD WIDE

Farm Folk week at the University of Wisconsin is not a play time. Thousands from Wisconsin farms gathered in Madison to obtain advice from leaders in agriculture on all phases of rural life.

The opening session of the convention, recently held, initiated a week's program of great interest. Dean C. L. Christensen of the agricultural college of the university and Asher Hobson, the agricultural economist of that institution, spoke upon the situations facing the farmer today as to gainful results from his property and labor. Mrs. Nellie Kedzie Jones, state home economics extension leader, and the Misses Abby L. Marlatt and Helen Parsons of the university home economics school, talked to farmers' wives on questions of interest in the farm home.

Emphasis was given by Prof. Asher Hobson that the farmers' problem was a worldwide question. He also pointed out that other countries are recognizing this situation and in their efforts to aid agriculture are viewing it in its international phases. Some of the legislation, according to Professor Hobson, that is being adopted is a direct discrimination against the American farmer.

Dean Christensen in his address emphasized that unity of action by the farmers is a necessity to obtain the governmental recognition needed for the agrarian situation. The work that is accomplished at Farm Folk week has been one of the strong aids in Wisconsin not only to bringing the farmers together for the outlining of programs for their benefit, but in directing their thought in lines that will secure accomplishments.

Although the Wisconsin farmer is not today receiving the return he should from his products, his condition is vastly better than that of the farmers of many other states. Farm Folk week at the University of Wisconsin has long been a beneficial factor in Wisconsin farm life.—Wisconsin State Journal.

Poor White Trash

Could we oursels behold
As ithers do, perchance,
We wouldna gie oursels
A second glance.

—C. M. in the Boston Transcript.

Faithful Jimmy

Burglar (to belated assistant) —
"You're late. I told you 'arf past one."

Young Burglar—"I forgot the number of the 'ouse. I've had to break into every 'ouse in the street."
—Passing Show.

When Actors Need Legs

Then there's the one about the actor who toured the country in "Hamlet."

"What kind of a run did you have in Savannah?" he was asked.

"Well," was the reply, "we beat the audience over the county line by three minutes!"—New York Morning Telegraph.

Two of a Kind

Two casual golf acquaintances were walking toward the green when they sighted two women coming over a hill.

"I say," remarked one of the men, "here comes my wife with some old hag she's picked up somewhere."

"And here comes mine with another," retorted the other, icily.—Tit-Bits.

Her Daily Good Turn

Jean had been naughty and had been sent into the den to "think things over." After a while she came out all smiles and said, "I thought and I prayed."

"Fine," said her mother. "That will help you to be good."

"Oh, I didn't ask God to help me to be good," said the child. "I just told Him to help you put up with me."—Parents' Magazine.

Patrolman McGuire had been posted to keep guard over the entrance to a road which led to an old and unsafe bridge. Presently a car came along and he held up his hand. "What's the matter?" growled the driver. At that same moment McGuire recognized him as the county magistrate. "Oh, 'tis yerself, Yer Honor." "Yes it is!" was the snappy retort. "'Tis all right then," said Mac, as he stepped politely out of the way. "I got orders to let no traffic through because of the rotten bridge, but seein' 'tis you, Yer Honor, 'tis a pleasure—go right ahead, sorr!"

THE ILL WIND

A couple of darkies were discussing an incident to a mutual friend. "Suttinly am too bad Jefferson lost his laigs when de auto come along," sighed Sam.

"Mought be wuss," consoled the other, "Jeff had powerful bad rheumatism in dem laigs."

After a terrific struggle, Mrs. Hardup had just paid the last installment on a baby-buggy. "Thank you, Madam," said the salesman, affably, "and how is the baby getting on?" "Oh, he's fine," replied Mrs. Hardup. "Hes getting married tomorrow."

A commercial traveler, calling upon a new customer, produced by mistake a snapshot of his fiancée instead of his business card.

"That's the firm I represent," he said.

The customer examined the somewhat determined-looking features of the young woman and returned the photograph with the remark, "I'm afraid you'll never be manager of that firm."

FAMILY TRAITS.

Visitor (speaking of little boy)—
"He has his mother's eyes."

Mother—"And his father's mouth."

Child—"And his brother's trousers."

Wesley—"Have you ever been pinched for going too fast?"

LeRoy—"No—but I've often been slapped."

Mrs. Flanagan: "Was your husband in comfortable circumstances when he died?"

Mrs. Murphy: "He was not. He was half-way under a train."

Office Boy: "May I go home, Sir? I've got a bilious attack and feel faint."

Boss: "Certainly, my boy. But if you will wait a minute I'll give you a lift in my car—I'm going to the game myself."

KNOWS WHERE HE GETS OFF

"I say, Briggs, don't you ever take your wife out with you in the car?"

"No fear. I can't contend with both of 'em together."—Liverpool Echo.

Inventor (to capitalist): "This, sir, is an epoch-making machine."

Capitalist: "Is it? Then let me see it make an epoch."

WANT DEPARTMENT

RATE—3 CENTS PER WORD

Minimum Charge—\$1.00.

In computing amount of remittance, add six (6) extra words if wanted published under Blind Address.

Bold Type—Double Regular Rates.
Blind Address — 25c EXTRA to cover postage in sending out replies from this office.

REMITTANCE MUST ACCOMPANY ORDER.

TINNING—We retin milk cans for \$1.75 each; 5 or more, \$1.50 each. Batteries charged, 50c. East Side Tin Shop, Waterford.

A GOOD LOSER

Back in 1910 to 1914, for a five-year period, hog prices averaged the farmer \$7.24 per hundredweight. During December, 1931, hog prices averaged \$3.76 at the farm. The purchasing power of the hog producer's dollar is 42 cents as compared with 100 cents in the pre-war period. This gives hogs very little actual value at present.

There is little wonder why farmers are borrowing money with which to pay taxes and are going bankrupt in the best agricultural sections of the country with this situation prevailing.

It begins to appear that the farmer has been following the Golden Rule in his dealings with his fellow man, whereas both capital and labor have been diligently looking out for themselves. The result is that farming has borne the expense of this three-cornered game and now as loser is forced to withdraw.

A good loser is one who resolves to do better next time. The moral clearly is that there is no one left to help the farmer but himself. — National Live Stock Producer.

MONTH OLD HOLSTEIN CALF PRODUCES MILK

Charles Nicolai, town of Lebanon farmer, Waupaca County, Wisconsin, is raising an infant prodigy in the form of a calf which, at the age of one month, began to give milk regularly. Calves a few months old rarely give milk, dairymen say. Nicolai, who raises pure bred Holsteins of the Ormsby strain, is a breeder of show stock and has exhibited at the county and state fair and the national dairy show.

SOME CROP

A farmer once made to Abraham Lincoln an obviously exaggerated statement as to the weight of his hay crops. "I've been cutting hay, too," said Lincoln, smiling. "Good crop?" the farmer asked. "Fine—very fine!" said Lincoln. "How many tons?" "Well, I don't exactly know how many tons," said Lincoln, carelessly; "but my men stacked all they could out of doors and then stored the rest in the barn!"

Cop: "Madam, didn't you see me hold up my hand?"

Woman at the wheel: "I did not."

Cop: "Didn't you hear me blow my whistle?"

Woman at the wheel: "I did not."

Cop: "Well, I guess I might as well go home. I don't seem to be doing much good here."

GOOD GOVERNMENT

All of the opposition to the Agricultural Marketing Act and the appropriation by Congress of \$500,000,000 to be administered by the Federal Farm Board in promoting cooperative marketing, fails to recognize that this Act represents no change in a well established government policy.

A government board with funds to put an essential industry on its feet so that it will be self-sustaining and profitable has been done many times before and yet no federation of American business men was set up with vast appropriations to oppose the policy.

The same policy was followed by the federal government with respect to shipping when it loaned money for ship construction and operation of shipping lines. A similar thing was done to foster the growth of the aeroplane industry. It is what the government did in the original land grants to railroads and to state agricultural colleges. The same thing was done by lending to the railroads for equipment in war time emergencies. President Coolidge exercised his authority under the law to protect the steel industry during his administration by increasing the tariff on steel.

The Agricultural Marketing Act is, in fact, a continuation of this same policy which the government has considered its primary function to be and that is to pioneer in fields where private capital could not or would not venture. Back of all this is the motive which inspires good government always, namely, the desire to promote the public welfare. — National Live Stock Producer.

"A depression," a dairyman said the other day, "is a period when people do without the things their parents never had."

We need 30 to 100 acre equipped dairy farms for winter and spring selling.

If you want to sell see

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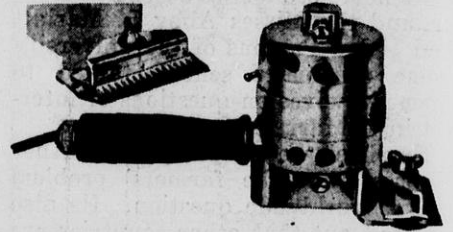
It was night-time and the cop flashed his light on a quiet automobile pulled up at the side of the road.

"No parking," said he, "you can't loaf along here."

And a voice said, "Who's loafing?"

"You look hollow chested and thin," said the air pump to the inner tube. "What seems to be the matter?"

"Income tacks," wearily replied the inner tube.



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Milwaukee Milk Producer

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Milwaukee Co-operative Milk Producers

COLLEGE OF LIBERAL ARTS
UNIVERSITY OF WISCONSIN
MADISON

Volume 4

MARCH, 1932

Number 12

March Fluid Price Remains at \$2.10

The price conference held on February 26 ended with an agreement on \$2.10 as the fluid milk price for March.

Some of the dealers complained about the selling of cheap milk in the suburbs. This causing competition which of course was one of their arguments for a lower price.

There was some deliberation for a lower price but after much discussion the price was set at \$2.10.

Due to the low price of butter and the lower prices for manufactured skim milk during the entire month of February the manufactured price is \$0.80 for that month. This price being 11 cents lower than for January.

The reports of the dealers who have their complete figures for February are as follows:

Gridley Dairy Co. reports fluid sales of 48.1 per cent at \$2.10; manufactured or surplus sales of 43.8 per cent at \$0.80; Outdoor Relief sales of 8.1 per cent at \$1.87, and will pay an average price of \$1.51.

Luick Dairy Co. reports fluid sales of 43.7 per cent at \$2.10; manufactured or surplus sales of 47.77 per cent at \$0.80; Outdoor Relief sales of 8.53 per cent at \$1.87, and will pay an average price of \$1.45.

Layton Park Dairy Co. reports fluid sales of 41.0 per cent at \$2.10; manufactured or surplus sales of 47 per cent at \$0.80; Outdoor Relief sales of 8.1 per cent at \$1.87, and will pay an average price of \$1.46.

Blochowiak Dairy Co. will pay an average price of \$1.57.

Sunshine Dairy Co. reports fluid sales of 51.56 per cent at \$2.10; manufactured or surplus sales of 48.44 per cent at \$0.80, and will pay an average price of \$1.47.

Golden Guernsey Co-operative reports fluid sales of 56.82 per cent at \$2.10; manufactured or surplus sales of 35.15 per cent at \$0.80; Outdoor Relief sales of 8.03 per cent at \$1.87, and will pay an average price of \$1.62.

DETROIT MILK MARKET PRICE FOR JANUARY

There is no common base price for January. The arrangement was for each dealer to pay a base price figured according to the percentage which their individual fluid sales were of the delivered 65 per cent of base.

For that portion of each dealer's base milk which was sold as fluid they are to pay \$1.70 per cwt. for 3.5 test delivered Detroit.

Manufacturing milk brings 81 cents per cwt. with 3.5 test delivered at receiving stations.

The butterfat differential was changed from four cents a point to three cents a point. This is due to low price of butter.

WAUKESHA COUNTY ON PARADE

The Waukesha County Dairy and Agricultural Association will hold its fourteenth annual show at Waukesha on March 15, 16, 17, 18. The stock pavilion will be open night and day and the management promises "something doing all the time."

CORPORATION TRUCKING

Agents of a purposed trucking corporation are asking farmers to sign up to ship their milk on a five-year contract.

The statement is made that the Milwaukee Co-operative Milk Producers has sanctioned the signing of such contracts. This is entirely false. No contract has been presented and we are advising the producers to beware of this five-year proposal.

DULUTH AND SUPERIOR HAVE MILK STRIKE

The producers' association at Duluth and Superior report very unsettled conditions in the milk market. The price paid for milk delivered from January 1 to 15 was \$1.34, with indications that the present price must be reduced soon. Milk wagon drivers are reported as striking rather than taking five per cent cut in wages.

MARKED PRICE DIFFERENCE IN WISCONSIN MILK OUTLETS

The February issue of "Wisconsin Crop and Livestock Reporter" comments on Wisconsin milk prices and the dairy situation in Wisconsin generally as follows:

There is a marked difference in the prices paid by the various milk outlets. The average for market milk in Wisconsin during January is reported as \$1.53; the average reported paid by condenseries was \$1.20; the average by creameries was \$1.05, and the average paid by cheese factories was \$1.01, the average for all groups, as already mentioned, being \$1.11.

The dairy industry in Wisconsin finds itself today with a large and efficient producing organization, with markets that are consuming the dairy products about as rapidly as they are being produced, but at the lowest prices in a generation. Feed supplies are low and will probably make for below average production per cow for the next few months, but this will be offset by the larger number of cows on farms. While last month's prices of milk were the lowest for any January in 28 years and considerably lower than the relatively low periods of 1911 or 1921, the dairy cow still furnishes a better market for hay and grain than any alternative outlet known to us. Because of this fact dairy production is destined to continue at high levels for some time to come, but with the rapid rate at which dairy products are being consumed the industry should benefit with any improvement in general conditions. The dairy cow has carried the state through previous depressions better than other types of farming and it will probably do it again.

Wisconsin's cow population exceeds that of the next ranking state—Minnesota—by 26 per cent, and is 52 per cent larger than New York, the outstanding Eastern dairy state. Wisconsin passed the million mark in cow numbers in 1902. In 1925, the two million mark was reached for the first time. With the present recorded total of 2,150,000 head now in the state, Wisconsin has over 70 milk cows for each 100 people re-

(Continued on page 6)

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THE TON-MILE TAX

The latest report to come out of Madison on the ton-mile tax is to the effect that the public service commission will not require milk haulers to pay it.

The commission has not announced that milk truck haulers will not have to pay but its attitude indicates it has decided not to tax the milk truckers.

GRADING MILK

A plan to grade milk or rather grade producers has been passed upon by the board of directors and the consulting committee. This plan will be published at a later date.

Only a very small percentage of our shippers are having trouble and most of that trouble is caused by bad odor milk. The principal source of bad odor seems to be infected udders, cows that have garget or some such trouble. By always keeping out milk from such cows trouble will be avoided.

Feeding silage or other odoriferous feeds shortly before milking is another way to get undesirable odors in milk.

The use of disinfectants which have a strong odor in the stable also may taint milk. Then of course dirty milking machines or other milk utensils will do a great deal of harm. Cooling tanks that are not kept clean are also a source of trouble.

Avoid trouble by paying attention to the suggestions mentioned.

DIRECTORS AND COMMITTEE OF TWELVE CONFER

The Committee of Twelve named at the last annual meeting have had three conferences with the board of directors.

Practically all of the time was spent studying production plans.

Considerable difference of opinion was manifested at the first conference but after various plans were presented and discussed a modification of the present plan was accepted as the best solution that all could agree on.

Everyone agreed that too much milk is coming into the market but that there was little hope of any producer keeping much at home if it might be sent in at the average price.

The only way to encourage lower production or induce producers to keep milk at home for human consumption or stock feed was to hold the lines somewhat tight.

It was unanimously agreed that the base made in August, September, October and November, 1931, should hold throughout the entire year 1932 with 45 per cent tolerance. Heretofore, shippers were held to a base for only the first six months of the year.

It was further agreed that base for 1933 would be made in July, August, September, October and November, 1932, and that shippers would be held to that base plus 30 per cent tolerance for every month in 1933.

The committee also took action instructing its chairman to appoint a committee to investigate charges brought by farmers to the effect that uninspected raw milk is sold in the suburbs. A campaign of education was suggested so that the suburban population could be informed as to the danger of using unpasteurized milk from sources which have no inspection or regulation.

The conference also began a study of the by-laws and constitution and will meet again on March 12 to continue the work.

CO-OP WINS POINT IN CROSBY RULING

Allows Suit to Enjoin Livestock Purchases from Association Members

Neillsville—(U.P.)—Title to property involved in a co-operative contract is vested in the association, Judge E. E. Crosby ruled in circuit court here today.

Judge Crosby overruled a demurrer filed by William Schultz, independent buyer and shipper, to fore-

stall a suit by the Spencer Livestock Shipping Association seeking a permanent injunction against purchase of livestock by the independent dealer from association members. The association also claimed damages on the basis of past purchases from its members.

Attorneys for the independent dealer contended that contracts between the association and its members were agency contracts and that the co-operative law did not apply.

The court ruled that during life of the contract, the association has an interest in all property of every member who signed the contract. The association may start suit to protect its interests, and may seek an injunction to prevent outside interference with its right to the property, the court held.

INLAND PUBLISHERS LOOK TO THE FARMER'S INCOME

Committee Will Study Ways and Means of Effecting Agricultural Stability

As a fundamental approach to their job as newspaper publishers and sellers of advertising, members of the Inland Dairy Press Association, meeting at Chicago recently, decided to see what they could do about getting a steady income for the farmer. This course was suggested by Frederick E. Murphy, publisher of the Minneapolis Tribune, who declared that it would be well at this time to get beyond the surface aspects of advertising, circulation and operating costs problems and "give serious thought to the underlying conditions which produce and condition the problems of newspaper publication."

The essence of that job is to make the country farm-minded, to bring home to the country that there can be no permanent prosperity which excludes the farmer—one-fourth of the population. That this job can be done and that it pays, Mr. Murphy pointed out, is shown in the success of a similar campaign which newspaper publishers and the agricultural press in the Northwest have been conducting during the last ten years.

A committee will study his suggestion and report to the May meeting.

Salesman: "Madam, this fire extinguisher is guaranteed to give you service for fifty years."

Elderly lady: "But I sha'n't be here all that time."

Salesman (misunderstand her meaning): "Oh, but you can take it with you when you go!"

Morals, Observations and Conclusions

More than 42 per cent of the total number of counties in the United States are now free from bovine tuberculosis, declared A. E. Wright, in charge of tuberculosis eradication for the U. S. Department of Agriculture, speaking before the U. S. Livestock Sanitary Association at Chicago recently.

During the fifteen-year period ending in 1908, an infection of 10 per cent was disclosed among 400,000 tuberculin tests applied to cattle. In 1931, however, more than 13 million tuberculin tests showed only 1.5 per cent infection.

This remarkable cleaning up of American herds, and Wisconsin herds in particular, is credited by public health authorities with much of the reduction in bone tuberculosis, especially among children.

Pulmonary, or "lung" tuberculosis, however, has always been and still remains the principal form of the disease. It is spread principally by direct infection from other diseased persons, through coughing, sneezing, kissing or foods which have been handled by careless consumptives. While the pulmonary tuberculosis death rate has been cut in half during the past 25 years, tuberculosis still kills more persons between 15 and 35 than all the five other leading disease causes of death combined.

With the cleaning up of dairy herds from tuberculosis, therefore, it becomes more possible to concentrate on the discovery and care of the human carriers of the disease. Under the slogan "Every case comes from another," the organized anti-tuberculosis organizations of the country, led in Wisconsin by the Wisconsin Anti-Tuberculosis Association, are carrying on their fifth annual Early Diagnosis Campaign during April, 1932.

NEEDS COURT CONSTRUCTION

Farmers from all parts of the state are protesting to the public service commission of Wisconsin against its ruling that milk trucks hauling for hire milk directly from the farms to creameries, cheese factories or fluid milk distributing stations must pay the ton-mile tax on trucks imposed by a statute passed at the regular session of the legislature in 1931.

The farmers are interested because the milk truck owners who

are hauling the milk are proposing to make an additional charge for the transportation because of the tax. How many farmers are affected by this attitude can be seen from the statements made at the hearing Friday before the public service commission that 98 per cent of the milk of Wisconsin farmers was being transported in trucks doing the service for compensation.

The public service commission has taken the stand that the milk trucks doing the work for hire must pay the tax and has allowed an exemption from the tax only to trucks owned by farmers who do their own milk transporting.

The farmers claim the exemption for the commercial trucks, for that is what the transportation really is when it is carried on for hire, on the ground that it is a carriage from the farm to the primary market and thus eligible under the statute to an exemption.

We believe much favorable argument can be advanced in support of the contention of the farmers. We would, however, suggest that perhaps so important a construction as a ruling on the question should come from the supreme court.

There are many additional questions that are dependent on the milk truck decisions. The intent of the law was, without doubt, to exempt from the ton-mile tax the transportation of farmers' products to the primary market. If this extends to milk carried to the creameries, cheese factories and milk depots, there is little doubt that the same exemption should be given to trucks transporting livestock or poultry from the farm to the place of its initial sale. This might even mean that the tax cannot be collected on the portion of the haul in Wisconsin of trucks carrying a farmer's products for hire to Chicago when the market there is the direct purchaser from the Wisconsin farm.

The questions that have arisen in connection with the ton-mile tax law for trucks show how necessary court constructions are to all important measures imposing taxation burdens. In this instance a heavy tax may now be imposed on farmers, which the supreme court might later say it was not the intention of the law to levy. The tax would undoubtedly have been levied on the milk

trucks had the dairy farmers of the state allowed the original ruling of the public service commission upon the law to go unquestioned.

Incidentally, the ton-mile tax law also exemplifies how people may vote unintended tax burdens without thinking. The legislature adopted this law through the pressure of the railroad brotherhoods. The members supporting the measure thought the tax would largely be collected from trucks owned by companies doing a constant business for hire. Now the farmers are finding that the legislature may have voted a heavy additional tax burden upon them. They are discovering that the tax can be passed along.—Wis. State Journal.

"HECTIC" TIMES IN MICHIGAN, TOO

The following statement sent out by the Michigan Milk Producers' Association of Detroit has just reached us:

"Dairymen of the state report rather hectic times in fluid milk markets. Production is ahead of demand by several leaps, and—for several reasons.

"To name a few—under consumption is said to be the most important. Then there are low prices for other farm products, especially feeds, which prompts marketing through milk channels. Low butter, cheese and condensed milk prices have caused uneasy farmers to turn toward the city fluid milk markets. Better roads and tank trucks have enlarged the natural field from which a supply can be furnished.

"The Michigan Milk Producers' Association is urging its members to withhold a portion of their milk from the market.

"The city market is not very attractive to milk in excess of daily requirements. Milk for manufacture, rather unwisely termed surplus, does not bring enough price to justify paying special transportation and selling costs.

"A widespread movement is to separate part of the milk on the farm. Cream or butter nets as good or better prices than does surplus shipped to a distant market. Skim milk has real feeding value for farm stock. Hauling charges are voided as is also the selling fee."

MILK PRODUCTION TRENDS

Total milk production during January was probably close to the heavy production of last year for there were more milk cows on the farms, more of them were being milked, and the weather was unusually mild.

The number of milk cows on the farms is about 3.5 per cent above the number on hand a year ago. Nearly half of the increase during 1931 resulted from the large number of heifers brought into production and nearly half from the fact that an abnormally small number of the low producers were culled from the herds. A small part of the increase appears to have resulted from the milking of cows formerly kept only for beef production. The increase in number during 1931 was shared between practically all states.

The number of milk cows is still increasing. The number of two-year-olds not yet in production is at the peak. The number of yearling heifers being saved for milk cows is about two per cent less than the number on hand a year ago but it is still slightly above the proportion normally required for the replacement of aged cows. The number of heifer calves on hand on January 1 and being saved for milk cows is also ample for replacement purposes with normal culling, and normal culling has not yet begun. Even after all allowance is made for the increased percentage of low producers now in the herds, the producing capacity of dairy herds is about three per cent greater than at this time last year.

Grain is still cheap in surplus grain regions. In only about eight years out of the last twenty has the average price of grain and feed in the United States in the middle of February been lower in comparison with the price of butterfat than it was at that time this year. Farmers in most of the surplus grain areas are feeding their milk cows rather heavily, although not quite as heavily as last year, and they will probably continue to feed liberally so long as returns from other agricultural products are greatly reduced and there is in sight no more profitable method of converting surplus grain and hay into cash.

Some signs of readjustment are beginning to appear in local areas. Most dairymen who are dependent on purchased grain and feedstuffs have already reduced the quantity of grain fed. Reports on the number of male and female veals being slaughtered at one point in Wisconsin indicate a sharp increase in recent months in the proportion of the heifer calves being marketed.

The quantity of grain being fed

to milk cows on February 1 was reported by dairy correspondents as averaging 5.6 pounds per cow per day compared with 5.9 pounds reported on the same date last year, a decrease of five per cent. Although middle-western dairymen are feeding fairly heavily, about the only extensive areas where dairymen are feeding larger quantities of grain than at this time last year are California, where pastures are poor, and parts of Indiana, Kansas, Oklahoma and Texas where feed supplies were short a year ago on account of the 1930 drought. In the Northeastern market milk area the reduction, although primarily due to the larger supplies of hay and silage available, is largely in response to a lower price for milk with no correspondingly decrease in feed prices where feeds are shipped in by rail. In the South, due to the mild January, the cows are now able to secure a somewhat larger part of their feed from pastures than was possible a year ago and the quantity of grain fed declined quite sharply during January. In the North Central and Western states there was about the same increase in grain feeding during January as was reported last year, in spite of the decline in the price of butter. The quantity fed per day, however, averages lower in most of these states and sharply lower in Nebraska, South Dakota, Montana and some other areas where feed supplies are now short as a result of the 1931 drought.

The following discussion on the dairy outlook has been taken from the Agricultural Outlook recently released by this bureau.

Number of Cows and Milk Production

On January 1, 1932, the number of milk cows and heifers two years old and older on farms was 24,379,000. This was an increase of 3.5 per cent above the number on the same date last year and 6.4 per cent greater than the number 2 years ago. The increase during the last half of the year was probably the greatest in any similar period for many years. Much of this increase was the result of decreased culling due to the tendency of farmers to keep more cows as long as the prices of dairy products are more favorable than those of other products and as long as feed is cheap relatively to dairy products.

In view of the sharp changes in prices occurring in recent weeks it is difficult to predict accurately either the changes that will take place in the number of milk cows on farms or the trend of milk production. The number of milk cows has been increasing steadily since early in 1929. The record of cows and

heifers slaughtered under federal inspection, which provides a rough indication of changes in the number of milk cows culled from the herds each month, has been declining each year since 1925. This decline in inspected slaughter continued at least through 1931, as inspected slaughter of cows and heifers in November and December was only 63 per cent of the average for those months during the previous eight years. However, in view of the number of aged cows kept in the herds, it does not seem likely that culling can be reduced much further.

Although the number of milk cows has been increasing for several years the full effect of the increased size of herds on the production of dairy products has not yet been felt, because through most of the pasturage seasons of 1930 and 1931 milk production per cow was materially reduced by widespread drought. The winter of 1930-1931 and the first half of the winter of 1931-1932 were, however, unusually mild and winter production was heavier than it would otherwise have been.

Production has also responded gradually to the relative prices of feed grains and dairy products. Last June when butterfat prices were at the low point, the returns from feeding grain for butterfat production were abnormally low and production was below normal. Drought in some areas also contributed to the reduction in output and the price of butter increased. When new grains were harvested, the cost of feed grains fell to a very low point. The price of dairy products had strengthened, also, and feed costs being lower in comparison with butterfat than in any period in the last 20 years, except the fall of 1931, together with some increase in fall freshening, a marked increase in rate of production came in fall months.

Recently the price of butter has fallen again and prices of feed grains have risen, and because of the largely increased competition for the fluid milk market, returns from market milk have quite generally declined.

In the Middle West and West the higher price of butterfat as compared with prices of hogs and sheep is tending to shift interest to milk cows. With larger supplies of feeds on farms than last year in most of the corn belt and a need for securing additional farm income by dairying, heavy production of dairy products will continue. In the great plains and mountain states dairy production has been reduced by drought and may be expected to increase with better feed conditions.

The necessity of producing on the

**TON-MILE TAX WORRIES
KENTUCKY FARMERS**

Our Kentucky members were considerably disturbed by the prospects of having a law passed by the Kentucky legislature imposing a tax of one cent for every mile traveled by their milk truck each day provided the truck did not weigh over two tons. The tax was to have been two cents per mile if the truck weighed between two and three tons and one cent per mile additional for each ton weight.

This radical legislation was to protect the railroads and would increase the cost of hauling milk from 3 to 14 cents per 100 pounds, depending on the distance from market and the amount of milk hauled. Up to the time and at the final hearing before the senate committee on motor transportation, our secretary, H. B. Berning, was the only representative of agriculture against this law which would place such a heavy burden on the farmers of that state.—The Dairyman's Monthly Review.

**JANUARY AVERAGE
DELIVERED PRICES**

As Reported by the National Co-operative Milk Producers

Pittsburgh (December)	\$1.56
Dubuque	\$1.21
Louisville	\$1.41
Boston	\$1.33
St. Paul and Minneapolis	\$1.30
Milwaukee	\$1.56
Peoria (December)	\$1.57
Detroit (December)	\$1.54
Kansas City	\$1.11
Superior	\$1.34

farms a larger share of the feed needed is a compelling factor in the South and the large local supply of cottonseed products and the larger acreage of hay and feed crops harvested in parts of the South in 1931 have stimulated local dairy expansion on a commercial scale.

Feed. Milk production this winter does not seem to have been seriously affected by shortage of either hay or grain supplies on farms. Hay production in 1931 was, however, far below average, and even slightly below production in 1930. Feed grain production in 1931 was below average in comparison with livestock numbers but exports of grains and feedstuffs are at a low level and much wheat has been fed, so the total tonnage of feed grains and commercial feedstuffs available for the current feeding season appears to be only slightly below average and markedly above supplies available for feeding last winter.—U. S. Department of Agriculture.

CLEVELAND'S ACTION

After January 1 the city of Cleveland will be a closed butter market to areas which are not accredited under the tuberculosis eradication program. Action by city authorities has been recently taken and notification has been made to that effect.

This action means that creameries which are not able to secure their raw material from accredited areas will be unable to ship their butter to the city of Cleveland.

It is going to work a hardship on a number of creameries. Centralizer plants and those drawing their cream from a wide territory will find it almost impossible to qualify for a considerable time. No doubt Cleveland consumers will benefit immediately by receiving a better quality of butter, for as a rule the highest grade of butter originates in areas where accreditation has taken place.

Such action as has been taken by Cleveland did not occur without warning. For several years past the trend has been in this direction, and several cities had threatened to place the ban on butter, but probably due to the depression in business the action was delayed. However, more cities are almost certain to ban butter not coming from accredited areas sooner or later, and the move by Cleveland may be the starting point for such action to be taken in the near future.

It appears like folly for owners of dairy cattle to be fighting the eradication of tuberculosis in their herds. If there are inconsistencies in the laws under which the work is carried out, they should attempt through proper channels to have corrective measures replace them. But to brand the whole program as a fallacy would make it appear that either those who make such statements are grossly uninformed, or else they have listened to agitators who are not interested in dairy markets but have an ax of their own which they wish someone to help grind.

It becomes increasingly obvious that cleaning dairy herds of tuberculosis is a piece of work that is here to stay.—Am. C. & P. Review.

TRY TO FORGET THIS

While almost anything that is printed fades out in the twilight of things forgotten, once in a while a sentence sticks in the memory like a cocklebur in a cow's tail.

The sentence quoted below will stick. Every producer of milk will remember it, and in remembering it the dairy industry will be benefitted all along the line.

It does not present a new idea.

Everyone along the line from extension dairymen to milk buyers have talked about it and sometimes raised Cain about it.

It is just an old idea so restated that it sticks in the meshes of memory. That it is from the brochure of a milking machine manufacturer gives it an immediate practical application. Here it is; see if you can forget it:

"Whether times are good or bad, people will still prefer clean milk."

MILK FOR HEALTH

Shirley W. Wynne, commissioner of health for New York City, has the following to say about milk:

"Historians record that the milk-consuming peoples have made greater advancements than the non-milk-consuming peoples of the world. They are characterized by larger size, greater longevity and outstanding achievements in science, literature, and art. Proper diet develops the human being as surely as good soil grows fine fruit. Whether man's wisdom selected for him this best of foods or whether it was chance, we cannot determine. That man has so chosen has been a mighty factor in making man what he is. Milk drinking has been a food habit of man from time immemorial; but only in modern times has a right and scientific emphasis been placed upon its value as a food, not merely for babies and growing children but for adults. We know that it is not merely a thirst quencher, but a muscle builder, a bone builder, a maker of strong, white, decay-resisting teeth; that it tints the clear skin with the glow of health; that it fills the bowels with benevolent bacteria crowding out the putrefactive disease breeding germs; that it makes for a clear brain and normal growth.

"A man, woman or child could undoubtedly live a longer time with the maximum degree of health, strength and resistance to disease on milk than on any other single food. Milk enters into wholesome digestible combination with all food. It is a good food for all times of the year and for any time of the day. We all would be healthier if we began and finished the day with milk—cold for breakfast, to tone and create healthy intestinal conditions and to expedite easy bowel movements; and sipped hot before retiring to sleep—to calm the wearied body and soothe the mind harassed by the cares of the day. I know of no better sleep inducer than a slowly sipped glass of hot milk at bedtime."

A CHALLENGE TO CO-OPERATIVE MARKETING

Suit has been filed by Pevely Dairy Co. as the latest step in its fight upon the Sanitary Milk Producers' Association, alleging violation of the Clayton Anti-Trust Act, and asking for triple damages in the sum of \$539,000. Among the items that make up the alleged damage are excessive cost of milk which Pevely had to obtain from other sources, milk poured out on highways, destruction of trucks and the cost of newspaper advertising bought by the Pevely company to explain its position to the public.

The original controversy grew out of a milk strike against the Pevely company, called by the Sanitary Producers' Association last summer, as a protest against the terms upon which the Pevely company sought to purchase milk from its farmer members. This was an entirely legitimate weapon for the farmers to use, but it was neutralized to a large extent by Pevely's importation of milk from distant points in Wisconsin, Minnesota and other states.

The St. Louis milk ordinance has a provision forbidding the sale of milk produced on farms not equipped with milk houses, structures designed to keep milk sanitary, but Health Commissioner Starkloff declared a "moratorium" on this provision. His right to suspend a city ordinance was questioned, but he defended his action on the ground that he feared a milk shortage. Whether or not such a shortage was actually threatened, and the farmers insist it was not, the action of the health commissioner made it possible for the Pevely company to go outside of the St. Louis-inspected area for its supply.

Several instances of violence to Pevely trucks caused the Pevely company to apply for and receive federal injunctions restraining the farmers' organizations from an alleged conspiracy to destroy the Pevely business. No one has been convicted under these injunctions, nor has it been proved that the violence was instigated or authorized by the Sanitary Producers' Association. The inference naturally drawn by the public is that individuals within the organization have acted on their own initiative. Needless to say, this violence has injured the farmers' cause.

Thus far, the picture is the familiar one of a strike, with both sides reaching out for every advantage. But the suit filed by Pevely injects a new issue. It must be construed as a direct challenge to the whole principle of co-operative marketing,

since, if that principle is worth anything, it justifies the right of farmers to engage in collective bargaining and to withhold their products if a satisfactory agreement is not reached; likewise, to engage in any lawful activities to win their point. We have no intention of seeking to try the case before it gets to court, but it certainly is pertinent to point out that the Sanitary Producers' Association is organized under the Agricultural Marketing Act, and section 29 of that act specifically exempts farmers' co-operatives from the provisions of the anti-trust laws. Quite obviously, that provision was written in to safe-guard co-operatives from destruction by appeals to the anti-trust laws. If it were not in the law, the great movement, by which farmers throughout the country are seeking economic justice by co-operative action, would be dead as a door nail.—(Copy of Editorial appearing in the St. Louis Post Dispatch, Friday, January 29, 1932.)

MARKED PRICE DIFFERENCE

(Continued from page 1)

ported by the last census, while the United States as a whole has only about 20 cows for each 100 people.

Wisconsin's herd of cattle has been increasing in number every year since 1929, which marked the completion of the previous cycle in cattle numbers. On January 1, there were 3,184,000 head of cattle on the farms of the state as compared with 3,150,000 last year. In 1929, the number was 2,913,000 head, so cattle inventories have been expanded a little more than nine per cent in three years. The change in cow numbers has been similar. When the year opened, there were 2,150,000 head of milk cows on the farms, the largest number on record. This compares with 2,096,000 a year ago and 2,015,000 on January 1, 1930. The state's cow numbers have increased almost 12 per cent since January 1, 1929, when 1,925,000 head were on the farms.

This year, dairy cows were the only important cattle class to show a substantial increase. Classes of young heifers and heifer calves being saved for milk cows were smaller than a year ago, indicating that the expansion has about run its course. The bargain counter livestock prices which are prevailing cut the value of Wisconsin's record-sized cattle herd 54 per cent in two years. This year, the value of cattle on farms on January 1 was estimated at \$110,253,000 as compared with \$163,206,000 a year ago and \$239,583,000 in 1930. This is the lowest total since 1914 when 2,570,000 head of cattle were worth 119 million dollars. This year's value of dairy cows, representing Wisconsin's basic investment in dairying, totaled \$92,450,000 for the 2,150,000 head on the farms. This valuation represents a decline of 53 per cent in two years and is the lowest since 1914.

Oldest Inhabitant (to district visitor): "I be ninety-four and I 'aven't got an enemy in the world."

District Visitor: "That is a beautiful thought."

Oldest Inhabitant: "Yes, Miss. Thank God, they be all of 'em dead long ago!"

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WARNING IN PRICE CUTTING

Dairymen's League Co-operative Association, Inc., 11 West 42nd St., New York, N. Y., issued the following letter which applies to other markets as well as New York. Study its application to the Milwaukee market.

"Dairy farmers are likely to experience a lot harder times before they know better times unless some means is found to halt the cut-throat price cutting in the milk business," said Charles Hauk of Hauk & Schmidt, milk distributors, recently.

Warnings were issued last week by a group of prominent milk distributors that bottled milk is being supplied to stores at 7, 7.5 and 8 cents a quart, and that this price-cutting threatens to demoralize the whole metropolitan market.

"Conditions are becoming more serious daily," said Mr. Hauk. "The volume of this cut-price milk seems to increase almost every day, and there is much more of it being sold at seven cents than at eight. The standard price for bottled milk to the stores is nine cents plus a bottle deposit and 10 cents without deposit.

Continuance of the practice now being followed by these chiseling dealers will ultimately lead to further reduction in all milk prices in the metropolitan area. A general reduction at this time would be disastrous to dairymen farmers for it would bring their return down to one dollar or less per 100 pounds of milk. At such a price I don't know how they could even buy feed for their cattle.

"While the dealers who are cutting prices may be regarded as responsible for existing conditions, real blame for this price-cutting rests upon the producers who supply this group of dealers. They are the so-called 'independent', or unorganized farmers who allow their milk to be used in breaking down markets. The pitiful part of it is that they gain nothing by being a destructive force. Instead they are doomed to suffer greater misery in common with all producers unless they affiliate with the organized forces working to stabilize the industry."

LIKE CURES LIKE

Diner (to waiter with black eye): "Why don't you apply a piece of steak to it."

Waiter: "It was a lump of steak the gentleman threw at me."—Punch.

SUMMARY OF MARKET CONDITIONS

By the National Co-operative Milk Producers' Federation

The Inter-State Milk Producers' Association, Inc., and the distributors of that milk shed have negotiated a new price effective February 16. Class 1 or base milk has been sold for \$2.34 per hundred weight for 3.5 per cent milk f. o. b. Philadelphia as compared with a price of \$2.71. This is a drop of 37 cents per hundred weight for milk shipped into the city. On the other hand, the price of class 1 milk when delivered to country receiving stations will be 30 cents less than the former price. Surplus milk will continue at 3 1/2 times 92 score butter prices for 3.5 per cent milk. The retail price of milk distributed by wagons will be 10 cents per quart as compared with the former price of 11 cents. Pressure on the market of unorganized milk was given as the chief reason for the lowered prices.

At Akron, Ohio, as this report is being prepared, a difference of opinion exists between the Milk Producers' Association of Summit County and the distributors as to producer prices.

At Kansas City, Kans., the Pure Milk Producers' Association and the distributors have agreed to a flat price of 35 cents per pound butterfat basis at the distributor's plant plus three cents per hundred weight brokerage charge for the association.

Otherwise reports which have been received from member associations for February indicate that practically no reductions in base or class 1 prices have occurred this month.

Reductions in surplus and retail prices, however, show that fluid milk markets are still quite unsettled, and that milk prices generally are not on a stable basis. Markets in which class 2 surplus prices are lower include Boston, Washington, Milwaukee and Chicago, reductions ranging from 20 cents per hundred weight at Boston to 38 cents at Chicago. The most important retail price change reported is at Kansas City, where a two-cent cut per quart has gone into effect. Reports regarding last net prices to producers also point to prices lower than those reported for previous months. The Dairymen's League of New York is alone in reporting an advance in net prices, but the charge which covered December milk, amounted to but five cents per hundred weight. The base price reduction at Louisville, referred to last month, resulted in the net price for

January milk being 39 cents below December.

The continued mild winter in many of the important milk sheds is at least in part responsible for the unfavorable price situation. With no extreme weather, feed either plentiful or obtainable at relatively low prices, and dairymen depending to an increasing extent upon the milk check for ready cash, production has held up at a high level. Some effort has been made to remedy this, although it is not possible yet to say how effective such effort has been.

In the Philadelphia territory the Inter-State Milk Producers' Association, Inc., reduced base prices in January and also took ten per cent off of established basic quantities, in the hope that production would be reduced in accordance with market requirements. The surplus situation, of course, varies with different areas, but supplies are fully ample everywhere. On account of low butter prices, upon which surplus prices are in part based, production in excess of basic quantities lowers net prices accordingly.

Butter markets broke sharply in January, making for the lowest January average since 1904. At New York City, wholesale prices of 92-score butter reached a low point of 21 cents toward the close of the month, and there has been but very little recovery since then. December butter production was not only the heaviest on record for the month, but the increase over November was much greater than normally occurs. The January output will probably be another heavy increase over a year ago, for weekly reports covering butter areas have shown consistent increases each week over

(Continued on page 8)

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RATE—3 CENTS PER WORD

Minimum Charge—\$1.00.

In computing amount of remittance, add six (6) extra words if wanted published under Blind Address.

Bold Type—Double Regular Rates.

Blind Address — 25c EXTRA to cover postage in sending out replies from this office.

REMITTANCE MUST ACCOMPANY ORDER.

TINNING—We retin milk cans for \$1.75 each; 5 or more, \$1.50 each. Batteries charged, 50c. East Side Tin Shop, Waterford.

CHICKS — Buy state accented chicks. Also special mating of our own improved stock. The Milwaukee Hatchery, at Brown Deer, Highway 100, Station F, Route 10, Milwaukee.

DENY MONOPOLY CHARGES

Twin City Association Claims Competition Ruinous

Allegations that the proposed new Minneapolis milk ordinance was fostered by the Twin City Milk Producers' Association were vigorously denied by officials of that organization at a meeting of the city council which was held late last week to hear arguments for and against the proposed ordinance.

Those in opposition to the measure charged that there was an attempt on the part of the Twin City Milk Producers' Association to monopolize the Minneapolis market. However, officials of the association claimed that the ordinance would, in no way, stifle competition inasmuch as it would put the 8,000 members of the association in no better position to bid for favor in the city market than those who are opposing the ordinance. They further contended that some of the plants which had previously opposed the ordinance now favored it after giving it more study. Asked what the interest of the association was in the new ordinance, H. R. Leonard, secretary of the association, explained that it is merely a desire on the part of his organization to aid in keeping the milk supply of Minneapolis at its present high standard which had been built up through 14 years of effort on the part of the association and which ruinous competition now threatened to wipe out. He pointed out that more than 500 farmers not members of the association were bringing their milk into the city and that there was nothing in the proposed ordinance to prevent them from setting up a pasteurizing plant.

The hearing followed a storm of protest on the part of producers in surrounding towns over the provisions which would make it compulsory that all milk sold in the city be pasteurized within the city limits except that which is pasteurized by individual farmers on plants on their farms, claiming that the regulations would force them to shut down their plants. Threats of boycotting Minneapolis products by the farmers were answered by Dr. F. E. Harrington, city health commissioner, who stated that the provisions of the new ordinance were not drastic enough and voiced objections to the granting of permission of pasteurizing milk on the farms as well as the selling of raw milk other than certified grades by farms scoring 85 per cent perfect on a list of sanitary requirements. Dr. Harrington intimated that his new draft would exclude all raw milk except certified.—The Dairy Record.

SUMMARY OF MARKET CONDITIONS

(Continued from page 7)

the same periods of 1931. Market receipts also are heavier. Cheese prices are down to 10 cents in Wisconsin, and the wholesale prices at New York averaged but 13½ cents last month. These low prices have curtailed cheese production, particularly in the milk areas in the Northeastern states, and especially in New York. Condensery production is also down, and in December was 20 per cent less than in December, 1930.

Low stocks of dairy products continue to be an element of support, but not to the extent as in a normal season. Owners of these goods have moved them whenever possible, but the general lack of buying confidence has offered considerable resistance. There has, in fact, been some into-storage movement of butter at times during the past month, but the net change over the period was a reduction. Low stocks of cream in storage have been favorable from the producer standpoint. Supplies of cream, however, have been fully ample, although in themselves not particularly burdensome, and price reductions were due probably to the lower butter market rather than to a cream surplus.

NEW SUPPORTERS

Chris. Lembke, Merton, Box 137.
Albert Esser, Sta. F, R. 12, Milwaukee.
Martin J. Weyer, Pewaukee, R. 3, Box 43.
John Wettengel, Sta. D, R. 3, Milwaukee.
August E. Lepien, Hartford, R. 2.
George Seaman, Oconomowoc, R. 2.
Roy Williams, Waukesha, R. 1.
Chas. Garbisch, Jackson.
A. Mohrhuse, Colgate, R. 1.
Mike Kramer, Mukwonago, R. 1.
John Holzem, Menomonee Falls.
Weaver Williams, Mukwonago, R. 2.
Harry Scheibe, Brookfield.
Edgar Bruss, So. Milwaukee, R. 2, Box 104.
G. W. Geraghty, Hales Corners, R. 1.
William Brimmer, Waukesha.
Rul. Heidtke, Jackson, R. 2.
Emil Siebenlist, West Allis, R. 5.

"Everyone is crazy over me," said the inmate of the first floor of the insane asylum.

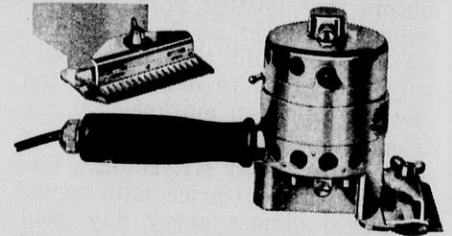
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