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## **Milwaukee milk producer. Volume 6 April 1933/March 1934**

Milwaukee Co-operative Milk Producers

Milwaukee, Wisconsin: The Producers, April 1933/March 1934

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# Milwaukee Milk Producer

OWNED AND PUBLISHED BY

Milwaukee Co-operative Milk Producers

Volume 6

APRIL, 1933

Number 1

## A New Deal for April Milk

Price cutting by dealers selling to the store and by many stores after District Attorney Zabel refused to arrest violators of the state's order reached such proportions that the State Administration sent out a call for a conference on March 25.

In this call it was suggested that no conference be held on the price of April milk until after the governor's conference.

Mr. Gehl appeared for his company. The regular dealers were represented by a committee of six, the price cutting dealers attended and brought along an attorney to present their case. Governor Schmedeman, his executive secretary, Leo Crowley, and the commissioners of agriculture and markets sat in. Mr. Crowley presided. Our organization was represented by the president, vice-president and secretary. The conference lasted from 10:00 A. M. until 9:00 o'clock in the evening.

A very determined fight was put on by the price cutters to maintain an advantage over their competitors. They demanded that the stores might sell at one cent less than the price charged for home delivery. After several hours argument on this difference in store and home delivery price, the attorney for the cut rate dealers suggested that one-half cent per quart more be charged for delivered milk than for milk bought at stores on a cash and carry basis.

With this change the dealer would also raise the price one-half cent to the store, which would leave the store one cent margin instead of one and one-half cent. The regular dealers did not approve of this arrangement but agreed to try it out for one month.

It was then agreed that the increase in price which the dealer got would go to the producer.

Earlier in the conference it was suggested that the fluid price and the price paid for manufactured milk ought to be brought closer together.

Condensery price was then mentioned for manufactured milk and a price of \$1.55 per hundred for fluid milk. No vote was taken as the dealers present said that they could

not commit the dealers who were not there to a price.

Several dealers expressed the opinion that \$1.55 was too high for fluid milk if condensery price had to be paid for all surplus or manufactured milk.

The conference ended with the Department of Agriculture and Markets' statement that an order would be issued on retail prices.

On Thursday, March 30, the dealers came in to settle with the board of directors on the price of April milk.

Commissioner Wm. J. Renk, Assistant Attorney General R. M. Orchard and Accountant M. J. Heisman of the Department of Agriculture and Markets were present. There was considerable difference of opinion about some of the questions discussed at the Madison conference and in order to get the matter cleared up the department officials and the dealers had a session previous to the price conference at which several of the directors sat in.

It was decided that because the price of pints and half pints was not raised, the amount of raise in price received from the consumers and stores would be 21 cents per hundred pounds instead of 23 cents. The former amount to go to the producer.

At the price conference considerable discussion on whether the condensery price would be satisfactory for manufactured milk with fluid milk at \$1.55.

Finally an agreement was reached that \$1.76 be paid for fluid milk. All surplus milk with the exception of excess over shipping allowance and criticized milk to be paid for at the average price paid for raw milk at concentration plants in the Middle West as reported in the Raw Milk Bulletin of the Evaporated Milk Association taking the average of the last half of March and the first half of April. Excess and criticized milk to be paid for according to the price schedule used in the past. Three cents per point differential to be used in all cases.

The manufactured milk price for March was 63 cents per hundred,  
(Continued on page 3)

## STATE OF WISCONSIN, DEPARTMENT OF AGRICULTURE AND MARKETS

### General Order

Madison, Wis., Dec. 27, 1933

### RE: DISTRIBUTION OF MILK IN THE CITY OF MILWAUKEE

(As amended by Amendment No. 1, February 4, 1933; Amendment No. 2, March 6, 1933; and Amendment No. 3, March 30, 1933.)

The Commission hereby reaffirms its orders of November 26 and December 27, 1932, and amends said order of December 27, 1932, to read as follows:

(1) IT IS THEREFORE ORDERED, That all milk dealers buying milk for resale in the Milwaukee market cease and desist from buying milk on any plan other than that substantially in accord with the plan heretofore adopted by the Milwaukee Co-operative Milk Producers' Association and the dealers retailing milk on the Milwaukee market, said plan with minor changes being Exhibit "A" attached hereto, and that the price to be paid the producer by all dealers shall be not less than the price agreed upon as the result of a bargaining conference between representatives of the producers and the dealers and agreed to by the dealers who buy at least 90 per cent of the milk bought for resale on the Milwaukee market. And in case of no agreement at the monthly price conference the price for fluid milk shall be not less than that paid for fluid milk during the preceding month and the price paid for manufactured milk shall be not less than the average price paid for raw milk at concentration plants in the Middle West as reported in the raw milk price bulletin of the Evaporated Milk Association.

(2) IT IS FURTHER ORDERED, That each dealer buying milk for resale on the Milwaukee market shall mail to the Department of Agriculture and Markets of the State of Wisconsin, Madison, Wisconsin, a report not later than the twentieth day of each and every month, giving the following infor-

(Continued on page 4)



# 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.

Volume 6 April, 1933 Number 1

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## BASE PLANS

A number of meetings have been held to discuss base plans since March 10. Reports indicate that nearly all of the producers are opposed to a new base being made until the market is in need of more milk. In some instances producers seem to incline towards the old plan but taking the average base made in the last three years and removing the tolerance altogether.

The plans are reprinted in this issue for the information of anyone who mislaid the March copy.

## MANY NEW DAIRY COMPANIES

In the past two years fourteen new dairy companies have gone into business in Milwaukee territory.

All are fighting to get some business and some of them have succeeded in building up a fair amount of trade. Others are hanging on by an eyelash.

Creamline Dairy has gone out of business after several years of brave battling.

Southside Dairy Company has sold out. This was a small but old company that had a consistent record for beating the farmers who were unfortunate enough to deal with it. No one seems to regret the passing out of this company. Perhaps the new proprietor will be able to do better.

## LEGISLATION TO HELP DAIRYMEN

The Caldwell bill, designed to give the Department of Agriculture and Markets more power in marketing, has become a law.

Our organization backed this measure believing it would help the producers of dairy and other farm products. There is a bill now in the legislature which would require that milk buyers would be required to obtain a license from the state. In order to obtain a license the applicant would have to show that he was a responsible person. Power to revoke such license would be given the state if regulations were violated or any unfair trade practice indulged in.

A similar bill has been introduced in the New York legislature and has the backing of the Dairymen's League and other farm organizations.

## OUTSIDE MILK MAKES FOR HIGH SURPLUS

High percentages of surplus shown by the old line companies is due to the bringing in of new milk from outside of the regular shipping territory.

A supply from Watertown which is produced in Dodge or Jefferson Counties and considerable other new milk is forcing the milk of the old time shipper into surplus channels.

The shippers who have supplied this market for years take a loss and the new men in some cases sell for less than the condenseries in their own neighborhood pay.

A statement came to this office which indicated that the price which the producers should get was 75 cents per hundred pounds for 3.5 per cent milk but the producer was actually paid 37½ cents per hundred pounds. This was for all of his shipment and not for a part that was called excess or surplus.

It's just possible that some other individual or organization got the difference.

## AMENDED ORDER ON SELLING PRICE

In this issue the amended order of the Department of Agriculture and Markets setting the selling price of milk in the Milwaukee area for the month of April is printed.

The price of quarts was raised by one-half cent, bulk milk was raised two cents per gallon. No change made in pints or half pints.

## VOTE ON WITHHOLDING FARM PRODUCTS

According to the terms of the truce made when the so-called state milk strike was called off a referendum form is printed in this issue.

Every supporter of the Milwaukee Co-operative Milk Producers is asked to make known his sentiments by underlining the words yes or no. Mail the referendum to this office as soon as possible in order that the board of directors may know how the producers for this market stand on the important questions presented.

## A NEW INFLUENCE

A new and powerful influence is making itself felt wherever causes and remedies for our present economic troubles are being discussed. This new influence is the organized farmer. Everywhere in the country farmers are speaking through co-operative associations like the League and through national organizations like the National Co-operative Milk Producers Federation which represents the organized dairymen of the country, and the National Co-operative Council which represents practically all co-operatives of the country. They are speaking through the old line farm organizations, like the Grange, Farm Bureau, Farmers' Union and so on.

In previous periods of business distress, the farmer has been unable to play much of a part, either in protecting his own farm business against the destructive forces of depression or in helping to work out remedies for recovery. As a rule, heretofore farmers have had to let others work out the remedies while they have looked on, longing to help perhaps, having ideas but unable to make them effective.

This time, unless we are greatly mistaken, it is going to be different. Today in both state and nation farmers are organized. In battling with the tremendous problems facing the country, agriculture has its leaders as well as other industries. Many of these leaders represent organizations which like your own association, are militantly fighting for the rights of farmers on many fronts. This means fighting for constructive proposals. It means fighting against destructive proposals.

As a matter of fact the most hopeful thing in the present situation is this new and strong agricultural leadership that is fighting tooth and nail, night and day to bring prosperity back to the farms of America knowing full well that only in this way can prosperity be brought back to the rest of the country—Dairymen's League News.

# Morals, Observations and Conclusions

At our meetings held in the territory it is to be noted that the farmers are all very much interested in trying to help the board solve the base plans to the satisfaction of everyone.

As the various plans are presented and discussed all are willing to present their views on this and other subjects with the result that much misunderstanding is cleared up and better co-operation results.

We need co-operation in our market now more than ever before. In good times milk sold readily but with the basic dairy commodities, butter and cheese, yielding low returns, it is difficult to hold a high price on fluid milk, therefore, the whole-hearted co-operation of all producers is needed if we are to succeed.

To the credit of the vast majority of the good shippers be it said that they are back of their market 100%. The other class is not and never will be co-operators.

C. W. FLETCHER,  
Field Representative.

In traveling around the territory in my work it has often been brought to my attention that radical agitators and vicious minded men have made the statement that milk taken in at the various plants in the city is not distributed as it is received but is tampered with by either skimming the milk to a low fat standard and adding chalk or other filler to the product.

Ordinarily such statements would merit the scorn of non-recognition, but because of the fact that these statements might decrease sale of fluid milk thereby reducing the return to the producer, I feel that a few words on the subject are timely.

Your milk is distributed exactly as it is received at the plant except for pasteurization.

High and low test milk are taken in and blended to bring up the fat content so that it does not vary in the bottle when delivered.

At no time however is anything added to or taken from the milk as intimated by uninformed or unscrupulous people interested only in tearing down the milk business rather than improving it.

C. W. FLETCHER,  
Field Representative.

At the present time we are covering the Ozaukee County territory with the agreement and are meeting with very good success. Everyone is interested in this attempt at controlled marketing and majority are signing up. You who have signed up should help by urging your neighbors to sign up thereby hastening the completion of this work.

C. W. FLETCHER,  
Field Representative.

Some short pithy statements on the market conditions:

Per capita sales in Milwaukee are down from 19% to 25% below 1929.

Production is up. An average of 36 pounds per farm since 1929.

Before the two price plan was established fluid milk prices were based on four times butter.

Under the two price plan fluid milk is today 160% or 3½ times butterfat.

The members of the Milwaukee Co-operative Milk Producers are producing a better quality of milk now. During the past year fewer men have been called before the health commissioner than in some months of previous years.

So things are not all bad.

C. W. FLETCHER,  
Field Representative.

## VALUE OF MILK

Agricultural prosperity is often assumed to depend mainly upon satisfactory grain harvests and upon favorable markets for the crops. Actually, however, it is fairly certain that, in the world as a whole, milk takes precedence of any other single product as a source of the farmer's income.

The value of the milk output is greater than that of any other farm product in the United Kingdom, in the United States, in New Zealand, and (during the past two years) even in Canada. It is more important than any other product in most European countries. In Australia it ranks second to wool. In the Union of South Africa its supremacy may be challenged by wool and maize, and in Argentina by beef or wheat or maize, but there is not sufficient information for a definite statement.—Milk Trade Gazette, London, Eng.

## A NEW DEAL FOR APRIL MILK

(Continued from page 1)

cream price 88 cents and fluid milk \$1.65.

Available reports from the companies follows:

Luick Dairy Co. reports fluid sales of 37.67% at \$1.65; outdoor relief sales of 10.60% at \$1.42; manufactured or surplus sales of 41.90% at \$0.63; cream sales of 9.83% at \$0.88; and an average price of \$1.12.

Gridley Dairy Co. reports fluid sales of 41.61% at \$1.65; outdoor relief sales of 10.31% at \$1.42; manufactured or surplus sales of 34.07% at \$0.63; cream sales of 14.01% at \$0.88; and an average price of \$1.17.

Layton Park Dairy Co. reports fluid sales of 39.24% at \$1.65; outdoor relief sales of 13.52% at \$1.42; manufactured or surplus sales of 40.43% at \$0.63; cream sales of 6.81% at \$0.88; and an average price of \$1.15.

Sunshine Dairy Co. reports fluid sales of 46.35% at \$1.65; cream sales of 19.32% at \$0.88; manufactured or surplus sales of 34.33% at \$0.63; and an average price of \$1.15.

## NEW SUPPORTERS

John Schmid, Caledonia, R. 2  
LeRoy Arnold, Troy Center  
Edward F. Brown, Sta. F., R. 10, Box 348, Milwaukee  
H. & H. Lurvey, Dousman, R. 1  
Wm. Puetz, So. Milwaukee, R. 2  
Steve Balazo, Jr., Sussex, R. 1, Box 77  
Herman Thom, Sullivan  
Frank Norman, Helenville  
Reed & Kruser, Sullivan  
H. N. Graves & Son, Sullivan  
Theo. Kruser, Sullivan  
Irving Colwell, Helenville  
Leonard Wagie, Sullivan  
Walter Hilgendorf, Thiensville, R. 1  
Emil C. Pipkorn, Thiensville, R. 1  
Jacob B. Bast, Rockfield  
Lester W. Meyer, Sullivan, R. 2  
Arnold Bente, Oconomowoc  
Carl Mittag, Thiensville  
Art. Laabs, Grafton  
Geo. Wolf, Grafton  
Mrs. B. Pollowick, Grafton  
Willard R. Evans, Waukesha, R. 1  
Theo. Bielein, Grafton  
Henry Bielein, Grafton  
Peter Schneider, Port Washington, R. 2  
Fred Grisar, Port Washington, R. 2  
Ben Zinke, West Bend  
Jay C. Ree, Jefferson  
Stanley Wolf, Jefferson, R. 4  
Alfred R. Howard, Sussex  
A. J. Lettow, Fredonia, R. 1  
Charles Bichler, Belgium  
Jake Klas, Fredonia  
Edw. N. Paulus, Fredonia



## DEPARTMENT OF AGRICULTURE AND MARKETS

(Continued from page 1)

mation concerning the previous month:

Total amount of milk purchased of all classes during the month.

Pounds purchased at manufactured price, as overbase or criticized milk.

Pounds purchased as emergency milk.

Pounds subject to the computation of the average price or pounds on which the percentage of fluid and surplus is to be figured.

Total pounds sold as fluid giving units as gallons, quarts, pints and half-pints.

Pounds of surplus or manufactured milk.

Percentage used as fluid milk.

Percentage used as surplus or manufactured milk.

Fluid price per hundred pounds used in the computation for milk testing 3.5 per cent.

Manufactured or surplus price per hundred pounds used in the computation for milk testing 3.5 per cent.

Average price paid per hundred pounds for milk testing 3.5 per cent.

And such other information as the Department from time to time may require.

(3) IT IS FURTHER ORDERED, That the Commissioners of the Department of Agriculture and Markets and their duly authorized agents be given and have free access to each dealer's books and records at any time to check the accuracy of the reports.

(4) IT IS FURTHER ORDERED, That any losses sustained by reason of any price war among the dealers on the market shall not be passed on to the farmers who are producing milk for this market.

(5) IT IS FURTHER ORDERED, That any losses sustained by any price war among the dealers in the Milwaukee market shall not be passed on to drivers, laborers and clerks in the employ of the dealers, but shall not prevent adjustments in wages due to other causes.

(6) IT IS FURTHER ORDERED, That every dealer selling milk in the Milwaukee market shall charge for and receive not less than the following prices:

For milk with a fat content of 3.8 per cent or under at retail:

8 cents per quart at the store  
5 cents per pint  
8½ cents per quart delivered to the home

For milk with a fat content of 3.8 per cent or under at wholesale:

7 cents per quart  
4 cents per pint  
2½ cents per half pint  
2 cents per half-pint in schools  
24 cents per gallon in bulk

For milk with a fat content of over 3.8 per cent and under 4.4 per cent at retail:

9½ cents per quart  
5½ cents per pint

For milk with a fat content of over 3.8 per cent and under 4.4 per cent at wholesale:

8 cents per quart  
5 cents per pint  
3 cents per half-pint

For milk with a fat content of 4.4 per cent or over at retail:

10½ cents per quart  
6 cents per pint

For milk with a fat content of 4.4 per cent or over at wholesale:

9 cents per quart  
5½ cents per pint  
3 cents per half-pint

(7) IT IS FURTHER ORDERED, That every person, firm or corporation selling milk in the Milwaukee market shall charge for and receive not less than the following prices; and every person, firm or corporation buying milk in the Milwaukee market shall pay therefore not less than the following prices:

For milk with a fat content of 3.8 per cent or under at retail:

8 cents per quart at the store  
5 cents per pint  
8½ cents per quart delivered to the home

For milk with a fat content of 3.8 per cent or under at wholesale:

7 cents per quart  
4 cents per pint  
2½ cents per half-pint  
2 cents per half-pint in school  
24 cents per gallon in bulk

For milk with a fat content of over 3.8 per cent and under 4.4 per cent at retail:

9½ cents per quart  
5½ cents per pint

For milk with a fat content of over 3.8 per cent and under 4.4 per cent at wholesale:

8 cents per quart  
5 cents per pint  
3 cents per half-pint

For milk with a fat content of 4.4 per cent or over at retail:

10½ cents per quart  
6 cents per pint

For milk with a fat content of 4.4 per cent or over at wholesale:

9 cents per quart  
5½ cents per pint  
3 cents per half-pint

Certified, Grade A, and other special milks, based on bacteria count, or other characteristics than butterfat, must not be bought or sold for less than other milk with similar butterfat content.

(8) IT IS FURTHER ORDERED, That no person, firm or corporation shall give, receive or contract for any special or secret discount or thing of value directly or indirectly in connection with the sale of milk that will enable the purchaser directly or indirectly to secure milk at a price lower than the above prices.

This order shall not apply to milk sold on contracts made on competitive bids where the law requires that contracts be let on competitive bids and to municipalities and charitable organizations buying milk for poor relief purposes.

(9) IT IS THE INTENT OF THE COMMISSION:

1. That these several orders be considered as separate and distinct orders, and if one order is held invalid it shall not affect the validity of the others.

2. That the term "at wholesale" means to sell milk for resale or for manufacturing purposes by persons, firms or corporations holding a license or permit for the business in which the milk is used.

3. That these orders shall apply to the city of Milwaukee and areas adjacent to or in the vicinity thereof in whole or in part by dealers from said city.

These several orders shall become effective upon their publication and shall remain in effect until revoked by the Commission, whenever they shall find that the emergency condition making such practices unfair no longer exists, and an order entered to that effect setting aside such order or orders.

BY THE COMMISSION,  
Charles L. Hill, Chairman  
William F. Renk  
Joseph D. Beck  
Commissioners.



### THE FARM MORTGAGE BILL

The following is an analysis of the Farm Mortgage Bill by Henry Morgenthau, Jr., chairman of the Federal Farm Board, and designated to be governor of the Farm Credit Administration.

The bill provides for a consolidated issue of Federal Land Bank bonds, in an amount not to exceed two billion dollars. The bonds are to be a joint obligation of all the twelve federal land banks and are to bear interest not to exceed four per cent. Payment of interest on the bonds is to be guaranteed by the treasury. The federal land banks will have authority to exchange these bonds for approved first mortgages on farm property, or to purchase such mortgages, but the value of the bonds to be exchanged for, or the purchase price of, any mortgage shall not exceed the face of the mortgage, nor shall it exceed fifty per cent of the normal value of the land mortgaged, plus twenty per cent of the permanent insured improvements. The bill fixes a time limit of two years in which these interest-guaranteed bonds may be issued. The interest rate on existing mortgage loans made through national farm loan associations by the federal land banks and those made within two years after the passage of the act, cannot exceed  $4\frac{1}{2}$  per cent and provision is made for reducing payments on mortgages now held by the federal land banks to the same rate, but where loans are made direct by the federal land banks, and not through a farm loan association, it is to be one-half of one per cent greater.

Fifteen million dollars is authorized to be appropriated to cover the loss to the federal land banks caused by reduction in the mortgage interest rate. The secretary of the treasury is authorized to subscribe fifty million dollars to the paid-in surplus of the federal land banks, on approval of the farm loan commissioner, this sum constituting a loan which will permit the banks to defer for five years amortization payments and to decrease or postpone interest payment due from farmer borrowers who are unable to meet them.

The effect of the above provisions is to permit a farmer to keep his federal land bank mortgage in good standing with total annual payments of only  $4\frac{1}{2}$  per cent, as against present payments, including amortization, of an average of  $6\frac{1}{2}$  per cent, and to offer opportunity for further reductions in cases of extreme need. It is hoped that other credit agen-

cies holding farm mortgages will as a result of the passage of the bill offer similar lenient terms during the emergency to their farmer borrowers.

There is also provision for special loans to be made by the farm loan commissioner direct to farmers on the security of first or second mortgages on land, chattels or crops. The amount of any such individual loan is not to exceed five thousand dollars and it must not amount to more than seventy-five per cent of the normal value of the property pledged as security. The interest rate on these individual loans is to be 5 per cent and they are to be amortized in ten years. One of the purposes of this provision is to permit farmers to regain possession of farm homes lost through foreclosure within the last year. The Reconstruction Finance Corporation is authorized to advance two hundred million dollars to the farm loan commissioner for this purpose.

The bill contains provisions for the orderly liquidation of the joint stock land banks. After the date of the passage of the act they are forbidden to issue any tax exempt bonds, or to make any farm loans except those incidental to refinancing existing loans or bond issues, or to the sale of real estate. The joint stock land banks would be permitted, under the bill, to borrow up to a total of one hundred million dollars out of Reconstruction Fi-

nance Corporation funds, to be placed at the disposal of the farm loan commissioner, on the security of mortgages held by the joint stock banks, but the amount of any loan is not to exceed sixty per cent of the normal value of the farms covered by the mortgages so pledged. A condition of such loans is that the joint stock land banks shall agree to reduce to 5 per cent the interest charged on their mortgages and a further condition is that they shall agree not to foreclose any mortgages unless the property is abandoned, or foreclosure is necessary for other reasons in the opinion of the farm loan commissioner.

There is an added provision in the bill for loans by the Reconstruction Finance Corporation in an amount not to exceed fifty million dollars to drainage, levee, irrigation and similar districts to permit them to re-finance outstanding indebtedness.

### FEDERAL FARM BOARD

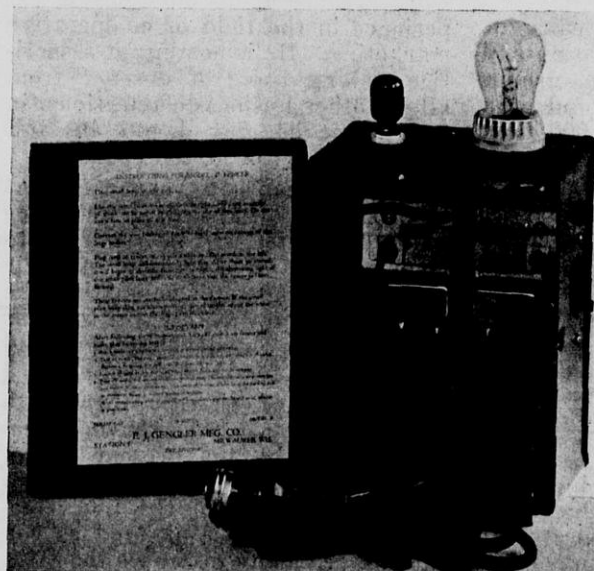
The following announcement has been made by the Federal Farm Board through Henry Morgenthau, Jr., chairman.

H. E. Babcock of Ithaca, N. Y., has been appointed to assist the chairman of the Federal Farm Board. He will report for duty April 10 and will remain with the board for eight to ten weeks.

Mr. Morgenthau has chosen Mr. Babcock to help him in working out

(Continued on page 6)

## GENGLER ELECTRIC FENCER



... For Livestock Fences and Gates

THE NEW GENGLER ELECTRIC LIVESTOCK FENCER will give you more fencing in a few hours than could be had by weeks of hard work, the buying of more wire and expensive fence posts. You save buying gates; fence line weeds are practically eliminated. The Electric Fencer will enable you to fence any large or small field in a very short time and with very little work. Operating cost is approximately ten cents per month. Price of unit \$19.50 complete with rubber cord ready to plug in. Send \$2.00 down payment. Balance C.O.D., or write for circular. Operates on 110 A. C. only.

REG. U. S. PAT. OFF. PATENT NUMBER 644125

**E. J. GENGLER MFG. CO., Station F, Milwaukee**

## DAIRY GROUP ENDORSES ADMINISTRATION FARM BILL

Additional support to the proposal of a new federal farm relief and production control bill was given March 12 when officers and members of the executive committee of the National Co-operative Milk Producers' Federation called on Secretary Henry A. Wallace and conveyed to him information as to their action endorsing the principles of the plan which on March 11 was discussed with President Roosevelt by another delegation representing farm groups. The text of these principles follows:

**One:** To lease agricultural land and/or enter into contractual agreements for the control of agricultural production.

**Two:** To take such action and to make such settlements as are necessary in order to acquire full legal title to all cotton or other farm commodities on which the government has made loans or advances, upon such terms as may seem fair and just, and to exchange such cotton or other products with growers for acreage reduction.

**Three:** To regulate and supervise the marketing and processing of agricultural and competing products in domestic and foreign commerce.

**Four:** To levy such charges on agricultural products or products manufactured from them as seems necessary to accomplish the purpose of the act.

**Five:** In the drafting of a bill to carry out these recommendations, all powers necessary to the successful carrying out of the purpose to be achieved shall be included.

The federation, which speaks for the dairy farmers of the nation and represents 48 marketing groups which sell all of the milk and milk products of more than 350,000 farm families, by this action cast its influence in favor of giving broad powers to the president to exercise in attempts to elevate the prices of major agricultural products, including milk and the products of milk. The dairy leaders also discussed with the secretary a number of problems incident to the marketing of dairy products which they believed could be solved in great degree by the contemplated legislation.

Those in the group included: Harry Hartke, Covington, Ky., president of the federation; John Brandt, Minneapolis, Minn., president of the Land O' Lakes Creameries, Inc.; Judge J. D. Miller, Susquehanna, Pa., vice-president and general counsel, and Leon A. Chapin,

New York City, member of the executive committee of the Dairymen's League Co-operative Association, Inc.; N. P. Hull, Lansing, Mich., president of the Michigan Milk Producers Association; Frank P. Willits, Ward, Pa., director of the Interstate Milk Producers Association of Philadelphia; George W. Slocum, Milton, Pa., director of the Dairymen's League Co-operative Association, Inc.; W. P. Davis, Boston, Mass.; general manager of the New England Milk Producers' Association, and Charles W. Holman, Washington, D. C., secretary of the National Federation.

## FEDERAL FARM BOARD

(Continued from page 5)

complicated marketing problems confronting some of the farmers' co-operatives which have borrowed money from the farm board and other governmental agencies that will come under the Farm Credit Administration as provided in President Roosevelt's recent executive order.

In announcing Mr. Babcock's appointment, Mr. Morgenthau said the problem is to move into consumption commodities owned by these co-operatives in such a manner as to enable the government to recover as much as possible of its loans without unduly disturbing the market. The aim will be to aid co-operatives in disposing of their commodities in such a way that, if possible, the organizations may be maintained for future service to their grower members.

Mr. Babcock was chosen for this work because of his outstanding experience in the field of co-operative marketing. He is coming at a sacrifice, taking leave of absence from all his other business connections, in order that he may devote his full time to the work of the board.

Mr. Morganthau expects that through Mr. Babcock's activities valuable service will be rendered to co-operatives in disposing of their present holdings and hopes that the government may be helpful to these organizations in developing sound sales policies for the future.

The size of the problem with which Mr. Babcock will have to deal is indicated by the present list of farm board loans. Against these loans enormous quantities of commodities have been pledged as collateral. In many instances the satisfaction of these loans and the future existence of the co-operatives depend upon the orderly marketing of these commodities.

## BASE PLANS

In the discussion and suggestions for new base plans the following definitions are used.

By "Base" is meant the average of the amount of milk shipped during the base months. Example: If you shipped in 1932 the following: July 7,000, August 8,500, September 9,000, October 11,000 and November 10,500 your base would be 9,200 lbs.

By "shipping allowance" is meant the "base" plus 30 per cent tolerance or in this case 11,960 lbs.

Dealer's fluid milk requirements mean that amount of milk needed for fluid sales including that sold retail or wholesale in bottles or in bulk.

Fluid cream requirements mean that amount of milk needed to give enough cream to supply the trade for cream both in bottles or bulk through the regular channels of trade in the Milwaukee market.

### Plan No. 1

To establish a base for this plan each shipper shall have the option of using either the base established in 1932 or the average of the bases established in 1930-31-32.

Each dealer must designate beforehand what percentage of the base amount he needs for his fluid milk and fluid cream requirements. Each producer is then required to ship that percentage of his base. If he falls below the amount required of him for fluid milk and cream for three successive months he shall have his base cut as much as he fell below the requirements. This lower base shall be in effect for three months after which he shall have his old base again providing he produces up to the requirements of that first base.

The amount a producer has above the requirements asked of him may be shipped in at manufactured price or he may separate and send the cream, or dispose of it in any way except, that it shall not come in competition with fluid milk or cream in the Milwaukee market. The Milwaukee market is the area described as the Milwaukee market in the Wisconsin Department of Agriculture and Markets order dated February 4, 1933, which includes roadside stands in this area.

Any producer shipping excess milk to another dealer to be used for fluid purposes shall lose his market.

Any adjustments for loss of base through violent destruction of herd or buildings shall be taken up with adjustment committee.

(Continued on page 7)



**Plan No. 2**

(Continued from page 6)

To arrive at the base for this plan find the average monthly shipments of each producer during the three years 1930-31-32, or the average of the base months for these three years. If a producer did not ship for all this time find his average for the time he shipped. Do not include excess milk.

Then take the dealer's average monthly fluid sales plus 10 per cent and divide this amount by the total of the average monthly shipments of all producers supplying that dealer. This percentage of each individual producer's average monthly shipments will be the amount he will receive the average price for.

If conditions are such that the dealer needs more milk than the percentage at first designated the producers shipping to that dealer at the time shall be allowed to increase the percentage of their monthly shipments they may ship.

All milk shipped above the percentage allowed will be classed as excess milk and will be paid for at manufactured price. The producer may however keep this milk off the market or dispose of it in other ways.

**Plan No. 3**

(This is the plan now in use)

The base in effect for 1932 was the average production of August, September, October and November, 1931, plus a 45 per cent tolerance, and applied to each month during 1932 including the base making months. (In the past the plan had been in effect during the first six months of the year only.) All milk produced during the base months was used in determining the average base, even though a portion of it was classed as excess milk.

The following five months—July, August, September, October, November, 1932—were used in determining the base for 1933. (July had not been used in the past.)

Beginning with January, 1933, and for each month of that year a shipper will receive the average price for only 30 per cent above his base produced during 1932. (Forty-five per cent tolerance above base had been allowed in the past.)

**Acre Base Limit**

This acre base limit may be added to any plan. All it does is to set a limit above which no base may go.

The base limit allowed is to be as follows: 100 pounds of milk per day per farm, then add 2½ pounds per acre per day. The amount shall be the limit of each shipper's base. Any shipper who did not make this amount of milk will be allowed the amount of base he actually made.

These base plans are submitted by the committee and are presented with the view that all shippers study them. It is suggested that small groups get together to talk over the various phases of the different plans and call on the secretary, one or more directors or some members of the committee to explain what are advantages or disadvantages of the different plans. A vote should be taken as to the different plans or modifications, results noted and reported. Then the committee will draft a final plan to be submitted to producers.

This is your opportunity to decide what is best for the market. The committee has brought much information together and is willing to present it to any group if arrangements for a meeting are made with them. Also decide if changes should be made July 1, 1933, or January 1, 1934.

Something else has been discovered that milk can do. A professor of dairying at the California College of Agriculture says that he has found out that milk will dissolve metals to some degree. He has tried copper, brass, nickel and silver. If we could only get some kind of a

good combination of gold with sweet milk, maybe it would solve our monetary troubles and possibly some of the troubles of dairymen.

Farm board loans to co-operatives as of February 28, 1933, classified by commodities, are as follows:

Beans .....	\$ 502,835.07
California grape prod.	11,182,610.23
Canned goods .....	1,051,530.43
Cotton .....	84,684,322.83
Dairy products .....	10,924,844.22
Fruits and vegetables.	3,455,963.24
Grape juice .....	188,818.28
Grass seed .....	1,255,556.23
Nuts and rice.....	1,095,956.43
Poultry .....	448,647.28
Tobacco .....	2,447,443.77
Wheat .....	16,798,503.30
Wool .....	18,569,768.05
Livestock .....	4,329,931.44
Miscellaneous .....	299,592.55

Total loans to co-op.. \$157,236,323.35

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# Wallace for Revaluation

In an article by William G. Shepherd, in the April first issue of *Colliers*, the author tells about an interview with Henry A. Wallace, of Iowa, a few weeks before Mr. Wallace was appointed Secretary of Agriculture. In this interview, Mr. Wallace described the farmer as "caught within a triangle." One side of the triangle he called the necessity for reducing crop acreage to a domestic basis. The second side he called the raising of prices by increased use of credit and currency. The third side he called reduction of fixed charges, such as debts, mortgages, taxes, freight rates and so on. "The farmers of the United States, caught in this triangular trap," said Mr. Wallace, "are certain sooner or later, to break down one or more sides," and he stated further that it would be a splendid thing if city people could understand the absolute necessity for a break and help the farmers to bring it to pass in an orderly way.

The so-called allotment plan embodied in the proposed farm relief measure, is an effort to break through the side of the triangle which represents surplus crop acres. Other plans have already been talked about and partially worked out which might break through the side of the triangle which represents debts, taxes, freight rates, etc.

But in Mr. Wallace's opinion, the strenuous battle will undoubtedly be on the other side of the triangle that is the expansion of currency, commonly spoken of as "inflation" but which Mr. Wallace thinks might better be referred to as a "restoration of values by the soundness of credit and currency."

On this point we quote Mr. Wallace's opinion directly as expressed in the interview.

"To be sound, inflation must be controlled. We must keep it from running wild. I agree with the farm organizations that one of the most honest ways of doing this is to allow the price of gold to rise from \$20.67 an ounce, to \$30. This isn't any new thing. It has been done before in England. When gold became scarce they allowed the price to rise from 93 shillings an ounce to 124 shillings. We have seen it done in many countries. But we've sat on the lid. In the United States, largest of all the great nations, the price of gold has been held down in spite of the scarcity. Most of the farm organizations believe that the most honest, direct method of controlled inflation is to reduce the number of grains of gold behind the dollar from 23 grains to 15 or 16 grains."

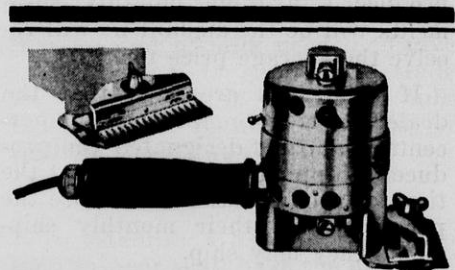
Mr. Wallace pointed out that this effort would meet with strenuous resistance from many of the larger

bankers, but that there was some hope because farmers today are organized and have real leadership. Also many prominent industrial leaders and representatives of business are fighting along side of the farmers for this honest dollar. General support of the idea of controlled inflation by revaluation of the dollar is increasing daily.

Mr. Wallace summed up his idea on this point as follows:

"This battle will undoubtedly be a strenuous one but it is to be hoped that it will be settled definitely one way or another within six months."

—Dairymen's League News.



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### BALLOT ON WITHHOLDING FARM PRODUCTS

Do you believe the withholding of Wisconsin milk in May, 1933, would raise the price of milk products permanently? Yes No.

Are you in favor of withholding in May, 1933? Yes No.

Do you believe the withholding of all farm products in all states would raise the price of farm products permanently? Yes No.

Are you in favor of such national withholding? Yes No.

Do you believe a policy of withholding farm products should be adopted regardless of general and administrative conditions? Yes No.

Do you believe the new State and National Administrations should be given an opportunity to demonstrate their ability to improve the farmers' conditions? Yes No.

In May, 1933, these administrations have shown encouraging progress. Yes No.

Do you favor pooling your fluid market milk with the manufactured market milk of the entire state and receive the same pool price all over the state? Yes No.

Do you favor full support of the Milwaukee Co-operative Milk Producers? Yes No.

I have read the above questions and have indicated my opinion by underlining the word yes or no.

Name ..... Address.....

# Milwaukee Milk Producer

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Section 1

Number 2

## Milk Prices

On April 25 a hearing was held at the Republican Hotel presided over by Commissioner Hill of the Department of Agriculture and Markets. The hearing was held in order to discuss any bearing which the so-called Caldwell law might have on the local market.

The principal points discussed were the advisability of maintaining a delivered price of one-half a cent higher than that charged by the store and whether or not the store people should have one or one and one-half cent per quart for handling milk.

Assistant Attorney General Orchard appeared for the Department of Agriculture and Markets.

Testimony was given by several dealers, some storekeepers, Assistant City Attorney Knappe, the co-operative's secretary and M. J. Heisman, accountant for the Department of Agriculture and Markets.

At the conclusion of the hearing Mr. Hill said that he would confer with his fellow commissioners and others in the department and render an opinion on the following day. He also said that he believed that the producers should not suffer a reduction in price for the month of May regardless of the price the dealer would charge for milk.

Newspapers quote Mr. Hill as saying, following the conference, that "because of the testimony offered all milk should be sold at the same price per quart from the retail wagons as well as at stores."

The dealers and the board of directors met the following day to bargain for the price of May milk.

A motion made and seconded by members of the board for \$1.76 per hundred for fluid milk and the average condensery price for manufactured milk as reported by the Evaporated Milk Association was turned down by the dealers.

The dealers said that rather than agree to the above price they would prefer leaving the fixing of the price to the Department of Agriculture and Markets. The sentiment of the dealers handling the bulk of the milk was in favor of selling to the

homes at eight cents and to the stores at six and one-half cents.

Accountant Heisman was present and discussed the question with the dealers and members of the board.

After several hours discussion the board agreed with the dealers that the Department of Agriculture and Markets might set the price for May.

Word came from the department on the next day that in the month of May all milk would retail at eight cents per quart except that bought by the Outdoor Relief which would be seven cents and the price which the store would pay was set at six and one-half cents per quart. Fluid milk price was set at \$1.76 per hundred except that portion bought for outdoor relief and manufactured milk at average condensery price for the month of April as reported by Evaporated Milk Association. This does not include excess over base or criticized milk. The latter will be paid for at the old manufactured schedule.

As reported in this paper last month the manufactured milk, excepting excess over shipping allowance and criticized milk, would be paid for on the average condensery price taking the last half of March and first half of April as reported by the Evaporated Milk Association. This price is \$0.8412 per hundred for milk testing 3.5 per cent fat.

The price for excess and criticized milk is \$0.72 per hundred. Three cents per point differential is to be used on all classes of milk.

The following reports have been made to date:

Gridley Dairy Co. reports fluid sales of 38.27% at \$1.76; outdoor relief sales of 9.78% at \$1.53; manufactured or surplus sales of 51.95% at \$0.8412; and an average price of \$1.26.

Luick Dairy Co. reports fluid sales of 35.01% at \$1.76; outdoor relief sales of 10.01% at \$1.53; manufactured or surplus sales of 54.98% at \$0.8412; and an average price of \$1.23.

Layton Park Dairy Co. reports fluid sales of 40.69% at \$1.76; outdoor relief sales of 14.63% at \$1.53;

## Withholding Farm Products

The National Farm Holiday group at its annual meeting held in Des Moines on May 3 and 4 voted for a national holiday or a withholding of all farm products in every state in the Union.

If this action really meant that no farm products of any kind would be sold anywhere the affair would not last long and the resultant shortage would mean higher price for a short time. Of course when products again come to market in the usual volume price would become normal. A strike or to use the more high-toned term "holiday" in one or two states means that the non-striking states would market their products and have a distinct advantage over the strikers not only during the strike but for a very long time if not permanently. No buyer cares to do business with people who cannot be depended upon for a regular supply.

If Wisconsin farmers having a Chicago market decide that their milk may not go to that market for some indefinite time the chances are very good that a new source of supply will be developed.

The same holds true regarding Eastern markets that take much Wisconsin cream. Co-operative creameries that have outlets in other states may find their customers supplied by people who are willing to ship at all times. Condenseries may decide that they are better off in states where no interruption in the supply takes place and move out of Wisconsin.

Getting down to the Milwaukee market. As a result of the dumping of milk last February many city people refused to buy fresh milk. They argued that the pouring of a good food product in the ditches was a sinful act for the deliberate pur-

(Continued on page 2)

manufactured or surplus sales of 44.68% at \$0.8412; and an average price of \$1.32.

Sunshine Dairy Co. reports fluid sales of 44.5% at \$1.76; manufactured or surplus sales of 55.5% at \$0.8412; and an average price of \$1.25.



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At this season of the year we may expect very warm weather and it is well to be sure that the milk is well cooled.

Keeping out the milk from cows that are nearly dry may keep us out of trouble, for off flavored milk often results from the inclusion of a few pounds of milk that is just a little stringy or lumpy.

Unusual high tests have been the rule for the past six months. Mild weather, a desire to get out on pasture, shedding of hair and perhaps change of feed because some silos are empty may cause a change in tests. There are reasons for everything but sometimes the reason is hard to locate.

## THE STRIKE VOTE

In the April issue of this paper a questionnaire on the milk strike question was printed.

The vote was 98 per cent against a strike. The sentiment was strongly in favor of giving the state and national administrations time to enact laws that would correct the abuses that have helped to bring about the terrible depression that afflicts the country.

The great majority of the farmers evidently believe that the Governor and the President are sincere and if given sufficient time will work out a helpful program.

## BUYING PLANS

A postcard vote on buying plans indicates that many of the producers favor no change in the present buying plan.

It is possible that many farmers do not understand how the proposed plan would work. In reality each man would be put on his own base and there would be no plant surplus if the individual did not choose to ship more than the dealer specified as his fluid needs.

Under the present plan the producer who reduces his production takes the rap caused by the man who increases his production.

In the past a great deal of complaint about the dealer wanting high surplus has been heard.

Under the proposed plan no one need ship in the low priced milk paying high cartage on it unless he chooses to do so.

No changes has been made for the month of May.

It does not seem wise to make a new base this year for production is much too high for market requirements now.

In fact if tolerance was dropped beginning with July 1st the market would be a better one for the uniform producer.

## PIE FOR THE CONDENSER

The strike in fluid milk markets is made to order for the manufacturers of condensed milk.

Several of the large condenseries have spent large amounts of money in radio and national magazine advertising to convince consumers that canned milk is as good if not superior to fresh milk for table use and also for infants.

In preparation for a strike the canned milk people have bought all the milk possible and rushed it into the cities as fast as it could be packed.

It is estimated that the Milwaukee supply will last for five weeks.

Many people, if they are deprived of fresh milk, will use the canned article for the first time. If forced, by the lack of fresh milk to get accustomed to the substitute, they may stay by it.

Milk from a can is handy, does not need refrigeration and can be bought at lower prices than in bottles.

The fluid milk producer is certainly giving himself a sock on the nose when he takes the bottle of milk away from the city consumer and drives the latter to canned milk.

## WITHHOLDING FARM PRODUCTS

(Continued from page 1)

pose of raising the price which the consumer paid.

Some of these people cut their purchases down, others bought condensed milk instead.

Threat of a strike ever since that time has caused people to stock their homes with canned milk.

Strike or no strike this milk will be consumed and the Milwaukee producer will have more milk at the low manufactured price.

No one will say that a producer may not keep his milk out of the market if he chooses and of course if the great majority wish to do so the amount of milk going to market will be very small.

If violence is necessary in order to keep milk from the market the strikers must be in the minority.

## LA CROSSE MILK PRODUCERS ORGANIZE

La Crosse, Wis.—The La Crosse Milk Producers' Co-operative Association has been organized here by producers of this vicinity. The purpose of the association is to secure fair dealing between its members and the parties to whom they sell and deliver their milk and cream. The following directors have been elected: Elmer Larson, George Baier, Casper Schmidt, Peter De Boer, Charles Pierce, Fred Hass and M. B. Lee.

An old Negro preacher owned a mule with an efficient pair of heels and a loud but unmusical voice.

One Sunday morning, while the parson was delivering his sermon, the mule persisted in putting his head in at the window and braying loudly.

In desperation he finally appealed to his congregation. "Breddern and sistern," he inquired, "is dere one among you all who knows how to keep dat mule quiet?"

"Pahson," spoke up one man, "if you will jes tie a stone on dat mule's tail he sho will keep quiet."

"Breddern," announced the preacher, "let him who is without sin tie de fust stone."

Professor: "Can you give me an example of a commercial appliance used in ancient times?"

Student: "Yes, sir, the loose leaf system used in the Garden of Eden."

Co-operation would solve most of our problems. Freckles would be a nice coat of tan if they'd get together.—San Francisco Chronicle.



# Morals, Observations and Conclusions

A strike has been ordered. Ordered by men not familiar with market conditions or not recognizing the fact that while agriculture is in a deplorable situation the consuming public is in the same condition. As your fieldman, familiar with both sides of this question and acquainted with the complications of fluid milk marketing, I do not believe it possible to raise the price of fluid milk unless the consumer pays more. If they are forced to pay more they will cut down the amount they are using and simply create more surplus on the market. The price of surplus, governed entirely by the price of butter and cheese, is determined by the ability of people to buy and pay for these foods.

As an organization we have kept outside milk out of this market to a large extent. We have arranged so that any recognized dairy does not take on milk except with our consent. We have sponsored legislation eliminating price cutting and have by these means obtained the highest average price paid on any comparable market in the United States and by far the largest percentage of the consumer's dollar paid anywhere.

We realize that due to the economic situation these prices in spite of all our efforts are not as much as they should be to enable you to live in comfort but they are better than any other market and all that human effort can attain.

We believe that if this market is kept from obtaining fluid milk the condensed milk industry will just have that much stronger hold here and after the trouble is over and we go back to our market people will use less fluid milk and our conditions will be worse instead of better.

Knowing as I do the sentiment throughout the territory I believe that as a whole, thinking farmers do not favor this strike idea.

As fieldman and as a director I can only say that this is tragedy both from a marketing standpoint and from a moral standpoint. Therefore, I wish to go on record as opposing it whatever the outcome may be.

C. W. FLETCHER,

Field Representative.

It has been reported that certain irresponsible dairies are out in the territory looking for milk.

In most cases these are the price cutters that have been causing all of us so much trouble and should be carefully investigated before you allow them to get your milk. Your organization has records on the financial standing of every dairy in the city and will furnish you with this information on application to this office.

We advise you to be very careful for they would not be looking for milk at this time if the farmers they had were staying with them. So watch your step.

C. W. FLETCHER,

Field Representative.

Many people believe that all milk should be bought F. O. B. farm. Of course all milk is bought that way for each farmer pays cartage according to his distance from the market. However, if dairies were to establish intake plants far out in the country and then bring the milk in tank trucks, the outside farmer would possibly get his milk hauled for less than we do. What we want is to keep that milk out of our market and keep our fluid market for ourselves.

C. W. FLETCHER,

Field Representative.

## KILL INSPECTION BILL

The Severson bill, which provided for all milk in Wisconsin to be state inspected, was killed in committee after Pure Milk Association members in Wisconsin protested that it would jeopardize their market in Chicago. The Caldwell bill, which established milk as a public utility in Wisconsin, was supported by the Pure Milk Association particularly because of the provisions it contained for establishing a five mile radius around the cities and gave city health authorities jurisdiction over this area. A bill containing this provision is also up before the Illinois house, with three miles as the radius. Such a bill, if made a law, would aid greatly in eliminating the menace of roadside stands now located at the edge of Chicago.

## ILLINOIS PRODUCERS AND DISTRIBUTORS CONFER

Walter W. McLaughlin, director of the Illinois Department of Markets, recently called together representatives of distributors and buyers of milk and also representatives of producers' organizations to confer on dairy problems.

A commission of seven representing producers and seven representing buyers of milk was named to work out a plan which would embrace both co-operative and legislative action. Named on this committee are: Don M. Geyer, Pure Milk Association, Chicago; J. B. Countiss, Illinois Agricultural Association; F. J. Watson, Moline, Quality Milk Association; George N. Besore, Champaign, Champaign County Milk Producers' Association; A. D. Lynch, Sanitary Milk Producers, Inc., St. Louis; Wilfred Shaw, Illinois Milk Producers, Peoria; F. C. Fairchild, McLean County Milk Producers' Association, Bloomington, to represent producers, and the following to represent buyers: F. H. Kullman, Bowman Dairy Co., Chicago; M. M. Baker, Baker-Hubbell Dairy, Peoria; B. M. Lide, Jr., St. Louis Dairy Co., St. Louis; L. C. Carmichael, Rockford Dairies, Inc., Rockford; J. W. Hagemeyer, Pevely Dairy Co., St. Louis; Dr. F. D. Walmsley, Borden Farm Products Co., Chicago; and M. G. Van Buskirk, Beatrice Creamery Co., Chicago.

## INDIANAPOLIS MARKET STUDIED

Thomas Stitts and B. B. Derrick of the Federal Department of Agriculture are making a study of distribution costs and general market conditions in the Indianapolis market.

The market in that town has been upset by certain individuals who upset the price scale set by Indianapolis milk commission several months ago.

Recommendations will be made by these investigators on prices producers should get and consumer should pay after the investigation is finished.

# Radio Address Delivered by Mayor Daniel W. Hoan Over Station WTMJ, April 28, 1933, From 9:30 to 9:45 P. M.

On the 13th day of February of this year, I wrote a letter to Mr. Bragarnick, as follows:

Dear Sir: You have been so successful in achieving peaceful and satisfactory settlements of labor disputes, such as the Fried-Ostermann, the Hosiery Workers and other controversies, that perhaps you might aid in securing a satisfactory settlement of the present dispute between the milk producers and the distributors that will at the same time properly protect the consumers.

Very truly yours,

DANIEL W. HOAN.

Mr. Bragarnick has since been making a continuous investigation of the milk controversy in this state; has been interviewing the many factors involved in it and has this date submitted to me a typewritten report covering the results of his work. In the interest of bringing all the facts possible to the attention of the public, I shall take the liberty of reading to you now Mr. Bragarnick's very brief report and making such comment respecting the same as may seem pertinent. His report is as follows:

Dear Mayor Hoan:—On February 17 I received a letter from you in which you stated that because I was successful in arbitrating many strikes and disputes you felt I ought to try to bring about peace in the milk disputes.

In accordance with your request I spent considerable time and effort on this matter and beg to submit the following report:

My first interest, Mr. Mayor, was to get the facts regarding the farm situation.

I found that over fifty per cent of Wisconsin farms are mortgaged, many of them so heavily that the people residing on the farms have nothing left to live decently on after interest and taxes are paid.

I also found that dairy products are selling at one-third of what they brought three years ago. That unless improvement in prices are brought about the farmers will be utterly ruined. Unrest and strife cannot help but follow these conditions unless remedies are applied.

I have discovered that the farmers adjacent to large centers of population are receiving more money for their products than the farmers less favorably situated. This return, in the Milwaukee market, is much lower than it was several years ago because of a lower consumption of fluid milk resulting from the decreased buying power of the city people.

My investigations lead me to believe that a not too large spread is taken by the dealers in milk. In fact the margin which the dealer has is lower in Milwaukee than in other large cities.

Satisfied that the farmer was entitled to more money, that the Milwaukee consumer was paying about as much as he could with his limited buying power and also that the dealer was not profiting, I interviewed the state administration. I found that the governor was in sympathy with the needs of the farmer and was anxious to do everything in his power to help the farmer.

Legislation was enacted and more bills are before the legislature that will materially help the producer of dairy products. As a result of everybody working together, condensery prices have been raised fifteen cents per hundred and a further raise is in prospect. Cheese prices have improved materially. Butter prices have followed along with the other products. All of these raises in the prices of manufactured products have helped to bring up the price of that portion of Milwaukee's milk supply that is not sold as fluid milk.

The consumer is not paying any more for his bottles of milk but the Milwaukee shipper has a slightly higher price.

The farmers are the people on whom we in the cities really depend upon for our living. They have done a wonderful job during this depression. While factories have been closed and men lost the right to earn a living the farmers continued to produce food for us so that we might have a plentiful supply at all times at prices within the reach of all of us. If they did not do this, anarchy and revolution would have been rampant in this country.

I thank them for their efforts. I

appreciate what this has meant to the country as a whole and when the history of this depression is written, outstanding as a major accomplishment, will be the story of the farmers' efforts, unnoticed now, but truly more constructive than the work of many statesmen.

I have, Mr. Mayor, also considered the consumer in this matter.

A vast majority of the people are working at materially reduced wages or on part time and any increase in their living expenses would be resented by them. This was plainly shown in April when milk advanced one-half cent per quart to the homes. This resulted in a material reduction in milk consumption. The people are willing to pay a fair price for milk but like the farmers must watch every penny they spend.

There are certain classes who can and would pay more for milk but because they constitute such a small proportion of the total number of people in the city the sales would drop to such a point that the farmer would in reality have a much smaller check than at present.

The important thing at the moment is to decide what method will bring real results. A strike of the type proposed is a serious and very uncertain thing. We are now faced with a weak market, with a lack of purchasing power. Although supplies are low, the lack of purchasing power constitutes a serious menace which may nullify the results even if a strike were apparently successful. A strike with its attendant violence, bloodshed, possible loss of life and perhaps fines and imprisonment is something dreadful to contemplate by every sane peace loving man or woman. Bad feeling between neighbors that may continue for generations will be created.

City consumers, deprived of milk for a time, may decide that they can get along without milk after the strike is over. Such action would not be healthful for the city people for the reason that a liberal use of milk builds up the human system thereby warding off disease.

Decreased use of milk would mean smaller milk checks for farmers. That the consumer can and will pay more money per quart as soon as his



pocketbook will permit goes without saying.

I have, Mr. Mayor, contacted the people most interested in settling this strike. The result has been that a committee of twelve representing the state administration, producer groups and individuals whom I believe are entirely impartial will meet in Madison early next week to arbitrate this question. Since arbitration has been agreed on there should be no strike until the arbitration committee has made its report.

I appeal to you, to the consumer and to the producers in the name of justice, to do all in your power to avoid this disastrous strike, and to secure a peaceful settlement through the arbitration board which has been set up. Trusting that my efforts have pleased you and awaiting your further pleasure, I am, sincerely yours, Harry Bragarnick.

Summarizing this report we note that one-half of the Wisconsin farms are mortgaged; many of these so heavily that the farmers residing thereon have nothing left to insure them a decent livelihood; that milk products are selling at one-third of their former price; that the farmer is entitled to more money for his milk than he now received; that some legislation has already been enacted that will help the dairy industry; that so far, condensery prices have been raised 15 cents a hundred pounds and the price of

(Continued on page 8)

**MILK CONTROL BOARD IN NEW JERSEY**

Trenton, N. J.—Governor A. Harvey Moore asked for emergency legislation authorizing establishment of a board to control the milk industry in the state in a special message which he sent to the legislature.

The milk business, dealing in "a necessary article of human food," was threatened with destruction, he said. "The price of milk had fallen below the cost of production. People of the state had \$75,000,000 invested in the industry."

A bald-headed man shaving a heavy growth of beard is an illustration of what's wrong with farming. The production is good but the distribution is poor.—Farm Life.

MacDonald and his wife stopped in front of a restaurant window, in which was hung a card bearing the words: "Luncheon from 1 to 3 p. m., 40 cents."

"We'll have our dinner here, lassie," said Mac. "Two hours steady eating for 40 cents is no sae bad."

**FARMER AT A DISADVANTAGE**

"The farmer is in a disadvantageous position because of uncontrolled production; loss of foreign markets; a protected market for the things he buys; increased overhead costs, such as taxes and farm indebtedness; loss of consumers' purchasing power during the present emergency; and finally because of increased distributing and transportation costs. These costs have increased since the war out of all relation to the value of the products, and have shown little or no decline during the present depression. They are still greatly in excess of such costs during the pre-war period.

"Production and marketing conditions for the various basic agricultural commodities vary from one to another. The continuous change in economic situations makes any inflexible solution certain to be found unsuitable or ineffective after a comparatively short time. To deal with the many factors that contribute to the farmers' present situation, and to deal with those factors as they vary in application to the commodities concerned, and to meet changes in the economic situation, Congress must enact legislation granting broad and flexible powers to the Administration. It must trust for a solution of the present emergency to the exercise of sound discretion by the Chief Executive and those who carry out his program."—Henry Wallace, Secretary of Agriculture.

**SPRING PASTURES CAUSE MILK'S OFF-FLAVOR**

With spring and fresh pastures approaching, producers should be particularly careful about sending milk to the market which carries rye, wild onion, garlic or other obnoxious flavors.

Consumers will not drink milk containing these objectionable flavors, and their appearance means a definite decrease in consumption. Under such circumstances dealers justly reject such off-flavored milk. The off-flavored milk from one producer may result in the contamination of a whole vat of milk should they be mixed.

If cows are permitted to graze on pastures known to be infected with obnoxious weeds, always remove them from the pasture three or four hours before milking.—Pure Milk.

He: This is an ideal spot for a picnic.

She: It must be. Fifty million insects can't be wrong.

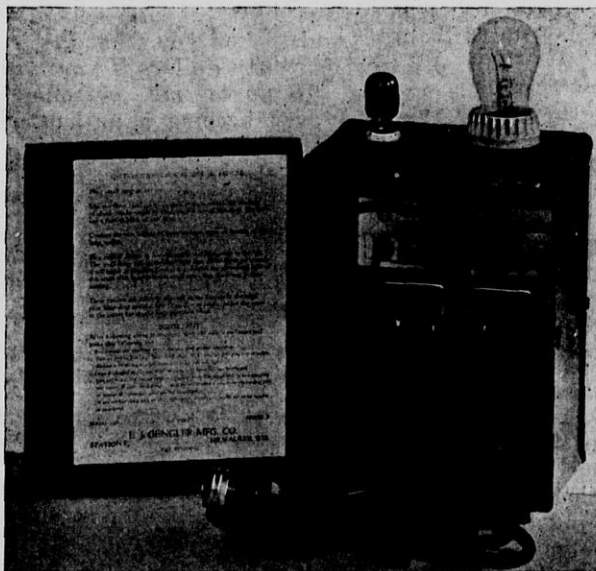
Reader: How can I keep my daughter home? I used to do it by hiding her clothes. This doesn't work anymore."

Editor: "Hide her lip-stick."

Contractor: Don't you see that sign, "No work today?"

Colored Applicant: Yassah, dass why ah applied!

**GENGLER ELECTRIC FENCER**



... For Livestock Fences and Gates

THE NEW GENGLER ELECTRIC LIVESTOCK FENCER will give you more fencing in a few hours than could be had by weeks of hard work, the buying of more wire and expensive fence posts. You save buying gates; fence line weeds are practically eliminated. The Electric Fencer will enable you to fence any large or small field in a very short time and with very little work. Operating cost is approximately ten cents per month. Price of unit \$19.50 complete with rubber cord ready to plug in. Send \$2.00 down payment. Balance C.O.D., or write for circular. Operates on 110 A. C. only.

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**E. J. GENGLER MFG. CO., Station F, Milwaukee**



## Let Us All Pull Together

We still believe that the nationwide farm strike called for May 13 will be postponed in order that the legislation proposed and now under process of enactment along with other remedies already nationally applied may have an opportunity to function.

The spirit of fair play dominates all of us, and while the farmer has been sorely tried, still it was not President Roosevelt or the present administration that increased his burden, but a lack of legislative action over a period of years. In fairness to President Roosevelt the National Farmers' Holiday association members along with others will want to discourage rather than encourage any step that might be referred to as a hindrance to him.

At the meeting at Des Moines a resolution was adopted with three declarations: First, for a farm marketing Holiday effective May 13, 1933. Second, resubmission of the association's legislative demands to Congress. Third, adoption of a scrip resolution and appointment or election of a committee to outline the plan to labor organizations.

First, the farm holiday would mean that articles would be kept off the market during the holiday period, and the scrip plan would be used for finance, this being used as a medium of exchange for the products between farmers and organized labor.

We heartily approve organization, and if this strike takes place our only concern is that nothing be resorted to which will engender ill feeling or encourage possible bloodshed. We believe that President Roosevelt should be given an opportunity to put into action the necessary legislation and to give it a fair and impartial trial. This is utterly impossible under the present order. To order a strike without giving the national administration opportunity to function, we believe, will only weaken the efforts of those who would rejuvenate prices.

Farmers have waited 8 or 10 years now, and they have been sorely tried, and during all that time there hasn't been a single effort put forth to aid them. Immediately after President Roosevelt assumed the reins of office the machinery was set in motion for beneficial legislation. Already steps have been taken which have inflated the prices of farm com-

modities. We believe that another 60 days would further inflate them. Our ultimatum to the farmers of Wisconsin would be—wait until the legislation can be given a fair trial.

The rule of the majority of the Holiday Association, however, was for a strike, but we are still of the opinion that there will be no strike at this time. If on July 1, the national administration has failed, if the farmer is still being given the same sleeping powders that have been portioned out to him in the last ten years, then by all the rules of fair play we would say, strike. We want all the farmers of this section of the state to get together now and to approve or disapprove of this strike. It must be a whole-hearted affair or it will be an admission of failure at the start.

Let us have great mass meetings with the least possible delay and decide what we are going to do and then do it. We would ask every farmer in our section of the state to come to these mass meetings and act as you believe will be for the best interests of yourself and your neighbor.—Sheboygan Press.

(Editor's Note—The Sheboygan Press is published in one of the best dairy counties in this state. Its editor has worked hard to help the farmers and there can be no doubt that he has the farmers' interests at heart. It would seem that his advice is sound.)

It was flag day for the local hospital. A pretty nurse approached an immaculately attired young man and offered him a flag.

"Yes, certainly, I'll have one," he said. "And I'll tell you what I'll do. I'll give you fifty dollars if you will promise to nurse me personally should I ever become a patient in your ward. Is that a bargain?"

"Yes," was the reply and the money was put into the box.

As the nurse was walking away the young man said: "I will be there for treatment next week and will ask for you."

"That's fine," was her rejoinder, "my work is limited to the maternity ward."

"Do you mean to tell me you couldn't see me coming on a straight piece of road like this?" said the owner of the very small car after the collision.

"Sorry, boss," said the bus driver, "I thought it was a fly on my windshield."

## MAYOR HOAN TALKS ON FARM PROBLEMS

Honorable Daniel W. Hoan, Mayor of Milwaukee for the past sixteen years, gave a radio talk over WTMJ, The Milwaukee Journal Station, on April 28.

Early in February Mr. Harry Bragarnick, who has been interested in the settlement of labor disputes for some years, was commissioned by Mayor Hoan to use his good offices in the milk controversy.

Mr. Bragarnick's report and Mayor Hoan's comments on it as given in the radio talk are reproduced in this issue.

The mayor took a very broad view of the situation and the article is worth reading carefully.

## LIFE IS JUST A MENU

"From the Cradle to the Grave," as reported by the "Dental Digest"

1. Milk.
2. Milk and bread.
3. Milk, eggs, bread and spinach.
4. Oatmeal, bread and butter, green apples and all-day suckers.
5. Ice cream soda and hot dogs.
6. Minute steak, fried potatoes, coffee and apple pie.
7. Bouillon, roast duck, scalloped potatoes, creamed oyster plant, fruit salad, strawberry ice cream, demi-tasse.
8. Pate de foie gras, Veau a la Blanquette, potatoes Parisienne, egg plant a l'Opera, salad Chiffonade, peach plombier, demi-tasse, Roquefort cheese.
9. Two soft boiled eggs, toast and tea.
10. Crackers and milk.
11. Milk.

## THE TIMID SOUL

"Why are you writing to the director of the census?"

"We've got a new baby."—Louisville Courier-Journal.

## WHY WORRY?

Minister: "Do you say your prayers every night, Oswald?"

"No—some nights I don't want anything."—Christian Register.

He: "Would you marry a spend-thrift?"

She: "How much has he got to spend?"

**ORANGE INDUSTRY SETS PRACTICAL EXAMPLE**

Dairymen are not the only ones suffering from low prices. Oranges are way down, too, so the orange producers have agreed to put up an extra two cents a box which will provide \$500,000 to be spent in a 16-weeks' special selling campaign. This is in addition to their regular fund of \$2,000,000 for one year.

Is the orange industry smarter than the dairy industry?

From whom did he get it?  
To whom did he give it?

These are questions that should be asked and answered every time one case of tuberculosis is discovered, declare more than 2,000 affiliated anti-tuberculosis organizations in opening their spring early diagnosis campaign.

"Every case of tuberculosis comes from another and may therefore be passed on to still another," states the Wisconsin Anti-Tuberculosis Association, which is leading the drive in Wisconsin. "All persons who live in close contact with a tuberculous person, even older persons, should be taken to a physician for prompt and thorough study, regardless of whether they have symptoms of illness or not."

Spiritualistic lady had just called up her husband, who is dead:

Lady: "John, dear, is that you?"

John: "Yes, my dear."

Lady: "John, are you happy?"

John: "Yes, my dear."

Lady: "John, dear, are you happier than you were on earth with me?"

John: "Yes, my dear."

Lady: (sighing): "Heaven must be a wonderful place."

John: "I'm not there, Mary."

**QUITE A TRAVELER**

Mrs. 'Iggins: "That Mrs. Briggs was boastin' as 'ow she comes from a fine family. An' you've come a good way, I says, pleasant-like."—Tit-Bits.

**HUNG HIS OWN GRAPE**

"Did you say the professor was absent-minded?"

"Absent-minded! Why he read an erroneous account of his death in a newspaper and sent himself a wreath!"—Passing Show (London).

**SEND LILIES OF THE VALLEY**

The right of way  
Was his—he knew it—  
But a fast car  
Just beat him to it!  
—Cincinnati Enquirer.

**PILING UP A SURPLUS**

"My husband and I attend to our budget every evening. It is more economical."

"By the time we get it balanced, it is too late to go anywhere." — Boston Transcript.

Student (sniffing): "I have a cold or something in my head."

Professor: "A cold, undoubtedly."

"And you say that little twin baby am a gal?" inquired the colored preacher of one of his flock.

"Yas suh."

"And the other one, am that of the contrary sex?"

"Yas suh, she am a gal, too."

**SHORT COMMONS**

Old Lady (at the zoo): "Is that a man-eating lion?"

Fed-up-Keeper: "Yes, lady, but we're short of men this week, so all he gets is beef."—Tit-Bits.

"And how is your husband getting on with his reducing exercises?"

"You'd be surprised—that battleship 'e 'ad tattoed on 'is chest is now only a rowboat!"

**NEW SUPPORTERS**

- Fred Detlof, Eagle, R. 2
- W. J. Wright, Waukesha, R. 2
- Mrs. H. A. Prochnow, Oakwood, R. 1, Box 89
- O. G. Morris & Sons, Dousman
- Griff R. Jones, Nashotah
- Jos. Kolbach, Port Washington, R. 2
- Rud. Dobberpuhl, Cedarburg, R. 2
- Zachary Krause, Rockfield
- Art. Nicolous, Jackson
- Paul Nicolous, Jackson
- John Wolf, Richfield
- Leo. Wiedmeyer, Hubertus
- Adolph Lofy, Hubertus
- Edwin Wiedmeyer, Richfield
- Geo. Schowalter, Rockfield
- Wm. F. Hoelz, Rockfield
- John C. Heisdorf, Richfield
- Frank Swan, Mukwonago
- Frank Savatski, Waukesha, R. 3
- Nic. Lesch, Fredonia, R. 1
- Gomer Hughes, Waukesha, R. 1
- John Miller, West Allis, R. 4
- Erwin Hartman, West Allis, R. 5

Abie: Pappa, vat is science?

Pappa: My, how could you be so stupid! Science is does things vot says "no smoking."

Traffic Cop: "Don't you know you can't turn around in the middle of the block?"

Woman Driver: "Oh, I think I can make it. Thank you so much."

**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.

**MILKING MACHINE RUBBER**  
For All Makes of Milkers  
At Nearly Half Price

Free Trial—Improved teat-cup suitable for all pipeline milkers. Better, faster milking. Allowance made for old shells. Save money on all milking machine equipment. Write for price list today, stating name of your machine.

**RITE-WAY PRODUCTS CO.**  
Dept. C, 4000 N. Tripp Avenue, Chicago

**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**

W. Fond du Lac and W. North Avenue at N. 21st Street  
Milwaukee's Largest Outlying Bank

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.



**RADIO ADDRESS DELIVERED  
BY MAYOR DANIEL W. HOAN  
OVER STATION WTMJ, APRIL  
28, 1933, FROM 9:30 TO 9:45 P.M.**

(Continued from page 5)

cheese and butter has been somewhat increased.

The improvement thus far gained has not satisfied the farmers nor does it meet their demands. As a result we are face to face with a threatened strike of widespread proportions which, if it occurs, is bound to be costly not only to the producers but to the consumers of milk and may lead to the destruction of lives and property. The great question before us is whether or not that strike can be prevented. In commenting upon this subject let me say that as Mayor of Milwaukee I have as deep sympathy for the farmers who produce our milk and food products as I have for the consumers in the city, most of whom are the producers of our manufactured products. More than this, I believe that the demands of the farmers for the full product of their toil is equally as just as the demand of the workers in our cities for the full product of their toil. I endorse both demands with equal emphasis. In the light of these observations how are we to approach the problem of the farmer?

It must be conceded by everyone that if the price of milk, both to the consumer and to the farmer is woefully too low, the farmer will be ruined and driven from his farm, and on the other hand it must be equally conceded by fair-minded people that if the price is set too high both to the consumer and for the farmers' product, so much less dairy products will be consumed that the farmer may find himself in just as ruinous a position. It is generally known that in the County of Milwaukee, because of the present industrial plight and the unemployment following therefrom, there are over 30,000 families depending upon county poor relief for support. Such families secure their milk supply through county purchase. There are thousands of other families on the brink of going to the poor relief who are forced in these strenuous times to weigh every penny before it is spent. While there are many families in the city who could well afford to and are willing to pay a considerable increase in price, these are in the vast minority. As to the price the county may pay for milk products, I do not see how the county will spend more for milk whether the price goes higher or lower. The fact is, the County Board is limited to the amount of money it can raise through taxation. Around 50 per

cent of our taxpayers have not paid their taxes for 1933 and probably more than 35 per cent will be unable to stave off delinquencies and the threat of losing their property. Under these circumstances any drastic increase in the price of milk is bound to reduce the consumption accordingly.

Let me say to the farmers of Wisconsin that it is not my place or mission to tell you whether to strike or not. That is your business. You will have to take the responsibility for that and the consequences of your own decision. I can only call your attention to some experiences I have had. I am thoroughly conversant with the history of the trades unions of this country in our large cities. None of these went out and in a single strike won all of the demands which they ultimately achieved. Those unions which have been most successful have improved their lot in direct proportion as they kept their organizations intact; and have used their heads to gain one improvement after the other, year by year until finally success was attained. If the present condition and movement of the farmers results in their getting together and manning their organizations with farmers, developing a program that will achieve for them permanent relief, a great victory will have been won. The worst thing that could happen to the farmers if they do declare a strike, is to have to wind up with such disastrous consequences that they lose faith in each other and that their attempts to work as a harmonious whole will meet permanent defeat.

There is not a country in the world where the farmers are better off or where they have achieved greater material success and improvement in their status than in the little country of Denmark. There the farmers have organized themselves in statewide co-operatives. They control their product and the agencies of marketing. They own the banks through which their own finances pass. They control the interest rates on the money they borrow. They take part in a farmers and workers political movement that controls the government. All of this was achieved only after 75 years of organization and hard struggle. It was not secured by any sudden uprising but by everlasting organization work among their own people and by adopting and carrying out constructive measures to insure to them step by step, as nearly as can be, the full product of their toil. What is needed more today in both the cities and among the farmers is

first, organization among the producers and secondly, education that they may form a constructive organization that will mean permanent progress. I look forward to the time and I trust it is near when the farmers of Wisconsin as well as all those of all our states may emulate the splendid work of the farmers of Denmark. Their contribution has helped to improve the lot of their entire nation.

As to our milk situation, Mr. Bragarnick has reported that he has secured the consent of the state administration, of the farmers organizations and of individuals to constitute an impartial board of arbitration and he pleads that there shall be no strike until this board has had a complete opportunity to go into the facts as they are today and to find the best solution possible in the light of our present economic dilemma. He appeals to me and to you, both as producers and as consumers, in the name of justice to do all in our power to avoid a disastrous strike and to secure a peaceful settlement through this arbitration board which has been set up.

I trust and hope that all factors involved in this historic dispute now that they have consented to the creation of such a board of arbitration, will make a sincere attempt to get together in finding, if possible some common ground which will at least for the time being, avert a strike.

The workers of Milwaukee have through their official organization endorsed the demands of the farmers. Among these friends of the farmers are the organized trades unions. They too have demanded but they realize that to strike now perhaps means failure because their organizations are not sufficiently powerful enough as yet or perhaps the conditions may not yet be ripe to hold out promise of success.

Therefore, as Mayor of Milwaukee. I make this appeal to all the citizens of Wisconsin to co-operate to the fullest extent with the board of arbitration in the hope that we may come to some solution of our difficulties that may do the least injury to all involved; that we give this board an opportunity to arrive at a decision which, we trust in the light of all the facts will bring about improvement in the condition of the farmers and at the same time will take into consideration the plight of the thousands of poor people in our cities who are in want and that this strike thereby, if possible, be averted to afford us all more time to formulate a general cooperative program that will benefit a lot of all producers of wealth.

# Milwaukee Milk Producer

OWNED AND PUBLISHED BY

Milwaukee Co-operative Milk Producers

Volume 6

Published in 2 Sections

MAY 1933

Section 2

Number 2



$\frac{1}{2}$  gallon of KEM-TRATES No. 2 for stock and 8 gallons of Kerosene  
make an efficient



## FLY KILLER AND FLY CHASER

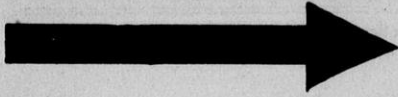
The chemical reaction of KEM-TRATES in the Kerosene eliminates blistering

WHY PAY \$1<sup>00</sup> TO \$3<sup>00</sup> PER GALLON FOR FLY KILLERS  
AND FLY CHASERS THAT ARE MADE WITH 90%  
KEROSENE WHEN YOU CAN MAKE IT YOUR-  
SELF FOR 50c A GALLON OR LESS ?

$\frac{1}{2}$ GAL. OF KEM-TRATES No. 2	\$2.50
7 GAL. KEROSENE	.77
3 QTS. LUBRICATING OIL	.40
8 GALLONS	<u>\$3.67</u>

TOTAL NET COST PER  
GALLON OF FLY-KILLER **46c**





**KEM-TRATES HAS BEEN IMPROVED** by the addition of concentrated Pyrethrum extract plus four other highly toxic and repellent chemicals and we have doubled the amount of concentrate to be used which assures a higher kill and a longer repellency).

**PUZZLE PICTURE**



Which farmer is making the most money and why?

**KEM-TRATES ELIMINATES YOUR FLIES**

**KEM-TRATES** have been used by some of the largest milk producers in the entire country over a period of twelve years with absolute satisfaction. We have thousands of letters that will back this statement.

In the manufacture of **KEM-TRATES** we have compounded the killing and repellent chemicals found in bulk sprays into a concentrated form, eliminating the cheap bulk used as a carrying base in ready mixed fly sprays, which is largely kerosene or cheap gas oil.

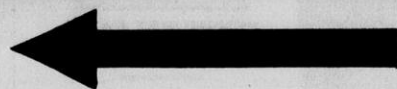
Carefully note on the front page how we arrive at the low cost of **KEM-TRATES**. You buy the concentrated **KEM-TRATES** from us and then add to it kerosene costing approximately \$5.00 a barrel and cheap lubricating oil costing approximately 55c a gallon. The combined chemical reaction of **KEM-TRATES** and the lubricating oil eliminates the possibilities of blistering.

No matter what you are now paying for fly spray **KEM-TRATES** has killing power and repellency equal to the highest priced sprays.

**KEM-TRATES** is { PRACTICAL  
Economical  
Proven

{ It eliminates the high cost of cheap base materials.  
It saves you many dollars.  
Repeat orders year after year from the largest dairy farms without high pressure salesmanship prove its merits.

For **PROOF** of the merits of **KEM-TRATES** see back page.



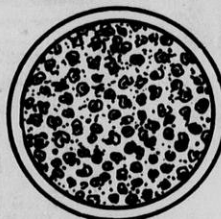
# HUDSON SPRAYER gives Maximum Results and Saves Money

We are not in the business of selling spray guns, but after months of laboratory and field experiments, we have found that the proper type spray gun is essential in getting the maximum kill from any fly spray. We have found many farms equipped with the improper type of spray gun.

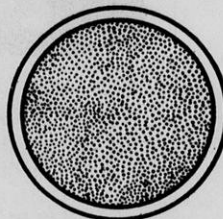
Capacity approximately 3 quarts.

It is our desire to give the dairyman and farmer the very best results possible from his insecticide, we have made a survey of the different spray guns being offered for sale today. Note the difference in atomization of the spray gun we are offering here and the ordinary type of spray gun used by many farmers. The finer the spray is atomized the more effective it is. This gun retails for \$3.50, but with the combination we offer here you will save considerable money.

## HERE IS THE DIFFERENCE



Section of field showing to what degree an ordinary compressed air sprayer breaks up an oil base solution.



This shows how the Hudson Capital atomizes oil solutions into a fine mist—impossible with any other type of nozzle construction.

## HERE IS OUR SPECIAL OFFER

One Half Gallon of KEM-TRATES makes 8 Gallons Finished Spray \$ 2.50

One HUDSON CAPITAL SPRAYER (as shown above) . . . \$ 3.50

Total retail price of this combination . . . \$ 6.00

When ordering the spray and spray gun together,

**THIS COMBINATION CAN BE HAD FOR \$4.00**

You can order either article separately by paying the full retail price of each.

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Gentlemen:-

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We are therefore sending you our signed Contract for manufacturing rights for same.

Yours very truly,  
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We have used Leonard's Kem-Trates Nos. 1-23 for several years and find it more efficient than any of the several other sprays we have tried, and more economical too.

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We have used Leonard's Kem-Trates for a number of years and it has proven very satisfactory in its work and as a price proposition.

HILLTOP FARM, F. H. Smith, Mgr.  
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We have used Kem-Trates fly spray for several years and found it satisfactory. We have never had any trouble with contamination of our milk.

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 Albany, New York

I have found it the most satisfactory fly spray I have ever used.

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We find this spray very good. We like it better than the Standard Oil Spray.

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November 23rd, 1921



The Pilscher-Hamilton-Daily Co.,  
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 Chicago, Illinois.

Gentlemen:

We have used Leonard's KEM-TRATES for use in controlling flies in our stables for many years. We have found it very reliable, a product that kills flies quickly without any burning or staining of the cows, and without any disagreeable odor being transmitted to the milk.

Yours very truly,  
 R. S. Deubler  
 Superintendent

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Gentlemen:-

Enclosed herewith find check  postal money order  bank draft  for \$4.00, for which you are to ship me parcel post prepaid one-half gallon of KEM-TRATES No. 2 and one HUDSON CAPITAL SPRAYER.

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Name \_\_\_\_\_  
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# Milwaukee Milk Producer

OWNED AND PUBLISHED BY

Milwaukee Co-operative Milk Producers

Volume 6

JUNE, 1933

Number 3

## Price of Milk Remains Unchanged by State Order

The conference on the price of June milk was held on May 29. No agreement was reached.

Some dealers had in mind a raise in the retail price but others considered a raise during the period of flush production a mistake.

Several conferences with the Department of Agriculture and Markets were held.

It was finally agreed that the Department of Agriculture and Markets would be asked to issue an order naming the price which should be paid by the dealers for milk for the month of June and also the price to be charged to consumers. The department then ordered that no change be made in the price paid by the dealers or charged to the consumer. This means that the price will be \$1.76 for milk used for fluid purposes except for outdoor relief which will be \$1.53. All other milk at 89 cents per hundred except criticized or excess milk. Such milk will be paid for at the regular manufactured schedule.

The excess or criticized milk price for May was 81 cents per hundred.

A separate check was issued for the milk shipped in on May 15, 16, 17 and 18 as all such milk was used for fluid purposes either as direct sales or for outdoor relief purposes.

The following dairies reported prices paid as follows:

Gridley Dairy Co. reports fluid sales of 41.64 per cent at \$1.76; outdoor relief sales of 9.36 per cent at \$1.53; manufactured or surplus sales of 49.00 per cent at \$0.89; and an average price of \$1.31. The price of milk for the period May 15 to 18, inclusive, was \$1.71 with 78.75 per cent going into regular fluid trade and 21.25 per cent for outdoor relief.

Luick Dairy Co. reports fluid sales of 38.72 per cent at \$1.76; outdoor relief sales of 9.84 per cent at \$1.53; manufactured or surplus sales of 51.44 per cent at \$0.89; and an average price of \$1.28. The price of

milk for the period May 15 to 18, inclusive, was \$1.71 with 79.76 per cent going into regular fluid trade and 20.24 per cent for outdoor relief.

Layton Park Dairy Co. reports fluid sales of 42.84 per cent at \$1.76; outdoor relief sales of 14.16 per cent at \$1.53; manufactured or surplus sales of 43.04 per cent at \$0.89; and an average price of \$1.35. The price of milk for the period May 15 to 18, inclusive, was \$1.71 with 80.22 per cent going into regular fluid trade and 19.78 per cent for outdoor relief.

Sunshine Dairy Co. reports fluid sales of 43.2 per cent at \$1.76; manufactured or surplus sales of 56.8 per cent at \$0.89; and an average price of \$1.27. The price of milk for the period May 15 to 18, inclusive, was \$1.76.

### CHICAGO PRICE RAISED TO \$1.75; CONSUMERS PAY TEN CENTS

After eighteen hours of continuous conference, the Board of Directors and the Chicago dealers reached an agreement, May 10, whereby Pure Milk Association members would receive \$1.75 per 100 pounds for basic milk. They also receive an increased price for surplus, the first 10 per cent of surplus over the 90 per cent basic requirement being paid for at butterfat plus 20 per cent. This reinstates Class II milk, which was eliminated in January, 1932.

At the beginning of the conference the producers asked for \$1.85, but the dealers offered \$1.60. After hearing all the evidence presented throughout the day and the night, the arbitrator, Clyde L. King, made his decision of \$1.75. The re-establishing of Class II milk will be of special benefit to the low-base man. Throughout the conference this fact was kept constantly in mind by the Board members.—Chicago Pure Milk Association.

## Wisconsin Council of Agriculture

### Program Adopted at its Meeting of June 1, 1933 at Madison, Wis.

#### I—Rehabilitation of Agriculture is Essential

The rehabilitation of agriculture is essential to the welfare of every citizen of Wisconsin regardless of interest or class. It is essential because:

(1) More than half of Wisconsin's people are farmers or dependent upon farming as an industry.

(2) Depleted incomes from farms have been directly responsible for the low purchasing power of this large number of people and for withdrawing them from the market for the products of other industries; hence the cycle of unemployment, lower purchasing power and lower farm prices.

(3) Because it produces original wealth from nature and because of its consequent key position among industries, to rehabilitate agriculture means direct and indirect benefit to every other class of citizens.

It must be observed, however, that state lines cannot be considered in the plans for agricultural recovery, and all efforts of Wisconsin farmers and citizens must be correlated with those of other states.

#### II—The Wisconsin Council of Agriculture is Committed to Such a Program.

The Council affords an agency for the correlated efforts of all farm organizations of an educational or marketing nature. Its member organizations are controlled by their membership and have proven their stability, sincerity of purpose and have won recognition because of constructive programs and a commendable measure of success.

The Council affords an agency for the crystallizing of the opinions of all farmers of the state. Its membership includes farmers from every county. It has sponsored, for the past four years, an annual farmers'

(Continued on page 4)



# MILWAUKEE MILK PRODUCER

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Chas. F. Dineen, Managing Editor  
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Entered as second-class matter at the Post Office at Milwaukee, Wis., May 1, 1928.

Subscription.....\$1.00 Per Year

A consumers' organization has begun to distribute milk in the city. It seems that a few men got together and sold certificates to everyone who would purchase them at one dollar plus twenty-five cents per year for each quart used daily. The inducement promised was that the customer would get milk at two cents per quart less than the prevailing price. The claim was made that the milk would be pasteurized and bottled on the farm but the first day's delivery was milk supplied by the Lincoln Dairy.

The price is 6½ cents per quart. Out of that the driver is supposed to receive one and one-half cents and one cent goes to the office.

Evidently no farmers were found that would invest in pasteurizing, cooling and bottling equipment, also bottles, caps and cases, take the loss on breakage of bottles and returned milk and get only .007 cents per quart more than if they shipped it in cans at \$1.76 per hundred. They would have surplus milk selling to the consumers' association, for no herd produces the same amount day in and day out and the consumers do not take the same amount every day.

Forty-six quarts is the amount that can be bottled from one-hundred pounds of milk which means at \$1.76 per hundred, .038 cents per quart as against .045 cents which would be the amount received for the bottled quarts from the consumer association.

## NEW COMPETITION

A group of farmers in Jefferson County have bought out the James Farms Company at Fort Atkinson and plan to sell in the suburban market. James Farms have sold in some of the suburbs but did not make very big inroads.

It would seem that some farmers believe that the Milwaukee market is a very good one since they invest money in equipment and invade this market at high trucking cost.

## CONFIDENCE

Members of the Pure Milk Association, by refusing to be stampeded into a strike on May 13, demonstrated not only good judgment and good business sense, but also demonstrated confidence in the Pure Milk Association and its ability to work out problems confronting the association and to return fair price for milk whenever marketing conditions made it possible.

During the two or three days when strike agitation was the strongest in the Chicago territory, 12 men held their milk off at one time or another and most of these did so because of fear or intimidation.

In Wisconsin, however, the strike developed alarming proportions, destroying immense amounts of milk and costing farmers in Wisconsin close to a million dollars in real money. The militia was called out, many heads were broken, one man was killed and the sum total of accomplishment was a lot of publicity for a few leaders, and little else.

The Governor agreed to investigate marketing conditions for milk and milk products and to aid in every way possible to secure adequate returns. It was not necessary to call a destructive strike because the Governor was already doing everything possible before the strike started.

The fact that members of the Pure Milk Association refused to join in the strike and preferred to depend upon business principles and sound policies to secure adequate returns has been noted all over the United States and much favorable comment has resulted.—Chicago Pure Milk Bulletin.

## OTHER MARKETS

Sanitary Milk Producers, marketing organization of the farmers supplying the St. Louis market, announce a basic or Class I milk price of \$1.10; Class II of \$0.87; and a Class III of \$0.72 per hundred for

milk testing 3.5 per cent fat with three cents per point added or subtracted for each tenth per cent of fat above or below 3.5 per cent. Four cents per hundred had already been deducted to pay for association dues.

## Detroit Milk Market for April

The April price for 80 per cent base with 3.5 test delivered Detroit is \$1.40 per hundred. The pool fee is 14 cents which deducted from \$1.40 leaves \$1.26.

Surplus milk at receiving stations is 75 cents. The butterfat differential is 3 cents per pound, on base and surplus. The city retail price continues at 9 cents per quart delivered at homes.

## FEED AND SEED LOANS SMALLER

To and including April 27, this year, more farmers borrowed money from the federal government for crop production purposes than for the corresponding period last year. The total amount of their loans, however, is substantially less than a year ago.

This year there were 526,361 loans approved for a total of \$45,225,800; an average of \$85.92 per loan. Last year's loans for the period numbered 417,662 to make a total of \$53,060,694 and an average of \$127.

The demand for loans this year has been heaviest from the South because the need for fertilizer there is an important item. In other parts of the country farmers had sufficient feed for their live stock, and seed for the spring planting and seeding and did not need to apply for loans, or applied for smaller amounts.

The special attention of our readers is directed to the following paragraph which appears in the program of the Wisconsin Council of Agriculture:

"The Council looks with confidence to the present National Administration, as well as to our State Administration. It believes that considerable relief can be provided immediately through the passage of the measures which it recommends. But permanent improvement will come about only through increased and renewed efforts to establish farm organizations. Were these supported by a majority of the farmers, they could bring about successfully and in an orderly fashion the desired ends. No aggressive action executed on a broad front has ever been successful except with the aid of strong and efficient organizations."

# Morals, Observations and Conclusions

An analysis of the costs of a strike in the Milwaukee market shows some rather startling facts as to what the financial loss will be to farmers within this area.

With about one million pounds of milk as the intake of the city, a withholding program for thirty days would mean a cash loss of about \$330,000.00 net at the farm. Some of this might be saved by the farmers making some butter but the vast majority of them have no way to take care of this milk if it is not sent into its normal marketing channels. This is about \$75.00 per farm or enough to pay half the interest charges on what mortgages are within the territory. It would buy all the shoes for a family of seven for a year and leave enough over to pay half the phone bill for the family. It would buy 2,000 pounds of live pork or 1,000 pounds of dressed meat or more meat than this family could consume in a year. It would for this family pay the average newspaper, light bill, tobacco bill, grade school supplies and leave enough over for the whole family to see a movie and furnish the gas to get there. It would furnish enough gas to drive a tractor 400 hours or more than the average farmer uses a tractor. It would furnish enough gas to drive a car 15,000 miles. It would buy three sets of tires for a Ford car or pay the average hired man for three months. It would be far more than 90 per cent of the farmers spend on their wives for clothes in a year and as much as some of them spend on "Sunday clothes" for themselves in a lifetime. It would buy ten good calves today to start a new herd of cattle with and furnish enough money for the young man thinking of starting a farm to take his intended to enough dances and shows to surely win her and if we all donated that much each year to our church organizations it might be enough to even convert the racketeers.

What else might be lost? Our market for sure for if by that time our customers didn't have another supply of milk and foodstuffs arranged for they would all be dead and then no amount of striking would do any good. So think it over.

It is to be sincerely hoped that we have had all the racketeering in this market that we ever will have and that we can get onto a sane program of marketing our milk. When the farmers get under control to their own organization and get the dealer to buy only from that organization, then any dealer, large or small, will be under a sufficient control so that unfair trade practices can be stopped in a market.

And not before with some of them.

C. W. FLETCHER,  
Field Representative.

In my column this month I particularly wish to bring home to each shipper the importance of studying the new base plan for this market. You will find it quite a radical change from anything ever used in the past but we believe it will mean that no farmer will be compelled to ship a large volume of manufactured milk to maintain a base or to get in on the average price. There will be no tolerance and no new base this year. Then if the dealer called for a certain amount of your base you will be certain that there will be but a very small percentage of manufactured milk included. If, however, you wish to ship all your milk you may do so as in the past but if you can use this surplus to better advantage at home or sell it in some other market and make money on it you may do so. In other words, it is making it optional with the shippers as to whether they wish to ship surplus milk to this market or not.

C. W. FLETCHER.

We as shippers are still having a great deal of trouble with dairies in this market who insist on buying cheap milk from outside or inside shippers so they may sell cheap milk to the people and break down the price structure for all the shippers.

The Caldwell bill sponsored by your organization is the only thing that keeps them in line now and we are hoping to have that strengthened by the licensing bill shortly.

If these buyers who tell you they have no "base or surplus" approach you to buy milk get in touch with

your organization immediately and find out all you can about them. You can rest assured they are not interested in helping you but rather in breaking you.

C. W. FLETCHER.

Washington — While Wisconsin farm real estate values have dropped 11 points in the last year and are now only 80 per cent of the pre-war value, they have not fallen as low as the average for the country as a whole, which is 73 per cent of the pre-war average.

With the average for the years 1912-14 rated as 100, the Wisconsin index is 80, the department of agriculture announced recently as against 91 last year.

The index shows a steady decline since 1920, when Wisconsin farm lands and improvements were valued at 171, while the index for the country was 170. In 1925 the Wisconsin index had declined to 130; to 125 in 1926; to 122 in 1927; to 120 in 1928; to 119 in 1929; to 117 in 1930; to 104 in 1931; to 91 in 1932, and now to 80.

Thus it is less than half what it was in 1920 and has dropped 40 points since 1928.

The Wisconsin index, however, is higher than that of any other state in the east north central area, except Michigan, which is the same as Wisconsin. Indiana is lowest with 53, while the Illinois index is 54 and Ohio's 59. The Iowa index is 58 and Minnesota's is 79.

In this issue appears the program submitted to Governor Schmedemann's farm conference on June 3 by the Wisconsin Council of Agriculture.

This very comprehensive program was read to the farmers who were present at the conference and after some discussion the program was unanimously accepted by the group as a sound, aggressive and workable means for the improvement of agriculture in Wisconsin.

Traffic Cop: "Use your noodle, lady! Use your noodle!"

Woman Driver: "My goodness! Where is it? I've pushed and pulled everything in the car!"



# Wisconsin Council of Agriculture

(Continued from page 1)

Get-together Conference to welcome every farmer to participate in the formation of its program. The result of such conferences has been a recognized statewide program which the Council has repeatedly announced to the state and which is set forth herein.

The Council speaks as the voice of Wisconsin agriculture. Its many thousand farmer members are the forward-looking, aggressive farmers of the state who have long recognized the imperative need for co-operative effort to solve their problems. The sum total of their contributions to a co-operative program in time, effort and money is enormous. The Council solicits the support of these farmers and of all Wisconsin farmers for a program that past experience has demonstrated as being sound and constructive.

The Council believes that force and intimidation have no place in the building of membership of a co-operative association, and that the more stable existing organizations have justified their existence by rendering a service of value.

### III—Rehabilitation Must Come Through State and National Activities.

Those problems that are confined within Wisconsin's state lines must be solved by a united program administered and supported by Wisconsin organizations, with the aid of such agencies as are set up for the aid of Wisconsin farmers. Among these we include the civil authorities of the state, the Department of Agriculture and Markets, the College of Agriculture, the Extension Division, the Vocational Agricultural Instructors and others.

The problems that have a national character must be solved by a program administered and supported by national farm organizations, state and regional marketing associations and recognized civil authorities of the nation.

The problem confronting agriculture is cost of production. The present day large-scale co-operatives which have the active support of the Council of Agriculture aim to obtain cost of production through the control of supply through membership and contract agreement; through aggressive merchandising methods and through the eventual ownership of plant and warehouse facilities to-

gether with governmental policies that give farmers an equal opportunity with other groups.

So far as co-operative marketing is concerned, the Council of Agriculture is of the firm opinion that in view of the complexity of the marketing system only an organization having a well-thought-out program of action, and the backing of a large membership, and working steadily and firmly to obtain control of the marketing machinery, will be able to achieve that purpose. The Council believes that so far as the dairy industry is concerned there should be a unified program of action among the several co-operative commodity organizations handling milk and dairy products. Such a unified program of action should have as its ultimate purpose the combining of these various organizations into one dairy federation, which purpose, however, can be attained only after the present day co-operative marketing associations develop more strength and get more experience in merchandising.

In attempting to evaluate the work and progress of the existing large-scale co-operatives we should take into consideration that by far the greater part of these associations have had only a short time in which to function since they came into existence only within the last 10 to 15 years. Another thing that we should remember is that they are dealing with the complicated problem of marketing. Certain interests have so firmly established themselves in the marketing field that there is need of strong farm organizations to reorganize the present marketing system so as to give the farmer a fair and just price.

In spite of the terrible conditions of the past three years the existing farm organizations are holding their own and a number of them have made and are making commendable progress. They are the nucleus around which progress toward marketing control should proceed. They are based on a sound and workable program looking towards a farmer-controlled marketing system. If these organizations obtain the backing of the majority of Wisconsin farmers they will in a comparatively short time be in a position to increase their bargaining power and obtain an effective control of the marketing machinery.

The present situation illustrates

the need for organization on the part of dairymen and their co-operative creameries, cheese factories and milk plants. No individual can hope to develop effectively new markets and wider outlets for our dairy products. This is a task which will require the united efforts and resources of the united dairy industry of the state. The present situation emphasizes the necessity of unified action on the part of farmers to provide themselves with manufacturing and marketing machinery based on control of the supply and ownership of plants and warehouse facilities.

The control of the marketing machinery by farmers will eventually eliminate food gambling and food speculation which is the greatest curse of our agriculture. But the present situation demands immediate national legislation regarding some of the aspects of food gambling. The Council proposes that a resolution be sent to the President and to the Secretary of Agriculture demanding that in any agreements made between the Secretary and the processors, manufacturers, dealers and distributors in farm products under the emergency agricultural adjustment act, organized farmers should be given equal voice and powers with the other interests.

### THE PROGRAM National

It is our purpose to aid in every way possible in the administration and application of the Emergency Agricultural Adjustment Act, to accomplish the following:

(1) Reestablish prices to farmers at a level that will give agricultural commodities a purchasing power in respect to articles that farmers buy, equivalent to the purchasing power of agricultural commodities during the period from August, 1909, to July, 1914, or such other periods that would be more just to the farmer.

(2) Immediate refinancing of farm mortgages to prevent foreclosures and the loss of farm homes and equipment wherever possible, and to provide farmers with credit facilities at the low rate of interest enjoyed by other growers.

(3) To establish a more stable price level; involving the question of an adequate currency, the means of getting it into circulation and of international currency standards.

(4) The adoption of basically new foreign policies which will reopen foreign markets for farm products.

(Continued on page 8)

**FARM PRODUCT PRICES SHOW UPWARD TREND**

Prices of farm products have made substantial advances during the past two months. There have been gains for practically all groups with grains in the lead, followed by live stock, fruits and vegetables, poultry products and dairy products.

Since March 3, the last day of trading on the Chicago market before the bank holiday, cash wheat on the Chicago market has made an advance, up to May 15, of 26¼ cents per bushel, corn an advance of 22½ cents, oats 11 cents, rye 20 cents, and barley 28 cents. The advance of corn has doubled the price of this product on the Chicago market.

Live stock prices did not begin to advance as early as the grains but more recently hogs and fed lambs have made rapid gains in market values with cattle still holding steady. For the month of February the average price paid for hogs on the Chicago market was about \$3.50 per cwt. For March this average was about \$3.80, for April \$3.75; for the first half of May about \$4.10. On May 13 the average for the day's market was \$4.90 compared with an average of \$3.65 for March 3. On the latter date fed western range lambs averaged \$5.35 per cwt. on the same market compared with an average of \$6.50 for May 13.

The foregoing advances in farm product prices have considerably lessened the disparity which has existed between prices recently current and average prices received by the producer in the pre-war period August, 1909, to July, 1914, which are the goal sought by the farm relief bill just passed by congress. However, the current farm product prices in most instances still are far below the average level of the 1909-1914 period sought by this bill; for the latter prices are such as were received by the producer at the farm as determined by the Federal Department of Agriculture. Prices paid on Chicago markets are substantially higher than those paid at the farm owing to freight handling and other charges that are necessarily added. A bushel of wheat, for instance, that sold for 75½ cents. Chicago, would net the producer at his farm an average of about 58 cents.

How the prices of some of the important farm products have advanced during the past two months and how those of mid-May, Chicago basis, compare with the average prices received for the same products by producers at the farm in the 1909-1914 period, which the farm re-

lief bill seeks to attain for the producers within the reasonably near future, is shown by the following table:

Product	Average Price to Farmer		
	Chicago Prices Mar. 3	May 13	1909-1914
Butter, lb.	\$.16	\$.22 ½	\$.25 ½
Eggs, doz.	.12 ½	.14 ½	.21 ½
Chickens, lb.	.09 ¼	.12 ½	.11 ½
Hogs, 100 lbs.	3.65	4.90	7.20
Lambs, 100 lbs.	5.35	6.50	5.90
Cattle, 100 lbs.	4.75	5.35	5.20
Wheat, bu.	.49 ¼	.75 ¼	.88
Corn, bu.	.22 ½	.45	.64
Oats, bu.	.16 ½	.27 ½	.40
Rye, bu.	.38	.58	.72
Barley, bu.	.28	.56	.62

The advance in the combined farm product prices during the past two months, coincident with a continued decline estimated for prices farmers pay for purchased articles, has resulted in an improved purchasing power of the so-called "farmer's dollar." In February this dollar had reached the low point of 47 per cent of its 1910-1914 value. During March it improved to 48 per cent of this value and in April to 53 per cent. At mid-May its purchasing power is higher than at any time during the past twelve months and possibly since November, 1931, when it was 59 per cent of the 1910-1914 level.

Wife (clasping hands over husband's eyes on surprise visit to office): "Guess who it is."

Husband: "Stop fooling and get on with your work."

**"ONLY ONE-THIRD IS TRUTH"**

The newspapers—the independent ones—were flayed by Fred Bergelin, vice-president of the Wisconsin Co-operative Milk Pool, on Monday for printing only a third of the truth. He said only one-third of what is printed can be believed.

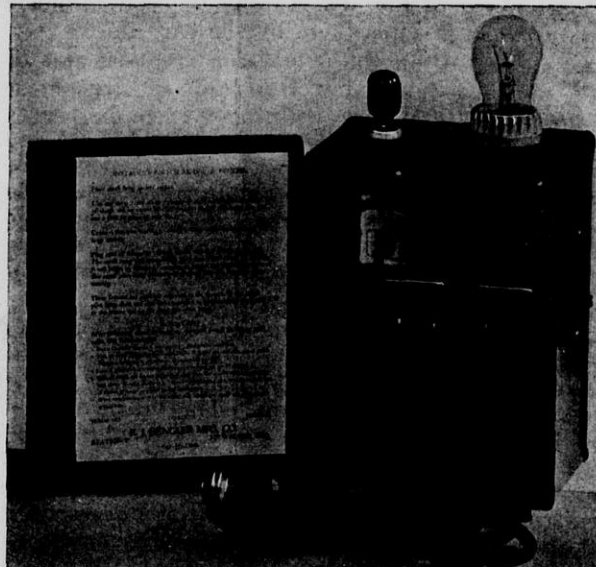
This is no new criticism. It is, in fact, about as old as printing. It is biased criticism that comes from groups that seek special attention, special favors, special consideration. It is from groups that feed on the newspapers, beg space from the newspapers, and when their actions are not completely whitewashed by the newspapers, set up a howl of "Lies! Lies!"

Mighty few newspapers are printed that do not work for the whole good of the entire community or city in which they are published. Milk pool and holiday members can remember that any strike or holiday would be a miserable failure if the newspapers did not do their evangelizing for them. Were the newspapers to ignore the strike entirely, there would be no strike.—Plymouth Review.

**BUYING PLAN**

The Board of Directors hoped to present a new buying plan in this issue of the "Producer." Some details have not been worked out at this writing. If the plan is to be changed for July a release will go out very soon.

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THE NEW GENGLER ELECTRIC LIVESTOCK FENCER will give you more fencing in a few hours than could be had by weeks of hard work, the buying of more wire and expensive fence posts. You save buying gates; fence line weeds are practically eliminated. The Electric Fencer will enable you to fence any large or small field in a very short time and with very little work. Operating cost is approximately ten cents per month. Price of unit \$19.50 complete with rubber cord ready to plug in. Send \$2.00 down payment. Balance C.O.D., or write for circular. Operates on 110 A. C. only.

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## "The Vital Story of Human Progress"

### The Dairy Industry Will Be the Only Food Industry at A Century of Progress to Have Its Own Building

Not only will the dairy industry be the only food industry to be housed in its own building at A Century of Progress, but it has the advantage of being ideally situated in one of the most beautiful and conspicuous locations on the exposition grounds. It is next to the Agricultural Building on the island called Northerly Island between the lagoon and Lake Michigan. North Bridge leads directly to the sweeping entrance of the Dairy Building. Just beyond it is the group of buildings of the government.

In making their plans for this cooperative exhibit by the dairy industry the directors decided to concentrate their appeal on one central purpose—"The Vital Story of Human Progress"—and to help increase the prosperity of the industry as a whole by presenting the importance of greater consumption of dairy products to the health needs of the nation. The exhibit is planned with that one object—*increase of consumption—and to hit that one objective with all its force.* Great artists, great scientists and expert showmen have collaborated with Charles E. Sommer and with Dr. H. E. Van Norman, president and manager of the exhibit, to produce a dramatic exhibit that will catch interest and seize upon the imagination of every one who visits the Dairy Building.

The exterior color scheme of the Dairy Building, in white and silver, is not only appropriate to the purity of dairy products but will make the building stand out prominently against the rainbow colors of the buildings around it. In its well proportioned oval shape and in the importance of its location the Dairy Building is one of the outstanding structures of the Fair.

As the visitor approaches the Dairy Building, the first thing he will see is the two large areas of brilliant color at the entrance. These are two mural decorations by the distinguished artist Pierre Bourdelle of New York. The murals are done in an original modernistic effect, the figures and backgrounds being carved in low relief and colored in brilliant lacquer. The subjects are "The Contribution of Science to Health" and "The Contribution of Science to Industry."

The effect of the flowing colors of these murals will be striking against the white and silver background of the rest of the building. They are designed to attract attention and will most assuredly do just that—most effectively.

Entering the building by the broad hospitable lobby the visitor will find himself at once on an observation space that corresponds to the mezzanine balcony of a theatre. Before him he will find an ornamental iron railing and beyond that the impressive circular sweep of a great cyclorama. This is the central figure of the building and of the exhibit. It is the theatre of an unique dramatic presentation, the basic effect of which is one of the most striking creations of modern art and science, made possible by the use of the Clavilux or Color Organ.

### The Clavilux or Color Organ

The Clavilux or Color Organ which will be shown exclusively in the Dairy Building, is an innovation of sensational importance in the artistic and show world. It has been developed and perfected for a number of years but comparatively few people have seen it in operation. Thomas Wilfred, internationally known creator of the Clavilux, will personally install the Color Organ and direct its operation.

The principle of the Clavilux is that color in itself has an effect upon the mind. The Clavilux plays on color as a musical organ plays on tones. By experiments of many years the inventor produced a scale like the musical scale and developed the effects of combinations, changes and blending to excite the emotions of the observer by the eye as music excites them by the ear.

In the cyclorama amphitheatre of the Dairy Building the spectator audience will face a screen ninety feet long and forty feet high. From projectors above, streams of color will flow over this huge screen in masses, shades, blendings, sudden oppositions of different colors, now in pastel tones, then in clashes of startling contrast.

The Clavilux in combination with music, pictures and voice, will be used in the pageant drama in the Dairy Building. The music is that of one of the greatest symphony orchestras of America. The Color Organ effects will be synchronized to play over the pictorial effects with the series of episodes which will be presented. Mr. Wilfred, the music director, and the artists working with him all winter have prepared a display the like of which has never before been presented. It will un-

doubtedly be one of the greatest drawing attractions at the Fair.

The pageant-drama, requiring from seven to eight minutes to present, drives home the age-old truth—"Dairy Products Build Superior People." Those who have seen the rehearsals declare that it takes rank as the strongest possible presentation of an educational message. The powerful entertainment value of the unique spectacle holds the audience and fixes thought on the message it conveys.

### Other Features

From the pageant-drama the visitor passes on through a gently descending spiral of wide halls of brilliantly illuminated exhibits illustrating the lesson of the color drama they have just seen. The location of the building on sloping ground makes this possible. There is but one way to go. It is something like walking through a gigantic snail shell full of interesting things to look at. The object of the snail shell design is that the visitor goes one way and sees everything. Before entering Industry Hall he will see a series of large transparent illuminated figure groups of humanity at four ages—Childhood, Youth, Prime and Maturity, showing the effect upon growth and physical and mental power of the liberal use of dairy products in the diet.

At the left of the hall entrance is a memorial to two great figures in dairy nutrition—Louis Pasteur, the great French scientist, father of bacteriology, and Dr. S. M. Babcock, inventor of the "yard stick" of milk value—the butterfat test.

The great place the dairy industry occupies in our national life will be conveyed by the industry figures. Striking displays show the total food production of milk and distribution of the industry in its various branches by states and sections. These statistics are not presented in a dry way but by means of illuminated graphs giving a quick summary.

### The Dairy Restaurant

Leaving the production exhibits the visitor next will come to the beautiful and inviting dairy restaurant overlooking the lagoon. The model kitchen will be in charge of an expert chef. Distinctive feature will be the use of dairy products with appropriate accompaniment of other food. The menus will be prepared by expert dietitians and will be an object lesson also in the high appetite value of dairy products. Women visitors especially will be delighted with the dairy restaurant

(Continued on page 7)

## TO RAISE FARM PRICES

In a recent statement made public following his selection by the President as administrator of the new farm act, George N. Peek says the main object of the measure is "to raise farm prices." His statements regarding this complicated and more or less confusing measure are fairly clear and to the point. He said:

"The sole aim and object of this act is to raise farm prices. Generally speaking it is to raise them to a point where farm products will purchase as much of industrial products as they did before the war and to keep farm prices at that level. That is just what farmers through their organizations have been demanding for a dozen years.

"To agriculture it should be said that the purpose is not to do anything for the farmers, it is to enable farmers to do something for themselves that they have been prevented from doing through many long and distressing years and that they could not do without this law. \* \* \*

"Unless farmers will work with each other and with government to do that, government cannot maintain fair prices and restore prosperity to them—nobody can. They must help do this particular job. \* \* \* I want to make it clear that the spirit and purpose will be to act with as little interference with established institutions and methods—indeed with as little administration of any kind as is consistent with the fixed purpose of the law; namely, to raise farm prices.

"To the consuming public it is unnecessary to say that what is to be done is to bring about economic justice, to right a social wrong which grew up under our economic system in the false theory that the urban half of our population could enjoy the benefits of an artificial, protective system, leaving the rural half largely outside the benefits. \* \* \* Agricultural prices are and for a long time have been unduly de-

pressed and ruinously below their fair relation to other prices. Putting them where they belong has the support of all fair-minded people and will not be a heavy burden on any person or class in our country. Agriculture must be restored to its proper place in the nation's life, not only for the sake of the farmer but for the general welfare."

A significant point made by Mr. Peek in this statement about the law is his assertion that "unless farmers will work with each other and with government, government cannot maintain fair prices and restore prosperity to them." It is easy in times like these to get in the habit of thinking that the government is going to do everything for us. We forget that the government is really ourselves along with the other 130,000,000 people after all. The government cannot do any more than we make it possible for the government to do.

Through Mr. Peek, the government is laying down to the farmers of the country the proposition of co-operation. For several years now, government attempts to aid agriculture have been largely through farmers' co-operative organizations. The co-operative has become a kind of partner with government. If the new farm act is to be made effective in bringing better prices to farmers, farmers must do their part in practical co-operation.—The Dairymen's League News.

## "THE VITAL STORY OF HUMAN PROGRESS"

(Continued from page 6)

and their eyes will be opened to the possibilities of a rich and economical diet stressing dairy products.

### The Century Dairy Club

The Club Room of the Century Dairy Club for members and their guests is next to the restaurant on the same level. The club members are the contributors to the Dairy Exhibit and are entitled to wear the

club emblem, a neat, flat bit of jewelry in chromium and blue enamel bearing the emblem of the "Sacred Cow."

By the time the visitor has passed through the Dairy Building he will be thoroughly informed on every aspect of dairy products as the foundation of the health and vitality of the race. He has not only seen everything presented in the most readily comprehended and convincing manner but has had the opportunity to apply the lesson personally in the model restaurant. It is the most nearly complete presentation ever made of food products. The Dairy Building and its comprehensive exhibits has been made possible by the contributions of 1,500 different companies, associations and individuals, covering every part of the entire country and will most certainly be a credit to their vision in lending their support to this presentation of the vital message of the Dairy Industry to the fifty million people who are expected to visit A Century of Progress this summer.

## WANT DEPARTMENT

RATE—3 CENTS PER WORD

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HALES CORNERS, WIS.



## WISCONSIN COUNCIL OF AGRICULTURE

(Continued from page 4)

(5) Whereas there are seasonal and speculative variations in the price of dairy products, all tending to force down cheese and butter prices, we demand that the Secretary of Agriculture establish a price-determining machinery functioning in the interest of the producers of dairy products.

### State

(1) Legislation protecting the co-operatives and the co-operative movement in Wisconsin.

(2) The passage of legislation giving the Department of Agriculture and Markets power to regulate the price of milk in cities.

(3) Legislation giving the Department of Agriculture and Markets power to enforce the observance of contracts between co-operative associations and their members.

(4) The endorsement of the co-operative policies and activities of the Department of Agriculture and Markets as contributing to the strengthening of the farmers' economic position. We favor the continuation of such policies.

(5) We recommend that milk and cream for fluid consumption be sold through the existing farmer-owned and controlled co-operative and merchandising co-operatives, that control of production be exercised by such organizations, and that checking tests and weights be and is considered an essential part of the co-operative program.

The recently organized Wisconsin Co-operative Milk Producers which embraces some twelve city milk producers' groups, will be a very useful trade organization.

The Pure Milk Products, Co-operative, set up by the Council, has proved its worth in representing the farmers who supply milk to con-

denseries. Its check testing and weighing service is valuable. It is recommended that it affiliate with condensery groups in the several states that are large producers of canned milk in order that bargaining power be strengthened.

Close co-operation between the Wisconsin Co-operative Milk Producers and the Pure Milk Products Co-operative is imperative in order that proper trade relationship be maintained.

The production of high quality milk and an educational campaign to increase the use of milk products is highly desirable.

(6) **Cheese.** We propose to aggressively aid in increasing the volume of cheese to be marketed through the National Cheese Producers' Federation and insist that as much as possible of said volume be merchandised co-operatively directly to retailers and giving due consideration to the existing co-operative facilities to market both cheese and butter.

A fund should be created by checkoff from all cheese produced in the state of one-tenth of a cent per pound to be used for advertising cheese; said fund to be administered by a committee of producers.

(7) **Butter.** The Land O' Lakes Creameries, Inc., is a large co-operative butter merchandising organization established in the north central states. We recommend this organization for its quality program and for its splendid sales methods. We recommend that the creameries of this state organize and merchandise their butter through that organization.

(8) We believe in the present law creating the Department of Agriculture and Markets and urge that it be maintained in its present form.

The Council looks with confidence to the present National Administration, as well as to our State Admin-

istration. It believes that considerable relief can be provided immediately through the passage of the measures which it recommends. But permanent improvement will come about only through increased and renewed efforts of established farm organizations. Were these supported by a majority of the farmers, they could bring about successfully and in an orderly fashion the desired ends. No aggressive action executed on a broad front has ever been successful except with the aid of strong and efficient organizations.

### NEW SUPPORTERS

Harry Brooks, 1521 W. North Ave., Milwaukee  
 Frank Manius, Route 4, Box 400, West Allis  
 Herman Glander, Fredonia  
 Ed. Parlow, Fredonia  
 Eble Co., Route 6, Box 41, Waukesha  
 John Vogel, Rockfield  
 Andy Singshime, Route 3, Waukesha  
 Thiesenhusen Bros., Route 3, Waukesha  
 Wm. Ehlike, Route 1, Box 125, Jackson

Little girl (to playmate): "So long, Elsie, mamma's giving a party and I gotta go home and make precocious remarks."

## A "Truth" the Milk Producer Can Not Overlook . . . . .

The Public is consuming only 50% of milk and dairy products that is recommended for Health. Why? Because they do not like the taste. "TASTE DOES TELL." HYDRO-VAC, a simple, inexpensive device operated by well water, cools and aerates the milk in a sealed shipping can, assuring a very high quality milk with a pleasing flavor and has a taste the Public likes.

There is only one HYDRO-VAC. No Substitute.

Write for descriptive matter and twenty (20) reasons why the Producers should use Hydro-Vac. Special terms and discounts to Milwaukee Co-op. Milk Producers.

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# Milwaukee Milk Producer

OWNED AND PUBLISHED BY

Milwaukee Co-operative Milk Producers

Volume 6

JULY, 1933

Number 4

## Price of Milk Raised for July

At a price conference between the board of directors and the milk distributors held on June 29, the following prices were agreed on for the month of July: All milk sold in fluid form with the exception of that portion sold to Milwaukee County for relief shall be paid for at the rate of \$2.00 per hundred pounds. County relief milk at \$1.77 per hundred pounds. All other milk at \$1.00 per hundred pounds unless Chicago 92-score butter averages 26 cents per pound or higher in which case the price shall be \$1.05 per hundred pounds. These prices are based on milk testing 3.5 per cent fat and the differential up or down from 3.5 per cent is three cents per point.

Available reports follow:

Gridley Dairy Co. reports fluid sales of 38.29 per cent at \$1.76; outdoor relief sales of 7.54 per cent at \$1.53; manufactured or surplus sales of 54.17 per cent at \$0.89; and an average price of \$1.27.

Luick Dairy Co. reports fluid sales of 36.12 per cent at \$1.76; outdoor relief sales of 7.72 per cent at \$1.53; manufactured or surplus sales of 56.16 per cent at \$0.89; and an average price of \$1.25.

Layton Park Dairy Co. reports fluid sales of 41.24 per cent at \$1.76; outdoor relief sales of 11.97 per cent at \$1.53; manufactured or surplus sales of 46.79 per cent at \$0.89; and an average price of \$1.33.

Sunshine Dairy Co. reports fluid sales of 47 per cent at \$1.76; manufactured or surplus sales of 53 per cent at \$0.89; and an average price of \$1.30.

### ANNUAL PICNIC

The fourth annual picnic of our organization will be held at Kerler's Grove on Wednesday, August 23.

Good speakers, good music, many games and contests, and of course a great array of prizes will make this picnic bigger and better than were the very good ones held the past three years.

The complete program will be printed in the August issue.

### LOW TESTS

The milk received since May 20 in this market has tested rather low in fat. The unseasonably hot weather may have something to do with this very sudden fall in the test.

Production fell off rather sharply during the last week in June but with low sales there is still plenty of milk in the city.

### RIISING MILK PRICES ALL OVER U. S. ENCOURAGEMENT TO FUTURE OUTLOOK

A tide toward stabilized, profitable prices in the fluid milk industry has definitely set in. No longer must the men in this industry depend on prophecies or promises of relief from the orgy of price slashing and all that goes with it.

From all sections of the country come reports of advancing prices and movements to put the nation's milk house in order.

From a bundle of newspaper clippings which reached this office in the regular course of business we note that during the last 60 days retail milk prices have been advanced in cities in all parts of the country.

In Pennsylvania the price has been advanced one cent or more in Greenville, Chalfont, Phoenixville, Coatesville, Pottsville, Philadelphia, Lehigh, Harrisburg, Middletown, Hamburg, Erie and many other cities.

In Youngstown, Columbus, Ashtabula, Elyria and other Ohio cities the price has gone up and movements are in force to boost milk prices all over the state.

In West Virginia milk distributors are planning to announce higher prices. The same sort of a report comes from Kentucky.

In Indiana milk producers and milk distributors are laying plans to advance prices.

A one-cent advance on quarts and pints has given a new impetus to the business in Chicago, and suburbs.

Prices were recently advanced in

(Continued on page 3)

## BASE PLANS

A change in base plans has been under consideration for the past year. A postcard vote was taken early this year. Many small group meetings were held and many producers were interviewed privately. All of these efforts were made in order to find out what the producers really wanted in the way of a base plan.

The board of directors held many meetings and after reviewing the result of the postcard vote, the sentiment expressed at meetings and the information gathered by individual

### BASE PLANS FOR 1933 AND 1934

The Board of Directors of the Milwaukee Co-operative Milk Producers at a special meeting held on Monday, June 19, took the following action on base plans:

For the year 1933 the base made in 1932 plus 30 per cent tolerance shall continue in effect.

For the year 1934 the producer may have the choice of the 1932 actual base or the average of the actual base made in 1930-31-32. No tolerance to be allowed above base for the year 1934.

The Board of Directors reserves the right to change the base plan for the year 1934 if in its judgment conditions warrant, on thirty days notice to the producers and the buyers of milk.

The dealers are not to take on new producers without the consent of the Board of Directors.

contact, decided on the plans as printed in this issue.

It will be noted that the board of directors reserves the right to change the plan for 1934 on 30 days notice to the producers and the dealers. This reservation was made with the thought in mind that with improved industrial conditions more milk might be needed and base amounts raised accordingly rather than that new producers be taken into the market.

Some dealers have protested against the last paragraph which provides that new producers are not to be taken on without the consent of the board of directors. Just why a dealer should be anxious to take

(Continued on page 3)



# MILWAUKEE MILK PRODUCER

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## DEPARTMENT OF AGRICULTURE AND MARKETS SETS ALL RETAIL PRICES

Under an order issued on June 30, 1933, the Department of Agriculture and Markets set the price that all dealers in the metropolitan market must charge for milk in all its classifications all cream sold, butter-milk, skim milk and cottage cheese.

The previous orders covered only milk prices.

The order states that "An agreement having been reached at the bargaining conference on June 29, 1933, the price to be paid by dealers in the Milwaukee area for the month of July, 1933, shall be two dollars (\$2.00) per hundred pounds of fluid milk testing 3.5 per cent butterfat and one dollar (\$1.00) per hundred pounds for all other milk including excess milk testing 3.5 per cent butterfat with an additional five cent (5c) per hundred pounds on the milk other than fluid milk if the Chicago average 92 score butter price for July, 1933, is twenty-six cents (26c) or more. The differential for test over or under 3.5% fat shall be allowed for at the rate of three cents (3c) per tenth of a percent up or down."

"That dealers in the Milwaukee area when buying milk under the base plan use thirty per cent (30%) as the tolerance."

"That all dealers buying and all producers selling milk in this market contribute one-half cent (1/2c) per

hundred pounds on all milk bought or sold, except excess milk, to the Milwaukee Dairy Council to be used for general advertising and educational purposes, encouraging the consumption of milk and other dairy products, consistent with the agreement now existing between the members of the Milwaukee Co-operative Milk Producers and the dealers who buy at least ninety per cent (90%) of the milk bought for resale on the Milwaukee market."

## FARM LOANS

The following information may be useful to farmers who may desire to make loans through federal agencies.

(1) For a straight farm loan from the federal land bank, communicate with F. W. Klawon, President, Federal Land Bank, St. Paul, Minn.

(2) In a case where the farmer's affairs are highly involved and he desires a real estate loan, he should communicate with Mr. J. P. Riordan, Federal Loan Commissioner, Minnesota Building, St. Paul, Minn.

(3) For a chattel loan, he should communicate with Mr. John W. Barton, General Manager, Regional Agricultural Credit Corporation, 411 Marquette Avenue, Minneapolis, Minn.

## FLUID MILK SALES LOW IN JUNE

Bottled milk did not move well in the past month.

Many people had stocked up with enough condensed milk to last for several months in anticipation of a long drawn out strike.

Others found that condensed milk costs a little less than fresh milk and continued to buy the canned article.

The canned milk industry certainly gained by the strike threat.

## MILK BOARD AIDS TO AIM CO-OPERATIVE MOVEMENT

Hope that the work of the New York Milk Control Board will encourage the growth and development of the co-operative marketing movement among dairy farmers was expressed here today by Commissioner Charles H. Baldwin, State Department of Agriculture and Markets, who is also a member of the control board.

The board's fixing of producers' prices for milk is a secondary activity, he said addressing 2,500 members of the Dairywomen's League Co-operative Association, Inc., gathered

for that organization's annual meeting.

"The milk control board knows it is engaged in a tremendously complicated and difficult task," said Mr. Baldwin. "There are some indications that it will be successful, but it would be a mistake to take too much for granted. I hope that the board may be not only a financial success but, still more important, that it may build up and encourage the growth and development of the co-operative movement. New York agriculture has learned the lesson of co-operation over a period of many years in a hard school.

"I regret that a condition has developed which apparently makes it necessary, for the time being at least, to inject governmental agencies into the management and control of business. In troublesome times such as these no doubt the government can have a steadying and stabilizing influence and control which will not have the effect of developing weaklings in business who must always be dependent—that the disturbing conditions which now exist will soon pass and business will be left stronger and better able to weather future storms.

"The thought that I believe every one of us should have in mind when thinking of injecting government control or regulation into business is the danger of the weakening effect that may eventually result if this stabilizing process by the government is long continued. It may be that throughout the country a new condition has developed which will make it necessary for the government to extend its increasing control over business; in fact, that apparently is the opinion of many of those who are responsible for the conduct of government in Washington, and in other parts of the United States.

"The milk control board will, under the present laws, go out of business early next year. The board has this fact firmly in mind, is carefully studying each problem before deciding on important moves, and feels that it must have the help of all organized groups of dairymen if it is to make a real success of its work, and when it is discontinued leave the dairy farmers in a position so that they can control and direct their own business better than ever before. The board will make no real or permanent success unless its work has the effect of bettering and strengthening the co-operative marketing movement." — Dairywomen's League Co-operative Assn., Inc.

# Morals, Observations and Conclusions

It is in times like these that we have just passed through that true co-operative marketing organizations stand the acid test of unfair criticism and every mean contemptible trick of the racketeers and other unscrupulous men to destroy their set up.

Your organization has passed through such a time and is emerging stronger than ever for it is founded on the principle of sound co-operative bargaining for our fairest share of the consumer dollar.

We feel now that we are justified in demanding of the dealers in this city that they recognize marketing agreements and buy only on that basis. Why not?

Surely any dairy sincere in its intention of recognizing the right of farmers to band themselves into a co-operative for their own protection must also recognize the fact that when the vast majority of the farmers in any given area agree that it is the correct way to form an organization the minority must abide by the will of the majority.

In any milk market there are two factions dependent on the consumer for their living—The Farmers and the Dealers. The dealers plants are units through which the products of hundreds of farms are poured and are controlled by capital and executive ability. The farmers interests and investments must be controlled by co-operative marketing and that marketing must be, to be sound, by marketing agreements.

Each one must recognize and respect the rights of the other. Those rights must not be infringed upon. Therefore, I say that the dealer must recognize this bargaining organization and buy only through that body by contracts that are sound, sane and reasonable. Both branches of the industry may then devote every bit of energy possible to both producing and marketing the milk in such a manner that the consumption will increase to the point where our troublesome surplus disappears.

\* \* \*

Many times farmers have stated that they believed that a price conference quarterly would be more practical than monthly.

Let me point out to you that at the present time the importance of monthly price conferences is plainly shown. With prices swiftly advancing it is certain none of us would care for a price agreement for more than thirty days duration. No one can tell what this new prosperity wave will bring forth. Therefore we must take advantage of every possible chance for increased prices for our products.

\* \* \*

In this territory there are some men who are trying to form so-called "direct to consumer" organizations. Such organizations properly formed and backed by ample capital with experienced men to head them might be a good move. However, in all cases we have investigated they look more like a scheme to get farmers to put in some hard earned money for promoters to turn into easy money for themselves. Your organization can generally furnish you with any needed information on whether such schemes are practical or not and will gladly give you details on any of them.

C. W. FLETCHER.

## Rising Milk Prices All Over U. S. Encouragement to Future Outlook

(Continued from page 1)

Minneapolis and St. Paul, Minn., as well as in Salem, Gresham and other Oregon cities.

From Los Angeles, Calif., comes a report that the milk war is at an end and that prices have been established on a satisfactory basis.

In Wisconsin milk prices have advanced all over the state, not only in the city milk producing sections, but also in the great cheese and condensery districts.

In New York, Pennsylvania, New Jersey, Ohio, Wisconsin and other states the authorities are helping to straighten out the price tangles and to guarantee higher prices for the farmers.

As the farmers profit under a stabilized program the dealers will, of course, likewise profit.

There are spots here and there over the country where price wars

are still raging, but the number is being rapidly reduced.

The tide that has set in will overwhelm the forces of discord that are still working in those cities.

The milk industry is on the way to normal, satisfactory conditions. Milk distributors may reasonably expect to use black ink in making out their operating statements from now on.

## BASE PLANS

(Continued from page 1)

on new milk when he has plenty is hard to understand.

It's equally hard to believe that the board of directors would deny any dealer new milk if the present producers could not or would not supply an adequate amount. Not all dealers are sending out copies of the plans to the producers shipping to their plant.

Keep this paper for reference. In fact all copies should be kept for there is information that has a bearing on the producers business in every issue.

## NEW SUPPORTERS

Ludwig Gierach, R. 2, Cedarburg.  
 B. J. Otting, R. 2, Cedarburg.  
 E. W. Guderyon, R. 2, Waukesha.  
 E. A. Bartel, R. 2, Cedarburg.  
 B. F. Behrens, R. 1, Grafton.  
 Martin H. Wiepking, R. 2, Cedarburg.  
 Walter Gengler, Sta. F, R. 11, Milwaukee.  
 John Martin, R. 1, Muskego.  
 Geo. Love & Son, 237 Wisconsin Ave., Waukesha.  
 Math. Michels, R. 3, Fredonia.  
 Mrs. Mabel McNeil, R. 3, Waukesha.  
 Archie King, R. 3, Mukwonago.  
 Rufus Smith, R. 3, Mukwonago.  
 Mrs. Francis Sporer, R. 1, Grafton.  
 Ray F. Blank, Grafton.  
 Mrs. G. Hoffman, R. 2, Cedarburg.  
 Walter Kasten, R. 2, Pt. Washington.  
 E. A. Lueders, Cedarburg.  
 Herman J. Weichmann, R. 2, Cedarburg.  
 Ray Henning, R. 2, Cedarburg.  
 Walter J. Lueders, Cedarburg.  
 Lorenz Hilgendorf, R. 2, Cedarburg.  
 Seifert Bros., R. 2, Cedarburg.  
 Herman Hoefert, R. 2, Cedarburg.  
 Theo. Dobberpuhl, R. 2, Cedarburg.  
 Charles Wendt, R. 2, Cedarburg.  
 Gust Kasten, R. 2, Cedarburg.  
 Chas. Bernhardt, Hales Corners.  
 Preston & Behl, R. 5, Oconomowoc.  
 Wenzel Bros., R. 2, Sullivan.  
 Makowski Bros., R. 1, Box 59, Waukesha.  
 Geo. H. Werning, R. 2, Waukesha.  
 Alois Hurias, R. 2, Fredonia.  
 Arno Kirmse, R. 3, Fredonia.



# Control of the Flavor and Odor of Milk

By Frederick W. Bennett

Flavor and odor of milk are usually given more consideration by the consumer than is given any other characteristic which may be judged without laboratory tests. The rejection of milk which is sour or which has other serious flavor defects is responsible for losses of many thousands of dollars annually by dairymen. The dairy industry undoubtedly suffers much greater economic losses from the marketing of milk which has less pronounced flavor defects but which, nevertheless, seriously curtails consumption. Many times we have heard a good potential customer say that he would like to use a larger quantity of milk in his home if he only could get a dependable supply having a sufficiently good flavor to make the milk more appetizing to the members of his household. The tasting of a few glasses of poor milk has been the cause of many people, children especially, drinking less milk or discontinuing its use entirely.

The ideal flavor and odor of milk are very difficult to describe accurately. Perfect milk may be said to have a pleasant and somewhat sweetish taste. Any flavor in milk which is not distinctly characteristic of the product or which is very pronounced is undesirable.

The causes of flavor defects in milk may be classified as follows: (1) materials consumed by the cow, (2) physical condition of the cow, (3) absorption of odors by the milk, (4) bacterial growth in the milk, (5) exposure of the milk to conditions which may cause physical or chemical changes, and (6) the addition of foreign materials.

Flavors and odors of feed consumed are transferred to the milk chiefly through the body of the cow. However, there are many feeds which do not contain highly flavored constituents, or the food undergoes such changes in the animal's body that unusual flavors are not noticeably imparted to the milk. Most of the common dry feeds come in this class. The milk from cows which are fed only on dry feeds may often be criticised for insipidness or lack of desirable flavor as compared with

the product from cows receiving some succulent feed.

The flavor of the milk is most affected by feeds when the cows are fed shortly before milking. Partly for this reason many dairymen prefer to milk their cows before feeding them. Green corn, green oats and peas, green soy-beans, pumpkins, and sugar beets do not impart any noticeable flavors when fed at any time. Green rye, green cowpeas, Irish potatoes, dried beet pulp affect the milk to a slight extent when fed shortly before milking. Silage, green alfalfa, green sweet clover, cabbage, turnips and rape seriously taint the milk when they are fed a short time before milking, but may not have a noticeable effect upon the flavor of the milk when fed as long as four to seven hours previous to milking. The effect appears to be greatest when these feeds are first given to the cows following a period of dry feeding.

Wild garlic, or onion, usually taints the milk so strongly as to make it unsalable as market milk. The taste or odor of garlic may be detected in the milk within one minute after the weed has been eaten or in a few minutes after only the odor of it is inhaled by the cow. Some investigators have found that the garlic flavor so nearly disappears in seven hours after feeding that the taint is not detectible. On the contrary, it has been our experience that the milk is more often tainted as long as twelve hours after feeding and sometimes the second milking is affected. The portions or products of milk which are richest in fat are most highly flavored by garlic and the taint can be detected either by taste or smell. Aerating the milk, especially at high temperatures, reduces the intensity of this flavor, but a practical and acceptable method of completely removing it commercially is not known. It is, therefore, advisable to keep milk cows out of pastures containing garlic. By thoroughly plowing the land just as the garlic begins to grow rapidly in the fall and spring and sowing it immediately with crops which will completely shade the ground, garlic may

be eradicated after treatment for a few seasons.

Bitterweed flavors the milk as strongly as garlic, but affects the odor but slightly. The flavoring element is in solution in the water of the milk and may be so completely removed from the butter by washing in the granular form as to be scarcely noticeable. Aeration has no appreciable effect in removing this flavor from milk. The only known remedy is to keep the cow from eating the weed. Bitterweed may be eradicated by plowing or mowing the pasture so as to prevent reseeding of the plant.

The physical condition of the cow is generally of less importance than the feed as a factor affecting the flavor of milk. However, certain flavor defects which may be attributed to this cause are not all uncommon. Certain individual cows apparently give milk which has a better taste than that given by other cows under identically the same conditions. This difference may be attributed to the inherited tendency of the individual cows to produce milk of different chemical composition.

Inflammation or other abnormal conditions of the udder may cause variations in chemical composition which result in salty, bitter, unclean or other unpleasant flavors in the milk. Constipation of the cow sometimes causes a somewhat putrid flavor in the milk. Specific treatments for these conditions of the cow and the feeding of a more laxative and well balanced ration may eliminate the flavor defects mentioned.

Salty flavor in milk may be caused also by an abnormally high chlorine content or a comparatively low sugar content of the milk, which sometimes occurs when some cows approach the end of the lactation period. Cows producing such milk should be turned dry. When a cow is advanced in lactation, the milk frequently appears normal when drawn, but develops a bitter or rancid flavor on standing for a few hours. This abnormal flavor has been found to be due to the activity of an enzyme known as lipase produced by the cow at this stage of lactation. The lipase hydrolyzes the fat of milk into fatty acids and glycerin. Some of these fatty acids produce the objectionable flavor and aroma. The enzyme may be made inactive by heating the milk to 167 degrees F. for a few minutes.

The milk of such cows will become normal when they freshen again.

Odors are quickly absorbed from the surroundings by exposed milk. Absorption is a common cause of such flavor defects as barny, cowy, fly-spray, disinfectant and musty. These flavors are usually due to milk being allowed to stand in poorly ventilated or dirty stables or to the use during milking of chemicals having strong odors. Strong odors of other foods may likewise be absorbed when unclosed containers of milk are stored with these foods in the refrigerator. Absorbed flavors are partially but not completely removed by aeration of the milk.

Some kinds of bacteria grow in milk without producing much if any perceptible change in flavor. Other types may cause from slight to very pronounced off flavors and aromas. The number of species of such bacteria is very large and the changes produced by their growth result in the development of many kinds of flavor defects. Off flavors caused by bacterial growth do not necessarily mean the milk is extremely unwholesome, but usually do indicate careless handling which may increase the chances of contamination capable of causing injury to the health of the consumer. Warm temperatures may cause relatively few bacteria to increase to large numbers in a short time.

Common souring is caused by certain kinds of bacteria which get into even the most carefully produced milk. Although this flavor is undesirable in market milk, a pleasing sour flavor and curd free from whey or gas bubbles occurring after the milk is held at a warm temperature until curdled is an indication of clean milk. A malty flavor is sometimes produced by a variety of the same species of bacteria which causes common souring.

Barny flavor may be the result of the growth of bacteria which are responsible for the decomposition of manure and usually reach the milk from filthy sources. Certain unclean or putrid flavors are most likely caused by bacteria getting into the milk from utensils which have not been properly cleaned and treated for the destruction of bacteria.

The common sources of bacteria in milk are the cow's udder, the body of the cow, the air, the utensils, the milker and flies. The most important of these is the utensils. Bacterial taints in milk can be avoided only by careful attention to prevent in so far as it is possible the entrance of bacteria from the sources named and by holding the milk at low tem-

peratures to avoid the growth of those which do get into the milk.

When milk is exposed to direct sunlight, it very quickly acquires an off flavor and aroma which, when well developed, is often described as tallowy. The same flavor in varying degrees of intensity is also called cardboard, bottle cap or oxidized. The condition is most often encountered in bottled milk which has been left in the sunlight after its delivery. Talowness may develop at temperatures below freezing or warmer. A slight oxidized or tallowy flavor is also often noticeable in milk which has been passed in thin sheets over an aerator type cooler, especially when the milk is cooled in this manner from the maximum pasteurizing temperature.

An objectionable heated or cooked flavor may occur in pasteurized milk which has been heated over 143 degrees F. or held at pasteurizing temperature for an unnecessarily long time. This flavor is also absorbed at times from a thin film of milk which has been cooked on parts of the equipment by steaming after careless washing.

Metallic, fishy or tallowy flavors are sometimes the result of exposure of the milk to iron or copper surfaces of utensils or equipment. Well-tinned metals, aluminum, nickel or alloys containing chromium which

have been made for milk handling do not cause these flavor defects.

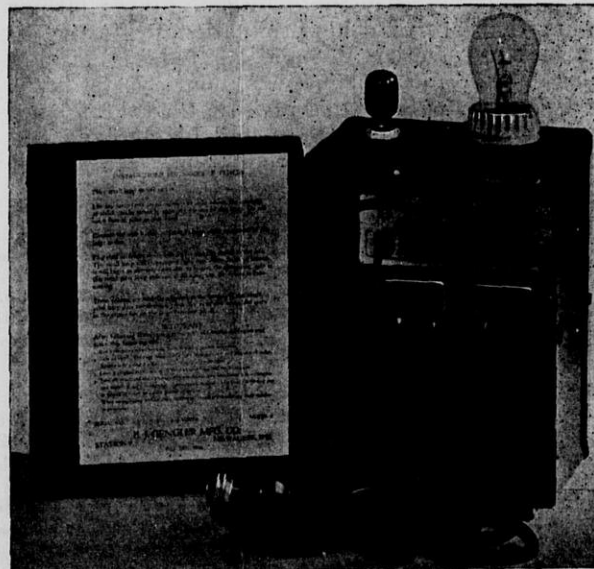
Pails or cans which have been used in transporting gasoline, kerosene, or oil sometimes impart flavors of these materials to the milk later put into them. It is very difficult to prevent taint in the first milk placed in such containers even by the most careful cleaning. For this reason milk utensils should not be used as containers for these or other materials which have strong odors.

Washing compounds or chemical sterilizers may be left in the utensils in sufficient amounts to impart an alkaline, medicinal, or unclean flavor to milk. The use of soap in cleaning milk containers and equipment is generally not advisable because of the comparative difficulty of rinsing this cleansing agent from the surface. A soluble, free rinsing cleanser or germicide as free from odor as possible is desirable.

Decomposition products of small amounts of milk not removed by previous washing of the equipment may produce slight off flavors in milk immediately upon contact as well as seeding the milk with bacteria which will affect the flavor.

The proper control of the flavor and odor so as to market milk which has its natural pleasing flavor will help "put the milk pitcher back on the table" and extra money into the pockets of the dairymen.

## GENGLER ELECTRIC FENCER



... For Livestock  
Fences and Gates

THE NEW GENGLER ELECTRIC LIVESTOCK FENCER will give you more fencing in a few hours than could be had by weeks of hard work, the buying of more wire and expensive fence posts. You save buying gates; fence line weeds are practically eliminated. The Electric Fencer will enable you to fence any large or small field in a very short time and with very little work. Operating cost is approximately ten cents per month. Price of unit \$19.50 complete with rubber cord ready to plug in. Send \$2.00 down payment. Balance C.O.D., or write for circular. Operates on 110 A. C. only.

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**E. J. GENGLER MFG. CO., Station F, Milwaukee**



## MORE PURCHASING POWER FOR FARMS

H. A. Wallace, U. S. Sec'y of Ag.

What has been done in technical advancement must be duplicated and more than duplicated, in social progress. The emergency agricultural adjustment program for increasing farm purchasing power is an attack on economic maladjustment and social injustice. It will succeed, I am convinced, if the rank and file of the people of the United States—producers, processors, and consumers alike—are genuinely eager to distribute the fruits of science in a just way.

The program constitutes a major social experiment. It is designed to replace the habitual disorganization of a major American industry, with an established and organized control, in the interest of the farmer and in the interest of everybody.

Any government that increases the efficiency of any class of people without facing the undesirable results that flow from that efficiency is criminally negligent. Will we be as efficient in our social experimenting as we have been in our scientific experimenting?

With marked success, we have attacked farm losses and wastes that were caused by pests, disease, weather and inefficient producing practices. We must now assail the losses and waste that arise from unbalanced production and consumption to disrupt the orderly distribution of the necessities of life.

It must be made clear to farmers and urbanites alike, whose humane instincts revolt at the idea of reducing production at this time, that unbalanced production is waste and that it does not relieve want—that the farmer who produces a surplus of foodstuffs that cannot be delivered to a consumer is not keeping the consumer from going hungry. As our economic system works at

present, the greater the surplus of wheat in Kansas the longer the breadline in New York. Our surpluses of food crops seem to have had as disastrous an effect upon national well-being as crop shortages used to have on the isolated communities of a simpler age.

### Increase Purchasing Power

The philosophy of the emergency adjustment program is that the broad centralizing power of the Government is delegated to the President, and through him to the Secretary of Agriculture, to enable producers and processors to work together to bring order out of the present chaos, and to make adjustments in production and prices that are fair to the producer, harm no legitimate interest of the processor, and maintain the just interests of the consumer.

The basic purpose of the plan is first to increase the purchasing power of farm people. It is farm relief, but by the same token it is national relief as well. Millions of the unemployed in the cities lost their jobs because farm people lost their power to buy. Restoring farm purchasing power will set men to work in the cities, making the things that farmers need and will buy if they can. Extension workers and all others who have a part in the measure are serving not only the farm people, but all the people. Business and manufacturing activity are waiting on the restoration of farm purchasing power.

The method to be used in increasing the farmers' purchasing power is to restore the balance between production and consumption as rapidly as possible, by helping the farmer to plan his production to fit the effective demand of today's market and tomorrow's, not yesterday's. This means, plainly, that the farmer will have to curtail his acreage and control his production. He cannot

do that unless he is compensated for it, for there are taxes and interest charges to be paid on the land that is left idle. To provide such compensation in the form of price adjustments the plan proposes a carefully regulated tax on the processed farm of each farm commodity of which the production is to be reduced.

### Pre-War Parity

The goal of the plan, in terms of price, is pre-war parity between the things the farmer sells and the thing he buys, "Pre-war parity" means that the price of agricultural products should be high enough so that any given unit of an agricultural commodity would be exchangeable for the same quantity of non-agricultural commodities that it could have been exchanged for during the years 1909-14. In that period the purchasing values of agricultural products and of nonagricultural products were more nearly equal than they have ever been before, or ever have been since, whereas at present the farm products that would have brought \$1 in the pre-war period will bring only about 50 cents, and the non-agricultural products that sold for \$1 in the pre-war period sell for more than \$1.

### Support of Farm People Necessary

It goes without saying that unless the farm people themselves join and support this adjustment program, it must fail.

It has been said, and with perfect truth, that the adjustment plan is an untrod path. So, at one time, was the path that agriculture has followed in its march from level to higher level of efficiency.

### GOOD-NIGHT!

Williams: "Well, how has everything gone since I saw you last?"

Wilson: "Everything's gone." — London Answers.

MALCOLM CONDENSING COMPANY, LIMITED.  
ST. GEORGE, ONTARIO, CANADA.

January 28th, 1933.

Messrs. Ruddy Manufacturing Co.,  
Brantford, Ont.

Dear Sirs:— **ATTENTION: Mr. R. K. Ruddy**

Regarding your Hydro-Vac milk cooler, which your Dr. Blackhurst demonstrated on the premises of one of our milk producers here, writer is of the opinion this cooler is very efficient, both as to cooling and aerating or deodorizing the milk, by means of washing the air.

The milk was cooled quickly to the desired temperature with very little water being used. There was also an improvement on the milk, this being more noticeable next morning when compared with the same milk cooled in the ordinary manner.

Writer is of the opinion Hydro-Vac is very economical as to cost of installation, also in labor and water used. Since the above producer has purchased this outfit and using same continuously we consider there has been a decided improvement in the flavour of the product, which must effect the bacteria count.

Wishing you success with same.

(SIGNED) J. O. MALCOLM, President.  
MALCOLM CONDENSING COMPANY, LIMITED.

## MILK PRODUCERS . . . Three Big Questions

- No. 1—How can milk surplus be eliminated?  
No. 2—How can milk prices be increased?  
No. 3—How can milk products meet other food competition?

### THE RIGHT ANSWERS

Produce milk with a pleasing flavor. This will cause the Public to consume more milk. Foods are purchased by TASTE, SMELL, and SIGHT.

The inexpensive way and a sure way to eliminate surplus, increase prices, and meet other food competition is the

**HYDRO-VAC WAY — A PROVEN WAY**

May we heed and profit by what Professor Frederick W. Bennett of the Georgia State Agricultural College tells us in his article, entitled, "Control of the Flavor and Odors of Milk" (Copies mailed free upon request).

HYDRO-VAC is guaranteed to give satisfaction or money refunded.

There are reasons why HYDRO-VAC'D MILK tastes so good.

Write for Milwaukee Co-op. Ass'n. for special terms and price.

## HYDRO-VAC PRODUCTS, INC.

742 North Ada Street

Chicago, Illinois

## DAIRYMEN DELAY BUYING NEW HERDS

**Cattle Are Available in New York State to Replace the 26,000 Head Lost in Tests Since May 1**

The present supply of dairy cows in New York state exceeds the demand, according to the state college of agriculture. Many county farm bureaus report large numbers of cows listed for sale with few buyers making inquiries. However, he says, more cows will probably be sold in the next few months than in the past few weeks.

The movement of dairy cattle from the surplus areas to counties in central and southeastern New York, where intensive tuberculin testing is in progress, has increased steadily since May 1. The supply still exceeds the demand. Steuben, Allegany, Chautauqua, Cattaraugus, Livingston, Tioga, and Oswego counties have shipped many cattle. Steuben county reports shipments of 3,000 head of cattle in the past few months with liberal supplies still on hand. Oneida, Chenango, and Cortland counties report liberal listings but few inquiries from buyers.

Twenty-six thousand head of cattle have been condemned since May 1. Many dairymen have not replaced their herds. Some have bought a few cattle and plan to buy more when they receive the state and federal indemnity payments; others are waiting to buy fall freshening cows. Although many dairymen may not replace their herds, Mr. Bradt says, several thousand head will be replaced and these replacements are available in New York state.

## LIFE'S MERRIEST MOMENT

Edna: "My husband just ran off with another woman. Oh, I just e-can't control myself!"

Madge: "You mustn't try, dearie; you'll feel better after a good laugh."—Life.

## GENEROUS RATIO

Plump One: "In the bus, this morning, three men jumped up and offered me their seats."

Slim One: "Did you take them, dear?"—Der Lustige Sachse.

## SOUNDS OPTIMISTIC

His parachute, alas,  
Had failed to open;  
That he went up, not down,  
His friends are hop'n.  
—Cincinnati Enquirer.

## MIGHT TRY THIS

Frantic Mother (at the beach):  
"That's not our baby. You've taken the wrong perambulator."

Father: "Hush! It's a much better one than ours."—Watchman-Examiner.

## EMPTY YEARS

"An' what's more, I ain't 'ad a day's illness in me life!"

"For lumme, what on earth d'yer find to talk about?"—Everybody's Weekly.

## PUTTING OVER A HOT ONE

"What did they teach you at school today, sonny?"

"Oh, teacher told us all about Columbus who went 2,000 miles on a galleon."

"She did, did she? Well' don't believe all she tells you about those American cars, my boy."—New Zealand Decorator.

## PERFECTLY OBVIOUS, WATSON

In some respects the idea of fingerprinting children seems to be a good one. At least it will settle the question as to who used the guest towel in the bathroom.—Philadelphia Inquirer.

## ANNUAL STEW

"Do you summer in the country?"  
"No, I simmer in the city."—Exchange quoted by The Christian Advocate.

The thing that numbs the heart  
is this

That men cannot devise  
Some scheme of life to banish fear  
That lurks in most men's eyes.

Fear of the lack of shelter, food and  
fire for winter's cold;  
Fear of their children lacking these.  
This, in a world so old.

Where man has lived so long, so  
long,  
Finding no way to share  
The bounty of a world so rich  
That none need suffer there.

"No Government on earth can permit a third of its population to drift into economic servitude without eventually bringing the whole structure of organized society pretty near to the brink of disaster."—Charles J. Brand, Coadministrator Agricultural Adjustment Administration.

## CAT WAS SUSPICIOUS

Then there is the bootlegger who walked all the way to the drug store to get some poison to kill the cat.

Teacher (teaching alphabet):  
"What comes after 'O'?"  
Chorus: "Yeah."

Trying to be brutally frank to a flapper, we told her that her hair looked like a mop.

"What does a mop look like?" she asked.

Girl's Father: "So you want to be my son-in-law?"

Her Suitor: "No, sir; but I want to marry your daughter."

## 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.

MILKING MACHINE RUBBER  
For All Makes of Milkers  
At Nearly Half Price

Free Trial—Improved teat-cup suitable for all pipeline milkers. Better, faster milking. Allowance made for old shells. Save money on all milking machine equipment. Write for price list today, stating name of your machine.

RITE-WAY PRODUCTS CO.,  
Dept. C, 4006 N. Tripp Avenue, Chicago

## 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

W. Fond du Lac and W. North Avenue at N. 21st Street

Milwaukee's Largest Outlying Bank



## RE-ELECT SISSON PRESIDENT OF JERSEY CATTLE CLUB

Approximately 600 Jersey breeders from more than 20 states, Canada and Cuba, attended the sixty-fifth annual meeting of the nation's oldest dairy breed association, The American Jersey Cattle Club, June 7, in Nashville, Tenn. This was the first national meeting of the club's membership ever held in the South and one of the largest in the history of the organization. Governor Hill McAllister of Tennessee welcomed the visiting Jersey-men to the state and expressed his interest in the advancement of the dairy industry in an address at the opening session.

George W. Sisson, Jr., Potsdam, N. Y., prominently identified with the club for more than 40 years, was re-elected president for one year, his third consecutive term in the office. J. S. Campbell, Butler, Pa.; J. B. Hardman, Commerce, Ga.; David E. Moulton, Portland, Me., and H. G. Myers, Boise, Idaho, were elected directors for three-year terms.

Some who visit the dairy building at the Chicago exposition may be disappointed because they do not find there the usual things associated with a dairy show. There are no cattle and there are no exhibits of machinery and supplies. There are no big displays of dairy products.

To properly appreciate what the management has aimed to accomplish one should keep in mind the fact that the whole object of the show is to educate and impress the consumer of dairy products. It was not designed to interest practical dairymen. It is an advertisement proclaiming the merits of milk and milk products. Keep in mind this fact when you visit the dairy building and you will not be disappointed.

## MINNEAPOLIS ORDINANCE LIMITS NUMBER OF MILK WAGONS IN CITY

Something new in the line of milk control was introduced in Minneapolis by the city council when it passed an ordinance limiting the number of milk wagons in the city to one for every 700 persons or approximately 660 wagons—enough to allow for the number now operating. Behind the movement to secure passage of this ordinance was the drivers' union, which organization was particularly interested in keeping out peddler competition that was forcing down the price of milk and throwing union drivers of established milk companies out of work.

In recent months milk in Minneapolis has been selling for five cents a quart, due to competition from peddlers. Following passage of the new ordinance, the price of milk was immediately raised to seven cents a quart.

Under proposed government regulation of industry some men in business are liable to find it a bit embarrassing. They have been accustomed to doing just about as they pleased. If they felt like violating all the rules of competitive decency there was nothing to stop them. So long as they could pay their way they could do almost anything.

Now all this is to be changed. If they remain in business they will be compelled to transact business as others in their industry group transact it. It will be a new experience for them, but who can say that it will not be good for them—and their competitors?

Grocer: "We have some very fine string beans today."

Mrs. Newlywed: "Well now, that's lovely. And how much are they a string?"

National Association of Securities Commissioners will hold its 1933 convention in Milwaukee September 18 to 20, according to word received by the Convention Bureau. George C. Mathews, securities commissioner of the Wisconsin State Public Service Commission, presented Milwaukee's invitation, with the help of the Convention Bureau.

Proud Mother: "Yes, our little baby has my nose and his father's eyes."

Jackie (taking in conversation): "Well, you better go in and look at him, 'cause he's got grandma's teeth now and I don't think they're going to fit him."

Teacher (describing the bovine of the species to class of city children): "Now, the cow carries two horns on her head."

Interested youngster: "Well, does she blow 'em to let you know she's coming, teacher?"

Wife: "I've been asked for a reference for our last maid. I've said she's lazy, unpunctual and impertinent. Now can I add anything in her favor?"

Husband: "You might say that she's got a good appetite and sleeps well."

First Business Man: "What time have you?"

Second ditto (looking at watch): "A quarter to."

F. B. M.: "Quarter to what?" . . .

S. B. M.: "Dunno. You see, times got so tough I had to lay off one of the hands!"

## DEAR MR. DAIRYMAN:



P. S. After trying many other cattle sprays, the Domestic Animal Show at the Century of Progress, Chicago, Illinois, is now using Kem-Trates exclusively. This again proves the merits of our new improved Kem-Trates No. 2.

Allow us to thank you for the way that you have received our new KEM-TRATES NO. 2. It is very gratifying to know that our product is creating so much enthusiasm where cattle spray is required.

Allow us again to thank you for telling your friends and neighbors the money that KEM-TRATES saves you on your fly spray requirements. In almost every mail we receive comments of this nature: "KEM-TRATES is just as good as sprays that I have paid \$1.00 to \$1.50 a gallon for. I have let some of my friends try it," and then again, re-orders from users with from five to fifteen names of their friends that they want us to write to.

To those of you who are paying more than 40c a gallon for fly spray, might we suggest that you try KEM-TRATES? You will be surprised! Don't take our word for it—talk to a man who is using it.

KEM-TRATES makes a light golden spray that will not stain the cattle.

One-half gallon of KEM-TRATES, \$2.50, makes eight gallons of finished spray. We ship postage prepaid. Directions for mixing on each can. Order through your Association or direct from us.

Cordially yours,

**RICHARD W. LEONARD, INC.**  
325 West Huron Street  
Chicago, Illinois

# Milwaukee Milk Producer

OWNED AND PUBLISHED BY

Milwaukee Co-operative Milk Producers

Volume 6

AUGUST, 1933

Number 5

## Retain July Milk Prices During Month of August

### Select John Brandt To Speak at Milk Producers' Picnic

Prominent Co-operative Dairy Leader Chosen For Annual Outing at Kerler's Grove, West Allis, Wednesday, Aug. 23

John Brandt, Litchfield, president of the Land O' Lakes Creameries, Inc., St. Paul, Minn., has been secured to deliver the principal address at the fourth annual Milwaukee Co-operative Milk Producers' picnic Wednesday, Aug. 23, at Kerler's Grove, West Allis.

Mr. Brandt, for more than 10 years a director of the Land O' Lakes federation, is a forceful speaker and is regarded as one of the foremost co-operative leaders in the United States.

Invitations have been mailed to Gov. Schmedeman; Walter Caldwell, assemblyman from Waukesha county, who recently was appointed a state administrator of the public works program by Pres. Roosevelt, and Don Geyer, secretary and manager of the Chicago Pure Milk association.

In an effort to make this year's picnic surpass those of the past, which were attended by capacity crowds, the directors of the Milk Producers have secured prizes that approximate \$400. Sixty prizes will be distributed to the winners in the various games that have been planned.

Prizes donated are as follows: Pabst corp., one doz. standard pabst-ett; Andis Clipper Co., one andis clipper; Olsen Publishing Co., two prizes of letterheads and envelopes; A. G. Elsner & Sons, one pair leather gloves; The Three Schuster Stores, one quilted bedspread; Richard W. Leonard, one-half gallon kem-trates and one hudson capital sprayer; Hydro-Vac Products Inc., one hydro-vac milk cooler; National Cheese Producers' Fed., one mello-creme aged longhorn American cheese; Square Deal Feed Stores, two bags square deal scratch feed, two bags square deal laying mash, one bag square deal 32 per cent supplement; Independent Milwaukee Brewery, five one-dozen cartons of braumeister beer; John Herda, one cold pack

(Continued on page 8)

### Biddie, It Seems, Was a Regular Egg Factory

Biddie, northern Wisconsin's oldest hen, which had raised a brood of chickens annually for 17 years, is dead. The hen, owned by Jacob Steinberger, Woodruff, Wis., was 18 years old and had produced approximately 3,000 eggs.

### Organize Wisconsin Co-operative Body

Charles Dineen Elected President of State-Wide Group of Milk Producers

(From the Milwaukee Journal)

A new state-wide organization of milk producers, which had been planned for five years, became a reality Friday, July 25, when incorporation papers of the Wisconsin Co-operative Milk Producers' association were filed at Madison.

Charles F. Dineen, Cedarburg, secretary of the Milwaukee Co-operative Milk Producers, was elected president of the state group. Lars Landness, DeForest, secretary of the Madison group of milk producers, was elected secretary-treasurer and Hubert Hinz, Sheboygan, vice president of the Modern Dairy, a co-oper-

(Continued on page 6)

### Effort Made in 1924

An effort to bring about a state-wide organization of milk producers was made on Aug. 27, 1924. Charles F. Dineen, then president of the Milwaukee Co-operative Milk Producers, was acting president of the proposed organization. It failed to materialize, however, because of a lack of co-operation.

### Increase on Cream Is Voted Down By Dairymen

Producers' Proposal to Give Farmers 25 Cents on Cream Deemed Inadvisable in Face of Fluctuating Butter Market

Following the proposal of the Milwaukee Co-operative Milk Producers, Milwaukee dairies are making arrangements to return to daylight milk delivery starting Sept. 1. The change, according to Charles Dineen, secretary, is expected to lead to increased milk sales.

July prices on the Milwaukee fluid milk market will prevail during the month of August, it was agreed upon Wednesday afternoon, July 26, by representatives of the Milwaukee dairies and of the milk producers at the producers' plant.

The July wholesale price, which will continue through next month, is \$2 a hundredweight for fluid milk and \$1 for manufactured milk. If the wholesale price of butter averages 26 cents or more during the month, manufactured milk will bring a return of \$1.05 a hundredweight.

Although the monthly meeting was devoid of excessive wrangling over prices, on behalf of its members in the Milk Producers' organization, the board of directors held out for a while, asking an increase of 25 cents a hundredweight over the regular manufacture for all milk which dealers separate to get fluid cream needs.

The producers' proposal was voted down by the dairy representatives, who pointed out that fluctuating prices on the butter market would not warrant a change at this time.

Milk producers in the Milwaukee area are getting more of the consumer's dollar than producers in any other market in the country, it was pointed out.

(Continued on page 6)



# MILWAUKEE MILK PRODUCER

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Chas. F. Dineen, Managing Editor  
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## "ON WISCONSIN"

"Governor Fails Michigan Farmers"—so reads a headline in the Michigan Milk Producer, which goes on to say that the governor vetoed a bill for state regulation of milk markets.

A somewhat similar criticism is voiced in an article in Pure Milk, which takes the governor of Illinois to task for his lack of sympathy toward farm problems.

This sorry state of affairs is not prevalent in Wisconsin. Wisconsin farmers, in face of existing conditions, are fortunate to have Gov. Schmedeman for their leader. Wisconsin farmers, also, are fortunate to have seated a legislature that is promoting their welfare.

One of the legislature's constructive measures, the mortgage moratorium law, undoubtedly will prove beneficial to Wisconsin farmers, in that it will enable them to correct many of their financial difficulties.

Then, too, the Caldwell law, which gives the department of agriculture and markets the power to license milk dealers, is now operating to great advantage in fluid milk markets.

Through the efforts of Gov. Schmedeman and his advisor, Mr. Leo T. Crowley, federal funds were poured into Wisconsin's coffers sooner than any other state. This money is now being used to "thaw out" banks that hold frozen farm securities.

Outstanding among the members

of the legislature who are pushing the fight for the dairy farmers is Walter Caldwell, of Waukesha county. Mr. Caldwell has the farm situation at heart, which is evidenced in his splendid co-operation with the farmers.

## STRONG CO-OPERATION

(From the Dairymen's News)

Representatives of industry and labor are very much in evidence in Washington these days. They are very busily engaged on one big job—to protect the interests of industry and labor as the new Industrial Recovery act gets under way.

The act has already given great impetus to the development of trade organizations. There are probably 10,000 of these trade organizations in the United States today. They are becoming powerful factors in the industrial situation and will become more powerful as time goes on. They have practically 100 per cent backing of the groups they represent.

These new trade organizations are somewhat parallel in scope to the co-operatives in agriculture. The authority given them under the act is far-reaching. In the working out of industrial codes that are to govern business in the future, these trade organizations are all powerful, subject only to federal approval.

Neither industry nor labor are to be criticized for thus doing everything possible to protect their interests. The Industrial act calls for closer and greater co-operation of industry and labor and agriculture, within their own groups, with each other and with government. This is a fine thing as long as everyone gets a fair deal.

**The lesson for farmers to learn from this, is that if the representatives of agriculture are to cope successfully with this situation then our co-operatives and other farm organizations who must fight this battle for the industry, must have the same kind of solid support and backing from farmers as industry and labor are getting from their groups. Without such support and backing, agriculture is bound to lag behind in the recovery procession.**

Inflation is already benefiting farmers as well as other groups. Fluid milk prices have been increased. The prices for manufactured milk products have increased. Western farmers are benefiting from the increases in the prices of grain.

**If farmers are to hold these**

**gains and keep abreast of future improvement, they must do it through co-operatives and other farm organizations. They must depend upon the representatives of these organizations to see that codes and market agreements affecting farm commodities, protect farmers' interests under the new conditions.**

These representatives and these organizations cannot do this job successfully unless farmers unite solidly behind them and give them the same power and authority which are being given to trade and labor organizations.

Temporary benefits may come through government regulations, but the benefits which agriculture obtains through organization and through co-operative effort of its own will be permanent and lasting.

## HAMPERING MINORITIES

(From the Dairy Record)

Hampering minorities are causing considerable trouble in some milk sheds where efforts are being made to draw up agreements between producers and distributors. In some cases those elements are made up of producers while in others recalcitrant dealers are preventing quick and satisfactory action.

A casual check of such situations would indicate that where it is dealer group which refuses to line up with other distributors, it is usually because those dealers have but comparatively recently come into the business and have depended mainly upon cut-rate prices to secure patronage. Their opposition is usually based upon the knowledge that with the establishment of a standardized price will go their principal argument for being in business.

Minority producer groups usually center their opposition upon the failure of the major signatories to the agreement to give them a voice in the formulating and enforcement of that agreement.

As far as the cut-rate dealers are concerned, we believe that little consideration should be shown. Most of them came in as pirates and they now demand an unfair advantage which reacts unfavorably upon the producer and raises havoc with the legitimate trade which built up the business. Either they should be forced to line up with those who are working for the best interests of the farmers and the dairy business in general or they should be forced out of business.

# Emergency Price Setting Legal

By Charles F. Dineen

## Commission Appointed

Ohio milk dealers and producers soon will get their first taste of milk dictatorship. The commission of four which was appointed recently and will have the power to arbitrate prices affecting both the distributor and producer, set up producing and distributing regulations, establish marketing zones and license everybody engaged in the milk business.

court, upon examining the decisions handed down by the supreme court, found it definitely had passed on the question and had declared it unconstitutional. Therefore there was nothing to do for this court, in honor, other than to so declare the law unconstitutional.

"But in this case nothing has been furnished to the court from the decisions of this state that definitely determines one way or the other whether this last statute here involved was or was not within the powers of the legislature. So then it becomes the duty of the court to inquire into the matter and to see whether or not the statute is valid.

"Incidentally, the court has this to say—that even though this legislation in general, and as a general and permanent law and policy in this state might not be within its powers, though it might be within the powers of the legislature to have enacted this law for the limited period, providing there was such an emergency as set forth in the act itself, it would justify it for temporary purposes.

"Now very likely cases can be cited and decisions brought forth from the supreme court of the United States and from the various courts of the states to make a pretty good showing. Possibly this legislation even as emergency legislation is not constitutional.

"On the contrary, the court finds that there is considerable law set forth by the supreme court of the United States and the several states that seem quite clearly to uphold the powers of the Wisconsin legislature in passing the Caldwell measure, especially for emergency purposes.

"In a government like ours the basic foundation which governs all of us is, first, the supreme law of the land, the constitution of the United States, its laws, and then the constitution of the state. And the con-

stitution of the United States and that of the states differ particularly in this respect: Under the United States or federal constitution certain powers are delegated to the congress, and certain powers are reserved to the state. In Article IX of the federal constitution, there is a clause to the effect that all powers not given to the United States—to the Congress—by the constitution, and not prohibited by the federal constitution to the states, are reserved to the states, respectively, and to the people.

"In other words, the federal government, under the federal constitution, can do only those things that the constitution says it can do and the things that naturally grow out of it. Whereas the state can do all the things not prohibited to it in the federal constitution and in the state constitution.

"I think this a statement of the general principle. So that in general, unless the legislature is prohibited from doing these things and prohibited from enacting the price legislation under the situation here, either by the federal or the state constitution, then it has a right to do as it did.

"As time goes on the attitude of the people changes with reference to what they want and somewhat to the construction of these constitutions. For the last generation a great deal more liberality has been shown with reference to the construction of the clauses of the constitution and with construing particularly the general welfare clause so as to enable the legislature to do those things that the people want them to do.

"It has only been within the last four or five months that the attitude toward the constitutional provisions in the matter of interfering with and controlling and guiding private enterprise and in fixing prices has been taken up, as everybody knows, by the national government, in a way that a few years ago would have horrified people.

"Now, they practically acquiesce in it. And the state of Wisconsin—the legislature—in passing the Caldwell law and in giving the commission powers with reference to setting the prices of a product, like the distribution of milk, has done nothing more than to follow the general principles and attitudes with reference to those things that have been taken

(Continued on page 8)

The appellate court of the state of New York upheld the New York Milk Control board in its setting of a minimum price at which milk could be sold and the minimum price to be paid the producer.

A Milwaukee dairy, accused of violating the orders of the department of agriculture and markets, brought suit against the department, before Judge A. G. Zimmerman in Dane county circuit court.

The constitutionality of the Caldwell law was questioned by the dairy company. After reviewing the testimony submitted and discussing the plan of buying milk in the Milwaukee market the court had this to say:

"Now, the main question here for consideration is whether or not this new legislation is constitutional.

"In the first place, it is not within the scope of this court to endeavor to find sufficient reason, if possible, to set aside any legislation that is enacted by the legislature of Wisconsin. The court conceives it to be its duty, on the contrary, if it can be done reasonably and within the law and the constitution, to endeavor to uphold legislation put out by the legislature.

"When it is a clear proposition about which reasonable men whose knowledge is such as to enable them to rationally decide the question—I say, when it is a clear proposition that certain legislation is out of harmony with the constitution and with the powers given to the legislature by the constitution, then it is the duty of this court to say whether or not that law is or is not constitutional; it is its duty to say that it is not, if it is a clear proposition that it is not.

"On the contrary, when any law passed by the legislature is of such a nature that reasonable men may readily differ as to whether it comes within the terms of the legislative power, and when the supreme court, which has the last say in this state, has not definitely expressed its opinion with reference to that particular class of legislation, then, if under any reasonable construction such legislation may be held valid rather than invalid, it becomes the duty of the court to uphold the legislature.

"Two years ago this same court had occasion to pass upon the constitutionality of another piece of legislation in which the department of agriculture and markets was interested, the oleomargarine law. The



## Badger Farm Group Now Investigating State Marketing

### Leading Wisconsin Agriculturists Co-operating With Farm Credit Administrator in Conducting Fact Finding Study

The committee of nine Wisconsin farm leaders, appointed last month by Gov. Schmedeman to study state dairy marketing, are co-operating with Henry Morgenthau, Jr., national farm credit administrator, who was sent to Wisconsin by Pres. Roosevelt to aid in finding solutions to the state's farm problems.

Accompanying the committee, which began its inquisitorial trip three weeks ago at St. Paul, Minn., is Chris L. Christensen, of the college of agriculture at the University of Wisconsin.

"This committee is a fact finding body," said Dean Christensen, in outlining the function of the governor's farm group. "It is tackling a big job, which will take several months perhaps.

"There will be a report then, but meanwhile we are merely interested in gathering facts about the dairy industry and that includes not only the milk industry but the butter and cheese business. The members of the committee are working in harmony to solve the dairy problem."

The Milwaukee milk shed, which is represented by Charles F. Dineen, Cedarburg, secretary of the Milwaukee Co-operative Milk Producers and of Gov. Schmedeman's special farm committee, was surveyed by the group the week of July 17, who also inspected the producers' \$30,000 plant.

Its system of check testing the dairy products of the producers having membership in the Milwaukee Co-operative, in its spacious laboratory, which is one of the best equipped in the state, may be adopted by other Wisconsin co-operatives.

"The findings of the board will be kept secret for several months," Mr. Dineen said. "The board has eliminated all hit and miss methods. It is our objective to study thoroughly the suggestions of the committee members before submitting a program designed to bring aid to Wisconsin's farmers."

In the course of his travels around the state thus far with the governor's committee, Mr. Dineen said he found Wisconsin farmers optimistic and predicted that the Chicago fluid milk market might furnish a new

outlet to Wisconsin dairy farmers.

"It has been conservatively estimated that more than 2,000 farmers in the Chicago milk shed lost their crops in severe wind storms," he said. "This, with the mounting attendance at the Century of Progress, may force Chicago to look elsewhere for part of its milk supply."

## Illegal Sales Bring Several Arrests

State representatives of the department of agriculture and markets who have been investigating alleged violations of the milk price orders for the past month have started to issue warrants through Dist. Atty. William A. Zabel.

Already several Milwaukee dairies and operators of roadside milk stands have been arrested for disregarding the state dairy code.

The department recently fixed the retail price of milk at 9 cents a quart and established minimum prices which dealers must follow. As the state investigation continues in the Milwaukee milk shed additional warrants will be served, department heads pointed out.

**The clause protecting the farmers in the Milwaukee fluid milk area against all price cutting is contained in the Caldwell law. This measure, regarded as one of the greatest pieces of dairy legislation passed in the state aiding the farmer, was sanctioned by the Milwaukee Co-operative Milk Producers.**

## Decision Announced To Issue Licenses

Sec. Henry A. Wallace and George N. Peck and Charles J. Brand, administrators, announced their decision to issue licenses under provisions of the Agricultural Adjustment act to processors and all distributors of milk, both wholesale and retail, at the same time a marketing agreement for milk becomes effective for a specified area.

The license procedure was determined upon after conference with the attorney general and Pres. Roosevelt and had their approval.

Marketing agreements have been submitted by groups of processors, associations of producers and others engaged in the handling and distribution of milk in many of the larger cities.

After a formal hearing had been held on one of these agreements and the agreement had been approved and executed by the secretary and

the parties proposing and approving it, it will become effective upon a date specified in the agreement.

At that time licenses will be issued to all processors and distributors of milk in the area covered by the agreement, whether or not they have signed the agreement, so that uniformity of milk prices and distributive practices within the area may be attained. No one will be required to apply for a license since all processors and distributors will be licensed by the secretary without any such applications.

Formal hearings on proposed marketing agreements have been held for Chicago, Atlanta, Philadelphia, Detroit, Evansville, Los Angeles, Oakland, San Francisco, Kansas City, Baltimore, St. Paul and Minneapolis.

## Approves Agreement

Secretary Wallace recently approved a milk marketing agreement covering the distribution of fluid milk and cream in the Chicago metropolitan milk shed.

The agreement ratifies an advance in price which was put in effect May 16. At that time the price to consumers was increased 1 cent a quart to 10 cents, which is the price approved. This is 1 cent less than the price in effect nine months ago.

Farm administrators estimated that of this increase two-thirds is being realized by producers in Wisconsin, Illinois and Indiana.

The price level to producers under the agreement will be \$1.75 a hundredweight for Class 1 milk with 3.5 per cent butterfat content, subject to a butterfat differential of 4 cents for each one-tenth of 1 per cent butterfat content below or above 3.5 per cent.

Wallace announced he would invoke his authority to require licenses in order to enforce the agreement, which is supported by approximately 90 per cent of the industry. All distributors of milk, including stores, will be automatically licensed. This will be the first use of the drastic licensing power provided under the farm act.

## Protest Price Increase

Dealers and producers alike have entered sharp protests against the state Milk Control board's price increase of one cent which went into effect in New York and the larger up-state cities recently. Both the dealers and the producers are making plans for the fight against the raise which, according to the members of the board, was occasioned by the worst drought in the state's history.

# Securing Federal Farm Loans

(From the Chilton Times-Journal)

How much money can a farmer borrow? What is the interest rate? Where do I write for information? When can a loan be secured? These and many other questions are being asked by farmers and bankers since the passage of the "new deal" farm mortgage act a few weeks ago.

P. L. Gaddis, assistant chief reviewing appraiser of the Federal Farm Loan Bureau of Washington, is in Wisconsin to start the work of refinancing agricultural loans. His answers to these and a number of other questions are given herewith. The Emergency Farm Mortgage act of 1933 authorizes the issuance by Federal Banks of two billion dollars worth of 4 per cent bonds, the interest of which is guaranteed by the United States. During the next two years this money is to be loaned to farmers at four and one-half per cent interest through national farm loan associations or in territories where there are no associations, loans are made directly to farmers at 5 per cent. Here are the questions and his answers:

**Question:** Will there be payments on the principal in addition to the interest?

**Answer:** If a borrower is not in default with respect to any covenant in his mortgage, that is, if his interest and taxes are paid and insurance maintained, he will not be required to pay on the principal of his loan during the first three years. He may, however, make payments on the principal if he wishes to do so.

**Question:** Are funds provided for loans on second mortgage and chattel security?

**Answer:** Congress provides that the Reconstruction Finance corporation should furnish the Land Bank commissioner with two hundred million dollars to be loaned to farmers and secured by either first or second mortgages on farm real estate and personal property including crops of the farmer. If on real estate only, such loans may be made on regular land bank terms, but if personal property is included the terms of loan cannot exceed 13 years, including the first three years no payment on the principal may be required.

## "Square Deal Fundamental"

"Certainly giving farm people a square deal is fundamental in any civilization, for they keep the wolf from the door of the world and should be well paid for doing so."  
—Dr. Ruby Green Smith.

dividual farmer borrow under these two plans?

**Answer:** He may borrow from a Federal Land bank, an amount not exceeding 50 per cent of the normal value of his land and 20 per cent of the value to the farm of the permanent insured improvements and not exceeding \$50,000; from the Land Bank commissioner he may borrow not more than 75 per cent of the normal value of the property including all prior liens and not exceeding \$5,000, the interest rate to be 5 per cent. Of course, the farmer's ability to make the payments on his loans, if given normal prices, must be taken into consideration in determining the amount to be loaned.

**Question:** On what basis is the farm land being appraised?

**Answer:** The Federal Farm Loan act provides that in making the ap-

praisal, the earning power of the land shall be a principal factor.

**Question:** How do the appraisers estimate the earning power of the land?

**Answer:** They estimate what the land will produce in terms of crops, livestock, and livestock products common to the farm and community, and what such products would be worth at normal prices.

**Question:** What is meant by normal prices.

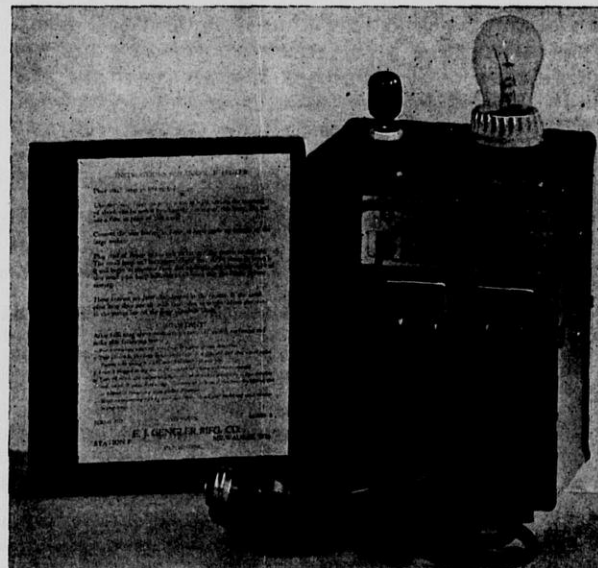
**Answer:** The prices of 1905 to 1914 have been adopted as representing a stable and normal period of agriculture, with such adjustments as may be necessary for changes in demand, such as in the case of oats.

**Question:** Does this mean that land will be valued the same as it was from 1905 to 1914?

**Answer:** Generally, except where location from city standpoint and non-agricultural values enter, or where there have been unfavorable developments since that time. In some cases where the conditions are favorable, particularly as regards

(Continued on page 7)

## GENGLER ELECTRIC FENCER



... For Livestock Fences and Gates

THE NEW GENGLER ELECTRIC LIVESTOCK FENCER will give you more fencing in a few hours than could be had by weeks of hard work, the buying of more wire and expensive fence posts. You save buying gates; fence line weeds are practically eliminated. The Electric Fencer will enable you to fence any large or small field in a very short time and with very little work. Operating cost is approximately ten cents per month. Price of unit \$19.50 complete with rubber cord ready to plug in. Send \$2.00 down payment. Balance C.O.D., or write for circular. Operates on 110 A. C. only.

REG. U. S. PAT. OFF. SERIAL NUMBER 644125

**E. J. GENGLER MFG. CO., Station F, Milwaukee**

**Question:** How much can an in-



## Organize Wisconsin Co-operative Body

(Continued from page 1)

ative producer-distributor plant, was elected vice president. Headquarters will be at Madison.

### Will Co-ordinate Groups

Twelve directors from as many local associations also were elected. Several other local groups had planned to send representatives but harvesting prevented them. The Twin Ports (Superior and Duluth) association gave notice it would join the state group but did not have a representative at the meeting.

The association is intended to co-ordinate the work of various producers' groups which are supplying fluid milk to city markets, it was pointed out. A need has been felt for a central group to unite on general programs for the dairy industry. Uniform methods of bargaining and distributing market information will be set up. United action can be taken also in supporting or fighting legislation affecting the industry, it was said.

### Seeks "Fair Dealing"

Each local co-operative will function independently in its own market area but will have a representative on the state board. The state association, in turn, will affiliate with the Co-operative Milk Producers' Federation to work out national problems. In the past only the Milwaukee and the Twin Ports' groups have been affiliated with the federation. Through the state group all local groups now will have national representation.

The state association was incorporated as a non-stock corporation and the papers said that the purpose was "to secure fair dealing and information on market conditions." The papers were filed by R. M. Orchard, assistant attorney general assigned to the department of markets.

## Maintain Present Base

By Chester W. Fletcher  
(Field Representative)

A great deal of misunderstanding has arisen in regard to base plans but I believe that if we analyze this properly we will understand the necessity for not making new bases.

Figuring on last year's base with tolerance, we have nearly double the amount of milk that can be consumed on the fluid market, without allowing for any excess. If new bases are made there is a certainty that this amount will be increased, thereby adding a greater burden to ourselves in surplus.

If, however, we adjust our farm production in some other lines, we will, as consumption increases in the city, gradually reduce the amount of surplus on the fluid market. Then as milk is needed we can very easily increase the base allowance.

It is necessary that we continue our fight to keep outside milk off the Milwaukee market, for a great deal of the success of this plan is bound up in that proposition.

We, as Milwaukee producers, are vitally interested in the fight going on in the Chicago market to stop price cutting and unfair buying methods. It is the same story we have faced in our market. A great deal of the government's program to control the Chicago market is based on the procedure used for the past six months in our market.

It is certain that unless the "chiseler" practices can be stopped and these kind of concerns be compelled to do business on a fair basis, the price structure for any market will topple over with resultant low prices to the farmer and destructive price wars. It is certain that no dairy concern will long continue to pay more for their goods than their

competitors, with the added loss of business.

All the stories of the cheap politicians and racketeer farm leaders to the contrary will not change matters, for it is the same picture all of us face when we sell anything. The cheap buyer who is only interested in his own selfish ends and has no consideration for anyone else often spoils the market.

There is considerable trouble with bad odor milk at this time of year, one of the causes being slow cooling of evening milk. If the milk is cooled quickly at a temperature below 60 degrees, the trouble often times is eliminated. When you have checked all other causes try this and you may eliminate your troubles.

## Retain July Prices During August

(Continued from page 1)

The producers are getting \$2 while milk is retailing at 9 cents to the householder. In Chicago, for example, the producers are getting only \$1.75 with 10 cent milk. In St. Paul and Minneapolis, the producers get only \$1.40 with 8 cent milk.

The prices reported by the dairies follow:

Gridley Dairy Co.: Fluid sales, 41.56 per cent at \$2; manufactured sales, 51.81 per cent at \$1; outdoor relief sales, 6.63 per cent at \$1.77, and average price, \$1.46.

Lutick Dairy Co.: Fluid sales, 39.79 per cent at \$2; manufactured sales, 53.34 per cent at \$1; outdoor relief sales, 6.87 per cent at \$1.77, and average price, \$1.45.

Sunshine Dairy: Fluid sales, 50 per cent at \$2; manufactured sales, 50 per cent at \$1, and average price, \$1.50.

Layton Park: Fluid sales, 45.27 at \$2; manufactured sales, 28.89 per cent at \$1; outdoor relief sales, 9.84 per cent at \$1.77, and average price, \$1.53.

### Milk Dealers Organize

A new milk dealers organization to be known as the New York-New Jersey Institute, Inc., is being planned to bring 500 milk distributors within the metropolitan area into a single compact organization.

MALCOLM CONDENSING COMPANY, LIMITED.  
ST. GEORGE, ONTARIO, CANADA.  
January 28th, 1933.

Messrs. Ruddy Manufacturing Co.,  
Brantford, Ont. ATTENTION: Mr. R. K. Ruddy

Dear Sirs:—  
Regarding your Hydro-Vac milk cooler, which your Dr. Blackhurst demonstrated on the premises of one of our milk producers here, writer is of the opinion this cooler is very efficient, both as to cooling and aerating or deodorizing the milk, by means of washing the air.

The milk was cooled quickly to the desired temperature with very little water being used. There was also an improvement on the milk, this being more noticeable next morning when compared with the same milk cooled in the ordinary manner.

Writer is of the opinion Hydro-Vac is very economical as to cost of installation, also in labor and water used. Since the above producer has purchased this outfit and using same continuously we consider there has been a decided improvement in the flavour of the product, which must effect the bacteria count.

Wishing you success with same.

(SIGNED) J. O. MALCOLM, President.  
MALCOLM CONDENSING COMPANY, LIMITED.

## MILK PRODUCERS . . . Three Big Questions

No. 1—How can milk surplus be eliminated?  
No. 2—How can milk prices be increased?  
No. 3—How can milk products meet other food competition?

### THE RIGHT ANSWERS

Produce milk with a pleasing flavor. This will cause the Public to consume more milk. Foods are purchased by TASTE, SMELL, and SIGHT.

The inexpensive way and a sure way to eliminate surplus, increase prices, and meet other food competition is the

HYDRO-VAC WAY — A PROVEN WAY

May we heed and profit by what Professor Frederick W. Bennett of the Georgia State Agricultural College tells us in his article, entitled, "Control of the Flavor and Odors of Milk" (Copies mailed free upon request).

HYDRO-VAC is guaranteed to give satisfaction or money refunded.

There are reasons why HYDRO-VAC'D MILK tastes so good.

Write for Milwaukee Co-op. Ass'n. for special terms and price.

## HYDRO-VAC PRODUCTS, INC.

742 North Ada Street

Chicago, Illinois

## Securing Federal Farm Loans

(Continued from page 5)

markets, the values are placed higher than in the base period.

\* \* \*

**Question:** Are there any cases where land may be valued below its worth in 1905 to 1914?

**Answer:** There are some instances of that as, for example, where land has been allowed to become washed or run down in fertility, where the taxes are seriously out of proportion and where noxious weeds such as Canada thistle and quack grass are serious pests and proper control measures are not being exercised in the community and on the farm appraised; also perhaps where tenantry has increased so much that the home value is affected.

\* \* \*

**Question:** Who does the appraising?

**Answer:** It is done by land bank appraisers appointed by the Land Bank commissioner of Washington.

\* \* \*

**Question:** How are these men selected?

**Answer:** Men from various parts of the state are chosen because of their knowledge, experience, and judgment in fixing farm property values. Before they are appointed they are carefully trained under experienced appraisers and must demonstrate their ability to do the work. Every effort is being made to give the farmer in Wisconsin a fair appraisal.

\* \* \*

**Question:** How can a farmer proceed to get his indebtedness refinanced under these plans?

**Answer:** He should get in touch with the secretary-treasurer of the National Farm Loan association in his territory, who will be prepared to give him advice and help him in making out his application. Bankers and county agents can put the farmer in touch with the secretary-

treasurer. In case there is no association operating in a territory, the farmer should write to the Federal Land Bank, St. Paul, Minn., for an application blank for direct loans.

\* \* \*

**Question:** If a farmer's indebtedness exceeds the amount he can expect to get under an appraisal of his property, is there anything he can do then?

**Answer:** He should see his creditors and find out if there is a possibility of his debts being adjusted in case he cannot get loans sufficient to pay them in full. The act provides for the purchase of mortgages by Federal Land banks at reduced figures of which the farmer borrower is to have the advantage. It is expected that many holders of farm mortgages will be willing to accept less than the face value of their mortgages in order to obtain cash or securities upon which the interest is guaranteed.

\* \* \*

**Question:** If farmers have questions about this act where should they send them?

**Answer:** To the Federal Land bank, St. Paul, Minn., which takes care of all inquiries on land bank and commissioner loans for the seventh Federal Land Bank district, which comprises Wisconsin, Michigan, Minnesota, and North Dakota. They will gladly answer, free of cost, any questions.

### Dairies Federate

Ten dairy co-operatives, mostly milk marketing associations, located in four states, met at Des Moines recently to organize the Midwest Co-operative dairies. This new co-operative is being organized under the laws of Minnesota for the purpose of enabling the local co-operative milk marketing companies to operate under the new farm adjustment act.

### A SOUND CONCLUSION

(From the Dairy Record)

"From time immemorial farmers have rejoiced at the prospects of a good crop. \* \* \* They find it difficult therefore to understand the logic of reducing production. Experience shows that moderate crops often produce a larger money return than big crops; but how to tell what sized crop will bring the best return is the big problem. Farmers obviously would not gain by reducing their production too greatly. Besides stirring up consumer resistance, they would stimulate agricultural competition at home and abroad. \* \* \* The proper conclusion is not that the less farmers produce the more they make, but simply that the most profitable production is the production best adjusted to the demand. \* \* \*"

The foregoing is part of a recent statement issued by the U. S. Department of Agriculture. It is a good statement, betokening a sound premise upon which the department intends to work out its conclusions, and, hence, upon which it will base its program.

### Loop Traffic Blocked

Chicago's loop traffic was blocked recently when 800 members of the world's largest band, the Southern Iowa Farm bureau band, marched from the Union station to the Morrison hotel where headquarters were set up in preparation for the band's three days at the Century of Progress.

No internal medicine or chemical mixed with feed succeeds in keeping poultry free from external parasites.

## WANT DEPARTMENT

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

### BADGER STATE BANK

W. Fond du Lac and W. North Avenue at N. 21st Street  
Milwaukee's Largest Outlying Bank



## Emergency Price Setting Legal

(Continued from page 3)

up and acquiesced in at Washington in recent months.

"Now I say this aside from the decisions that have been presented here as to this same question. So that much more at this time is the legislature apparently entitled to look farther toward the welfare of its people and to construe the police powers of the state with reference to health and morals, and especially to the general welfare of its people to those things that are of the greatest public interest. And aside from anything that the legislature has said in the Caldwell law, the court can take judicial notice of the fact that in Wisconsin, now and for some years past, nothing has been of greater interest, economically and otherwise, to the people of the state of Wisconsin than its greatest industry, the milk industry, the dairy industry—which as the court recalls exceeds that of any other state in the union, and in itself is a very large per cent of the whole dairy industry.

"And it is also a matter of public notice, aside from the record here, that the industry and the matter of the prosperity of those engaged therein, especially the farmers, has been a matter of great public interest. So that there has been much legislation in various phases endeavoring to regulate and aid it. There has been much legislation and other actions in Washington, as well as here, having in mind more especially the matter of promoting the dairy interests, more particularly of Wisconsin perhaps than of any other part of the United States.

"So that the court feels that there can be no question, so far as facts and conditions are concerned, but

that the matter of the proper regulation of the dairy interests in such manner as seems necessary for its advancement and those engaged in it and for the general welfare of the state of Wisconsin, is such a matter of public interest as to come within the third clause of the police powers of the state, as indicated by Chief Justice Taft in his opinion, as giving the legislature power to make those regulations in a matter of great public interest, like the dairy interests in Wisconsin.

"And the court feels that it is unnecessary for it to enlarge upon the fact that in the last few years there has been, and is yet, such an emergency with reference to conditions generally, and especially to the dairy interest in this state, as to justify the legislature in this temporary legislation, the Caldwell law, as an emergency measure."

### The Recovery Theory

The purpose of the National Industrial Recovery act is to restore purchasing power by causing the employment of more workers at higher wages.

Codes of fair competition are demanded so that all manufacturers and distributors remain on equal terms—all increasing their costs (higher wages, less hours) simultaneously.

Increased costs are passed on to the public by a markup equal to but not higher than the increased costs that result to the employer.

### Large Carryover of Corn

Illinois farmers on June 1 had what was perhaps the largest carryover of corn on their farms that they have ever had, but they stand to lose a smaller percentage of it by shrinking than at any time during the past seven years, says George H. Dungan, Illinois college of agriculture.

## New Supporters

John Bath, Sta. D, R. 3, Box 619, Milw.  
Earl West, Waukesha.  
Geo. Wollner, West Bend.  
Casper Klunke, West Bend, R. 1.  
Shirley Osborne, Eagle.  
Geo. Swehlek, Waukesha, R. 6.  
Alb. Esser, Jr., Waukesha, R. 6.  
Arnold Liesener, Rockfield.  
Paul Projanac, Waukesha, R. 6.  
Wm. Thiesenhusen, Waukesha, R. 3.  
D. J. Cahill, Delafield.  
Walter Fredrick, Wauwatosa, R. 8.  
Joseph H. Fehring, Wauwatosa, R. 8, Box 832.  
Ernest Bolter, Waukesha, R. 7.  
C. B. Coleman, Jr., Waukesha, R. 6.  
Fred Loppnow, Waukesha, R. 7, Box 153.  
James H. Welch, Waukesha, R. 5.  
Bernhard L. Fredrick, Waukesha, R. 6.  
Walter F. Zillmer, Waukesha, R. 6, Box 44.  
Fred Dreger, Wauwatosa, R. 7.

## Annual Picnic, Aug. 23

(Continued from page 1)

canner and general utility pot; Cedarburg Supply Co., one-half barrel flour; T. M. E. R. & L. Co., one electric clock; Chas. A. Krause Milling Co., four 25-lb. sacks of Amerikorn calf meal; four 50-lb. sacks of kookoo egg mash, four 50-lb. sacks of kookoo scratch grains; two 100-lb. sacks of Amerikorn 24 per cent dairy ration, two 100-lb. sacks of badger 16 per cent sweet dairy; Geuder-Paeschke & Frey Co., one No. 12 sky-test milk filtering strainer; The Carborundum Co., two No. 57 carborundum brand files; Mitchell Mfg. Co., barn equipment; and Follansbee Bros., one milk can; Reuss Electric Co.; Geo. Schubert & Sons, grinder; J. R. Williams, one gal. can De Laval separator oil; Schlitz Brewing Co., 12 cases of beer.

The picnic program also includes a musicale. Free milk will be served and dinner can be had for a nominal charge on the grounds. Kerler's Grove can be reached by taking Highway 100, Cold Spring road.

The committee in charge of arrangements includes:

Fred Klussendorf, Waukesha; Ed Schmidt, Brookfield; George Drought, Caledonia; Ambrose Wiedmeyer, Jr., Richfield, and John Wick, Menomonee Falls, games; Arnold Kiekhaefer, Thiensville, music; Chester Fletcher, Waukesha, and Charles Dineen, Cedarburg, prizes, and Edward Hartung, Milwaukee; William Kerler, West Allis; Paul Bartelt, Jackson, and Charles Miller, South Milwaukee, refreshments.

## DEAR MR. DAIRYMAN:



P. S. After trying many other cattle sprays, the Domestic Animal Show at the Century of Progress, Chicago, Illinois, is now using Kem-Trates exclusively. This again proves the merits of our new improved Kem-Trates No. 2.

Allow us to thank you for the way that you have received our new KEM-TRATES NO. 2. It is very gratifying to know that our product is creating so much enthusiasm where cattle spray is required.

Allow us again to thank you for telling your friends and neighbors the money that KEM-TRATES saves you on your fly spray requirements. In almost every mail we receive comments of this nature: "KEM-TRATES is just as good as sprays that I have paid \$1.00 to \$1.50 a gallon for. I have let some of my friends try it," and then again, re-orders from users with from five to fifteen names of their friends that they want us to write to.

To those of you who are paying more than 40¢ a gallon for fly spray, might we suggest that you try KEM-TRATES? You will be surprised! Don't take our word for it—talk to a man who is using it.

KEM-TRATES makes a light golden spray that will not stain the cattle.

One-half gallon of KEM-TRATES, \$2.50, makes eight gallons of finished spray. We ship postage prepaid. Directions for mixing on each can. Order through your Association or direct from us.

Cordially yours,

**RICHARD W. LEONARD, INC.**  
325 West Huron Street  
Chicago, Illinois

# Milwaukee Milk Producer

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Milwaukee Co-operative Milk Producers

Volume 6

SEPTEMBER, 1933

Number 6

## August Milk Prices Remain Unchanged

### Shortcomings of Strikes Enumerated in Speech By Leo T. Crowley

#### Prominent Wisconsin Leader Urges Picnic Crowd to Keep Faith With Government

"There is no need to take the law into your hands or to strike at the welfare of the whole people in an effort to get something not very definite by ways and means not very clear," declared Leo T. Crowley, federal N. R. A. administrator in Wisconsin, Wednesday afternoon, Aug. 23, at the fourth annual Milwaukee Co-operative Milk Producers' picnic at Kerler's Grove, West Allis.

"Wisconsin has built up a world-wide reputation for her livestock and her agricultural products," Mr. Crowley told a crowd of 2,500 persons at the Milk Producers' outing.

"It is this demand that makes us more dependent upon the world markets that we have ever been before. We need a constructive program of co-operative marketing.

"State and national governments are ready to assist, but it is on your own co-operation that the ultimate success of any program of agricultural marketing depends," Mr. Crowley said.

"There are only a limited number of things that the state can do," he declared, "inasmuch as only 25 per cent of Wisconsin's dairy products are consumed in the state, while 75 per cent is sold in other states."

After declaring that without the assistance of the farmers it would be impossible for Gov. Schmedeman or any other man to work out a sound policy, Mr. Crowley warned:

"A policy of sabotage and destruction or willful opposition will get nowhere. There is nothing

(Continued on page 5)

### New Supporters

P. C. Mueller, Pewaukee, R. 1, Box 151.

Otto Pinke, Sussex.

Henry W. Henke, Colgate, Box 97.

Wm. P. Becker, Sussex, R. 1.

Carl Zerbe, Waukesha, R. 4.

Wm. R. Hughes, Waukesha, R. 6, Box 119.

Ernie Pfeil, Sussex.

Fred Dreger, Wauwatosa, R. 7.

John Graf, Waukesha, R. 6, Box 24.

J. J. Price, Waukesha.

Wm. S. Hext, Waukesha, R. 1.

Ed. Beaupre, Waukesha, R. 6, Box 33.

Freida Schessler, Waukesha, R. 7.

Hubert Chesney, Menomonee Falls, R. 1.

H. F. Guderyon, Hartland.

Leo Narlock, Waukesha, R. 3, Box 179.

Herman Fischer, Waukesha, R. 4, Box 129.

Albert Koloske, Waukesha, R. 4, Box 120.

### Governor's Farm Board Issues Initial Report

#### Committee Investigating Wisconsin Dairy Marketing Conditions Submits Study Results

(Special to the Milk Producer)  
Madison, Wis.—Gov. Schmedeman's farm board, now investigating dairy marketing conditions in

(Continued on page 7)

### Eliminate the Chiselers

In every industry, and dairy farming is not excluded, there are certain cliques of chiselers who make a dishonest living by adopting unfair practices of doing business. One of the aims of President Roosevelt's national recovery act is to stamp out these parasites, and make the nation's industry safe for those who want to do the right thing by their fellowmen.

### Milwaukee Co-operative Milk Producers Vote Down Lower Scale

#### National Report Shows Farmers are Better Situated Here Than Elsewhere

For the third consecutive month, the board of directors of the Milwaukee Co-operative Milk Producers and representatives of the dairies, meeting Friday, Aug. 25, agreed to retain the same prices in the milk shed during the month of September.

Producers to the Milwaukee market will again receive \$2 a cwt. for milk going into the bottled channels and \$1 a cwt. for manufactured milk, with the added provision that the latter price will be raised to \$1.05 a cwt. if the average wholesale price of butter reaches 26 cents during the month.

In face of the unsteady butter market the dealers asked for lower prices but the directors of the Milk Producers stood their ground and refused to take less. After a short session a decision was reached to make August prices effective during September.

#### Quote Federation Report

The dealers, in asking for reduced prices, quoted from the recent report of the National Co-operative Milk Producers' federation, which shows that farmers in the Milwaukee milk shed are getting a much greater part of the consumer's dollar than are producers in the other leading dairy markets of the Middle West.

Milwaukee market producers are now receiving 48.3c of the consumer's dollar, a higher percentage than is being paid in the Detroit, Chicago, St. Paul-Minneapolis and St. Louis areas. Producers to the Detroit market receive 44.7c of the consumer's dollar; Chicago, 38c; St. Paul-Minneapolis, 38c, and St. Louis, 36.7c.

(Continued on page 6)



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## The Farmer's Way Out

It has frequently been mentioned that there is a pronounced objection on the part of dairy farmers to any proposal to curtail production, either in the form of farming less land or cutting down on the number of cows they are milking.

In view of the seriousness of the existing situation, it is obvious that some action must be taken to restore the balance between production and consumption, and it may not be amiss to discuss some of the salient points of the methods by which this can be done, and what the effect of the farmer's attitude may be upon any efforts which may be undertaken.

Obviously, there are three ways in which the balance between production and consumption can be restored and sustained:

1. By increasing consumption.
2. By constantly buying up of surplus stocks and removing them from the country.
3. By curtailing production.

### First Method Safest

The first method is undoubtedly the safest and can be made permanent if the effort is sustained, just as the demand for Wrigley's chewing gum or General Electric company's refrigerators is made permanent by sustained sales and advertising effort. It is the safest because it is a good will builder, because it renders a service to humanity, because it builds a foundation for fu-

ture sales and because its results are cumulative.

More important than any of these, under existing conditions, is that the consumer will more willingly pay a higher price for dairy products if that price has been driven upward as the result of the operations of the law of supply and demand than he will if it has risen under the pressure of arbitrary methods. What would be the farmer's attitude if he were a city man and knew that the same butter for which he was paying thirty-five cents a pound was being sold in England for fifteen cents a pound because the government had bought butter in New York and dumped it in London?

It is all very well to tell that city consumer that his business is being improved because the buying power of the farmer is being increased, but will he believe it? To the shoemaker in Brooklyn it is a far cry from his last to the dairy farm of Wisconsin.

### Would Raise Prices

The second method undoubtedly would serve as the quickest way of raising prices. One objection to it has been mentioned in the discussion in the foregoing paragraph. Another is the fact that its effects would be temporarily good, but permanently bad. It would pave the way toward greater overproduction, since the logical result would be for the farmer to produce still more butterfat in order to take advantage of the high price made possible by the government's purchases.

Nor would attempts to curb this tendency prove very effective; at least they haven't in the case of rubber, sugar or coffee and there isn't much reason for hope that they would in the case of butter or cheese. It would be an excellent way out for those who now find their warehouses filled because they thought butter was going up, but it isn't the government's job, nor the industry's to save the skins of those who insist on speculating.

### Decreased Production

Less sound than the first method but sounder than the second, despite the antagonism of the dairy farmer toward it, is the curtailment of production. That curtailment would have to come about through the elimination of both acreage and cows.

If excess cows were slaughtered without curbing the production of feed, it would mean

(Continued on page 6)

## A Column of Smiles

### Pass the Toothpicks

"I dreamed last night that I had invented a new type of breakfast food, and was sampling it when—"  
"Yes, yes, go on."  
"I woke up and found a corner of the mattress gone."—Galt Reporter.

### No Statistician

Wife—"Have a look at the cake I decorated for my birthday party. Don't you think my sense of design is wonderful?"  
Husband (counting the candles)—"Yes, but your arithmetic is terrible."—Tit-Bits.

### Rough Work at the Crossroads

"Where did the car hit him?" asked the coroner.  
"At the junction of the dorsal and cervical vertebrae," replied the medical witness.  
The burly foreman rose from his seat.

"Man and boy, I've lived in these parts for fifty years," he protested ponderously, "and I have never heard of the place."—Washington Labor.

### It's Polite to Agree

A Virginia family was training a colored girl from the country in her duties as maid. On answering the telephone the first day she brought no message.

"What was that, Sara?"  
"Twarnt nobody, Mrs. Bailey, jes' a lady saying 'It's a long distance from New York' and I says, 'Yes, ma'am, it sho' is!'"—Judge.

### Why Worry?

"Well, Dick, my boy," said his uncle, "my congratulations! I hear you're engaged to one of the pretty Robbins twins."

"Rather!" replied Dick, heartily.  
"But," said his uncle, "how on earth do you manage to tell them apart?"

"Oh," said the young man, "I don't try!"—Lindsay Post.

### Another Version

Willie—"Pa, what is a politician?"

Father—"Son, a politician is a human machine with a wagging tongue."

"Then, what is a statesman?"  
"It is an ex-politician who has mastered the art of holding his tongue."—Washington Star.

# The Truth About the Milk Shed

By Chester W. Fletcher  
(Field Representative)

Many times questions arise in a co-operative organization that are puzzling to its members, questions that agitators and the newspapers, either through malicious intent or because of lack of information, do not answer correctly.

In this article an attempt is made to ask and answer some of the fundamental questions in the milk business.

\* \* \*

**Is there such a thing as "surplus" and if there is what creates it?**

In fluid markets there is a surplus of milk as regards the amount sold in fluid form. It is milk that is left over after bottle requirements for the market have been supplied and must be manufactured into dairy products. Inasmuch as the majority of it is used for butter purposes, it is sold usually for its value in the form of butter. Surplus is created by two factors: Lack of demand for fluid milk, probably due to decreased purchasing power, and over production on the part of the producers. Therefore, it can be decreased only by increased use of fluid milk or by reduced production.

\* \* \*

**Do milk dealers want surplus?**

The fluid milk dealers must have enough surplus to take care of daily fluctuations in the market but would be better off if they were carrying less surplus as it would increase their average price and would enable them to buy fluid milk on a better comparative price with butter.

\* \* \*

**How does the Milwaukee Co-operative Milk Producers know whether a dealer actually has as much surplus as he reports?**

Each dealer is required to report to the department of markets his total intake of milk and the percentage used as fluid and manufactured milk. These reports are checked by certified accountants and if found to be false the dealer is subject to a heavy fine. He also must refund to his producers all money improperly withheld.

\* \* \*

**Do all dealers make this report?**

All dealers buying milk through the Milwaukee Co-operative Milk Producers are obliged to do so and

the accuracy of their reports are checked through the Producers' office.

\* \* \*

**And what about the rest of the dealers?**

The rest of the dealers simply are in the "chiseler" class, and farmers selling their dairy commodity to them do so at their own risk.

\* \* \*

**Have any dealers failed to pay milk checks in the Milwaukee market?**

During the past year several thousand dollars worth of milk was shipped to Milwaukee for which the farmer received no pay.

\* \* \*

**Why is it necessary that price cutting be eliminated from fluid markets?**

It is obvious that if a dealer uses buying methods that enable him to sell cheap milk, all other dealers must do the same to meet competition, thereby breaking down the price structure for all farmers supplying the market.

\* \* \*

**Is it true that the "price cutters" pay more for milk than the regular dealers?**

This is a false supposition. The price cutters try to buy fluid milk at the regular dealers' average price but generally wind up by paying for their fluid needs at about condensery prices—if they pay at all.

\* \* \*

**What is the average test of the fluid milk sold on the Milwaukee market in bottles?**

Health department figures show that the averages for 1932 are: Standard milk, 3.79 per cent butter fat; grade A milk, 4.70 per cent butter fat.

\* \* \*

**Is check testing necessary?**

The Milwaukee Co-operative Milk Producers' tests are taken to check the accuracy of the dealers' tests. It would be practically impossible for a dealer to deliberately cheat a farmer on tests where the Milwaukee Co-

operative Milk Producers' organization is doing the checking.

\* \* \*

**Do all producers get this service in the Milwaukee milk area?**

The producers who get this service must be members of the Milwaukee Co-operative Milk Producers. Where a dealer's producers are not getting this valuable test checking service, those producers must accept the dealers' tests without question.

\* \* \*

**Why is a base plan necessary in a fluid market?**

Production of milk for a fluid market must be fairly uniform to take care of consumptive demand. If production were high at times and practically nil at other times, there would not be enough milk in the short periods to meet consumptive demand and new producers would have to be taken on the market.

\* \* \*

**Is cost of distribution higher at one company than another?**

Records show that costs of distribution at efficient dairies are practically the same whether large or small. For the "chiseler" companies, they can get their increased costs back by using unfair buying methods with the farmers.

\* \* \*

The Milwaukee Co-operative Milk Producers is the only bargaining agency representing the farmers in the Milwaukee milk shed. The organization stands for a fair deal for the farmer and his full share of the consumer's dollar.

The Milwaukee Co-operative Milk Producers' organization represents the farmers in the normal Milwaukee milk shed and believe these farmers are entitled to the Milwaukee market.

Dealers buying milk from outside the milk shed are unfair to the farmers and are fought consistently by the Milwaukee Co-operative Milk Producers.

All the better dealers in the Milwaukee market bargain only through the Milwaukee Co-operative Milk Producers.



## Article by Chas. Brand Presents Many Facts

### Agricultural Co-administrator Declares Multiple Price Plan has a Natural Basis

Charles J. Brand, co-administrator of the agricultural adjustment administration, in a recent article, "The Dairy Industry and the Adjustment Act," presents a number of interesting facts on the dairy industry, excerpts of which are presented herewith.

"Dairying withstood the shock of the first post-war depression better than any other major agricultural industry.

"Dairying can be readjusted to changed conditions very slowly. Once its production has started upward, the rising tendency persists, even against a heavy fall in the demand. . . . Dairy production capacity in the United States is greater now than ever before, though the demand, as measured by the purchasing power of consumers, is abnormally low.

#### Perils Not New

"The perils now confronting the dairy industry are not new. They spring up whenever supply and demand get seriously out of balance. Dairy interests struggled, not unsuccessfully in normal times, to cope with their problems through co-operative agreements, which tended to regulate prices and margins, to discourage cut-throat competition, and to maintain good standards in the handling of milk.

Against the destructive forces of the depression, however, the old methods ceased to work. In a rising tide of unregulated production, devil take the hindmost became the rule. It was impossible, without definite authority, to deal effectively with prices, and to make all distributors accept uniform margins and maintain uniformly good practices.

#### Has Natural Basis

"A multiple price system has a natural basis. Under the old flat-price system the producer had nothing to draw the different demands of the market to his attention. He had no early warning of impending over-production.

"When he is paid one price for his milk that goes into the fluid market, and a lower price or prices for the rest, he realizes the effect of over-production.

"Markets will take so much milk at a certain price. At a higher price they will take less,

and at a lower price more. There is an optimum point at which the production and the price give the best return.

#### Creates New Surplus

"It is necessary to consider also the effect of a given price level on production as well as on consumption. There are always high-cost and low-cost producers. Prices kept high enough to maintain full production on the high-cost farms would stimulate production tremendously on the medium and low-cost farms. Soon the market would have a new surplus.

"Therefore the agricultural adjustment administration aims primarily at the control of price through the control of production. It believes that producers of fluid milk can best advance their interests by adjusting their output to the demands of the market, so that prices will reward the efficient producer adequately and yet not stimulate over-production.

**Effective control of production, protection against unfair competition, enlightened trade practice by distributors and others, adequate protection of consumers' interests, and a realistic attitude toward prices, are the foundation stones on which the agricultural adjustment program for the dairy industry must be built."**

#### Whitewash the Stable

"Many farmers have found that the most opportune time to whitewash their barns is the present," declared Chester W. Fletcher, field representative of the Milwaukee Co-operative Milk Producers, recently.

"It long has been a hard and dry rule among health authorities that the cow stable should be whitewashed once each year, and it is poor business psychology to delay this job until the cold weather sets in," Mr. Fletcher said.

"This disagreeable job is still more unpleasant when the weather is cold. Then, too, in cold weather cows that are turned out of the barn during the whitewashing are less productive.

#### Try New Method

Intense sound of 1,200 cycle frequency, directed at a flowing stream of milk, kills the germs it contains as effectively as pasteurization.

This extraordinary method of sterilization has just been reported by Dr. Newton Gaines, of the University of Pennsylvania. The report was read before the Federation

of American Societies for Experimental Biology, meeting in Cincinnati recently.

If this new method turns out to be practical and becomes generally adopted, it will solve one of the milk industry's greatest technical problems. It will then be possible to sterilize milk without the use of high temperatures which inevitably destroy some of the product's nutritive qualities.

#### Several Brought Into Court

Following the warrants that have been issued through the office of Dist. Atty. William A. Zabel, several were brought into court to answer to charges of selling milk below the prices set by the state department of agriculture and markets. The state department will push its campaign to oust from the market the chiselers who will not abide by the provisions of the Caldwell law, which contains power to make prices in the dairy industry mandatory.

Best results in ridding sheep of internal parasites come when two or more treatments are given alternately. The sheep should be kept from feed and water for 18 to 24 hours before treatment and for 3 to 4 hours after treatment.

An electric pump uses about 20 cents' worth of electricity a month in pumping water for a typical family.

### Begin Federal Program to Balance Market

Wholesale slaughter of thousands of pigs and sows soon to farrow began recently in seven midwestern livestock pens in the farm administration's program to remove 5,000-000 animals from the market.

Pens at the Chicago Union stockyards, Kansas City, Milwaukee, Omaha, St. Joseph, Mo., Sioux City, Ia., and St. Paul were jammed with pigs and piggy sows awaiting purchase and execution by the federal government. By eliminating five million porkers from the market, Secretary of Agriculture Henry Wallace hopes to materially boost the price of hogs.

Under the plan, farmers will receive a \$4 bonus on all piggy sows of 275 pounds and up. Pigs weighing less than 80 pounds will be placed in tankage. Pigs weighing between 80 and 100 pounds are being sold at between 6 and 9½ cents a pound. Others will go on the regular market.

## Shortcomings of Strikes Enumerated in Speech

(Continued from page 1)

ing anyone can give to people engaged in such tactics. A program of agricultural readjustment must be worked out step by step. We invite your cooperation. We need it. We confidently expect it."

### Cites Imperative Needs

Regarding what must be accomplished to bring about a complete equitable readjustment for Wisconsin's dairy industry, Mr. Crowley cited what he characterized as three imperative needs: A complete clean-up of the banking situation in the state; increased employment, and restoration of purchasing power.

"We attempted to do the things which we felt would be the most beneficial and yet not destroy Wisconsin's out of the state market," he said.

"The state administration sponsored a law giving the farmer and home owners protection against foreclosure. The state enacted legislation protecting you against foreclosure of chattel mortgages on personal property, also protecting you against garnishment of milk checks and the proceeds of other farm products.

"Under the Caldwell law the state may regulate the prices paid to producers and fix the prices which the dealer may charge the consumer. This act also gives the state power to determine the profits of dealers."

### Unable to Attend

John Brandt, Litchfield, president of the Land O' Lakes Creameries, Inc., who was scheduled to speak at the picnic, was unable to appear because of a conference he was forced to attend at Washington.

In addition to the musicale, free milk, games and the all-around good time had by the picnic crowd, 80 prizes valued at approximately \$500 were given out. The list of prize donors and the winners of them follow:

Ph. Laubenheimer, Richfield, Andis Clipper, Andis Clipper Co.; Ole Olsen, Hales Corners, R. 1, 1/2 doz. Pabst-ett, Pabst Corporation; Henry Martin, 3285 N. 40th St., Milwaukee, 1/2 doz. Pabst-ett, Pabst Corporation; Wm. Boldt, Oakwood, R. 1, 1 pair leather gloves, A. G. Elsner & Sons. Fred Miller, Sta. F., R. 12, Milwaukee, 1 quilted bedspread, Three Schuster Stores; Edgar Schmidt, Germantown, letterheads and envelopes, Olsen Publishing Co.; Herman Tess, West Allis, letterheads and envelopes, Olsen Publishing Co.; Chas. Lutz, Sta. F., R. 10, Milwaukee, 1 Hydro-Vac cooler, Hydro-Vac Products Co. Henry Alfke, Thiensville, R. 2, \$10 savings account, Waukesha National Bank; Wm. Ernst, Thiensville, 1 quart auto polish, Gamble Store, Waukesha; R. J. Mann, Waukesha, R. 2, electric fencing unit, E. J. Gengler, Mrs. C. Kamholtz, 2246 S. 74th St., West Allis, 1 cold pack canner, John Herda,

Geraldine Schmidt, Wauwatosa, R. 7, 1/2 barrel flour, Cedarburg Supply Co.; Chas. Dineen, Jr., Cedarburg, 2 theatre tickets, Park Theatre, Waukesha; Daniel Bialzik, West Allis, R. 5, 2 theatre tickets, Park Theatre, Waukesha; Harold Tess, Hales Corners, 2 theatre tickets, Park Theatre, Waukesha; Donald Klussendorf, Waukesha, R. 7, 1 grinder, Geo. Schubert & Sons.

Mary Metz, West Allis, R. 5, electric clock, T. M. E. R. & L. Co.; W. J. Staab, Waukesha, 1 gallon separator oil, J. R. Williams; Alf Riewesthal, Hales Corners, 1 milk can, Follansbee Bros. (Mr. Wherry); Otto Bentz, Cedarburg, R. 1, 1/2 gallon Kem-Trates and 1 Hudson sprayer, Richard Leonard Co.

Robert Maas, Germantown, lawn sprinkler, Thos. Walsh, Waterford; Robert Borwn, West Allis, R. 5, portable electric lamp, Reuss Electric Co.; G. G. Lowry, Waukesha, R. 2, thermos jug, Boston Store; Nels. Christopherson, North Lake, thermos jug, McCoy Dept. Store, Waukesha; Catherine Kelley, Hales Corners, 1 longhorn cheese, Nat'l Cheese Producers' Federation; Andy Graf, Waukesha, R. 7, milk strainer, Geuder-Paeschke-Frey Co.

Milke Lauer, Granville, 1 ste, Carborundum Co.; Wm. Pagel, Sullivan, R. 2, 1 wire stretcher, Wm. A. Connell, Waukesha; Harriet Teuteberg, Oconomowoc, \$5 savings account, Menomonee Falls Bank; A. H. Graser, Waukesha, R. 4, 1 ham, Mueller Market, Milwaukee; Mrs. Robert Lemke, Thiensville, 1 bag flour, Horn Bros.; Chas. Erickson, Sta. D, R. 3, Milwaukee, 1 bag flour, Wm. Steinhilber Co. Cyril Kerkmann, Burlington, R. 1, 1 frying pan, J. E. Elger, Prospect; Mrs. Jos. Snyder, Waukesha, R. 3, 1 year's subscription to the Menomonee Falls News, Menomonee Falls News.

Ray Plerner, Thiensville, 1 year's subscription to the Waterford Post, Waterford Post; H. C. Kruepke, Jackson, R. 1, milk pail, John Steinke, Waterford; E. A. Bartell, Cedarburg, milk stool, Wilbur Lumber Co., Waterford; Ralph Owen, Oconomowoc, R. 2, 2 singletrees, Maas Implement Co., Waterford; Erwin Riemer, Cedarburg, R. 2, cabinet, Mealey Furniture Co., Waterford; Sylvia Hartman, West Allis, R. 5, bread knife and butcher knife, Schealle, Waterford; Esther Bentz, Cedarburg, R. 1, 1 dry cleaner, Valley View Oil Co., Waukesha,

Ralph Heaton, West Allis, R. 4, 1 case beer, Schlitz Brewing Co.; John Roskopf, Rockfield, 1 case beer, Schlitz Brewing Co.; Martha Milewski, Caledonia, 1 case beer, Schlitz Brewing Co.; Henry Alfke, Thiensville, R. 1, 1 case beer, Schlitz Brewing Co.; Mrs. Ciske, Hales Corners, R. 1, 1 case beer, Schlitz Brewing Co.; Stephen Rausch, Waukesha, R. 3, 1 case beer, Schlitz Brewing Co.; Mrs. Henry Jung-

bluth, West Allis, 1 case beer, Schlitz Brewing Co.; Mrs. Wm. Schmidt, Muskego, R. 1, 1 case beer, Schlitz Brewing Co.

Otto Erdmann, Sta. F., R. 11, Milwaukee, 1 case beer, Schlitz Brewing Co.; Billie Fletcher, Waukesha, R. 3, 1 case beer, Schlitz Brewing Co.; Marion Bielzieck, West Allis, R. 5, 1 case beer, Schlitz Brewing Co.; Lee Gettelman, West Allis, R. 5, 1 case beer, Schlitz Brewing Co.

Edward Gunz, 2129 N. 6th St., Milwaukee, 1 case beer, Gettelman Brewing Co.; Paul Brunlinger, Sta. D, R. 2, Milwaukee, 1 case beer, Gettelman Brewing Co.; Roland Wagenknecht, Germantown, 1 case beer, Gettelman Brewing Co.; C. Clauer, Sta. D, R. 3, Milwaukee, 1 watch, Fardy-Drummond Co.; Erwin Jante, Sta. D, R. 3, Milwaukee, 1 horse collar, Walsh Harness Co.

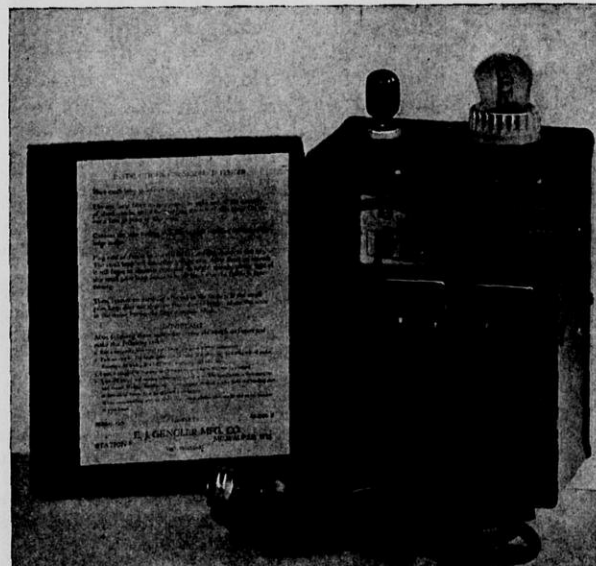
Edward Mainz, Sta. F, R. 12, Milwaukee, 1 carton beer, Independent Brewery; Wilma Pagel, Sullivan, R. 2, 1 carton beer, Independent Brewery; Joe Snyder, Waukesha, R. 3, 1 bag Square Deal scratch feed; Gust Frank, Jackson, 1 bag Square Deal laying mash; Otto Klein, Fredonia, 1 bag Square Deal laying mash; Chas. Miller, So. Milwaukee, 1 bag dairy ration.

Mary H. Peterson, Franksville, 1 25-lb. sack calf meal, Chas. Krause Milling Co.; Al. Kurtze, Muskego, R. 1, 1 25-lb. sack calf meal, Chas. Krause Milling Co.; Wm. Boldt, Oakwood, R. 1, 1 25-lb. sack calf meal, Krause Milling Co.; Wm. Seidel, Sta. D, R. 1, Milwaukee, 1 25-lb. sack calf meal; Agnes Kau, West Allis, R. 4, 1 50-lb. sack Kookoo egg mash; H. Bartsch, So. Milwaukee, R. 2, 1 50 lb. sack Kookoo egg mash; Louis Kroening, West Allis, R. 5, 1 50-lb. sack Kookoo egg mash; Mrs. F. Schweitzer, West Allis, 1 50-lb. sack Kookoo egg mash.

Geo. M. Fechter, West Bend, 1 50-lb. sack scratch grains; M. Kamholz, 2246 So. 74th St., West Allis, 1 50-lb. sack scratch grains; Dave Barndt, Sta. F, R. 11, Milwaukee, 1 50-lb. sack scratch grains; Leo Vande Boon, Saukville, 1 50-lb. sack scratch grains; Theo. Schweitzer, Oakwood, R. 1, 1 100-lb. sack dairy ration; Wm. J. Jacobs, Mukwonago, 1 100-lb. sack dairy ration; Otto Erdman, Sta. F, R. 11, Milwaukee, 1 100-lb. sack dairy ration; Paul Liesener, Jackson, 1 flashlight, Schealle, Waterford; Hugo Woldt, Rockfield, 3 lbs. coffee, Aterman Grocery, Waterford; Joe. Cartens, Germantown, 5 lb. pail cup grease, Waukesha County Farm Bureau.

John Schmidt, Wauwatosa, R. 7, 1 kitchen clock, Grassler & Gezelschap; Erwin Jante, Sta. D, R. 3, Milwaukee, 1 kitchen clock, Grassler & Gezelschap; John Baird, Waukesha, 1 kitchen clock, Grassler & Gezelschap; Archie Addy, Hartland, 1 kitchen clock, Grassler & Gezelschap; Alvin Hintz, Cedarburg, 1 horse collar, Walsh Harness Co.

## FENCE WITH ELECTRICITY



Now is the time to make use of that extra fall pasture with the new "Gengler" Electrical Fencing Unit . . . with this modern device you can build a fence in a few hours, using a single strand of ordinary barbed wire . . . it makes a safe and efficient boundary for cattle, hogs and horses with practically no expense for wire and posts. With this unit it is possible to build an exercising pen for your bull with 4 or 5 strands of barbed wire that will hold the bull as safe and sure as if the fence were made of concrete and iron. The complete new improved unit sells for \$24.50. Write for circular.

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**E. J. GENGLER MFG. CO., Station F, Milwaukee**



## August Milk Prices Remain Unchanged

(Continued from page 1)

Charles Dineen, secretary of the Milwaukee Co-operative Milk Producers, said it was felt at the conference that milk prices should not be boosted at this time until more definite business improvement is shown under the NRA.

"Although the farmer still needs more money for his milk, until more men have been put back to work and purchasing power restored the board of directors was of the opinion that demands for higher prices should not be pressed now," Mr. Dineen said.

"Higher priced milk undoubtedly would reduce consumption in a number of Milwaukee families and the prices farmers are now receiving are higher than in most other areas supplying the Midwestern cities."

Daylight delivery, starting at 7 a. m., was also ordered by the state department of agriculture and markets so that milk salesmen may be given short hours under the national recovery act. The new delivery schedule became effective Friday, Sept. 1.

The Milk Producers' board of directors, who sponsored the new delivery code, strongly argued for the change, claiming that it will increase consumption by giving the milk salesmen a better chance to meet their customers.

### Milk Tests 3.79 Per Cent

Milwaukee is receiving high test milk, according to statistics from the health department which show that the average test in the Milwaukee milk area during 1932 was 3.79 per cent butterfat.

Reports from the dairies follow:

Gridley Dairy Co.: Fluid sales, 41.71% at \$2; manufactured, 53.02% at \$1; outdoor relief, 5.27% at \$1.77, and average price, \$1.45.

Luick Dairy Co.: Fluid sales, 40.37% at \$2.00; manufactured, 53.86% at \$1.00; outdoor relief, 5.77% at \$1.77; and average price, \$1.44.

Sunshine Dairy Co.: Fluid sales, 46.45% at \$2.00; manufactured, 53.55% at \$1.00, and average price, \$1.46.

Layton Park Dairy Co.: Fluid sales, 43.34% at \$2.00; manufactured, 48.83% at \$1.00; outdoor relief, 7.83% at \$1.77, and average price, \$1.49.

## The Farmer's Way Out

(Continued from page 2)

that farmers would feed their remaining cows heavily (and they would be the best ones in his herd since he would naturally dispose of his poor ones), with the result that the decrease in butterfat production would by no means be in ratio to the number of cows removed from the country's herds. The method would, at least, have the merit of improving the dairy herds of this country since the culled cows would be the low producers and the diseased.

The farmer's objection to curtailing production has a two fold basis. He knows, even though he doesn't always apply that knowledge, that the most profitable scheme of production calls for the greatest possible utilization of every acre, every animal, every machine. But more important, right now, is the objection based upon acute necessity.

The farmer doesn't want to dispose of any cows in his herd for the simple reason that he is desperately up against it and his cows offer his only source of income, at least in many cases. He knows that it isn't profitable to feed scrub cows. He knows that production is too heavy, but he also knows that his family would be without food, without clothing and he might have no roof over his head if his income were curtailed even to the extent represented

by the removal of scrub cows from his herd.

### Must Face the Facts

Now the farmer must face the facts and so must the government. The farmer must realize that not alone is butterfat too low in price to make his position tolerable, but it will continue to be low as long as it is produced in larger quantities than the consumer demands. He must realize that any purchasing of surplus stocks by the government would be at best a temporary expedient and that without some action on his part there can be no hope for permanent improvement.

But the government, too, must face the fact that the plight of the dairy farmer is precarious. It must realize that there is still a way open for improvement without resorting to the unsound method of raising prices, i. e., the purchasing of surplus stocks, and this way out lies in erecting an immediate barrier against the importation of foreign oils and fats. We admit that plausible objections may be raised to this procedure, but the country faces an emergency which demands that its own people be given prior consideration.

With a surplus of more than 40,000,000 pounds of butter over last year on August 1 and the threat of an even greater surplus by October 1, this is no time for drawing nice distinctions in the matter of what is fair to our own people and to the natives of the south sea islands.

It pays to feed turkeys well from the time of first feeding until they are marketed.

A good home garden deserves a good fence, chicken-tight and strong enough to keep out stock.

MALCOLM CONDENSING COMPANY, LIMITED.  
ST. GEORGE, ONTARIO, CANADA.

January 28th, 1933.

Messrs. Ruddy Manufacturing Co.,  
Brantford, Ont.

Dear Sirs:— **ATTENTION: Mr. R. K. Ruddy**

Regarding your Hydro-Vac milk cooler, which your Dr. Blackhurst demonstrated on the premises of one of our milk producers here, writer is of the opinion this cooler is very efficient, both as to cooling and aerating or deodorizing the milk, by means of washing the air.

The milk was cooled quickly to the desired temperature with very little water being used. There was also an improvement on the milk, this being more noticeable next morning when compared with the same milk cooled in the ordinary manner.

Writer is of the opinion Hydro-Vac is very economical as to cost of installation, also in labor and water used. Since the above producer has purchased this outfit and using same continuously we consider there has been a decided improvement in the flavour of the product, which must effect the bacteria count.

Wishing you success with same.

(SIGNED) J. O. MALCOLM, President.  
MALCOLM CONDENSING COMPANY, LIMITED.

## MILK PRODUCERS . . . Three Big Questions

- No. 1—How can milk surplus be eliminated?
- No. 2—How can milk prices be increased?
- No. 3—How can milk products meet other food competition?

### THE RIGHT ANSWERS

Produce milk with a pleasing flavor. This will cause the Public to consume more milk. Foods are purchased by TASTE, SMELL, and SIGHT.

The inexpensive way and a sure way to eliminate surplus, increase prices, and meet other food competition is the

HYDRO-VAC WAY — A PROVEN WAY

May we heed and profit by what Professor Frederick W. Bennett of the Georgia State Agricultural College tells us in his article, entitled, "Control of the Flavor and Odors of Milk" (Copies mailed free upon request).

HYDRO-VAC is guaranteed to give satisfaction or money refunded.

There are reasons why HYDRO-VAC'D MILK tastes so good.

Write for Milwaukee Co-op. Ass'n. for special terms and price.

## HYDRO-VAC PRODUCTS, INC.

742 North Ada Street

Chicago, Illinois

## Governor's Farm Board Issues Initial Report

(Continued from page 1)

the state, recently completed the first half of its study and during the past week submitted a report of its findings.

The governor's committee has been on tour for the past month and at the present time is concerned chiefly with gathering suggestions relevant to the state's dairy situation, many of which will be incorporated in a program designed to aid Wisconsin's farmers.

Some of the cities at which important meetings were held include Sparta, Shawano, Clintonville, Wau-paca, Appleton, Sheboygan, Green Bay, Plymouth, Milwaukee, Racine and Chicago.

### Is Advisory Member

Gov. Schmedeman's board is composed of nine representatives from the state's leading co-operatives, and has on its executive staff Max Leopold, Arpin, chairman; Fritz Schultheis, Prairie Farm, vice-chairman, and Charles Dineen, Cedarburg, secretary, Milwaukee Co-operative Milk Producers.

Others on the committee are H. C. Hemingway, Janesville; William Hennlich, Dorchester; Jens Jensen, Luck; Paul Weis, Barnum; Earl Leverich, Sparta, and William Martin, Darlington.

Chris L. Christensen, Madison, dean of the college of agriculture at the University of Wisconsin, is the advisory member on Gov. Schmedeman's inquisitorial board.

### Farm Board's Report

Gov. Schmedeman's dairy committee of nine farmers conferred with many representative groups of organized and unorganized farmers during July.

A substantial improvement in the price of butter and cheese during June and July had created a hopeful feeling among dairy farmers, who anticipated a continuation of this improvement.

When the committee had arranged to continue its study and public hearings, starting Aug. 14, a sudden reversal in the price of butter and cheese had occurred, creating a critical and tense situation, particularly in the Middle West.

### Emergency Meeting Called

Gov. Schmedeman, recognizing the critical situation created by the unexpected fluctuation in butter and cheese prices, issued an urgent call for an emergency meeting of his farmers' committee at Madison on Sunday, Aug. 13.

A tentative program, in co-operation with Leo T. Crowley, Madison, federal N. R. A. administrator in Wisconsin, Dean Christensen, the department of agriculture and markets and representatives of marketing organizations, was decided upon.

The committee conferred with national butter and cheese groups on Aug. 14 for the purpose of planning immediate action on a unified program.

Sub-committees attended further conferences with butter and cheese groups in the state, while another sub-committee conferred with directors of the National Co-operative Milk Producers' federation in session at Chicago.

An agreement on a uniform program, which would immediately effect a reversal of the downward trend in butter and cheese prices, was agreed upon.

### Makes Formal Statement

This program was presented to Henry A. Wallace, secretary of agriculture, and his associates on Thursday, Aug. 17, at Washington, D. C., by a delegation consisting of the following groups:

Gov. Schmedeman's committee of nine, Mr. Crowley, Dean Christensen, Charles Hill, a committee representing the National Milk Producers' federation, and a special committee appointed by Gov. Olson of Minnesota.

The delegation, in presenting the program, made the following formal statement:

"This convention was called to consider the tragic plight of the dairy farmers of America. We find the present state of affairs intolerable. The dairy farmers today are caught between the upward pressure of the rising prices of feeds, farm and personal requirements of farm families, and the downward pressure of declining prices of butter, cheese, evaporated milk and the shaky demoralized price cutting conditions within metropolitan milksheds.

"This has caused lower net returns to dairy farmers. Within recent months the price of dairy feeds has almost trebled. In the same period the price of 92 score butter at Chicago has declined from 26 to 19 cents per pound.

### Offer to Co-operate

"With taxes high and under a heavy burden of mortgage debts, our farm population pinned great faith in the promises of the new deal. The agricultural adjustment act was signed May 12. The following morning co-operative marketing associations were knocking at the door of the secretary of agriculture, asking for his assistance and offering their co-operation. Prior to that time our leaders had urged those in authority to make speed in defining their policies, to provide for adequate personnel and to administer the agricultural adjustment act.

"We found a strange reluctance on the part of those charged with the administration of the act to invoke immediately its powers.

"For weeks our representatives labored in Washington in an effort

(Continued on page 8)

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Free Trial—Improved teat-cup suitable for all pipeline milkers. Better, faster milking. Allowance made for old shells. Save money on all milking machine equipment. Write for price list today, stating name of your machine.

RITE-WAY PRODUCTS CO.,  
Dept. C, 4009 N. Tripp Avenue, Chicago

## 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

W. Fond du Lac and W. North Avenue at N. 21st Street  
Milwaukee's Largest Outlying Bank



to secure definite and positive announcements of policy, and a clear demarcation between administration of the agricultural adjustment act and the national recovery act.

### A Growing Unrest

"None can fail to be conscious of the growing unrest among the dairy farmers, who are feeling the economic pinch and are growing desperate over its effect on their personal lives.

"We, therefore, are calling upon the secretary of agriculture and the administrator of the agricultural adjustment act to effectuate a policy and initiate such steps as will immediately restore farm purchasing power.

"In carrying forward this program, we ask the administrator of the national recovery act to use such powers as are now vested in him, which would be co-ordinated with the program of agricultural recovery. We ask immediate protection from the huge volume of imported animal, fish and vegetable oils and fats.

"These imports in oil have an equivalent range of from 1,500,000,000 to 1,750,000,000 pounds annually. A wise exercise of the power of limitation of imports of these oils and fats, we believe, would increase the price of butterfat, cottonseed, peanuts, flaxseed, beef and hogs.

"It would create new market outlets so that what now appears to be export surpluses of unsalable domestic stocks would rapidly disappear in the current of domestic commerce. The natural absorption by our people of surpluses would lessen the necessity of drastic programs which are now being considered for the destruction of animals and of growing crops.

### Not Production Control

"We ask for immediate imposition of the embargo power under the na-

tional recovery act against the importation of all dairy products.

"Dairy farmers are also gravely concerned over the government's production control program. The present program of eliminating approximately 43,000,000 acres of land from the production of cotton, wheat tobacco, corn and rice in many instances permits growers signing voluntary production control contracts to replant this land to grass, alfalfa and clovers.

"Such a program is not production control; it merely is a shifting of production from one type of agriculture to another. In this case the burden will in the major part be borne by dairy farmers since grass crops will undoubtedly intensify and expand the production of milk.

"We are opposed to this program and ask that the policy be changed so as to prohibit the use of the land for any harvested or pasture crop, or for crops or products grown for home consumption.

### Opening New Lands

"We are not in accord with the government's financing the development of subsistence farming projects, which we understand are now being administered by the secretary of commerce with an appropriated budget of \$25,000,000.

"We are against the continued policy of the government in opening new tracts of lands for irrigation or reclamation.

"We ask the abandonment of the advisory board of industrialists, some of whom for years, we believe, have fought the interests of farmers.

"We have found the agricultural adjustment administration's procedure cluttered with red tape. Speed of action is impossible. We are in favor of simplification of administration and concentration of greater responsibility upon commodity section chiefs."

A small sub-committee was appointed to confer further with Secretary Wallace and his aides, and their deliberations were reported to the entire delegation in Secretary Wallace's office on Wednesday afternoon, Aug. 17.

The assembled producers were informed by Secretary Wallace that he was in accord with their recommendations and that an advance of \$500,000 had been made available as part of a contemplated fund of \$30,000,000 to be used to correct promptly "the deplorable and ruinous condition of the butter and cheese markets."

### More Purchasing Power

The governor's committee was convinced that the acquiescence and prompt action of Secretary Wallace would speedily improve the purchasing power of the farmers of the state as well as of the nation. Their hopes have materialized as evidenced by the reversal in the market trend, which began Friday, Aug. 18, as an immediate result of the delegation's concerted efforts and Secretary Wallace's co-operation.

The governor's committee will continue its scheduled hearings, which were interrupted by the emergency meetings at Washington. The new schedule will be announced promptly.

A sub-committee consisting of Fritz Schultheis, Earl Leverich and William J. Martin is studying ways and means of establishing a uniform and sound basis of farm valuation and prompter action and results in the refinancing of Wisconsin farms.

### It's a Long Go to the Kongo

The Bronx Zoo, we see by the papers, has acquired a bongo, and, we suppose, it has been greeted with a Bronx cheer by the thousands of harrassed poets who have been in despair for a rhyme for Kongo.—Springfield Union.

## DEAR MR. DAIRYMAN:



P. S. After trying many other cattle sprays, the Domestic Animal Show at the Century of Progress, Chicago, Illinois, is now using Kem-Trates exclusively. This again proves the merits of our new improved Kem-Trates No. 2.

Allow us to thank you for the way that you have received our new KEM-TRATES NO. 2. It is very gratifying to know that our product is creating so much enthusiasm where cattle spray is required.

Allow us again to thank you for telling your friends and neighbors the money that KEM-TRATES saves you on your fly spray requirements. In almost every mail we receive comments of this nature: "KEM-TRATES is just as good as sprays that I have paid \$1.00 to \$1.50 a gallon for. I have let some of my friends try it," and then again, re-orders from users with from five to fifteen names of their friends that they want us to write to.

To those of you who are paying more than 46c a gallon for fly spray, might we suggest that you try KEM-TRATES? You will be surprised! Don't take our word for it—talk to a man who is using it.

KEM-TRATES makes a light golden spray that will not stain the cattle.

One-half gallon of KEM-TRATES, \$2.50, makes eight gallons of finished spray. We ship postage prepaid. Directions for mixing on each can. Order through your Association or direct from us.

Cordially yours,

**RICHARD W. LEONARD, INC.**  
325 West Huron Street  
Chicago, Illinois

## Producers Gain Added Butter Clause

### Hoover Appointee's Name is Linked With Co-op

Organization Similar to One Which Failed Several Years Ago, With Heavy Losses to Farmers, Is Planned

The name of J. N. Tittmore, United States marshal, an appointee of former President Herbert Hoover, according to recent reports, is linked with the formation of a producer-consumer organization in the city of Milwaukee.

Farmers, it was reported, are being asked to subscribe for stock at the membership rate of \$500. Part of this heavy fee must be paid immediately and the balance will be deducted from the farmers' milk checks.

A somewhat similar producer-consumer organization, known as the Industrial Co-operative Union (I. C. U.), attempted several years ago, failed and resulted in heavy losses to the farmers.

Milwaukee farm leaders, taking the stand of the producers, declared that it would be ridiculous to expect them to pay \$500 in times as trying as the present, with butter prices at the lowest point in years and the prices on milk also at a greatly reduced figure.

It also was pointed out that in the case of the producer-consumer organization that failed, it opened up a possible channel for milk that did not deserve the Milwaukee market.

Co-operative leaders in Milwaukee hold that the Milwaukee market is for its producers alone and that it is not fair for any organization to encourage milk being sent to Milwaukee from distant parts of the state at a time when there is 50 per cent more milk in the market than can be consumed.

Mr. Tittmore, who has been active in politics for many years, was

(Continued on page 2)

### New Supporters

- N. C. Hansen, Nashotah, Box 131  
 John Braatz, Waukesha, R. 7  
 Alvin Graf, Waukesha, R. 7, Box 142  
 George Hasslinger, Nashotah  
 Otto Treptan, Waukesha, R. 7, Box 145  
 Roy Palmersheim, Hales Corners, R. 1  
 Wm. R. Werning, Waukesha, R. 2  
 A. Nelson, Waukesha  
 Simon Witterholt, Pewaukee, R. 2  
 Wm. Luedtke, Waukesha, R. 2  
 Wm. Van Der Heiden, Menomonee Falls, R. 1, Box 86  
 B. Joerks, Sussex, R. 1  
 Arthur Prag, Sussex, R. 1  
 John Friess, Sussex, R. 1  
 Wm. Wolf, Thiensville  
 Frank Sturdervant, Waukesha, R. 6  
 Fred Baumgartner, Waukesha, R. 4  
 Mrs. Annie Beers, Waukesha, R. 3, Box 213  
 Chas. E. Patey, Waukesha, R. 2  
 W. K. Patey, Waukesha, R. 2, Box 135  
 George Koebler, Waukesha, R. 7  
 Robert L. Baird, Waukesha, R. 7  
 Milton Killips, Waukesha, R. 3  
 S. D. Frayer, Waukesha, R. 4, Box 191  
 Harry Scheets, Waukesha, R. 4  
 R. Pischinger, Waukesha, R. 6, Box 183  
 Mary C. Price, Waukesha, R. 4  
 Fred Kuitz, Waukesha, R. 3  
 Geo. Pirner, Waukesha, R. 6, Box 182  
 M. E. Smart, Waukesha, R. 2, Box 15  
 Walter Keuper, Waukesha, R. 6  
 Paul Mitchell, Waukesha, R. 7  
 Chas. J. Mitchell, Waukesha, R. 7  
 W. L. Wendt, Waukesha, R. 7  
 Tom McGuire, Waukesha, R. 3, Box 212  
 Ernst F. Pagel, Waukesha, R. 2  
 Mrs. W. L. Davies & Son, Genesee  
 Horace R. Hext, Waukesha, R. 7  
 William H. Morris, Nashotah, R. 2  
 Irvin E. Gross, Waukesha, R. 2, Box 211  
 Wm. H. Swartz & Sons, Waukesha  
 William Williams, Pewaukee, R. 1, Box 103  
 Wm. R. Jones, Wales  
 Robert Williams, Waukesha, R. 5  
 John A. Rowlands, Waukesha, R. 5  
 J. C. Wilton, Eagle  
 W. F. Kern, Waukesha, R. 1  
 H. F. Schmidt, Waukesha, R. 7  
 John Lehner, Waukesha, R. 7  
 Dexter A. Badinger, Waukesha, R. 7  
 Christian Griesell, Waukesha, R. 2  
 O. O. Porter & Son, Waukesha, R. 7  
 R. C. Diekfuss, Waukesha  
 Louis Welmer, Waukesha, R. 4  
 Herman F. Guderyon, Waukesha, R. 5, Box 105  
 Mrs. Rosa Smith, Waukesha, R. 5

### Directors Favor Change With Cream Provision

Dairies' Representatives Vote Against Proposal, Claiming It Could Not Be Accepted Without Changing Retail Prices

For the fourth consecutive month directors of the Milwaukee Co-operative Milk Producers and representatives of the dairies, meeting Tuesday, Sept. 26, agreed to retain September's prices, with added provision that if 92-score Chicago butter reaches 25 cents a pound, \$1.05 will be paid for manufactured milk, and if 26 cents or more, \$1.10 will be paid. Butter averaged 22.616 cents during September. The price for October's bottled milk was kept at \$2 a cwt. and the manufactured milk at \$1.

Directors of the Milwaukee Producers held out for the return to the old surplus method of basing prices on butter and skim milk market quotations. This plan gives the producers a more equitable return on the milk going into the manufacture of fluid cream needs.

It was held by the dairy representatives that until the NRA has a chance to operate, the old surplus plan could not be accepted without changing the retail price of milk on the Milwaukee market. The public, it is claimed, if charged higher prices, would reduce consumption and thus add to the farmers' burden of excess production.

Daylight milk deliveries, it was announced, will be continued indefinitely. Several dealers at the price conference reported increased sales.

Reports from the dairies follow:

Luick Dairy Co.: Fluid sales, 43.41 per cent at \$2.00; manufactured, 51.55 per cent at \$1.00; outdoor relief, 5.04 per cent at \$1.77; and average price, \$1.47.

Gridley Dairy Co.: Fluid sales, 43.60 per cent at \$2.00; manufactured, 51.34 per cent at \$1.00; out-

(Continued on page 2)



# MILWAUKEE MILK PRODUCER

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Chas. F. Dineen, Managing Editor  
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Phone Marq. 4023 MILWAUKEE, WIS.

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## DIRECTORS

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Paul Bartelt, Jackson.  
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Chester Fletcher, R. 3, Waukesha.

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## Dairy Cattle Feeding

The recent study of dairy cattle feeding by R. R. Graves and J. B. Shepherd, agricultural experts of the dairy industry bureau, provides "brain food" for farmers to consider seriously as a means of licking "old man depression."

With grain prices now at a top figure and with the surplus ever increasing, two valuable suggestions are advanced:

1. It is "smart business" to feed dairy cows on a ration of silage, and legume hay which is cheaper, instead of a limited or full grain ration. While the herds may produce less milk by using roughage, the farmers will not have to share their milk checks with the feed dealers.

2. A roughage ration will result in the production of less milk and, consequently, a diminished surplus. If adopted nationally, with the reduction of excess milk by the elimination of grain, the price structure will be bettered.

The study was based on data from two principal sources. The first was the result of an experiment at the feed stations of the dairy industry bureau in which the relative level of butterfat content was determined for cows on three rations, or "planes of feeding"—roughage alone, roughage and limited grain and roughage and full grain. The cows in these experiments were handled as nearly as possible under similar conditions, except for the method of feeding.

The other source of data was the published records of the cost of pro-

ducing certain feed crops in eight counties in three midwestern states. In the first experiment 10 cows were fed with three food rations for a year, and in the second study 15 cows were given similar feeding.

Two valuable conclusions derived from the study are that the "cow for cow" comparison of results from two or more different systems of feeding is not always indicative of the most profitable system of feeding; under certain conditions, like the present, it is more profitable to feed for a lower level of production than for higher production.

## Reducing the Surplus

The recent decision of the federal government to expend \$75,000,000 for the purchase of surplus food ranks as one of the most constructive measures passed by the Roosevelt administration.

This huge expenditure carries a cheering message to the nation's dairy farmers as the budget contains a generous allotment for buying up dairy products.

The surplus food will be turned over to the needy, chiefly in the urban locales, many of whom are now accepting county aid and are gradually draining the treasuries.

Exponents of the new measure have pointed out conclusively the numerous benefits that are bound to accrue in helping bring back prosperity.

First, many people, who have been undernourished since the depression started, will again be able to make reference to the "chicken in every pot," which, it must be remembered, was conspicuous among the Hooverian promises made by the Republican party in 1928.

Second, the needy will again regain their taste for good food. With the return of better living conditions and regular pay checks, naturally, by force of habit, people will spend generously for food.

Third, the topheavy surplus now clogging our economic machinery will be removed from the dormant gears, and will supply momentum to the return of happy days.

The Roosevelt administration is to be congratulated for this measure as it promises much.

## Hoover Appointee's Name is Linked With Co-op

(Continued from page 1)

at one time head of the American Society of Equity, and was an unsuccessful candidate for governor of Wisconsin. This is his first attempt at marketing dairy products.

## A Column of Smiles

### Give Him Father

Mother (after relating a pathetic story): "Now, Reggie, wouldn't you like to give your bunny to that poor little boy you saw today who hasn't any father?"

Reggie (clutching rabbit): "Couldn't we give him father instead?"

### Tavern Topics

Padre: "You'll ruin your stomach, my good man, drinking that stuff."

Old Soak: "'Sall right, 'sall right. It won't show with my coat on."

### Fare, Please

Lecturer (speaking on the value of education): "Yes, what can take the place of a university education? Nothing. Look at the man who only finishes grammar school. Where is he now? He is a motorman on a street car. But where is the man who has gone through a university and has gotten his diploma?"

Voice in Audience: "He's the conductor!"

### A Fair Exchange

"Goodness, George! This is not our baby! This is the wrong carriage."

"Shut up! This is a better carriage."—Southern Calif. Wampus.

### Some Conclusion

The aviation instructor, having delivered a lecture on parachute work, concluded:—"and if it doesn't open—well, gentlemen, that's what is known as jumping to a conclusion."

### Twice Told Tales

"Boy, mah boss is so spendthriftly he lights his cigarettes wif ten dollah bills."

"Huh! Dat's nothin'! Mah boss washes his feet wif Gold Dust."

## Producers Gain Added Butter Clause

(Continued from page 1)

door relief, 5.06 per cent, at \$1.77; and average price, \$1.47.

Sunshine Dairy Co.: Fluid sales, 48.37 per cent; manufactured, 51.63 per cent; average price, \$1.48.

Layton Park Dairy Co.: Fluid sales, 50.49 per cent; manufactured, 42.46 per cent; outdoor relief, 7.05 per cent; average price, \$1.56.

# Facts Every Milwaukee Producer Should Know

By Fred Klussendorf

(Waukesha, R. 7)

## To Our Readers

In his article, Mr. Klussendorf has advanced a number of worth-while suggestions for every Milwaukee producer to give serious consideration.

As he ably points out, it is the duty of those who have grievances to register them with the office of the Milwaukee Producers, 1633 N. Thirteenth st., Milwaukee.

If you cannot call in person and if there are questions which you would like answered, mail them in to the office. In its next issue The Milwaukee Milk Producer will carry a column devoted to answering these questions.

with all farm prices, the price that the producer receives for his milk during the last two years has been too low. There is no doubt about that fact.

Why they are so low and how to get them higher is the big problem. Your officers and directors have done what they considered best under the conditions they had to work. The spread between what the consumer pays and what the producer gets is smaller in the Milwaukee market than in other markets of equal importance.

Fluid milk prices can be held a little higher than other dairy markets but too big a margin will bring disaster in the end. Even in a fluid market the price of butter must be taken into consideration.

**Butter is the shock absorber of the entire dairy industry. If butter goes up, prices of other dairy products eventually go up. The same holds true when butter prices decline.**

Fluid milk producers should be interested in the price that producers of milk for the butter market get. If butter is not sold at a reasonable price, storage holdings increase and soon they become so large that they drag down the price. Every time the price gets too high and consumption decreases, more dairy substitutes are used.

All this has some effect on the price the farmer gets for his fluid milk. If the spread above butter

We hear many statements and reports that producers are going to drop out of the Milwaukee Co-operative Milk Producers. Some of these reports are true. Many are only an exaggeration of what somebody told somebody else. There is some unrest among members of the association but it is not what some say it is nor is the amount of it as bad as told by some agitators.

Why are some members dissatisfied? Have they some real cause for the dissatisfaction or are they blaming the whole depression on their organization? What good will they do themselves, or anybody else, by leaving the association that is their bargaining power?

**If a member is dissatisfied and does not understand why certain things are done as they are, he should take his complaints to the officers of his association. These matters should be talked over with someone, but surely with someone who knows the facts and can explain why things are done as they are.**

Don't take your troubles to some agitator or other person not interested in the upholding of your market. Agitators thrive on the troubles of others and use them to further their own ends. Usually they care little for the welfare of any but themselves. They use the dissatisfaction in an organization as an excuse to build a new one.

Why should a new organization be formed that can do no more than one now already functioning? Would it not be much better to support the organization already in the field and doing good work, than to tear down that organization in order to build a different one?

**The real constructive thing to do is to find all the facts, make such suggestions as would seem to correct that which is wrong and then get 100 per cent behind your own organization. A group of officers can do only those things upon which the membership will back them.**

The low prices that the farmer gets for everything he sells has no doubt made him somewhat ugly and he has a right to feel that way. Condemning everything and everybody for it will not help matters. Along

prices is too high more of the milk that ordinarily goes into butter will seek a fluid market and eventually get there only to drag down the price of the fluid milk and to benefit no one. In other words, "The price of butter eventually determines to a great extent the price of all milk."

The producer can help increase consumption of fluid milk by urging his friends and relatives in the cities to use more milk and cream. The more dairy products used the better the price of milk to the farmer. Boost your own product. A producer who tells his city friends that the dealer skims the milk before he delivers it to the consumer is hurting himself and every other milk producer.

**If you cannot boost the product of the dealer you are shipping to, quit shipping to him. It probably would be better if you quit producing milk.**

It is not true that the dealers skim the milk or put chalk in before bottling. There may be isolated cases once in a while where milk is tampered with before bottling but those who do such things should have no milk at all. The health department will soon find these cases and they will be well taken care of. Boost your dealer's milk. It will help you, and the producers will get a benefit from it.

**Many producers feel that a flat price would be more satisfactory than the two price plan. The one price plan was in effect in this market prior to 1922. Many of the shippers still remember what the situation was at that time. During the flush season farmers were told to keep their milk home for a few days at a time. During the short season milk had to be brought in from outside the regular milk shed. If a flat price were again in effect some of these same conditions would appear in time. Under the present plan all milk used for fluid purposes is paid for at a higher price than that which cannot be sold as fluid. If the plan is not abused, the two price plan is fair to both producer and dealer. No plan has yet been devised that cannot be abused. A few changes in our**



plan may make it less liable to abuse.

The one change that seems to be sure to come is the adding of a cream class. Cream sold as fluid cream brings a higher price than that which is made into butter. Therefore, it seems fair that a higher price could be paid for the milk from which fluid cream is sold. There is also some talk of including a condensery price in our schedule. At present there is very little Milwaukee milk going into condensery channels. Adding of the cream class would tend to stop some of the abuse.

**Why is there such a big surplus in our Milwaukee market? Since 1929 total receipts of milk in the Milwaukee market have increased about 14 per cent and the consumption has increased less than 1 per cent. A great share of this increase in receipts has come from new dealers who have brought in about 290 new farms to the market. These new farms have not brought in new consumers. Consequently somebody had to lose the consumers to whom they sell, making more surplus in the market.**

A more solid organization, with full membership support, will do much to keep the Milwaukee fluid market for the shippers who are now in it. Support your organization and protect your market. It is your duty.

### A Wise Conclusion

By way of finding out whether one of his sons had "staying" qualities, James Hill, the railway magnate, placed him on a farm with the understanding that he must remain there over a period of three years, make money, study farming conditions and meet the people living in the vicinity.

However, in eight months' time his son returned one night and found his father deeply engrossed in his favorite pastime—solitaire. At first the elder Hill pretended not to notice his son. Finally he said gruffly:

"What do you want here?"

"Dad, I've given up farming as a losing proposition."

"And what makes you think there's no money in farming?"

To this young Hill replied.

"I've traveled up and down the road for a 100 miles in the eight months and not once did I run across a Jewish farmer."

## Study Farming Conditions at Dairy Conventions

The relation of dairy farmers to problems of national recovery including the administration of the agricultural adjustment act and the national industrial recovery act, and problems of future legislation to assist in bringing about relief for this distressed industry, will be the features of the public sessions of the seventeenth annual convention of the National Co-operative Milk Producers' federation in Chicago, Oct. 9, 10 and 11.

"Delegates to the convention will measure the effect upon their respective milk markets and upon the national phases of dairy marketing of the new policy of the agricultural adjustment administration with respect to market agreements," said Secy. Charles W. Holman, in making the announcement of the convention.

"The federation is the oldest and largest farmers' commodity organization in the United States. It has 49 affiliated co-operative associations drawing their supply from 36 dairy states and marketing the entire commercial dairy production of more than 360,000 farm families.

"We are expecting a very large representative attendance because of the urgency of involved questions before our people with respect to relief."

The member associations of the federation from Wisconsin follow: Milwaukee Co-operative Milk Producers, Milwaukee; National Cheese Producers' federation, Plymouth; and the Twin Ports Dairy association, Superior.

#### Monday A. M., Oct. 9

Registration; annual address of the president, Harry Hartke, Covington, Ky.; annual report of the secretary, Charles W. Holman, Washington, D. C.; appointment of committees.

#### Monday P. M., Oct. 9

Explanation of relief legislation in relation to dairy problems, Reuben Hall, Boston, Mass., general counsel, New England Milk Producers' association; production control policies of the agricultural adjustment administration, Chester C. Davis, Washington, D. C., director of production control, agricultural adjustment administration; marketing policies of the agricultural adjustment administration, Dr. Clyde L. King, Washington, D. C., chief of the dairy section, agricultural adjustment administration.

#### Tuesday A. M., Oct. 10

Explanation of the Pacific coast dairy marketing problem in relation to the agricultural adjustment act, U. M. Dickev, Seattle, Wash., general manager, Consolidated Dairy Products Co.; explanation of the Eastern fluid milk shed marketing problem in relation to the agricultural adjustment act, Fred H. Sexauer, Auburn, N. Y., president, Dairymen's League Co-operative Ass'n., Inc.; explanation of the Chicago milk shed problems in relation to the agricultural adjustment act, Don N. Geyer, Evanston, Ill., general manager, Pure milk association.

#### Tuesday P. M., Oct. 10

Wisconsin's dairy marketing problems in relation to the agricultural adjustment

act, Chris L. Christensen, Madison, Wis., University of Wisconsin college of agriculture; California's statewide butter marketing agreement, C. W. Hibbert, Los Angeles, Calif., general manager, Challenge Cream and Butter association; marketing problems of surplus dairy products in relation to the agricultural adjustment act, John Brandt, Litchfield, Minn., president, Land O' Lakes Creameries, Inc.

#### Wednesday A. M., Oct. 11

Continuation of discussion; reports of committees.

#### Wednesday P. M., Oct. 11

Report of the auditor upon the accounts of the treasurer and secretary; reports of committees; election of directors; meeting of directors and election of officers and executive committee.

## Milk Production Figures Continue to Mount

The production of milk continues to increase in comparison with last year, the substantial decreases from Ohio eastward and in portions of the Pacific Northwest being more than offset by a rather general increase in other states.

Reports from crop correspondents show an average of 12.74 pounds of milk per milk cow in their herds on Sept. 1 compared with the very low record of 12.59 pounds last year, an increase of 1 per cent. Reports from commercial dairy correspondents have been showing a somewhat larger increase with more grain being fed per head than at the same time last year.

While the heavier production per cow on hand is partially due to closer culling out of poor cows and dry cows during recent months, the number of milk cows on hand appears to be about 2 per cent above the number a year ago. Total milk production on Sept. 1 was probably 3 or 4 per cent heavier than on Sept. 1 last year.

The increase in commercial deliveries in butter producing areas has been even greater in comparison with last year because the higher price that farmers have been receiving for milk and cream has decreased the amounts retained on farms.

Pastures are revived by August rains in states along the Atlantic coast and also in Oklahoma and in large portions of surrounding states, but the continued dry weather from Central Ohio to Northwestern North Dakota died up pastures seriously in that area.

On Sept. 1 the average condition of pastures in the United States was 59.5 compared with 67.6 last year, 63.0 in 1931, the record low of 47.7 in 1930, and an average of 74.6 during the previous 10 years, 1921-1930. With the exception of 1930, the Sept. average is the lowest for that date in the 19 year record.

## Governor's Farm Board Issues Second Report

Gov. Schmedeman's dairy committee has for the past two months made an intensive study of the dairy situation in the state of Wisconsin. Through a series of public hearings throughout the state with organized and unorganized representative groups of all branches of the state's basic industry and particularly the milk producer, it is in a position to crystallize the almost unanimous sentiment of the Wisconsin dairy farmer and undisputably present his demands and essential needs.

It is apparent that any improvement in the agricultural situation is, to a large extent, dependent on measures and actions of a national scope.

We earnestly impress upon Pres. Roosevelt and his administration the acute and explosive seriousness of the situation and the outstanding and undisputable fact that the farmer in his plight is confronted, more acutely than ever, with loss of home and livelihood, and consequently has no choice but to remain uncompromising in his determination to protect himself and his family at all costs and by all means.

### Present Recommendations

The following program and recommendations are the result of the committee's findings, and they are in our opinion essential to bring out immediate improvement in the dairy industry not only in Wisconsin but nationally.

If we are to preserve our basic industry and thereby preserve or restore at least 50 per cent of the nation's buying power immediate action is imperative. Agriculture as a whole has been first and indiscriminately deflated in 1920 and has not recovered from the shock when the general depression of 1929 set in.

The loss of purchasing power of agriculture has been the largest contributing factor in the depression and the failure of its restoration is the primary cause of the slow recovery. While this committee speaks primarily for the Wisconsin dairy farmer the factors set forth apply in general principle to the entire agricultural industry. The purchasing power of the Wisconsin dairy farmer has been further seriously declining in recent months, after a slight recovery from record low figures, which fact reversed a hopeful and optimistic attitude to one of utter despair.

### August Index Declines

In August, 1933, index figures for butter declined 11 points; index figures for cheese declined 8 points, and index figures for milk declined two points as compared with July, 1933.

On the other hand, in August, 1933, index figures for prices paid by farmers increased 8 points as compared with June, 1933.

The decline in the purchasing power of the Wisconsin dairy farmer is particularly distressing insofar as the feed situation is concerned can be seen from the following figures:

In January, 1933, 100 lbs. of milk bought 148 lbs. of feed.

In February, 1933, 100 lbs. of milk bought 131 lbs. of feed.

In March, 1933, 100 lbs. of milk bought 100 lbs. of feed.

In April, 1933, 100 lbs. of milk bought 122 lbs. of feed.

In May, 1933, 100 lbs. of milk bought 122 lbs. of feed.

In June, 1933, 100 lbs. of milk bought 119 lbs. of feed.

In July, 1933, 100 lbs. of milk bought 86 lbs. of feed.

In other words, on August 1, 1933, the price of milk in relation to the prices of feed stood at the lowest figure.

### Lost Purchasing Power

Considering the scarcity of feed resulting from drought over a wide

area of the state of Wisconsin, this decline in the ratio of milk prices to feed represents a much more painful loss in the purchasing power of the Wisconsin dairy farmer than statistics can possibly express.

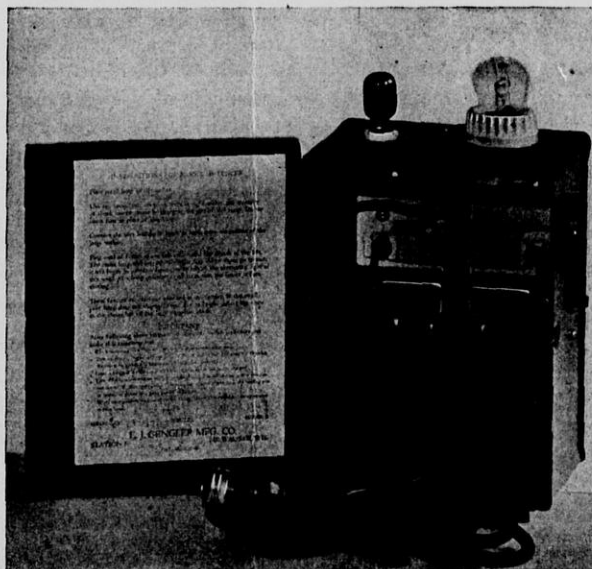
The gap between prices of commodities which the dairy farmer receives and the prices of commodities which he must buy has in the last few weeks further widened and has reached the point where the farmer cannot hope to lend his support to the N R A program even though he desires to do so.

It is therefore obvious to anyone not blinded by the press propaganda, the psychological effect and the urban enthusiasm of the N R A and knowing the existing underlying sentiment that the price level of dairy products, and particularly the price of milk on the farm, must be raised to the existing level of general commodity prices.

The restoration of the purchasing power of agriculture and incidentally that of the rural communities dependent upon it, is in the opinion of the committee essential to the success of the NRA program. We urge that the public works program be put into execution at once as a most effective way to increase purchasing power of the urban population and in turn improve the market for farm products. Any further delay in starting public works will greatly min-

(Continued on page 6)

## FENCE WITH ELECTRICITY



Now is the time to make use of that extra fall pasture with the new "Gengler" Electrical Fencing Unit . . . with this modern device you can build a fence in a few hours, using a single strand of ordinary barbed wire . . . it makes a safe and efficient boundary for cattle, hogs and horses with practically no expense for wire and posts. With this unit it is possible to build an exercising pen for your bull with 4 or 5 strands of barbed wire that will hold the bull as safe and sure as if the fence were made of concrete and iron. The complete new improved unit sells for \$24.50. Write for circular.

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imize the results anticipated in the national industrial recovery program.

### Complicated Machinery

The committee in making an extensive study of codes established and contemplated, and in taking part in the drafting of the cheese code is particularly impressed and apprehensive about the complicated machinery established and contemplated for market price regulation.

The American type cheese producers, the brick and limburger cheese producers, the Swiss and limburger cheese producers and the processors of cheese have suggested the setting up of a national market committee; in addition they have set up a market price committee for each type of cheese, and still further have set up regional market price subcommittees.

The condensed and evaporated milk producers, the ice cream producers and the butter producers have set up a market price committee or are contemplating market price committees. The fluid milk industry has made provisions for local or regional price fixing machinery.

Since there exists a definite relationship between the basic price of butterfat on 100 pounds of 3.5 test milk on the farm, and the price of all dairy products and particularly so-called surplus milk in fluid milk markets and since no satisfactory price regulation in the dairy industry can be obtained unless the many proposed price committees are in almost continuous and close contact and agreement on prices for the various dairy products which will assure a reasonably uniform price for the basic product—butterfat or 100 pounds of 3.5 test milk on the farm—there can be no hope of a lasting, satisfactory solution to the many troublesome ramifications in the industry.

It is our conviction that the machinery so far evolved together with the machinery contemplated is far too extensive and complicated to afford the flexibility and smoothness which is essential to its successful operation.

### Eliminate Unfair Practices

Therefore we recommend to Sec. Wallace to immediately request the various groups in the dairy industry to confine their proposed codes to the correction and elimination of the many recognized unfair trade practices and particularly those practices which are injurious to the producer of milk. The licensing system to enforce such code regulations must positively be invoked and must be enforced by the national government throughout the industry.

It is the committee's belief that the national stabilization committee for the butter and cheese industry, to whom a loan of thirty million dollars has been made available, may be entrusted with price regulating powers for the entire dairy industry, supported by state subcommittees representing the producer and not the distributor of each type of dairy products.

In any permanent price fixing program the fact cannot be overlooked that any price not based on an average cost of production is economically unsound, and the ultimate purpose, at least, must be to attain that goal.

In such a program a stabilized currency is essential and we ask again that all powers such as re-monetization of silver, reflation, or revaluation of the dollar as authorized under the agricultural adjustment act be immediately invoked.

### Production Control

We reiterate again the following contentions presented to the secretary of agriculture by the national

dairy delegation on Aug. 17, 1933, relating to production control:

"Recognizing that the dairy industry is now at a point of delicate balance between production and consumption and that a further slight reduction of consumption or an increase of production would evidently place the industry on an export basis thereby destroying the present benefits the existing import duties, we should consider the question of a curtailment of the total milk supply. We do not believe that such a curtailment would be necessary if the recommendations above made by us are followed out. If, however, it should be found that the application of these recommendations do not have the effect of decreasing the domestic surplus of dairy products and the administrator, after careful analysis comes to the conclusion that it would be advisable to engage in a program of killing cows, we are prepared to accept such a decision provided the operation of this program is placed on a voluntary basis with compensation, and with rules and regulations which will call for the extermination of animals that may have infectious diseases.

"We urge reconsideration by the secretary of the entire program of production control so that when the next congress convenes legislation may be enacted which will enable the Federal Government to remove from cultivation and return to the public domain a sufficient amount of marginal lands to reduce the sum total of all agricultural production to market opportunity and balance."

The Wisconsin dairy farmer in particular opposes the inauguration of any production control until the administration first invokes all of its power granted to it under the agricultural adjustment act, and second, eliminates all importations of dairy products and dairy products substitutes such as fats and oils.

MALCOLM CONDENSING COMPANY, LIMITED.  
ST. GEORGE, ONTARIO, CANADA.

January 28th, 1933.

Messrs. Ruddy Manufacturing Co.,  
Brantford, Ont.

Dear Sirs:—

ATTENTION: Mr. R. K. Ruddy

Regarding your Hydro-Vac milk cooler, which your Dr. Blackhurst demonstrated on the premises of one of our milk producers here, writer is of the opinion this cooler is very efficient, both as to cooling and aerating or deodorizing the milk, by means of washing the air.

The milk was cooled quickly to the desired temperature with very little water being used. There was also an improvement on the milk, this being more noticeable next morning when compared with the same milk cooled in the ordinary manner.

Writer is of the opinion Hydro-Vac is very economical as to cost of installation, also in labor and water used. Since the above producer has purchased this outfit and using same continuously we consider there has been a decided improvement in the flavour of the product, which must effect the bacteria count.

Wishing you success with same.

(SIGNED) J. O. MALCOLM, President.  
MALCOLM CONDENSING COMPANY, LIMITED.

## MILK PRODUCERS . . . Three Big Questions

- No. 1—How can milk surplus be eliminated?
- No. 2—How can milk prices be increased?
- No. 3—How can milk products meet other food competition?

### THE RIGHT ANSWERS

Produce milk with a pleasing flavor. This will cause the Public to consume more milk. Foods are purchased by TASTE, SMELL, and SIGHT.

The inexpensive way and a sure way to eliminate surplus, increase prices, and meet other food competition is the HYDRO-VAC WAY — A PROVEN WAY

May we heed and profit by what Professor Frederick W. Bennett of the Georgia State Agricultural College tells us in his article, entitled, "Control of the Flavor and Odors of Milk" (Copies mailed free upon request).

HYDRO-VAC is guaranteed to give satisfaction or money refunded.

There are reasons why HYDRO-VAC'D MILK tastes so good.

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## HYDRO-VAC PRODUCTS, INC.

742 North Ada Street

Chicago, Illinois

## Milwaukee Dairy Market Offers Many Problems

By Chester W. Fletcher  
(Field Representative)

This completes my first year as your field man, a year seared in my memory as it is in the memory of each of the directors as one never to be forgotten in the history of the organization, a year in which we, as directors, saw the price structure of this market totter and nearly fall due to the undermining efforts of the chiselers.

The advances of the chiselers were met successfully and now we believe happier days are in sight in our market from a financial standpoint for our members.

During the year we saw the racketeers go to the farmers and drive them nearly to frenzy with their lies and misstatements about your organization and your directors. Their objective was to take your market from you and to control it for themselves. In many cases each director faced the hardest battle in his home community. But be it said in their favor that each faced it determined to win or lose on the theory of honest representation.

And they are winning. Our market is gradually improving, our organization is growing in membership and the same theory of collective bargaining for the largest share of the consumer's dollar is being advocated as the only sure way out for producers in this market.

In this milk market a rather peculiar situation is developing. Farmers shipping milk to certain companies are actually doing house to house soliciting for rival companies selling other farmers' milk. While it is laudable for farmers to be interested in encouraging the use of milk in any market, they must remember that when the fluid milk business is taken from the company to whom they are shipping, they are the greatest losers for their surplus naturally increases.

It would be a rather peculiar sight to see the 4,000 producers to this market taking a day a week from their farm labors to go to the city to solicit sales of milk for the companies they ship to, but it would be far more sensible to do that than to go out and increase sales for some other company where the loss of business would come out of the producers' pockets.

We have been encouraged by the fact that there has been a slight in-

crease in sales of milk in this market since daylight delivery was started. While it has not been much, it is a help and anything that is helping the sale of fluid milk is of benefit to the farmers.

While the outlook for higher butter prices is not very great for this coming winter, we in this section of the country may be glad that we have good crops of corn and hay so that our cost of production will be relatively lower than some of the farmers in this state.

In many sections there is practically a complete crop failure. The extremely low prices the farmers are receiving for their products makes their chances of breaking even rather slim.

Unless government relief is forthcoming for thousands of farmers in this state, most of them will see their life savings swept away during the coming year.

### Excess Production Wasteful

It is all very well to say that in a world where people are hungry there can be no surplus. Yet we have more than half of the world's enormous surplus wheat pile here in the United States. No less than 360,000,000 bushels of a world wheat carry-over of 640,000,000 bushels are stored within our borders.

It staggers imagination to consider how much wheat there is in the world. Put the 640,000,000 bushels in 2-bushel sacks; cover an acre of ground, a square of 208 feet 8 1/2 inches each way, with these sacks standing on end. Pack them together as tightly as you can.

Now add other layers of sacks until you have all the world's unsought, unpurchased wheat piled there where you can see it. The pile, covering an acre, is more than three and one-half miles high. That is higher than the highest mountain in the United States. And the United States has more than half of all that wheat.

The short crop of this year will

not solve the difficulty for not every nation will have that short crop. We shall still have a large carry-over and a normal acreage for the 1934 crop would probably add another 200,000,000 to the enormous pile and make it more than a mile higher.

Agriculture is a business. Farm products must move into consumption on a business basis or not at all. If it does not move it clogs trade channels, breeds universal poverty and threatens the entire structure of society. Ungoverned over-production is not a social blessing, but a tragic waste. It kills trade and spreads ruin.

### Major Industry

The milk industry is larger than the combined wheat, cotton and beef industries and towers above any of the other agricultural endeavors in the United States, it is brought out in the dairy exhibit at A Century of Progress. More than one and a quarter billion dollars flowed into the pockets of dairy farmers last year from milk production, according to the United States bureau of agricultural economics.

## WANT DEPARTMENT

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Milwaukee's Largest Outlying Bank



## Proposes Cash Bonus For Destruction of Milk

A proposal to have the federal government pay a cash bonus for the destruction of the milk surplus was broadcast throughout the country recently by Mrs. Cornelia Bryce Pinchot, wife of Pennsylvania's governor.

"Such a bonus (fixed according to sections and market conditions) should go to pay the individual farmer, not to destroy milk, but to do away with his low-production dairy cows, one-third of which are kept at an actual loss throughout the country today," Mrs. Pinchot wrote in a prospectus sent to newspaper editors and leaders throughout the nation.

### Tells Advantages

"The destruction of diseased cows might well be added to this program," she continued. "Cows so destroyed should not be sent to market to compete with, and bring down, the price of beef to the farmer who raises it. Regulations, of course, must be made to control the raising of heifer calves by the farmer who receives the bonus—and to improve the breed of whatever calves he is allowed to raise."

Mrs. Pinchot suggested that the details of her plan be worked out by experts. She said her plan has two long-distance and two immediate advantages. First, it will reduce the price of making milk and the selling price by the replacement of low production cows, and second, it will permit the looking ahead and rationing dairy production roughly to equal demand.

### Give Farmer Cash

The immediate advantages are that it provides for the reduction of the milk surplus and it puts ready

money into the hands of the farmer when he needs it most.

"In Washington the federal government, I am glad to say, has already begun to tackle the other big problem of the dairy farmer, that of distribution," Mrs. Pinchot said. "This is being done by a method of so-called marketing agreements, or understandings on prices between producers and distributors. These understandings, after approval from the secretary of agriculture, become effective for the district. This plan puts what is, in effect, a price making power in the hands of the secretary. This power can and should be made a wonderful weapon in fighting for justice to the farmer."

### Milk Test at Home

Here is an easy test which anyone can make of his milk at home:

1. After the milk is all cooled and stirred, take an eight or ten-ounce sample; place in a clean milk bottle or fruit jar and cover lightly.
2. Set the sample in a cool place for 36 or 72 hours. You might take one test at 36 hours; the other at 72.
3. Warm the milk by placing sample in a pan of water at 95 to 100 degrees F. for about 10 minutes.
4. Now remove the cap and smell; then taste the milk by taking it into the mouth and tipping your head so that it will reach the taste glands at the base of your tongue. Discharge it from the mouth; do not swallow it.
5. Good milk has little taste and leaves no disagreeable taste in the mouth.
6. Set the rest of the sample in a warm place, with the cap on, to sour.
7. Good milk sours with an even thin curd. If it shows a watery, or glassy broken curd, you probably either have one or more cows giving bad milk; or your methods of milk production are NOT good.

### Threat Becoming Fact

More than half of the counties in the United States, 1,626 to be exact, are now practically free of bovine tuberculosis, an announcement from the United States Department of Agriculture states. Eleven states have been officially designated as modified accredited areas, signifying that in those states the tuberculosis has been reduced to one-half of one per cent or less of the cattle population.

Considering that this work was started in 1917 and that most of it has been done in the past few years, the oft-repeated warning that the time is not far distant when all important markets will be closed to dairy products from non-tested cows may no longer be considered as a mere threat to whip recalcitrant dairymen and county officials into line. What was once regarded as a vague dream now comes very close to becoming an accomplished fact.

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 25th day of September, 1933.

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.

## DEAR MR. DAIRYMAN:



P. S. After trying many other cattle sprays, the Domestic Animal Show at the Century of Progress, Chicago, Illinois, is now using Kem-Trates exclusively. This again proves the merits of our new improved Kem-Trates No. 2.

Allow us to thank you for the way that you have received our new KEM-TRATES NO. 2. It is very gratifying to know that our product is creating so much enthusiasm where cattle spray is required.

Allow us again to thank you for telling your friends and neighbors the money that KEM-TRATES saves you on your fly spray requirements. In almost every mail we receive comments of this nature: "KEM-TRATES is just as good as sprays that I have paid \$1.00 to \$1.50 a gallon for. I have let some of my friends try it," and then again, re-orders from users with from five to fifteen names of their friends that they want us to write to.

To those of you who are paying more than 46c a gallon for fly spray, might we suggest that you try KEM-TRATES? You will be surprised! Don't take our word for it—talk to a man who is using it.

KEM-TRATES makes a light golden spray that will not stain the cattle.

One-half gallon of KEM-TRATES, \$2.50, makes eight gallons of finished spray. We ship postage prepaid. Directions for mixing on each can. Order through your Association or direct from us.

Cordially yours,

**RICHARD W. LEONARD, INC.**  
325 West Huron Street Chicago, Illinois

# Milwaukee Milk Producer

OWNED AND PUBLISHED BY

Milwaukee Co-operative Milk Producers

Volume 6

NOVEMBER, 1933

Number 8

## Directors Win Recognition for Cream Proposal

### Farmers Deserve Better Returns on Products in All Dairy Markets

#### Consumers Receiving Advantage in Form of Low Prices Charged, Co-operative Secretary Holds.

"While Milwaukee milk producers continue to receive a greater share of the consumer's dollar than producers in other markets of the nation, according to the October report of the National Co-operative Milk Producers' federation, the fact remains that consumers here are buying their milk for less money than in most cities of equal importance," Charles Dineen, secretary of the Milwaukee Co-operative Milk Producers, declared recently.

"The report again drives home this one point more forcibly than ever that with the consumer receiving an advantage in the form of low prices, Milwaukee producers, necessarily, need a larger share in order to get as much for their milk as producers in comparable markets," he said.

#### Buy High Quality Milk

Even with these low prices, consumers here, Mr. Dineen pointed out, are getting a high quality milk for their money, made possible by the compactness of the milk shed territory, small membership fees in the co-operative and low hauling charges, and the efficiency of the farmers in the production of their commodity.

"Retail prices have varied only slightly in recent months but the farmers' cost of producing this milk has increased alarmingly. Prices on the concentrated feeds, bran, cottonseed and gluten are scaling upwards with rapidity. The farmers are now shouldering all of the burden and they no longer even approach getting an equitable return on their investment.

#### Prices Show Decline

"From July 15 to August 15 re-

(Continued on page 8)

### New Supporters

Ridgeman & Sons, Dousman, Wis.  
Tim Gilbert, Dousman, R. 2  
Mrs. Emma Lidicker, Eagle, Wis.  
Paul Filter, Thiensville  
H. T. Illing, Waukesha, R. 3  
F. H. Rohloff & Sons, Delafield, R. 1  
Earl Stewart, Germantown, R. 1  
Conrad Dresehler, Germantown, R. 1  
John Kosterman, Germantown, R. 1  
H. C. Witzlib, Germantown, R. 1  
Christ Bucher, Oconomowoc, R. 1  
Arthur Huebner, Oconomowoc, R. 1  
G. Gunderson, Oconomowoc, R. 1  
Francis O'Neil, Oconomowoc, R. 1  
Ida Larson, Oconomowoc, R. 1  
Ernst Vetense, Palmyra  
Guy Howard, Mukwonago  
M. K. Kramer, Mukwonago  
Harold Swan, Mukwonago  
Walter Longley, Dousman  
Arthur Smith, Delafield, R. 1  
Alvin Williams, Pewaukee  
Edwards Bros., Dousman  
Jacob Miller, Waukesha  
Wendlin Schick, Pewaukee  
Anton Eckstein, Waukesha, R. 7  
Wm. Meissner, Merton

### Milk Strike Threatens Wisconsin's Dairying

#### Large Corporations Stop Buying From State Market; "We're Sick of Strikes," They Give as Reason

In clear and unmistakable language, Leo T. Crowley, advisor to Gov. Schmedeman, sounded a warning to Wisconsin's farmers that if they continued to follow the poor class of leadership that led them into two disastrous milk wars and were pushing them into the present disturbance in the market, the dairy industry in the state stood the chance of being seriously crippled.

Four days after Mr. Crowley made his speech, the first severe jolt to Wisconsin's dairying came when the Hydrox corporation of Chicago, one of the largest manufacturers of ice cream in the United States, decided to withdraw from the Wisconsin market.

(Continued on page 4)

### Distributors Agree to Study New Plan for Revised Price Scale

#### Milwaukee Producers Seek 25c Over Manufactured Price; November Milk Prices Are Unchanged

(Editorial on page 2)

The persistence of the Milwaukee Co-operative Milk Producers' directors finally has worn down the resistance of the dairies' representatives, who have agreed to become a part of a committee to study a program for arranging new cream prices.

The directors, seeking more money on dairy products for their members, have proposed that the dealers give producers in the Milwaukee milk shed 25c over the manufactured price for cream. The producers are now paid for cream at the manufactured price.

#### Favor New Price Scale

It long has been held by the Milwaukee Producers' directors that its members should be given a better return on the milk going into fluid cream needs. During the month of November the directors and the dairies' representatives hope to reach an agreement whereby the Milwaukee milk shed producers will reap the benefits from a revised scale. According to present plans, the study will have been completed by the next price conference the latter part of the month.

During the month of November the price of milk will remain unchanged. Producers again will be paid \$2 a cwt. for fluid milk and \$1 a cwt. for manufactured milk.

The November price agreement was reached Thursday, October 26, at a meeting of the board of directors and the distributors' representatives.

#### October Quotations Unchanged

Under provisions of the November agreement, which is the same as

(Continued on page 6)



# MILWAUKEE MILK PRODUCER

Owned and Published by

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Chas. F. Dineen, Managing Editor  
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Volume 6 November, 1933 Number 8

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## ANOTHER BATTLE WON

The directors of the Milwaukee Co-operative Milk Producers have won another important battle in the interest of co-operative marketing in the milk shed—that of convincing the dealers that its members should be given a more equitable return on the milk going into fluid cream needs.

For the past several months, the directors have hammered away at the proposal that the producers be given 25c over the manufactured price for cream. As a reason for their persistence, the directors ever had in mind a better return for their members, who should benefit materially by the study the committee of producers and dealers will make during the present month.

With millions of dollars flowing through their vast network of dairies and creameries, the dealers have been in a vantage position to "talk turkey" to the farmers. The Milwaukee Producers, with its greatest asset being the confidence of its members, has made the dealers see the plight of the dairy farmers, and that the co-operative is first, last and always, an organization of farmers run by farmers.

The lesson to be gleaned from this recent development in the milk shed is that without collective bargaining carried on by an organization of farmers, the dealers could pay any price. One cannot escape the fact that a good, honest co-operative is a necessity in a market as

important as the Milwaukee milk shed.

While the directors are ever conscious that their members are not getting as much money as they should for their dairy products, still they can say with a pardonable pride that producers are receiving a better return here than in any other comparable market in the nation. Statistics of the National Co-operative Milk Producers' federation attest to the truth of the foregoing statement.

By way of conjecture, let us suppose there was no Milwaukee Co-operative Milk Producers' organization in the milk shed. Farmers would then find the dairies turning back their loads because of a carry-over surplus from the day before. Then, too, the price scale would be arranged to fit the dealers, which would not begin to approach the scale now arrived at in the bargaining conferences of the co-operative and the dairies' representatives.

National leaders in agriculture have stated time and again that the farmers' only salvation in bringing themselves more money is a good, strong co-operative, which also must be honest. That it has faithfully endeavored to do the right thing by its members is best presented in the fact that the Milwaukee Co-operative Milk Producers' organization has been doing business since 1916 and has become one of the leading co-operatives in the nation.

If the Milwaukee Producers' co-operative wasn't an honest organization working for the good of the milk shed producers, it would not have gained the wholehearted confidence of the state department of agriculture and markets. One reason why the Milwaukee fluid market is eyed with envy by farmers living outside the milk shed is that it is backed by state heads, who know that the men who guide its business transactions are just as much at home behind the plow as behind a desk.

The Milwaukee Producer still is not entirely satisfied with its accomplishments in the local market. It is the organization's determination never to let down in the fight to bring a happier life to its members.

Success in the organization's efforts is largely dependent on the support given it by the producers. With a united front, pressure will be brought to bear on every worthwhile suggestion to better dairy marketing in the milk shed.

## A Column of Smiles

### Balancing His Budget

"No, your honor," said the prisoner, "I was certainly not drunk, though I may have been intoxicated."

"Well," said the magistrate, "I intended to fine you twenty shillings, but in view of your explanation I make it a pound."

### Depression Topics

First Business Man—"What time have you?"

Second ditto (looking at watch)—"A quarter to."

F. B. M.—"Quarter to what?"

S. B. M.—"Dunno. You see, times got so tough that I had to lay off one of the hands!"

### And Other Things

Little Girl: "Mother, you know that valuable old vase you said had been handed down from generation to generation?"

Mother: "Yes, dear."

Little Girl: "Well, this generation has dropped it."

### Not for Mother's Ears

Sonny: "Pop, it says here that animals get a new fur coat each year."

Pop: "Be careful, your mother is in the next room."

### Another Mother-in-Law

Boop: "I hear that Fred has married his former wife's sister. I thought he was keener on Jennie."

Doop: "He was, but he didn't want to go to the trouble of getting used to another mother-in-law."

### Give This One a Try

Wife (inspecting interior of expensive motor car): "Oh, Dick, it's just like sitting in the loveliest armchair."

Hubby (anxiously): "Come out, my sweet, and I'll buy you a lovely armchair."

### A Long Time

A man from New York was peering into the depths of the Grand Canyon.

"Do you know," asked the guide, "that it took millions of years for this great abyss to be carved out?"

The man from New York was tremendously impressed. "You don't tell me," he commented. "Why, I didn't know it was a government job."

# Director Scores Newspaper Article

By Chester W. Fletcher  
(Field Representative)

It was with a great deal of interest to me as a director of the Milwaukee Co-operative Milk Producers to read your so-called expose of the milk checks issued by a Milwaukee dairy, showing in your estimation how the dairies do not pay \$2 a cwt. for the milk the Milwaukee consumer uses as fluid milk.

It is true that no farmer today is receiving enough for his milk to meet the pressing demands upon him in the form of operating expenses, but it is true that he is getting, because of intelligent collective bargaining, a better share of what the consumer pays than most farmers in co-operative markets. Also I will be glad to forward to you the true facts in regard to the St. Louis market as soon as I receive the latest prices paid there.

In an analysis of statement number one, it is shown this man had 9,451 pounds of 3.10 milk for which he received a delivered average price of \$1.32 a cwt. His butterfat test on the milk was barely sufficient to get by the health requirement and as the price is based on a 3.50 test with a fat differential of .03 per one-tenth point, his price is .12 below the average.

The dairy he is shipping to sold 5,037 pounds out of each 100 pounds of milk received as fluid milk not only to the housewife but in any form used as fluid. It sold 5.77 pounds to the county for outdoor relief purposes. For this he received \$1.77 a cwt. or one-half cent less than normal fluid. The dairy also dropped one-half cent on this milk and the county bought this milk at .08 per quart. If this deal were not in effect in this market, certainly these destitute people could not buy much milk and that much more of the farmers' milk would go into manufacturing channels.

For all the rest of the milk shipped, the farmer received \$1 or for 53.86 pounds of each cwt. shipped. This is milk that in the majority of cases is used for butter purposes and under any competitive selling market must be based on the actual price of butter. In August, allowing for a skim milk value of 15c a cwt., this would have brought .8714 a cwt. on 3.5 test. Because of our knowledge of marketing and the

## The Newspaper's Charge

In an article published recently in one of the Milwaukee newspapers, the charge was made that the other city newspapers had printed false stories on the profits of producers in the milk shed, as contrasted with comparable markets in the nation. As a basis for its assertions, the newspaper in question reprinted a milk check.

Mr. Chester Fletcher, field representative for the Milwaukee Co-operative Milk Producers, answered the newspaper, pointing out the inaccuracies in its story. His article was printed in the newspaper that made the charge.

Herein Mr. Fletcher presented a number of facts that Milwaukee producers will find beneficial in refuting the bald statements of agitators, who are damning your organization and at the same time are rapidly ruining your market.

---

ability to bargain, the actual price received was \$1 a cwt. on 3.5 test.

From this was deducted 19.85 or 21c a cwt. for cartage to the city. Obviously as a bargaining organization we must have the prices F. O. B. delivery point if we wish to help protect the farmer close to the market, as it is his natural milk market. There was also deducted 10.97 for butter used by this farmer. A very laudable thing for at least he was far better as a farmer than the man in statement number two who apparently did not think enough of his own products to use any at all.

There was also a deduction for cotton purchased by this farmer to help keep the milk clean so as to furnish the consumer with a better product.

There is a deduction shown of one-half cent per hundred for the dairy council, an organization equally supported by the farmers and the dairies to encourage the use of fluid milk in the market. None of this money is used to sell any special dairy's milk but is used to encourage the use of milk as a whole.

There is no deduction by the Milwaukee Co-operative Milk Producers on either of these checks.

There are farmers who are dishonest enough to refuse to do their fair share with all their neighbors to honestly try to better their own condition in a market but are willing to ride along at the other farmer's expense, taking the benefits of his efforts.

As to the troublesome surplus in this market, it is caused by various things. First, many farmers normally in condensed or cheese markets have come into this market to new dairies who have taken the customers away from the old shippers to the market. Second, the purchasing power of the consumer is at a low ebb and he does not use milk as freely as he should. Third, our agreement with the dairy is such that he must furnish each and every farmer with a daily outlet for all milk that meets health requirements, and each farmer shall share proportionately in that portion that is fluid and that portion that is surplus.

Eliminate the third phase of the surplus situation by either flat price buying or by agreement, and probably 1,000 farmers would lose their market in a short time, with the resultant ruin to them. Some of the uninformed people who are advocating this, we hope, will have to face that angry farmer if it becomes a reality.

The second statement is just a replica of the first as far as conditions of the market are concerned.

If you as a reputable paper are trying honestly to help the farmers in their sad plight, do not publish statements of things you know nothing about until at least you verify facts and then after proper comment furnish if you can a better, wiser plan for getting for that farmer more of what the consumer can pay for these goods.

## Tail Between His Legs

While a farm girl was milking a cow, a bull tore across the meadow toward her. The girl did not stir, but continued milking. Observers, who had run to safety, saw to their amazement that the bull stopped dead within a few yards of the girl, turned round and walked sadly away. "Weren't you afraid?" asked everyone.

"Certainly not," said the girl, "I happen to know this cow is his mother-in-law."



## Milk Strike Threatens Wisconsin's Dairying

(Continued from page 1)

The corporation has bought cream from Wisconsin annually for the making of between 3,000,000 and 4,000,000 gallons of ice cream. The loss of this contract alone is expected to deprive the Wisconsin market of more than \$1,000,000 a year.

As their reason for quitting this state, officials of the Hydrox company stated that they "were just about fed up on Wisconsin. We are going to some other state for our supplies. That will mean a considerable loss to you farmers, for we bought our entire supply in Wisconsin."

The wisdom of Mr. Crowley has asserted itself in several other cases during the past week, in which leading buyers of Wisconsin's dairy products have cancelled their contracts and now are favoring the farmers of Illinois, Michigan, Iowa and Minnesota with their business.

### Follow Strike Promoters

State department heads have pointed out repeatedly that Wisconsin's farmers are following a class of strike promoters that will pull the state's dairy prominence down to nothingness. If the hapless strikes continue, the entire market stands a good chance of being ruined.

While the farmers in Wisconsin are following poor leadership and are coating the highways white with dumped milk, the producers in Minnesota, Michigan, Illinois and Iowa are chuckling inwardly. As long as Wisconsin continues its foolish milk disturbances, which border on miniature civil war, money will continue to pour into their pockets which, rightfully, belongs to farmers in this state.

The loss of the Hydrox outlet is an inevitable consequence of farm strikes, according to John R. Jones, former Wisconsin commissioner of agriculture.

"The Wisconsin farmer is throwing away his market when he strikes," Jones said. "He is throwing away his immediate income when he holds his produce off the market."

"It is a pitiful situation. The Wisconsin farmer is carrying on a lone strike. The other states in the middle west are stabilizing their markets for the producers. If the Wisconsin farmer does not stop his tactics he will find himself on the outside

without any markets beyond the borders of the state."

The loss of the Hydrox market will mean that the farmers that supplied that cream will have to make butter and take a low price for it, Charles Dineen, secretary of the Milwaukee Co-operative Milk Producers, said.

"Ice cream always was a premium product and the loss of such a market is a serious blow to the farmer. This may be the beginning of further losses for the Wisconsin farmer, if he does not learn to fight by some other means than by strikes."

"I can picture the packers and processors and the condensery operators sitting back and laughing right now. A strike just plays right into their hands. They have large stocks on hand. They must be quite happy to close plants down now, so they have a chance to get rid of some of their inventory."

"That's what the farmer has to expect—loss of outside market," was the comment of Gavin McKerrow, president of another co-operative opposed to the strike. "Leo Crowley, the governor's advisor, warned the farmer of just such a loss."

"That's just what you might expect," was the comment of Charles L. Hill, of the state department of agriculture and markets, when informed of the Hydrox corporation's decision to patronize Wisconsin dairymen no longer.

"We have been telling the farmers that all along," he continued. "I am exceedingly sympathetic with them, but I don't see how they can gain anything by this strike."

Trained writers at The Milwaukee Journal, who understand the farmers' plight and are in close contact with their problems, have warned them against going into this strike. These men have seen how harmful the so-called leaders of the farmers are to dairy marketing, which is presented conclusively in these editorials, of which excerpts are printed herewith:

Leo T. Crowley told a group of striking farmers who visited Madison the truth. They have fixed up a plan that will aid manufacturers and dealers to move surplus stocks of dairy products now piled in warehouses, probably at a higher price than would otherwise be ob-

tainable, but with none of the increase going to the farmer. The raw materials out of which these products are made have already left his hands.

This is a boon of immeasurable value to the creameries, condenseries and cheese factories. Surplus stocks in butter, for instance, are mountain high. The dealers in butter have been worrying a great deal about it. And now the farmers obligingly take action that is about the same as if they should say, "Well, we are going to help you out for a while in a big-hearted way. We'll keep our milk at home or dump it until you catch up." No wonder many privately owned factories are closing so quickly without show of resistance.

Looked at in this way, it is clear that only one group is likely to benefit from a strike, at least a strike of any duration that the farmers can stand. Certainly the consumers will not benefit—they'll pay higher prices. The farmer is punishing them, although as a majority they have stood with him. Nor will the farmers benefit, for they will not be selling during the time of higher prices. Even though they may get a little more money when milk sales are resumed, it will take them a long time to catch up for the milk that was a total loss. But the dealers with the surplus on hand—they ought to do well on the farmers' strike.

Such an analysis shows the kind of leadership the farmers have. The shortcomings of that leadership are further emphasized when they tell their plans. If necessary to win the strike, they will go into an underselling campaign against other farmers and dealers to break the market. They'll sell milk at 3 cents a quart all winter in Milwaukee and Chicago, if necessary; they'll give the market 7-cent cheese and 12-cent butter.

Farming is a business that has costs as well as any other. It takes feed to create milk and that feed costs money. How long could these farmers, many of them entirely dependent from month to month on their milk checks, keep on selling milk below the actual cost of feed to maintain a 3-cent rate in the cities?

Here are economic fallacies that are deplorable—deplorable from the standpoint of the farmer. He is being led into

(Continued on next page)

## Dairy Distributors, Inc., Faces Court Action

### Former State Senator Charged With Violating State Order From Markets Department

A warrant was recently filed against John C. Schumann, president of the Dairy Distributors, Inc., charging him with violating order No. 34 of the state department of agriculture and markets. The "model co-operative's" difficulties are now being heard in the circuit court at Jefferson.

According to Milton C. Heisman, auditor and investigator, the company refused him access to its books. These check-ups are made to determine whether a dairy is selling its milk at the retail prices established for Milwaukee by the markets department.

#### Paying Approved Prices

They are also made to learn whether a dairy is paying the farmers the prices agreed upon between the Milwaukee dealers and the representatives of the farmers in the milk shed, the directors of the Milwaukee Co-operative Milk Producers, with the approval of the markets department.

The complaint alleges that since March 9, 1930, the affairs of the Dairy Distributors, Inc., "have been so mismanaged by its acting officers that it is now insolvent or on the verge thereof" and that the policy "has been secretive."

Substantial sums, it is alleged, have been loaned to "irresponsible persons and corporations without adequate security." The association, it is charged, had in the Watertown, Wis., bank a cash balance in excess of \$24,000 which has "since been dissipated and wasted" and "debts aggregating \$20,000 have been incurred."

#### Prepared New Contract

In April of 1930, it is charged, the officers of the association prepared for patrons a new contract calling for the delivery of all milk produced by the patrons "and then promptly proceeded to violate the same, as well as the spirit and intent of co-operative law, by inducing many of the signers thereof to sell and deliver their milk to Dairy Distributors, Inc., at Milwaukee."

There is no prospect of the association succeeding as a going concern, it has not paid its taxes for 1932, and it is operating at a net loss which increases from month to month, the complaint alleges.

Members of the association, it is charged, sold and delivered milk to Dairy Distributors, Inc., at a price substantially less than the market value between June, 1932, and commencement of this action, "resulting in an aggregate loss of \$35,000."

## Milk Strike Threatens Wisconsin's Dairying

(Continued from page 4)

**something that he will pay for,  
without benefit.**

Besides, there is the element of personal danger involved, also arising out of another fallacy. Each time a peaceful strike is promised, although anybody who thinks for a moment knows the impossibility of that. It just cannot be done. Men take to the highways, stopping other men and destroying their property. These other men fight back. As a result, somebody gets hurt and life is sacrificed.

**These are serious matters—serious for the farmers and for the state. The farmer is helping the dealer but not helping himself. He is hurting a third person upon whom he must depend, the consumer. The peace of Wisconsin is threatened and its economic welfare, also, in competition with other states, which are not striking. Cannot**

**the farmers see what kind of leadership this is?**

#### Wisconsin Cripples Its Market

Out of the confusion into which the farm strike has been thrown, one fact stands clear. This fact is that, whatever costs there are for a strike, Wisconsin farmers will pay the bill. Can they doubt this for a moment when they view the way things are working out?

What it is going to cost the state was strikingly shown on Tuesday when one of the largest ice cream manufacturers in the United States, centering at Chicago, withdrew its purchases of cream and ice cream mix in the Wisconsin market. Millions of gallons were involved in this single action.

**It represents a greater loss to the state than Wisconsin can rebuild in a whole year of pushing its milk sales.**

Why did the Chicago firm withdraw? Its officials say they are "fed up" on uncertainty. They must be able to count on a steady flow of cream to their factories. They cannot be faced with strike after strike and continue to supply their own market. So they go elsewhere, to places where farmers are more than anxious to sell.

**Illinois dairymen will probably get the bulk of this business—another instance of how**

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### Illinois profits by Wisconsin's strikes.

"That is just what you might expect," was the comment of Charles L. Hill of the state department of agriculture and markets. How true! Anyone who has reasoned the matter through, even though he be in entire sympathy with the need of the farmers for higher prices, has come to the same conclusion.

The trouble with Wisconsin is that its farm leadership has not reasoned this thing out. How can that leadership, assuming that it might honestly have made mistakes previously, disregard the plain evidence that is piling up?

Orders formerly filled in Wisconsin from as far away as Philadelphia are now going to other dairy states. This is a loss that will be felt more in this state six months from now than it is today. The pre-eminence of Wisconsin in dairying is in the balance.

The farmers do not have to take what is said here, or what Mr. Hill and Mr. Crowley say. One of the warmest supporters of farm demands is Gov. Olson of Minnesota. He got up in the governors' conference at Des Moines, in opposition to an embargo, to show how the dairy farmer pays for a strike and gets nothing in return. He pointed out that the only gains would be for those who now have the surplus products in their warehouses. The farmer

will get nothing in the rise of price for what he has already sold, and he'll lose again through these dwindling markets.

It would seem that even the holiday organization understands this to some extent when it calls off the strike for Wisconsin. It apparently hasn't the nerve to go on making the farmers keep their non-perishable products in their bins and grain farmers even receive checks from the federal government—ready cash, mind you—in return for their wheat acreage reduction.

But the leadership of the Wisconsin milk pool pushes on. It either does not see these things, or it ignores them. In such a situation there is only one thing for the Wisconsin farmers to do to save their industry. They will have to speak out for themselves.

### Directors Win Recognition for Cream Proposal

(Continued from page 1)

the October price scale, if butter reaches 25c a pound, the producers will be paid \$1.05 for manufactured milk, and if it reaches 26c or over they will be paid \$1.10. The butter quotation is based on 92-score Chicago butter.

Both the representatives of the co-operative and of the dairies are of the opinion that the consumer should not be charged higher prices at the present time. It was pointed out at the price conference that buying power "just wasn't there" and

that if the retail price would be increased, it would encourage the consumer to buy condensed milk and add further to the producers' surplus dairy products.

The reports from the dairies for October follow:

Gridleys—Fluid sales, 44.24 per cent at \$2; manufactured, 51.49 per cent at \$1; outdoor relief, 4.27 per cent at \$1.77, and average price, \$1.47.

Luicks—Fluid sales, 44.82 per cent at \$2; manufactured, 50.25 per cent at \$1; outdoor relief, 4.93 per cent at \$1.77, and average price, \$1.48.

Sunshine Dairy—Fluid sales, 44.47 per cent at \$2; manufactured, 52.23 per cent at \$1, and average price, \$1.47.

Layton Park Dairy—Fluid milk sales, 47.73 per cent at \$2; manufactured, 45.97 per cent at \$1; outdoor relief, 6.30 per cent at \$1.77; and average price, \$1.52.

### Co-op Members Fight To Retain Their Market

Producers Here Tired of "National" Strikes Which Threaten to Wrest Their Business From Them

Most farmers in the Milwaukee milk shed are very much alive to the fact that "national strikes" confined only to the Milwaukee milk market are thinly veiled attempts to take their market from them.

At all times 90 per cent of the producers not only are anxious to ship their milk but in many cases are ready and do go with their milk to market.

This is an indication that these intelligent men are seriously thinking of their own problems. They realize that dairy products are not bringing as much as they should, due to many causes. They also realize that their own market is relatively good, due to the honest efforts of themselves to co-operate in a business-like manner to hold their market against competition of cheaper milk from beyond the milk shed.

They are not "scabs," as the racketeers call them, but honest men trying to maintain their homes and retain the market that justly belongs to them.

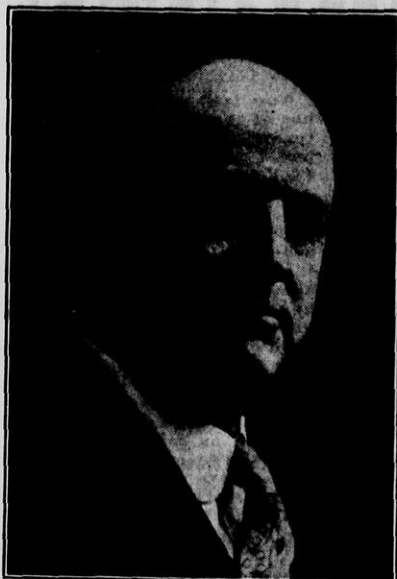
They will win because, in the long run, dishonesty and deceit always lose against honest effort.

#### Her Frozen Asset

Junior: "I owe all I have to one woman."

Sophomore: "Your mother?"

Junior: "No, my landlady."



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## Milwaukee Co-op Fights Unscrupulous Dealers

### Producers' Director Presents An Analysis of Their Methods and How They Are Combated

By Chester W. Fletcher  
(Field Representative)

In every fluid milk market there are two classes of dealers—honest and dishonest.

The former class as a rule are those dealers, large and small, who are trying to build up a permanent business, who are very efficient in their business methods and who will deal with organized producers at a bargaining conference in an attempt to stabilize the market.

#### Abide by Settlement

These reputable dealers do not hand out gifts on a silver platter. But when the producer has studied the marketing conditions and has an intelligent grasp of what can be obtained as his share of the consumer's dollar, and bargains for and obtains his share by agreement, these dealers may be relied upon to live up to the settlement honorably.

The other class of dealers are plainly dishonest. They hold out alluring pictures to the farmers that they "pay more" than someone else. Their story is that they will give to the farmers big milk checks and, at the same time, will sell the milk at very low prices to the consumer.

In this class are shrewd, unscrupulous men intent on taking advantage of market conditions and low butterfat values to try to sell milk at a price that could not be called fair to the dairy industry.

#### Fight Chiseler Type

They cheat on weights and tests, falsify accounts and in some cases do not pay the farmers for their dairy products at all.

The "chiseler" type of dealers are the ones that the Milwaukee Co-operative Milk Producers are fighting. The co-operative is trying to keep them on the defensive at all times, and it does everything in its power to make them behave or get out of the milk business.

And because the Milwaukee Producers' organization has been comparatively successful in its efforts, the chiselers and the so-called leaders of the farmers have allied to condemn this organization, which has been doing an honest business for its members since 1916.

## So the Farmers Pay

The strike promoters are none too anxious to see the present disturbance in the milk market end, since the farmers are turning over 90c a cwt. of their milk checks to finance this hapless venture.

While a few become wealthy off the strike, the poor farmers "shell" out their hard-earned money for a strike that is seriously harming their markets. Farmers in other states, who are getting all the business lost by Wisconsin's dairymen, have reason to chuckle.

The 90c figure is a pretty price set by the strike promoters, who find it great sport enjoying themselves at expensive Milwaukee night clubs. The farmers in Wisconsin will do a wise turn when they place all their confidence in their honest co-operative organizations, which are guided by men who believe in spending the farmers' dues for things that will benefit dairy farming.

## Members Also Belong to National Co-operative

Unknown to many producers in the Milwaukee milk shed, farmers belonging to the Milwaukee Co-operative Milk Producers also hold memberships in the National Co-operative Milk Producers' federation, which is the national organization for all of the reputable dairy co-operatives in the United States.

The federation was incorporated in February, 1917, under the laws of Illinois as a non-profit, non-trading organization. During the first year of its organization eight associations formally ratified affiliation. The Milwaukee Co-operative Milk Producers' organization is a charter member. Its first president was the late Milo D. Campbell.

In November, 1923, a new set of by-laws was adopted, which broadened the representative character of

the organization to include every type of dairy co-operative, although with respect to co-operative creameries, cheese factories and co-operatives of a general manufacturing character the practice has been to admit them to membership only in groups.

The present roster of membership shows forty-nine affiliated organizations. Of these, forty represent associations marketing fluid milk and cream on metropolitan markets, the remainder representing in the main central sales agencies selling butter, cheese and other manufactured dairy products. The membership of the federation is approximately 360,000 farm families residing in 41 states.

As one of its many great services to dairy marketing, the federation has a monthly price reporting service. Its work of keeping current a completed file of statistics on the dairy industry from all parts of the nation has been continued and improved. The federation has either now completed or it has in process of completion data on production, consumption, prices, purchasing

(Continued on page 8)

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## From the Members

**G. E., Waukesha**—Where are the test checks made which I receive regularly from the Milk Producers' office?

The test checks are made at the office of the Milwaukee Co-operative Milk Producers, 1633 N. Thirteenth St., which is equipped with one of the most modern laboratories in the state. Pay us a visit and watch how the checks are made.

\* \* \*

**R. K., South Milwaukee**—I just can't understand why a base plan is necessary in a fluid market so will you please explain that for me?

Production of milk for a fluid market as important as Milwaukee's must be fairly uniform in order to take care of consumptive demand. If production were high at times and

## To Our Readers

For the convenience of the members, this column will become a regular feature in The Milwaukee Milk Producer. If there are any questions about your organization or about the milk market which are puzzling you, mail them into the office of the Milwaukee Co-operative Milk Producers, 1633 N. Thirteenth St., Milwaukee.

low at other times, there would not be enough milk during the low periods to meet consumptive demand. As a consequence it would necessitate taking new producers on the market. This would not be practical as is quite evident. During the good producing periods of the year, with these additional shippers, the market would become flooded with the extra milk.

\* \* \*

**E. E., Milwaukee**—How does the Milwaukee Co-operative Milk Producers know whether a dealer actually has as much surplus as he reports?

Each dealer is required to report to the department of agriculture and markets his total intake of milk and the percentage used as fluid and manufactured milk. These reports are checked by certified accountants and if found to be false the dealer is subject to a heavy fine. He also

must refund to his producers all money improperly withheld.

**H. D., Waukesha**—When was the Milwaukee Co-operative Milk Producers organized, how many members has it and what counties are included in the milk shed?

Briefly stated, since 1916 the Milwaukee Co-operative Milk Producers' organization has served as the bargaining agency for more than 4,000 farmers in the Milwaukee milk shed, which encompasses Milwaukee, Washington, Ozaukee, Racine and Waukesha counties, and the outer fringer of Walworth, Jefferson and Dodge counties.

## Manufactured Products

More creamery butter, more evaporated milk, and less ice cream were manufactured in 1932 than in 1931, as indicated by the annual report on the manufacture of dairy products, prepared by the Bureau of Agricultural Economics based on reports gathered from dairy products manufactured after the close of the year.

Production of creamery butter last year was the largest on record, totalling 1,694,132,000 pounds by 4,424 factories compared with 1,667,452,000 pounds by 4,397 factories in 1931. Evaporated milk production by 135 factories was 1,570,612,000 pounds last year compared with 1,438,993,000 pounds by 134 factories in 1931.

Production of ice cream last year aggregated 160,138,000 gallons by 3,619 factories compared with 208,329,000 pounds by 2,274 factories last year, compared with 374,648,000 pounds by 2,260 factories in 1931.

Minnesota factories turned out the largest quantity of creamery butter last year, according to comparisons by states, the output totalling 281,659,000 pounds by 821 factories compared with 284,270,000 pounds by 840 factories in 1931.

## Farmers Deserve Better Returns on Products

(Continued from page 1)

turns on dairy products declined, particularly butter prices, on which earnings on the farmers' manufactured milk is determined in most markets. This, coupled with the ever increasing surplus, has created a tremendous price spread, which is not fair to the farmer. It is inconceivable that the dairy products' index from July 15 to August 15 should show a 25 per cent depreciation on the average price of butter-fat," he said.

## Suggestions to Follow

Now is the time to whitewash stables before your herds go indoors. Whitewashing becomes all the more disagreeable when the weather is cold. This job is a necessity to retain healthful surroundings for your cattle. To turn the cows out in the cold weather while whitewashing is considered bad business because it detracts from their productivity.

A good practice for the dairyman to follow is to rinse the milk utensils with cold water as soon as the milking job is finished. By doing this, milk has little chance to become "set" and the overworked housewife will have an easier task washing them afterwards.

If the flanks and udders are clipped now, it will be much easier to keep the cows clean. Fieldmen of the Milwaukee Co-operative Milk Producers report that the majority of the farmers clip their cows during this season of the year.

## Members Also Belong to National Co-operative

(Continued from page 7)

power and imports and exports of the dairy industry.

The national organization also has been active in keeping up a number of valuable bulletins on dairying, and at the present time its officers are helping formulate the marketing agreement under the N.R.A. and the Agricultural Adjustment act.

The federation's annual convention was held recently in Chicago.

## Over His Head

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

"I'm sorry, miss," replied the clerk, "we only sell sealing wax."

"Don't be silly," she remarked. "Why should any one want to dance on the ceiling?"

## What, No Milk!

Dairymen who have regarded beer as a threat to the fluid milk sales now are finding consolation in the revelation that milk contains qualities which make it ideal in counteracting the "effects" of beer, superior to tomato juice or other favorites for this purpose. But we still think milk is the better drink, both first and last.

Seed stocks of alfalfa, the clovers and the grasses are smaller than in 1932.

# MILWAUKEE MILK PRODUCER

"Run by Farmers"

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

For the Farmers"

Volume 6

DECEMBER, 1933

Number 9

## Cream Proposal Voted in at Price Conference

### Stock Schemes Numerous in Milwaukee Market

#### State Department Cautions Milk Producers in Bulletins to Beware of the Racketeers

During the past month the state department of agriculture and markets has circulated numerous bulletins in the farming communities around the state, warning Wisconsin milk producers to beware of professional racketeers who are selling stocks under the guise of co-operative marketing.

The salesmen, who are promoting these schemes, are increasing in numbers in the Milwaukee milk shed, and to date several farmers have been tricked into purchasing shares that, in the final analysis, probably will represent a loss.

#### Employ Different Methods

Many different methods are employed by the salesmen from the self-styled "consumer-producer co-operatives," who paint an alluring prosperity picture for the farmers, promising them handsome returns on their dairy products and also a "share of the profits made by the business." In return, the farmers are asked to subscribe for stocks ranging in amounts from \$25 to \$500.

State departments heads are cautioning Wisconsin farmers to forego these ventures, which invariably end with heavy losses to the unfortunate stockholders. In practically every case, the proposed organizations have few or no tangible assets and the men in official capacities are un-

(Continued on page 5)

### 35 New Supporters to the Milwaukee Co-op Producers

- John Becker, Hartland, R. 1
- Wm. Szyskowski, Hales Corners, R. 1
- Ralph Martin, Muskego, R. 1
- Paul Filter, Thiensville
- Grover Dobbertin, Hartland, R. 1
- Nels Hansen, Hartland, R. 1
- Harry S. Hardiman, Pewaukee, R. 1
- J. G. Meider, Hartland, R. 1
- Henry Miller, Sta. D., R. 2, Milwaukee
- Bernard Serres, Sr., Waukesha, R. 4
- Martin J. Brandt, Waukesha, R. 7
- Emil Linther, Oakwood, R. 1, Box 70
- W. C. Moede, Pewaukee, R. 1
- Frank Viek, Pewaukee, R. 1
- Wm. C. Vergenz, Dousman
- Stephan Rausch, Waukesha, R. 3
- W. E. Healy, Caledonia, R. 2
- John Wardenburg, Burlington, R. 1
- C. F. Mathews, Waterford, R. 1
- Mrs. Barbara Grobschmidt, Hales Corners, R. 2
- Louis Bedi, Hales Corners, R. 1, Box 160
- John Alaxson, Waterford, R. 1
- Brandt Bros., Waukesha, R. 7
- O. O. Schroeder & Son, West Bend
- Ben. Zinke, West Bend
- Ambrose Wiedmeyer, West Bend
- Otto Steffen, Sussex
- Wm. Schlitcher, Hartland
- Orson Williams, Waukesha, R. 7, Box 292
- John Horlamus & Son, West Bend
- Hugo W. Schroeder, Waukesha, R. 5, Box 44
- Rudolph Kuenzi, Merton
- Wm. Fieldhack, Waukesha, R. 7
- D. M. Laney, Dousman
- Otto C. Schoenbeck, West Bend, R. 1

### Directors' Plan Adopted in December Scale

#### New Quotation on Manufactured Product Accepted by Dairies After Eight Months' Battle

(Editorial on page 2)

The eight months' battle by the directors of the Milwaukee Co-operative Milk Producers—to bring Milwaukee milk shed producers a better return on that portion of their dairy products going into fluid cream needs—became a crowning success Saturday afternoon, November 25, at the Co-operative's office, when representatives of the dairies voted their approval to a cream proposal.

According to the December price scale, the producers will continue to get \$2 for milk going into bottles. The \$1 price for manufactured milk,

An analysis of how the manufactured price is determined under the December cream plan is presented on page 7 by Chester W. Fletcher, field representative for the Milwaukee Producers.

effective in the milk shed for the past five months, has been replaced by the cream plan.

#### Based on Averages

Under the present arrangement, producers in the milk shed will receive 25 cents a hundredweight on the cream over the market value for manufactured milk, which is based on the average monthly price of 92-score Chicago butter and of the skim milk products prices.

(Continued on page 4)

### Gridley Prices

	Pct.	Price
Fluid sales . . . . .	51.51	\$2.00
Manufactured . . . . .	42.71	1.00
Outdoor relief . . . . .	5.78	1.77
Average price . . . . .		1.55

### Luick Prices

	Pct.	Price
Fluid sales . . . . .	52.59	\$2.00
Manufactured . . . . .	40.62	1.00
Outdoor relief . . . . .	6.79	1.77
Average price . . . . .		1.57

### Layton Prices

	Pct.	Price
Fluid sales . . . . .	52.75	\$2.00
Manufactured . . . . .	38.31	1.00
Outdoor relief . . . . .	8.94	1.77
Average price . . . . .		1.59

### Sunshine Prices

	Pct.	Price
Fluid sales . . . . .	51.15	\$2.00
Manufactured . . . . .	48.85	1.00
Outdoor relief . . . . .	.00	.00
Average Price . . . . .		1.59



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Chas. F. Dineen, Managing Editor  
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Chester Fletcher, R. 3, Waukesha.

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## Sound Marketing Scores

Once again sound co-operative marketing scored a victory in the milk shed when the dairy representatives, meeting in the recent monthly price conference, adopted the proposal of the Milwaukee Co-operative's directors to pay the producers a premium for that part of their milk going into the cream channels.

While the new scale on manufactured milk at the present time is not expected to show an appreciable increase over the price paid under the old plan, the directors hold that when cream consumption hits the upward trend, Milwaukee producers will be given an addition to their milk checks.

The directors long have held that its members were not getting all they deserved on the milk going into fluid cream. As the representatives of the milk shed farmers, with the objective of getting as much of the consumer's dollar as possible, they extended their fight over an eight months' period and finally convinced the dealers that their plan was the fair one.

In this one accomplishment, numbered among a score of others during the year, the directors established the fact that farmers no longer can bargain independently with the financially powerful dairies.

Milk producers everywhere are learning the lesson that co-operative marketing—the honest kind—is their only salvation. Agricultural

leaders, who are trying to solve the dairy problems, unanimously hold that co-operative marketing is the safe and sane way of dealing with the great organization in the dairies.

Despite the clear-cut evidence, in gaining this better manufactured price, that it is an organization of farmers run by farmers, agitators around the milk shed have been spreading the story that the Co-operative and the dairies are working together as one.

A few have listened to the "stories" of the agitators. However, the bulk of the Co-operative's members are clear thinking farmers who see through the falsehoods of the racketeers. These faithful members resent having false propaganda pushed at them by a few individuals who, in an effort to satisfy their selfish interests, are trying to gain control of the milk market for themselves.

## The Faith of the Members

Despite the three milk strikes waged in the Milwaukee market during the past year, and the recent ultimatum from the dairies that some of the striking producers no longer can ship their milk here, a late check-up shows that less than 150 cancelled their memberships during the cancellation period.

A goodly number of those who withdrew from the Milwaukee Co-operative are shut-off producers who no longer are on the market. The others probably were swayed by the false stories of the racketeers, who are making a comfortable living by wheedling dishonest dollars from gullible producers.

The directors express their sincere appreciation for this great display of confidence by the members. The directors know that they haven't brought as much happiness to their members as they hope to achieve before long. But they are fighting with their heads up, and are doing everything to keep the powerful dairies in line.

This faith of the members is an evidence that they are backing their organization 100 per cent. They are not moved by the falsehoods of the trouble makers who are trying to break the market.

The members of the Milwaukee Co-operative are to be congratulated for their excellent spirit. After all, the directors sincerely believe that

## A Column of Smiles

### He Caught a Tartar

Poor old Hiram. He went up to New York determined to make his fortune pulling some skin games on innocent strangers. However, the first fellow he tried to sell the Brooklyn bridge to turned out to be the owner of the darn thing, and if Hi hadn't paid him \$10 to keep quiet the man would have had him arrested.

A city girl visiting her uncle on the farm was watching a cow chewing its cud.

"Pretty fine cow, that," said her uncle as he came by.

"Yes," said the girl, "but doesn't it cost a lot to keep it in chewing gum?"

### A Splendid Idea

"I've been thinking, my son, of retiring next year and leaving the business to you."

"There's no hurry, is there dad? You go ahead and work a few years more and then we can retire together."

It has been said that the farmer who makes hay while the sun shines also makes repairs while the rain falls.

the greatest asset the Milwaukee Producers can claim is the good will of its members. This confidence has instilled in every director a determination to do even greater things for the Milwaukee market—your market.

Members probably have heard the reports that some of the faithful producers soon will be turned off the Milwaukee market, in order to correct the present over supply of milk.

The directors offer the assurance that no member need fear this will ever come about. As the members stand behind the Co-operative, so will the Co-operative stand behind them.

When the dairies decide to reject a producer, the Milwaukee Co-operative also casts its ballot. Unless a unanimous vote is polled, the producer stays on the market. And so the fact remains that members of the Milwaukee Co-operative never will be asked to find another outlet for their milk.

# What the A.A.A. is Doing to Help the Farmers

Plan of National Government is Based on Adjusting Supply to the Demand of the Markets

By Dr. Edwin G. Nourse

Brookings' Agricultural Expert Finds Discontent Greatest in Sections Not Yet Benefited

THE government's gigantic agricultural relief program, regarded by the Roosevelt administration as fundamental to its entire recovery effort, has lately encountered an increasing barrage of criticism. The fact that this criticism comes from two opposite camps is suggestive. At one extreme are those who view the program as spendthrift subsidy to a favored class. At the other extreme are those who regard the effort as totally inadequate.

Between these two camps stand the great majority who admit insufficient comprehension of the undertaking to form an intelligent opinion.

The problem begins with the catastrophic fall in agricultural prices. Farm income declined from 15 per cent of the national income in 1920 to only 7 per cent in 1932. In consequence, the farmer's debt burden, contracted when prices were high, became intolerable. Yet the payment of these debts and the restoration of buying power is important to merchants, manufacturers, banks, insurance companies, and other interests.

## Restriction of Production

The agricultural adjustment act, signed on May 12, left to the secretary of agriculture wide discretion in working out both strategy and tactics. But the main objective of the law is to restore farm prices to a level at which the farmers can meet their debts, retain their properties, and continue to make a living. To effectuate this and allied purposes, the agricultural adjustment administration was set up. It has now had six months of heroic and exciting history.

Initial steps were based on the conclusion that farm prices could not be raised to a satisfactory level without large scale adjustment of supply to demand. There were huge surplus stocks of cotton, wheat, pork products, butter, and many other agricultural commodities. Moreover, prospects pointed to a record-breaking cotton crop this season.

The first drive, therefore, was to secure the reduction of about one-quarter of the cotton-producing acreage. This has involved compensating payments to the planters to

taling approximately \$110,000,000. The result has been withdrawal from cultivation of nearly 10,000,000 acres of cotton lands.

The second attack on the price-breaking surplus was directed at the hog market. This resulted in the slaughter of some 6,000,000 young pigs and nearly 250,000 sows that would have farrowed this fall. Here benefit payments have been something over \$35,000,000 and the program has provided 100,000,000 pounds of pork for relief purposes.

There has also been a relatively small plow-up of cigar leaf tobacco, with benefit payments to the value of about \$1,200,000. This month a start has been made in payments to wheat growers who have signed contracts to reduce production in 1934. Up to Nov. 11, these wheat payments totaled \$215,688, divided among six states.

## Reduction Next Year

The case of wheat illustrates how the initial steps are now developing into a general campaign to hold 1934 agricultural production to a volume which will command re-

How much is Washington paying the farmer; where is the money going; who pays it; what else is the A.A.A. doing, and why are some farmers still dissatisfied?

These timely questions are among others discussed in this article by Dr. Nourse, agricultural expert of the Brookings Institution, Washington, D. C.

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munerative prices. Farmers are being signed up on contracts to reduce next year's wheat acreage by 15 per cent, corn acreage by 20 per cent, and hog production by 25 per cent. There will be a further substantial reduction of cotton acreage. Also in process of development is an extension of the first acreage reduction plan for tobacco. Other curtailments may be added.

All in all, next season's acreage reduction will probably amount to at least 45,000,000 acres, or an area approximately equal to that of the entire state of Missouri. The ultimate

compensation involved cannot yet be definitely calculated. In the case of wheat it will amount to something over \$102,000,000. For the corn-hog reduction \$350,000,000 is the estimate. It is anticipated that the treasury advances necessary to make these payments will be covered by the "processing taxes" which are in effect sales taxes on goods of agricultural origin.

## Marketing Agreements

Another principal aspect of the A.A.A. program is the promotion of marketing agreements. These have been most extensively applied in the field of fluid milk marketing. The milk agreements include three parties—the organized producers, the distributors, and the secretary of agriculture. They are designed to assure adequate returns to producers and to regulate selling charges. In general, the milk agreements rely on plans for the regulation of supply previously worked out by the cooperative associations.

In most other commodities producers are not a party to the marketing agreements. And in these other commodities the agreements are correlated with production control plans already set up by the A.A.A. or planned for the future. In one or two cases supply has been controlled by setting quotas for producers or processors.

A consumers' counsel in the A.A.A. scrutinizes all marketing agreements to see that the interest of the consumer is not forgotten.

Finally, there has been an effort to use credit to buttress the other price supporting activities of the A.A.A. This has taken the form of export credits on wheat for the orient and of domestic credits on cotton and corn. By lending 10 cents a pound on cotton and 45 cents a bushel on corn, the government practically pegs prices on those commodities at these levels.

## Rise in Price Level

In considering the results of these measures the following table is helpful. It shows that the general index of farm prices as a group (1910-'14 level = 100) rose to a high point in July. Since then it has dropped

(Continued on page 6)



## Committee Investigates Production Control

### Group Meets in Chicago Recently and Submits Program Designed to Aid Dairy Industry

The production control committee, meeting in Chicago recently, gave careful consideration of various methods for production control in the dairy industry. The report of the committee is embodied in the following recommendations:

1. If farmers are to limit production to domestic requirements, they should be assured the domestic market by restricting the importation of dairy products, fats and oils and by controlling the manufacture of oleomargarine.

2. The elimination of tubercular and other diseased dairy cows is desirable in the interest of public health and of the welfare of the entire dairy industry.

#### Educating the Farmer

3. Any program for production control, which depends to any appreciable extent for its success upon educating the farmer, will not be appropriate as an emergency program.

4. The committee reiterates the position of the federation as previously expressed that acreage on which the secretary is paying rentals or benefits in order to secure reductions in corn, wheat or other commodities shall not be planted to crops which might be used as feed for dairy production. It should be planted only to erosion preventing or soil improvement crops.

5. The soundest program for production control for all agricultural commodities lies in a far-reaching program involving land classification and taking marginal and submarginal land out of cultivation by means of its acquisition and restoration to the public domain.

#### Prices Show Increase

6. The operations of the Dairy Marketing corporation to date have justified the faith expressed in this type of program by those responsible for its inception. Prices have been materially increased.

7. The committee is of the opinion that conditions and the outlook of conditions in the dairy industry are such that the industry could not support a processing tax in excess of 5 per cent advalorem per pound of butterfat on the value of fat for butter purposes.

8. If at the end of this time this program for surplus disposal and

disease elimination, coupled with market restrictions and measures for increasing consumers' buying power, have failed to accomplish its purpose, and if dairy products prices have not increased, then an allotment, acreage reduction or other control program as may seem most feasible at that time may be given consideration.

## Directors' Plan Adopted in December Scale

(Continued from page 1)

The Milwaukee Producers' directors and the dairy representatives, who have been studying the cream plan for the past month in several special sessions, were not fully in accord at the outset of the price conference. The directors insisted that their plan was the only fair one for the producers and backed their arguments with facts to substantiate the points presented at the meeting.

After much deliberation, in which several proposals were rejected by either the directors or the dairy representatives, the dealers agreed on the cream price plan. The new arrangement will not change retail prices. The milk prices in Milwaukee will remain at 9 cents a quart.

#### New Plan Scientific

"We as producers have been fighting for the special cream price for many months," declared Charles F. Dineen, executive secretary of the Milwaukee Producers.

"The new price plan will be more scientific than the one followed in the past. It splits up the manufactured price more nearly in accordance to the uses to which that milk is put," he said.

"The directors feel that a great victory has been gained in bringing to the producers a true value instead of the \$1 manufactured price of recent months, which was an arbitrary value," stated Chester W. Fletcher, a director and field representative for the Milwaukee Producers.

"The advantage will not be so great now as it will be when business conditions start to improve and cream sales again become normal. Cream consumption has dropped 6 per cent since 1929," Mr. Fletcher said.

Two milk dealers in the Albany, N. Y., area were fined \$400 and \$50 respectively in October for violating the minimum retail price orders of the state milk board.

## The "City" Farmers

### Agitators Seek to Unionize the Milwaukee Milk Drivers; Move Would Probably Result in Lower Returns to Producers Here

By Chester W. Fletcher

During the past several months there has been a great deal of agitation in the Milwaukee milk shed by "city" farmers who are fostering unrest among the practical farmers.

For reasons known only to themselves, the "city" farmers prefer to work under cover and withhold their real motives from the farmers. These men will not come out and admit that their motives are selfish ones and that they are trying to take something away from the farmer and give it to someone else.

It is reasonably certain that these men are interested in unionizing the Milwaukee milk drivers and forcing the union wage scale. They refuse to recognize the fact, however, that such a move would necessarily mean lower returns to the farmer or a higher price to the consumer.

Inasmuch as competitive cheese, butter and condensed milk prices do not warrant a higher price to the consumer of fluid milk, if they are successful, then the inevitable answer is that we farmers must take less for our fluid milk.

The Milwaukee Co-operative will never sanction the movements of the "city" farmers. As reason, it is a known fact that the so-called union dairies in Milwaukee return to the farmer a very small portion of what the consumer pays.

When union labor recognizes, not by loose statements but by actual agreements, the equal right of the farmers to a living wage, then the Co-operative will be ready to do business with them.

\* \* \*

Racketeers are saying that the Caldwell law, sponsored by the Milwaukee Co-operative, has been of benefit chiefly to the large dairies here, and therefore that your Co-operative is a tool of the "milk trust." It is well at this time to analyze their statements, since they are men unfamiliar with the truth, and see what the result might have been without the Caldwell law.

Previous to the enactment of the law, the price of fluid milk in the milk shed dropped steadily because butter, the basic value of all milk, was at a low

(Continued on page 8)

## Milk Strike is Cause of Neighborhood Enmities

Many Newspaper Writers Point Out Shortcomings of Leaders; Co-operative is Commended

Discussing the recent milk strike in Wisconsin, which resulted in serious losses to the state market, one of the leading agricultural journals in the United States pointed out that "no direct benefits resulted from the strike, but it left in its trail neighborhood enmities that will last for years."

Many Wisconsin newspaper writers also have noted the same unfortunate result of the strike. A leading Milwaukee editorial writer stated that "if anything is needed to assist in solving the problems of the dairy farmer, it is good community spirit. There must be a willingness of neighbors to work together for a common purpose and under well informed, capable leadership."

### Most Costly Feature

Another journalist, who has been in close communication with the producers' problems in the Milwaukee milk shed, holds that "enmities engendered by quarrels among farmers is the most costly feature of such abortive efforts as milk strikes."

"One of the most valued by-products of co-operative organizations is the building of community spirit and of neighborhood friendliness. The work of years can be torn down by the bitterness engendered through local dissension even though the crisis of that strike be passed a few hours after the trouble started. Situations of this kind illustrate the dangers of listening to outside troublemakers."

### "Outside Troublemakers"

This same writer, appealing to the milk shed producers in his editorials during the last strike, conclusively pointed out the shortcomings of the leaders of the strike or, as he termed them, "outside troublemakers." These agitators, he pointed out, are not trying to help the farmers here to get more money for their milk but are attempting to foster numerous rackets in order to control the market for themselves.

The Milwaukee Co-operative, which vigorously fought the three strikes in the milk shed, was praised by the writer, who wrote:

"It is pleasing to see how courageous the Milwaukee Producers' organization was in fighting the last strike. By its efforts it spiked the selfish pro-

gram of the racketeers. The Milwaukee Producers, an organization that has functioned here since 1916, is to be commended for its splendid leadership. The farmers in the Milwaukee market never had a better friend, and the men who guide its business transactions are honest, capable and are playing square with every farmer in the milk shed."

## Stock Schemes Numerous in Milwaukee Market

(Continued from page 1)

schooled in agricultural and marketing problems. For the most part the promoters never were practical farmers and have made their livelihoods by foisting their quackery on gullible producers.

### Appeal to Co-operative

Some of the farmers who purchased stocks in these haphazard schemes and who now are realizing their folly, are appealing to the state and the Milwaukee Co-operative Milk Producers for legal aid. The state and the Milwaukee Producers are powerless, however, in that the promoters are clever men and their contracts are so cluttered with technical language that the farmer has no choice but to accept the consequences.

As an aftermath of the past three

farm holidays in the Milwaukee milk shed, the farming communities surrounding the city have been deluged with numerous stock selling schemes. Prior to the strikes few movements of this kind were reported.

Farmers in the milk shed probably remember the unhappy existence of the Industrial Co-operative Union or, as it was more commonly known, the I. C. U. Started several years ago, with the same basic organization as the present stock schemes, it failed in a short time and resulted in heavy losses to the farmers, many of whom are living in the milk shed today.

## The English Method

The United States isn't the only country where milk price cutting is being discouraged by law. All milk sold in England since Oct. 6 has been under the control of the Milk Marketing board, which committee not only establishes a minimum price below which milk in each market may not be sold, but it also determines the price the distributor must pay the producer for milk.

England's milk control law also has teeth in it, in case some producers and dealers are inclined to do a bit of "chiseling" in that violations are punishable by fines as high as one shilling per gallon of milk.

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## What the A. A. A. is Doing to Help the Farmers

(Continued from page 3)

off to a rather stable level around 70 per cent of the pre-war figure.

Month in 1933	Prices of Farm Products	Prices of Commodities Bought by Farmers	Ratio of Prices Received to Prices Paid
March . . . .	50	100	50
April . . . . .	53	101	52
May . . . . .	62	102	61
June . . . . .	64	103	62
July . . . . .	76	107	71
August . . . .	72	112	64
September . .	70	116	60
October . . . .	70	116	60

Commodities which have benefited most include cotton, wheat and tobacco. Dairy products, hogs, and corn have gained comparatively little, which accounts for the fact that agricultural discontent has lately become acute in the livestock and dairy sections of Iowa, Minnesota, Wisconsin and adjoining states.

Wherever government benefits payments have been made in substantial amounts, as in the cotton belt, farmers have been consoled not merely by increased prices for their products but also by the soothing shower of A.A.A. checks.

The diminishing pockets of agricultural discontent are found in areas where farmers have felt the pinch of rising prices for what they buy, without as yet receiving either crop reduction benefits or increased purchasing power for what they sell.

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The reduction in wheat acreage asked by the secretary of agriculture for the 1933 seeding is 15 per cent.

## The Chiselers Run Loose

England discourages milk price cutting by law; chiselers in the New York milk market are fined for violating the minimum retail price orders of the state milk board; Waukesha county racketeers are given heavy fines for violating the Caldwell law.

So reads the headlines in Milwaukee's daily newspapers. At the same time, readers in Milwaukee county have noted where several chiselers in the local market were arrested months ago for selling milk below the figure set by the state department of agriculture and markets.

**But these same readers in Milwaukee county are waiting to note where fines were meted out to the racketeers in the city, who are giving law and order a merry run-around.**

The indecision with which these violations are being handled is creating great consternation among Milwaukee county farmers. State order evasion after evasion is being perpetrated in the Milwaukee market. But the individuals carried into office by the votes of the farmers don't seem to realize that an irreparable harm is being done to the milk market.

## A Second Thought

The blended price of milk has advanced from the low point nearly two cents a quart. If a cow does not show an annual profit at present prices there is no hope for it. It should be sold to the butcher at the first opportunity.

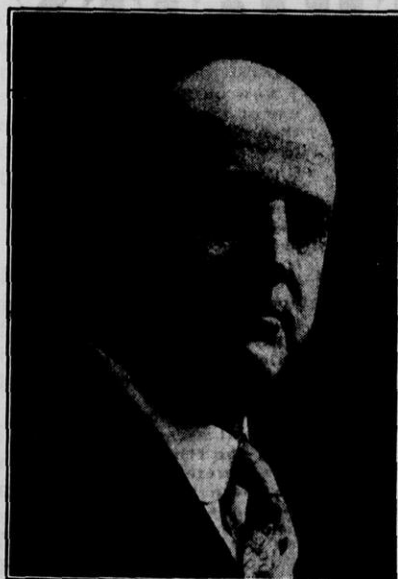
## Culling Poor Producers is "Smart Business"

With winter rapidly coming on and the prices of feeds increasing, Milwaukee milk shed dairymen are confronted with the problem of producing milk at as low a cost as possible.

Recent studies of the state department of agriculture show that feed costs constitute from 40 to 50 per cent of dairy expenditures. National surveys have presented facts to show that it is "smart business" to feed dairy cows on a ration of rough silage and legume hay, instead of a limited or full grain ration.

Beef prices are at a low point, but there is scant evidence of dairymen in the Milwaukee market weeding out poor cows. In the words of a state agriculturist, "the best and easiest way to cut feed costs is to cull out the poor producers regardless of the selling prices of the cows."

One way for dairymen to help their situation is to be sure not to carry any poor producers over the winter.



J. R. WILLIAMS

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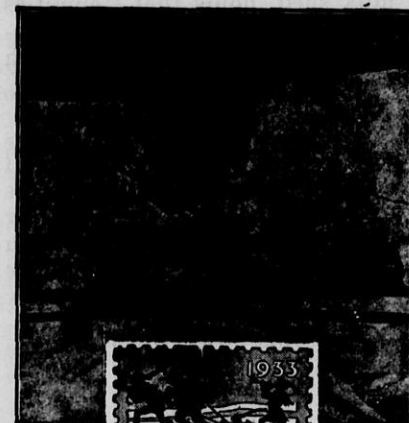
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## Manufactured Price is Explained by Director

Chester W. Fletcher Presents an Analysis of December Rate; Producers to Benefit This Month

The explanation how the manufactured price is determined, according to the December price scale, is presented herewith by Chester W. Fletcher, field representative for the Milwaukee Producers:

"Producers in the milk shed during December will continue to get the flat \$2 rate on all milk going into bottles. In order to present a clear

### Facts and Figures

The method of computing the manufactured price, using 22 cents as the average price of Chicago butter for December and 16 cents as the value of skim milk products, follows:

.22	average of December butter
4.2	pounds butter in 100 pounds milk (multiply)
.924	gross price
.147	cost of making 4.02 pounds butter from 100 pounds milk (subtract)
.777	for fat in 100 pounds 3.5 milk
.16	value skim milk products (add)
.937	total value 100 pounds manufactured milk
.25	value of product in fluid cream needs (add)
\$1.187	cream milk price for December

Milwaukee dairies by the directors of the Milwaukee Producers. This alone is saving the milk shed producers a tremendous sum.)

The 4.2 pounds of butter in a hundredweight of milk is multiplied by 3.5, which gives 14.7 cents as the cost of making 4.2 pounds of butter from 100 pounds of milk. The cost is subtracted from the gross price, 92.4 cents, leaving 77.7 cents.

### Total Value 93.7 Cents

"In the December contract the producers also will benefit by the value of the manufactured skim milk products, which average 16 cents at the present time. This value is predicated on the average return of skim milk powder, sweetened condensed skim milk and cottage cheese. Supposing 16 cents to be the average on skim milk products for the month, this figure is added to 77.7 cents, which gives 93.7 cents as the total value of a hundredweight of manufactured milk.

"Producers in the milk shed during December also will get 25 cents over on all milk from which fluid cream is taken. This added to 93.7 cents gives \$1.187 as the cream milk price, if butter averages 22 cents and the skim milk products 16 cents."

### Few Co-operatives Fail

Faring better than private business during the depression, only four of 200 New York State farmer-owned co-operatives developed serious financial troubles and these were brought about by the failure of local banks.

### Horse Market Up

Approximately 29 per cent increase in total horses and mules received at public stock yards is reported for the first eight months of 1933 over the same period in 1932. Prices range from \$70 to \$150, on a brisk market, for farm horses weighing 1,400 to 1,600 pounds.

### "National Cheese Week"

Dec. 11-16 has been designated as "National Cheese Week." All dairy organizations as well as national and state authorities are co-operating in the movement to increase the consumption of cheese.

Dairy farmers can help materially in reducing the 30,000,000 pound surplus cheese that is in storage. Conservative estimates indicate that if farm families of the nation would use one pound extra per family each week for a month, more than 10,000,000 pounds would be consumed.

Also, if the farm families would prevail upon their city friends to use more cheese, the dairy industry would be given a tremendous boost. Neither cheese nor butter prices will improve while storage stocks remain at the present high level.

The Milwaukee Co-operative is planning its part in the national movement and has placed a large cheese order for its members. This will be sold at a nominal cost at the Co-operative's office, 1633 N. Thirteenth St. Also, members may buy cheese through their haulers, who have agreed to do their part in helping the dairy industry.

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picture of the cream plan, I propose to show by example how the price is computed, using 22 cents as the average of Chicago butter for December and 3.5 per cent as the test of the milk.

### Gross Price 92.4 Cents

"The 22 cent figure is multiplied by 4.2, which represents the pounds of butter that should be derived from a hundredweight of milk testing 3.5 per cent butterfat. This gives a gross price of 92.4 cents.

"Next the cost of making this amount of butter is computed. Butter manufacturers figure the cost of making a pound of butter at 3.5 cents. (The cost of manufacture was once based on 5 cents the pound but was moved down to 3.5 cents, due to an extended battle with the

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## From the Members

If you have any questions about your organization or about the milk market, mail them to the office of the Milwaukee Milk Producers, 1633 N. Thirteenth st., Milwaukee.

**B. G., Milwaukee**—As one who has been closely in touch with farming, I have tried to follow developments of the milk strike very carefully, yet I do not recall seeing any mention of two or three pertinent angles.

One of these is the obvious aim of pool leaders to "steal" the Milwaukee market—a desirable plum because it is the highest paying market in the state. It is said by many that these leaders hope to crowd out not only the present distributors in Milwaukee but present producers as well—the better farmers who have earned the right to ship here through years of building up their herds and improving sanitary conditions on their farms.

One early indication of this was the ultimatum of pool leaders that milk could be sold to Milwaukee during the strike at \$1.80 a hundred on the farm. This was obviously a hedge to insure the pool's distributing outlet in Milwaukee of its supply.

From the pool's standpoint this was perhaps a clever move, but when all sides of the question are examined there is a catch in it. The pool's outlet uses little or no "surplus" milk; hence, it can and should pay the "bottle" price for all or nearly all of its supply. The demand of \$1.80 is nothing more than the price all dealers are paying for "bottle" milk—\$2 a hundred for 3.5 per cent milk, less cartage. But the catch is that most of the dealers can and do use "surplus" milk in addition to that which they put into bottles. Since this surplus milk goes into manufactured products which must compete with the world, it brings only what the market will stand, and that is about half the fluid milk price. Thus the average price for all milk bought by the recognized dealers is brought down. Based on this average, they would be prohibited from buying milk if the pool's idea of a straight \$1.80 price went into effect.

In this connection a large dairy offered to buy milk at a straight \$2 base price, provided the farmers would keep their surplus at home. This was at the last price meeting of the Milwaukee Co-operative Milk Producers. Members of the farmers' co-operative preferred to continue

selling on their two-price plan, rather than have their market cut in half. The simple arithmetic is as follows: Two hundred pounds of milk at an average price of \$1.50 is \$3, while 100 pounds at \$2 brings only a total of \$2.

Ask a substantial farmer member of the Milwaukee co-operative what type of farmer is joining up with imported outside pickets and his answer will very likely be something like this: "Some of them are farmers who have had their milk rejected in Milwaukee because it was undesirable or dirty, some have never been in the Milwaukee market but want to get in, and some are just plain radicals."

**C. B., Waukesha**—Why isn't the acre base plan used in our market?

It is not used because it is not practical. All farms haven't the same kind of soil and all farmers are not the same kind of dairymen; therefore, it would be unfair to use the acre base plan. Holstein producers might be penalized to the benefit of jersey dairymen, and the big farmers with waste land might gain an advantage over the small farmers.

**E. G., Milwaukee**—Is excess milk ever figured in the average price class?

Excess milk is never figured in the average price class. Before a dealer figures his average price, all criticized and over base milk is listed in the manufactured class. Then the portion used for fluid purposes is figured at the bargained price and the balance is computed at the manufactured price.

**I. G., Sussex**—Are new producers being taken on the market?

No new producers are being placed on the lists of the dairies that bargain with our co-operative, without the consent of the directors of the organization. The directors do not accept new producers until all angles have been studied and legitimate reasons have been advanced for granting such producers a market for their dairy products.

**M. M., South Milwaukee**—Is production on the increase in the milk shed?

Statistics recently compiled in the Milwaukee market show that production is increasing. Agricultural authorities contend that if the base control would be removed from this

market, it is estimated that production would increase by at least 30 per cent.

\* \* \*

**E. Y., Milwaukee**—What does a quart of milk weigh and is this a legal measure?

No legal weight has been set for a given measure of milk or cream. Experts in your co-operative's laboratory say it is generally accepted that a quart of whole milk will average to weigh 2.15 pounds or 8.6 pounds per gallon.

## The "City" Farmers

(Continued from page 4)

price. At the same time chiseler dealers were flooding the market with cheap milk and were forcing the reputable dairies to meet their competition or lose their business.

Our prices were low and had this sort of competition been permitted to continue, we soon would have seen milk at a return to the farmer of probably less than \$1 per hundredweight for fluid. At this rate the retail price could not possibly exceed five cents per quart. Such competition would have spelled ruin to the small dairy owners and to us.

The Caldwell law is harsh with the chiseler dairies and because it holds them in line to a uniform price they are its severest critics. These men never can be successful because you as members have consistently supported the policies of your organization, which never will countenance racketeering.

Only a handful of members have cancelled their marketing agreements in our organization. Those who cancelled probably have not reasoned out the effect on their returns if they were not represented by an organization to combat the dairies. They have listened to the racketeers, whose only interest is a selfish one.

Rainbows are easy to paint but when any co-operative can get a greater share of the consumer's dollar that those like organizations functioning in other markets of the nation, it has reason to feel that it has earned the confidence of the members and can disregard the dishonesty of the racketeers who are persistent troublemakers and who have done more harm to the farmers than the three disastrous wars in the milk shed.

# MILWAUKEE MILK PRODUCER

"Run by Farmers"

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

For the Farmers"

Volume 6

JANUARY, 1934

Number 10

## Milk Prices Unchanged for Month of January

### Series of Dairy Forums Started by Producers

Members Are Invited to Study Milwaukee Market and Organization of Co-operative

Group discussions on the milk market situation in Milwaukee and the organization of the Milwaukee Co-operative Milk Producers are now being conducted in the dairy forums at the Co-operative's office. On appointed dates, producers from the various loads around the milk shed are invited to attend the forums.

Because of the hearty response given by the producers, the forums will continue to be held regularly. If the same steady attendance is assured, speakers of national note will be secured to explain ways whereby dairymen can increase their incomes through improved business methods.

#### Explains Purpose of Co-op.

Some of the producers who attended the forums during the past month were given an historical background of the Milwaukee Co-operative by Charles Dineen, executive secretary. In explaining the purpose for which the Co-operative was organized, Mr. Dineen said:

"Before our Co-operative was started, irresponsible dairies and dealers were in the market. Because of their dishonesty or incompetence, they were losing money right and left for our dairymen. Then, too, shut-offs were frequent; that is, when the market became flooded, the producers were told to keep their milk at home. This condition naturally resulted in losses to the farmers

(Continued on page 7)

### 16 New Supporters to the Milwaukee Co-op Producers

- Alton Boldt, Muskego, R. 1.  
Roland Schroeter, Cedarburg, R. 1.  
Martha Kellner, Muskego, R. 1, Box 5.  
Mrs. John Vogel, Rockfield, R. 1.  
Arnold Liesener, Rockfield, R. 1.  
Edgar Gierach, Rockfield.  
Henry Shoemaker, Waukesha, R. 3, Box 106  
H. L. Smith, Lake Beulah, Box 46.  
Irvin Stremke, Caledonia, R. 2, Box 66.  
John Kiep, Waukesha, R. 2.  
Geo. Poznanski, Hales Corners, R. 2.  
W. A. Sparks, Sta. D, R. 3, Box 951, Milwaukee.  
Erwin Anderson, Waterford, R. 1.  
Chester Siedlecki, Hales Corners, R. 2.  
Henry Klug, Waukesha, R. 6.  
Ben. Elias, Waukesha, R. 6.

### Milwaukee Producers to Meet Tuesday, Jan. 23

The eighteenth annual meeting of the Milwaukee Co-operative Milk Producers will be held at the Milwaukee auditorium Tuesday, January 23.

In order to vote a producer must either own a share of stock or have signed an agreement to purchase a share. He must also be producing milk for the Milwaukee market and paying the stipulated dues (one and one-half cents per hundredweight). Many have signed agreements during the past month, which action makes them and any others who sign

(Continued on page 3)

### Dealers Vote Favorably on the First Ballot

Same Scale as of Last Month to Prevail During January; Cream Plan Remains in Effect

Milwaukee milk shed producers will be paid the same prices during January as of last month, it was agreed upon in the monthly conference Tuesday, Dec. 26, by directors of the Milwaukee Co-operative Milk Producers and by representatives of the dairies at the Co-operative's office.

Producers will continue to get \$2 for that portion of their milk going into fluid consumption. Under the cream plan, adopted during December and replacing the \$1 scale for manufactured milk, the farmers will be paid a price determined by the average of 92-score Chicago butter and of the skim milk products.

#### Market Prices Drop

If butter averages 23 cents during January, producers will get approximately 98 cents a hundredweight for their manufactured milk. For each increase of a cent in the 23 cent price, an additional 4.2 cents a hundred pounds will be paid.

On that part of their milk going into fluid cream needs, the farmers will be given a premium of 25 cents a hundredweight over the manufactured price.

Realizing that the sudden downward trend in the butter and cheese markets would prevent any move on their part for increased prices, the directors proposed that the December price scale be retained. After a short discussion, the dealers cast a favorable ballot with the Co-operative's.

#### Gridley Prices

	Pct.	Price
Fluid sales . . . . .	45.15	\$2.00
Manufactured . . . . .	36.82	.75
Outdoor relief . . . . .	3.92	1.77
Cream Sales . . . . .	14.11	1.00
Average price . . . . .		1.38

#### Luick Prices

	Pct.	Price
Fluid sales . . . . .	47.18	\$2.00
Manufactured . . . . .	35.88	.75
Outdoor relief . . . . .	4.53	1.77
Cream Sales . . . . .	12.41	1.00
Average price . . . . .		1.41

#### Layton Prices

	Pct.	Price
Fluid sales . . . . .	47.18	\$2.00
Manufactured . . . . .	40.07	.75
Outdoor relief . . . . .	5.43	1.77
Cream Sales . . . . .	7.32	1.00
Average price . . . . .		1.41

#### Sunshine Prices

	Pct.	Price
Fluid sales . . . . .	56.76	\$2.00
Manufactured . . . . .	20.28	.75
Outdoor relief . . . . .	.00	.00
Cream Sales . . . . .	22.96	1.00
Average Price . . . . .		1.51



# MILWAUKEE MILK PRODUCER

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Chas. F. Dineen, Managing Editor  
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Paul Bartelt, Jackson.  
Ambrose, Wiedmeyer, Jr., Richfield.  
Chester Fletcher, R. 3, Waukesha.

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## Selling Your Product

Many producers in the milk shed, upon receiving their monthly checks, have questioned the payment of a small dues for advertising their dairy products.

Some are unaware that the advertisements in Milwaukee's newspapers, the huge billboards depicting the health-giving properties of milk, the countless bulletins and lectures given in the city are all helping to sell their milk. The fact remains that while these advertising mediums are effective, they also are costly.

**It is undeniably true that the dairy industry has fallen far back in making the proper bid for the consumer's dollar.**

For example, the sale of butter has been seriously harmed by the wealth of advertising matter advising consumers to use sandwich spreads, cooking substitutes and peanut butter. Likewise, milk has suffered in its sale by the wide display given to coffee, beer and other drinks.

**Producers are passing up another good advertising bet that costs nothing—that is, by telling their city friends that the milk they buy is pure and unadulterated, the best and the cheapest food that can be purchased. Unfair stories about inferior and adulterated milk being sold only lower returns, in that every quart of milk un-**

**sold means one more quart at the low manufactured price.**

Dairymen might profit by considering the effectiveness of advertising and forgetting about the "international bankers" and the "dairy trusts" as the causes for their decreased incomes. It's advertising and more advertising that is needed to step up dairy consumption.

William Wrigley, the chewing gum king, while traveling by rail, once explained the importance of advertising in his business to a friend, who previously had chided him for spending so great a sum of money on advertising. Wrigley said:

**"Advertising is comparable to the train that is pulling our coach. Here we are traveling at a rate of 60-miles an hour. But remove the engine and gradually the speed will diminish until our coach comes to a dead stop. Similarly, if I removed that great engine in my business—advertising—the Wrigley products might come to a dead stop too in their sales."**

## Non-Co-operative Farmers

The finger of disapproval is pointed toward non-co-operative dairymen by four specialists of the co-operative division of the farm credit administration. The farmer who disposes of his milk "through unorganized channels where there are no restrictions as to the quantity or the method of selling" is one of the causes of the present distressing conditions of dairymen.

## Buying Butter Wisely

Wise farm housewives are making use of the opportunity to save from three to four cents per pound on their butter by ordering it in lots of five pounds or more.

The National Dairy council has been stressing the use of more butter among farm folks for several months. The council, in a health bulletin, has requested farm wives to check and see whether each member is getting at least a half pound each week.

Butter long has been known for its nutritive value, which is expressed well in the advice handed out by Dr. E. V. McCollum, who says that "butter is a 'protective' food and should be used liberally in the daily diet of the family."

# A Column of Smiles

## Up With a Bound

"I've got a new idea. There's a fortune in it."

"What now?"

"It's an alarm clock that emits the delicious odor of frying bacon and fragrant coffee."

**Grocer: "We have some very fine string beans today."**

**Mrs. Newlywed: "Well, now, that's lovely. And how much are they a string?"**

## Frightened Him Anyway

Sportsman (having emptied both barrels at a rabbit): "There, Jack, I'm sure I hit that one."

Gillie: "Well, 'e certainly did zeem to go faster after you shot at him, zur."

**Wife: "Don't you think a man has more sense after he's married?"**

**Husband: "Yes, but it's too late then."**

## Nothing to Wear But Food

A town guy said to a farmer:

"You ought to be getting along all right. You have your own milk, butter, eggs, meat and vegetables. You have enough to eat and a place to sleep. That's a lot in a depression like this."

"Uh, huh," assented the farmer. "But you come around about eight-nine months from now and you will see the fattest, sleekest, nakedest farmer you ever beheld."

**"Is old Angus a typical Scotsman?"**

**"Is he? He saved all his toys for his second childhood."**

## One-Way Argument

Telephone operator: "It costs 75 cents to talk to Bloomfield."

Caller: "Can't you make a special rate for just listening? I want to call my wife."

Two little girls were on their way home from Sunday school and were solemnly discussing the lesson.

"Do you believe there is a devil," asked one.

"No," said the other promptly. "It's like Santa Claus, it's your father."

## Council of Agriculture Holds Annual Meeting

**Charles Dineen Named Director and Also is Elected Secretary by State Farm Leaders**

The Wisconsin Council of Agriculture held its annual meeting Monday, Dec. 18, at which time officers and directors for the coming year were elected.

Charles Dineen, executive secretary of the Milwaukee Co-operative Milk Producers, was elected a director of the council and also was chosen secretary of the group.

### Stresses United Action

The council, in advocating co-operation among state farmers, also proposes to bring about united action to meet the present emergency; to provide credit; to market products, and to preserve agriculture in its relation with other groups.

The farmers, general farm organizations, co-operative organizations marketing farm products, institutions of research and learning and governmental agencies will be called upon by the council to aid in developing the importance of the state's agriculture.

### Urges Co-operation

In order to offer a specific line of action, the report of the council states that "we must co-operate to meet the present emergency through the machinery of the AAA; co-operate to refinance our mortgages and debts and to finance our production, purchasing and marketing activities at rates of interest equally low as those enjoyed by other groups; co-operate to market our products in order that we may obtain a just share of the consumer's dollar through efficient distribution of our products, and co-operate to maintain the rights of agriculture in its relation with other groups in matters of taxation, national planning and a national policy for agriculture.

## Milwaukee Producers to Meet Tuesday, Jan. 23

(Continued from page 1)

before the meeting opens on Jan. 23 eligible to take part in the annual meeting.

A section of the auditorium will be reserved for producers who are not stockholders or who have not signed marketing agreements. Such producers may attend as spectators only.

## A Warning Rings True

In last month's issue, the Milwaukee Milk Producer warned its members to beware of the stock selling schemes of the so-called co-operatives.

Two weeks ago the Producers Co-operative Exchange, Inc., failed, of which the Wisconsin Co-operative Dairies, Inc., was a part. Twenty-three stockholders will shoulder a loss of \$2,700. Its liabilities are \$1,100 as against \$6.29 in assets. Some of the stockholders are producers residing in northern Ozaukee County.

J. N. Tittmore, United States marshal in Milwaukee, was president of the organization but resigned Dec. 5.

## Returns Drop in Market Not Using Base Plan

**Twin City Co-operative Also States That Manufactured Quota has Increased 5 per cent**

Critics of the base plan, in effect in the Milwaukee milk shed, might derive a few worthwhile suggestions from the November report in the Minneapolis and St. Paul markets by the Twin Cities Co-operative, which is one of the few fluid milk marketing organizations that does not use a base plan.

Some producers in the local milk shed, who believe that the base plan is responsible for the heavy production in the market, would do well to ponder on the possible cause for the large output in the Twin Cities' markets where a shortage of feed exists.

The co-operative's report follows: "We are paying \$1.22 per hundred weight for 3.5 per cent milk for November, delivered to dealers' plants in the Twin Cities.

"Production increased so that we had more milk in November in 30 than we had in October in 31 days. The figures below show that about 44 per cent was manufactured into byproducts this month as compared with 39 per cent last month. In other words we had to manufacture into byproducts 7 per cent more in November than in October.

### Decrease in Price

"There was a decrease in price of butter, condensed milk, cream and powder. This decrease not only gave us less for our make during the

month but resulted in a loss in inventory on the products we carried over. There has been a decrease in the price of butter from a high of 24½ cents per pound in October to the present price of 22 cents per pound. Our cream now must be made into butter as there is no sweet cream outlet except our regular customers in the Twin Cities.

"Storage stocks of butter in the 10 large markets as of Dec. 7 are four and one-half times as much as a year ago.

### Butter Market Hit

"The new price became effective Nov. 29 and applied on only two days of the month, one of which was a holiday with very low sales. There is every indication that a large amount of butter will be used for relief purposes in the near future and we now have a report that a certain amount of butter is to be allotted to every family on relief in the United States. Unless something of this kind is done we can see no hope of maintaining the present butter market or the present milk price to distributors.

"With declining markets there is always a tendency to overpay. This resulted in the National Cheese Producers' federation trying to collect from their members a total of about \$500,000 for over-payments made. It was impossible to make these collections and they are now proposing to reduce the interest rate on their preferred stock from 6 per cent to 1 per cent. We are paying out every cent it is possible to pay on the basis of present markets but not endeavoring to pay out more than we receive.

### Pay \$1.05 Per Cwt.

"During the month we sold 250,747 pounds of butterfat as sweet cream and churned 224,684 pounds.

"The minimum price to be paid at any point regardless of zone charge is \$1.05 per hundred."

The amount of milk to distributors and used for other purposes was as follows:

	Per Pounds	Per cent
Sold to distributors	14,794,244	56.39
Separated for sweet cream and butter	11,162,641	42.54
Made into cheese	92,725	.35
Made into condensed milk and ice cream	187,200	.72
<b>Total</b>	<b>26,236,810</b>	<b>100.00</b>

Valet: "Sir, your car is at the door."

Master: "Yes, I hear it knocking."



## Director Urges Members to Maintain Base Plan

By Chester W. Fletcher

Many producers in the milk shed feel that the removal of the tolerance over base would greatly restrict their dairy production. However, the only fair thing to do is to give the plan a thorough trial before declaring it unsuccessful.

It is a certainty that by increasing production at this time, with consumption at a decreased figure, it will only mean the placing of more manufactured milk on an already overburdened market. Under this condition also many farmers will be forced to produce much cheap manufactured milk. It is a known fact that there is more than 40 per cent manufactured milk on the market.

**The department of agriculture, in order to accomplish the program it has outlined, has asked for restricted production. Most producers, we feel, would prefer "get the house in order" by themselves, rather than have the government do it for them.**

There is an angle to the removal of the tolerance which should be understood. This applies to the amount of milk it actually will reduce the surplus.

If all producers were marketing full 30 per cent over-base milk, then it is quite obvious that it would reduce the surplus by 30 per cent. But in a majority of cases, farmers are not shipping more than their actual base. In many cases the shipping amount runs under the actual base.

**With a condition like this prevailing, it is doubtful whether the removal of the tolerance will reduce the manufactured figure by more than 8 per cent. The only gainer in any respect will be the uniform producer or the one with a small amount of over-base milk.**

\* \* \*

Again producers in the milk shed are warned to carefully investigate the financial standings of the so-called co-operatives, which are soliciting stock subscriptions to new dairies in the Milwaukee market.

Most of these ventures are intended to chisel a few extra dollars out of the farmers. In a market as highly competitive as Milwaukee's, these dairies have only a meager chance of being successes. Farmers today are

hard pressed for money and cannot afford to listen to racketeers who are "out to take them" for as much as possible.

### Vitamin D Milk

In a recent bulletin, many facts are developed which bring out the importance of vitamin D milk as a means of increasing consumption.

Vitamin D milk, the bulletin states, is milk exposed to ultra violet rays, which increase its potency and makes it a food having preventive power against rickets and tooth decay. Today approximately one-half of the children are afflicted in some degree.

The milk is permitted to flow into a thin film over the inner surface of the irradiator, where it is exposed during its travel to the ultra-violet rays from a carbon arc lamp suspended in the center of the cylinder.

This method of irradiating milk was perfected several years ago by Prof. Harry Steenbock and is now fully protected by patents controlled by the Wisconsin Alumni Research foundation. The foundation licenses responsible dairies to irradiate milk.

### The Processing Tax

From Minnesota comes a complaint that is being expressed with much regularity in Wisconsin. Because of the drought farmers must buy feed and with feed up 25 to 30 per cent as a result of the processing tax, and with butterfat down, where is the farmer going to come out?

The Wadena, Minn., Pioneer-Journal, in the following comment, makes a statement that is just as applicable to Wisconsin as to Minnesota:

"Minnesota is essentially a dairying state, and we buy rather than sell grain and feed. Such being the case, we fail to see where the processing tax of 30 cents per bushel on wheat is going to help our dairymen, as it has already resulted in increasing the cost of mill feeds 25 to 30 per cent. There would be no complaint on that score, if butterfat were to increase proportionately in price, which it has not done. In this particular area the small grain yield was practically nil and we probably shall have to ship in large quantities of feed and hay for our own herds, hence the tax will be burdensome for us. Just why the tax should have been imposed when wheat had attained a dollar is an enigma to all, save those who will derive an income from its imposition."

## Reasons Why Butterfat Tests Vary Frequently

Ever since the year 1890, when Dr. Samuel Babcock invented a method of determining the percentage of butterfat in milk, there have been many misunderstandings over butterfat tests. In most cases this is due to the fact that very few stop to realize that the butterfat in cows' milk varies very widely from one milking to another and from day to day.

A dairyman naturally presumes that milk from the same cows, fed the same ration, pastured in the same fields, stabled in the same building and milked by the same man should test the same one day after another. But when he receives his milk check and notices that the test is lower than the previous month, he feels that a great injustice has been done him. Dairying would be greatly simplified if the butterfat of milk could be so easily regulated but it is the variations from day to day that cause these misunderstandings.

**Here are a few of the important reasons for variation:**

1. Irregular milking hours.
2. Annoyance by dogs or flies.
3. Extreme hot or cold weather.
4. Extreme changes in the weather.
5. Old age.
6. Sexual excitement.
7. Injuries.
8. Lice infestation.
9. Not being properly milked out.
10. Increase or decrease in milk production.

When you consider that the test of a cow's milk from one milking to another in the same day may vary two per cent in butterfat you will realize that you are dealing with a very variable factor, as all dairymen realize who belong to a cow testing association.

All reputable milk concerns, we believe, are giving the producers honest tests and the tests are continually checked by representatives of the state department of agriculture and markets, and in the Milwaukee Co-operative Milk Producers' laboratory, in order to insure the producers a fair deal.

An 18 per cent rise in the price of gold has been accompanied by an 18 per cent rise in farm products.

## Chicago Milk Agreement is Finally Abandoned

### Failure of Agriculture Heads to Prosecute Code Violators Given As Chief Reason

The code or marketing agreement in the Chicago milk shed, the first of its kind in the nation, has been abandoned. The code, written 28 times before being approved by Secretary Wallace, was put into effect Aug. 1.

Among other things, the agreement provided that distributors must obtain licenses from the secretary of agriculture. The license established the bounds of their distributing area and also set up a fair practice code for both consumer and producer. Severe penalties were to be imposed on those who violated the agreement.

The motive behind the agreement's formulation was to suppress chiselers. It failed to curb their illicit practices because of the department of agriculture's failure to punish the violators.

Responsible dealers gave their wholehearted support to the agreement and started incurring heavy losses when forced to compete with the chiselers. This was given as the chief reason for the discontinuance of the Chicago milk pact.

At the present time a price war is imminent in Chicago, which means that producers in that milk shed will be forced to carry the losses.

### The Milwaukee Market

While the Milwaukee market has not been regulated by a code similar to the one in Chicago, producers here are protected by the Caldwell law. This law has had its greatest success in the city of Waukesha, where an aggressive district-attorney has prosecuted violators. The court also has imposed heavy fines.

The Milwaukee market, which should be protected against the chiselers, is "wide open." During the past three months, numerous violations have come before the attention of Milwaukee county's district attorney, but he has shown little inclination to be of service to the county farmers.

A wave of consternation has spread over the county because of the district attorney's indecision. An opinion, which follows, given by a county producer, expresses this general sentiment:

"When election time comes, he'll want our votes, but you can bet your last dollar that they will be used to oust him from his office."

### Mason Succeeds Dr. King

J. H. Mason, manager of an Iowa co-operative, has been appointed acting chief of the dairy section of the agricultural adjustment act, succeeding Dr. Clyde L. King, who resigned recently. Mason's appointment came from Chester C. Davis, who recently replaced George N. Peek as administrator.

Besides being a leader in the Iowa co-operative, Mr. Mason is a director of the National Co-operative Milk Producers' federation. His wide experience in the dairy industry has made his appointment a popular one among milk producers in the milk producing states.

### Supply Exceeds Demand

The present supply of dairy cows in New York state exceeds the demand, according to C. G. Bradt, New York college of agriculture. Many county farm bureaus report large numbers of cows listed for sale, with few buyers making inquiries; however, he says, more cows will probably be sold in the next few months than in the past few weeks.

One egg in September, October, November and December is usually worth two in April or May. The profitable eggs are laid by early-hatched pullets.

### A Correction

In last month's issue, the Milwaukee Milk Producer reported that cream consumption had dropped 6 per cent since 1929, which should have been 36 per cent.

The correct figures from the Sunshine Dairy, which were revised after the Producer had gone to press, are: Fluid sales, 59.15 per cent; manufactured sales, 40.85 per cent.

### Babcock's Birthplace

On the ninetieth anniversary of the birth of Dr. S. M. Babcock, Oct. 22, a tablet erected by the state was dedicated at the birthplace of the famed butterfat test inventor on Babcock hill near Bridgewater, N. Y. Dr. Babcock died two years ago.

### A Passing Thought

It is human nature to expect miracles when faith, persistence and hard work are needed to overcome obstacles. Too many expected such a miracle when President Roosevelt was inaugurated, with the result that faith was shaken to some extent when boom business was not returned overnight. It has taken almost four years to get into the position we are now in, and conditions cannot be changed immediately at a command.

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**E. J. GENGLER MFG. CO., Station F, Milwaukee**



## Report on Agriculture Presents Dairy Facts

Milk production in Wisconsin on Dec. 1 showed a decline. The number of milk cows and cows being milked on farms of Wisconsin crop and dairy reporters, Dec. 1, was about the same as in December, 1932. Milk production per cow was about 7 per cent below last year's level.

The decrease in Wisconsin milk production was accompanied by a sharply reduced rate of grain feeding as compared with last year. According to reports from dairy correspondents, the amounts of grain and other concentrates being fed to milk cows on Dec. 1 was about 22 per cent below last year's level.

### Shortage of Feed

This reduction in feeding is due in part to the shortage of feeds in many parts of the state and also because feeding grain to dairy cows is much less profitable now than a year ago when milk and grain prices are compared. During November, 100 pounds of milk would exchange for only 101 pounds of the feed grains and other concentrates in a typical dairy ration.

Reports from dairy correspondents indicate that a larger proportion of the total milk production is being sold as whole milk than a year ago, and that sales of cream have been reduced. Household use of milk on farms is greater than last year but less milk is being fed to calves. Reporters also indicate that fewer of

the calves born in November are being raised than a year ago.

### Milwaukee Average High

During November the state average per hundredweight was \$1.06. (The average price paid in the Milwaukee market was \$1.57, which ranks high among mid-western cooperatives).

Prior to the dairy market collapse in early December, the Wisconsin level of farm prices had been comparatively stable since July. In the four months following July, the Wisconsin price level had never fallen below the July peak by more than one point. In contrast the United States farm price level, which reached 76 per cent of pre-war in July, had fallen to 70 per cent in September and October.

### All Roughage Ration

There are exceptions to the rule that by increasing unit production, production cost is decreased. This is as true in feeding cows for milk as it is in increasing acre production of cotton by using large amounts of fertilizer. The cost of increasing production bears a relationship to the price of the product, which must not be disregarded.

It is on this theory, no doubt, that the Bureau of Dairy Industry at Washington has suggested more roughage and less grain concentrates for milk cows as a means of reducing the cost of production and, at the same time, decreasing daily production of milk. With less manufactured milk on the market, the price scale would be bettered.

## Increase is Recorded in Farmers' Cash Incomes

The cash income of the American farmer in October amounted to \$588,000,000, or 44 per cent above that in the same month last year, according to a study by the State Street Research and Management corporation in conjunction with the Corn Industries Research Foundation.

This is said to mark the sixth consecutive month in which farm cash income has been above last year, with gains ranging from 20 to 55 per cent. The report says in part:

### Produce Sales Up

"In October, 1933, receipts from commodity shipments are estimated at \$536,000,000, a new high since October of 1931, and an additional \$52,000,000 for 1933 cotton adjustment payments raises the total to about \$588,000,000, as compared with \$407,000,000 in October last year.

"Cash from sales of produce in October was about \$18,000,000 more than in September, due largely to seasonally heavy shipments of cotton, but the month of October normally registers a greater seasonal rise than occurred in commodities other than cotton.

### Trend is Downward

"Consequently, the trend of October cash income in relation to September is slightly downward.

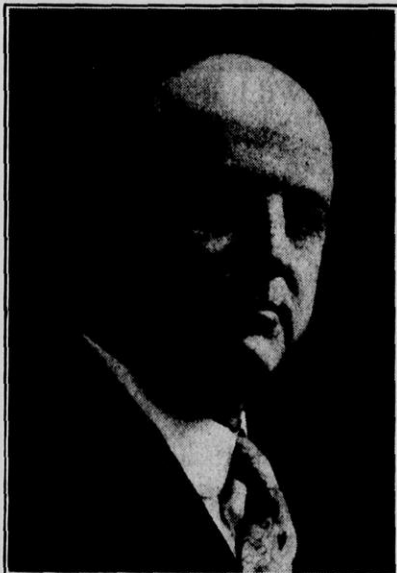
"The October income from cotton, apart from adjustment payments, is 60 per cent above October, 1932, and the highest for any month since October, 1930. Most of the other major commodities, except eggs and poultry, show an increase over the corresponding month of last year.

"The total from all commodities for the first 10 months of 1933 is now estimated at about 12 per cent above the period. In addition to commodity shipments and proposed loans, in the remaining two months of the year, the farmer's purchasing power will be increased by further government adjustment payments of \$68,000,000 for wheat in November and December, bringing the total premium and adjustment payments to \$191,000,000 for 1933."

### Freezing Milk

A series of tests shows that freezing does not lessen the nutritive value of milk.

Any mower should be overhauled and repaired every year, regardless of whether the mower is old or new or whether times are good or bad.



J. R. WILLIAMS

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## The Dairy Situation

The most striking development in the dairy situation in the last month was the sharp decline in butter prices, at a season of the year when prices are usually relatively stable or increasing. In June the production of manufactured dairy products was larger than in June, 1932, while the movement into consuming channels was less, and stocks increased. On August 1 milk production on farms was about 3 per cent larger than a year earlier. The outlook, however, is for some improvement over the current price situation. Pastures are poor, crops of feed grains are short. Farm prices of feed grains have increased more than farm prices of dairy products, and the price of butterfat in the main producing section is relatively low as compared with grain. The slaughter of cows and heifers is increasing. These developments will curtail production and tend to strengthen the price situation.

From July 18 to August 8 the price of 92-score butter at New York declined from 26.0 cents to 20.5 cents. The peak of butter production is usually in June and prices are usually relatively stable or increasing in July and August. In June, butter production was 5.2 per cent larger than in June, 1932. Weekly reports indicate that production in July was less than in June but larger than a year ago. In June, however, the price of 92-score butter at New York was 34 per cent higher than in June, 1932. With this marked increase in price the movement of butter into consuming channels in June was 4.6 per cent less than a year earlier. With the increase in production and the decline in apparent consumption, stocks accumulated and prices declined. Another important factor tending to depress prices during the period July 18 to August 8 was the appreciation in the dollar. With the appreciation in the dollar in foreign exchange, basic commodity prices declined. From mid-April to mid-July butter prices rose, while the dollar depreciated in foreign exchange.

## Sell Sheets of Milk

In Denmark milk is being sold in sheets. To restore to the original liquid state, the dehydrated sheets are dissolved in hot water.

## An Efficiency Expert

Professor: "Young man, name a great universal time-saver."

Student: "Love at first sight, sir."

## Law Authorizes Sale of Eggs on Graded Plan

The legislature after hearings and careful consideration of the question of the sale of eggs passed a law authorizing the sale of cold storage eggs as and of grade when grades for eggs are established by the department of agriculture and markets in lieu of requiring that all cold storage eggs be offered for sale as and for cold storage eggs.

In a nutshell the proposition is this. All eggs ought to be sold by grade and when graded it makes no difference whether the egg is cold storage or not as long as it meets the requirements of the grade. The grades established are "Wisconsin Grade A," "Wisconsin Grade B," "Wisconsin Undergrade," provided for in general order number 21-S issued by the commissioners of agriculture and markets on Sept. 5, 1933, effective Oct. 10, 1933.

**Wisconsin Grade A:** Eggs of this grade shall be clean and sound of shell; the air cell localized, regular and not over one-eighth ( $\frac{1}{8}$ ) inch in depth; the yolk may be slightly mobile, but with no visible germ development; the white firm and clear; each egg to weigh not less than at the rate of 22 ounces per dozen; shall average not less than 24 ounces per dozen or 45 pounds net per case.

**Wisconsin Grade B:** Eggs of this grade shall be reasonably clean; sound of shell; the air cell not over five-sixteenths ( $\frac{5}{16}$ ) inch in depth, regular—but may be slightly tremulous; the yolk may be visible and mobile, but no visible germ development, the white clear; each egg to weigh not less than at the rate of 20 ounces per dozen; shall average not less than 21 ounces to the dozen or 39½ pounds net per case.

**Wisconsin Undergrade:** Eggs of this grade shall include all edible eggs not fulfilling the minimum requirements of grade A or B. Edible eggs may include eggs with slight meat spots floating in the white.

## Dairy Forums Are Planned by Milwaukee Co-operative

(Continued from page 1)

and so the idea was hit upon to form a co-operative. It brought united action, and soon the two-price plan was adopted to prevent further shut-offs."

### Bring in Outside Milk

Chester W. Fletcher, field representative for the Co-operative, explained how the manufactured price is determined and outlined the extent of the milk shed. In his discussion of the producers that make up the local market, Mr. Fletcher warned:

"New dealers are bringing new producers into Milwaukee to the disadvantage of our farmers, who have a priority right to this market. Our directors are working untiringly to keep this outside milk out of the milk shed."

Fred Klussendorf, a director, gave an analysis of the base plan and demonstrated how the removal of the tolerance would benefit producers who do not exceed their base or who have small amounts of excess milk.

## 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.

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Milwaukee's Largest Outlying Bank



## From the Members

If you have any questions about your organization or about the milk market, mail them to the office of the Milwaukee Milk Producers, 1633 N. Thirteenth st., Milwaukee.

**E. L., Milwaukee—Why are milk shed producers receiving a greater share of the consumer's dollar than in most fluid markets of equal importance around the nation?**

This is a big question and covers a large field. However, it is certain that the bargaining power of the Milwaukee Co-operative plays an important role. Our directors try to keep in close touch with market conditions, costs of operation and values of butter and cheese, in order to argue intelligently our position in the conferences with the distributors. There are other factors. Milwaukee is a city of comparative density of home owners, which makes for low cost of distribution. Then, too, collections are better in Milwaukee than in most cities and also the well established dealers, because of their efficiency, are forcing their competitors to be so if they wish to remain in business. Briefly we may say that our producers get a greater share because of the Co-operative's bargaining power; comparatively heavy consumption per family, made so by planned advertising; compact consuming area, and the efficiency of the well established distributors.

**J. K., Milwaukee—Are the old established milk producing sections of the United States increasing their outputs?**

According to records kept by the National Co-operative Milk Producers' Federation, of which our Co-operative is a charter member, they are not showing great increases in production. In the last 10 years, however, the South and West have taken up dairying. In order to augment their incomes when cotton and wheat showed decreased sales, these farmers turned to dairy farming and thus increased the production of butter and cheese. Coming at a time when the depression tended to lessen consumption, their entry into dairying helped to increase the burdens of dairy farming.

Traveling salesman: "I asked for two soft boiled eggs, coffee and a few kind words. Here is the food, but where are the kind words?"

Waitress: "Don't eat them eggs!"

## Essentials of Milking

Milking, whether by hand or machine, should be carried out as gently, quickly, and thoroughly as possible. For the best results with dairy cows, as with other farm animals, they should be treated with kindness at all times.

The highest yielding cows are usually of nervous temperament, and, especially with such animals, excitement often causes a sharp decrease in yield. Cows being driven should not be hurried and attendants should never strike or otherwise abuse them.

Quickness of milking saves time and gives an increased output. The increase may be as much as 10 per cent in the yield and 40 per cent in the butterfat content in the milk. The time required to milk any one cow varies according to the yield, and the ease of milking; cows giving a large yield may be milked at the rate of 3 or 4 pounds of milk per minute, but the average rate is probably only about half this quantity; the number of cows milked per hour should be from 7 to 9. Thoroughness of milking means very careful stripping out. This is most important because the "strippings" are very rich in fat and because continued incomplete milking tends to dry off a cow. The difference between first and last drawn milk has been shown by experiment to be as high as 10 per cent. When drying off a cow most authorities recommend milking once daily for a few days, not stripping the udder out clean. Hence, the necessity for complete stripping during heavy lactation.

## Clipping the Cows

The failure of some producers to clip the flanks and udders of their cows is one of the reasons advanced for the increase of bad odor milk in the Milwaukee market. Dairy authorities around the nation are urging producers to clip their cows at this time of year. Clipped cows are much easier to clean and save the farmer time and labor.

## Recommends Grass Crops

American farmers, if they're wise, will go to grass. This was the solution for present farm troubles advanced before the American Society of Animal Production by E. W. Sheets, government expert, who recommended raising grass crops for cattle feed.

"Grass fed beef is inferior to grain fed only in fat content," he said. "To turn to forage would gear livestock production down to consumptive demand."

## Hints for the Home

Good news for husbands and sons: hard beating and vigorous shaking of heavy rugs may tear or break the fibers and actually shorten the lives of the rugs. Heavy rugs last longest when cleaned with a vacuum cleaner. If a beater must be used, use one made of rattan, and beat the rug with quick, light strokes.

**Waffles, griddle cakes and hot breads are lighter and more tender when made with sour milk.**

Too much sugar causes many of the failures of apple jelly. Two-thirds as much sugar as juice is a good proportion.

**Milwaukee housewives who thought they were getting a bargain when they purchased butter from peddlers at 22 cents per pound were mistaken. Some of the butter tested at the city laboratory contained 73 per cent of water.**

To clean spoons or forks tarnished by egg, stand them in an aluminum cup filled with hot water in which a teaspoon of baking soda has been dissolved. This takes out any sulphur stain, such as may come from rubber.

Serve raw cabbage or some other raw vegetable two or three times a week.

A pinch of salt added to the filling often improves the flavor of berry pie.

Egg salad, egg nogs, omelettes, souffles and custards for lunch or supper are a few suggestions for mothers of children who don't like eggs for breakfast.

Go to bed when the first symptoms of a cold appear, if it is possible, and stay there for at least a day. Drink large quantities of water and eat lightly of fruits and vegetables only. Besides warding off a heavy cold or bronchitis, this treatment helps to protect others from infection.

Apple juice put up in the fall may be used to make jelly during the winter or next spring.

# MILWAUKEE MILK PRODUCER

Published by the

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

For the Farmers'

Volume 6

FEBRUARY, 1934

Number 11

## Enforcement of Dairy Regulations Promised Here

### Municipal Owned Dairy Opposed by Producers

Farmers Vote Against Control of Milk Business by the City; Favor Compulsory Membership

(Editorial on page 2)

Milk producers in the Milwaukee market stand firmly against the entrance of the city of Milwaukee in the business of pasteurizing and distributing milk. This protest was embodied in a resolution unanimously adopted at the eighteenth annual meeting of the Milwaukee Co-operative Milk Producers Tuesday, Jan. 23, at the Milwaukee Auditorium. More than 1,200 members were in attendance.

In the resolution it was charged that a municipal enterprise probably would result in lower prices to the farmer and an inferior quality milk to the consumer. An investigation by disinterested parties was demanded to determine whether such a municipally owned plant would be practical and not harm the farmer or increase taxes.

### Compulsory Membership

The Co-operative also went on record to make the sale of milk through the organization compulsory for all those who wish to share in the Milwaukee market. Directors pointed out that greater bargaining power would result and that it would be a means of holding the dairies to a reasonable price to the producers.

A plan also was presented for reducing production by eliminating non-profitable boarder cows. Since such a plan is in the offing, the Co-

(Continued on page 3)

### 36 New Supporters to the Milwaukee Co-op Producers

- Frank Stipke, Hales Corners, R. 1, Box 322.
- Louis Rynders, Caledonia, R. 2.
- Katherine Mickels, Hales Corners, R. 2, Box 129.
- Henry Klug, Waukesha, R. 6.
- Paul Schaefer, West Allis, R. 4.
- Joe Schweitzer, Hales Corners, R. 2.
- Nick Otte, Hales Corners, R. 2.
- Schweitzer Bros., Hales Corners, R. 2.
- Walter H. Kurtze, Muskego, R. 1.
- Barney Bosch, Hales Corners, R. 1.
- Alfred Raasch, Muskego, R. 1.
- Fred Mueller, Hales Corners.
- Edward Kurth, Muskego, R. 1.
- Anthony J. Salentine, Muskego, R. 1.
- Thos. Corstvet, Muskego, R. 1.
- J. Madison, Mukwonago, R. 3, Box 89.
- Anna Farner, Mukwonago, R. 2.
- Frank Kalczynski, Waukesha, R. 3, Box 101.
- Chas. Whitehouse, Waukesha, R. 3.
- A. F. Hahn, Waukesha, R. 2, Box 153.
- F. J. Zebbrick, Mukwonago, R. 2.
- W. E. Sauerherring, Hartford.
- Fred Mahn, Sta. D, R. 3, Box 902, Milwaukee.
- Alvin Gronemeyer, Germantown.
- Peter Baden, Hales Corners, R. 1.
- Frank Chezik, Hales Corners, R. 1.
- Keller Bros., Mukwonago, R. 2.
- Theresa Rutzenski, Waukesha, R. 4, Box 198.
- Wm. Rintleman, Cedarburg, R. 1.
- Peter Weiss, Saukville, R. 1.
- Phil Bohlen, Saukville, R. 1.
- Anton Petroviak, Hales Corners, R. 2.
- M. & L. Davis, Waterford.

(Continued on page 3)

### State Department Issues Warning to Chiselers

Distributors Who Fail To Pay on Time Will Lose Licenses; \$2 Fluid Price Retained

(Editorial on page 2)

Rigid enforcement of dairy regulations was promised for the Milwaukee market by the state department of agriculture and markets when it met Tuesday, Jan. 30, and announced that the fluid milk price would continue at \$2 a hundred-weight during February.

The state department was asked to name the price when directors of the Milwaukee Co-operative Milk Producers refused to take \$1.85 per cwt. at the recent price conference with the dealers.

Any dairy violating the state regulations will lose its license, according to Charles L. Hill, chairman of the commission. All dealers also must pay their farmers by the twentieth of the month.

### Seek Lower Prices

After being deadlocked in a four-hour session Friday afternoon, Jan. 26, at the Co-operative's auditorium, directors of the Milwaukee Co-operative Milk Producers and representatives of the Milwaukee dairies agreed to let the state department of agriculture and markets set the February price scale.

The motion was introduced by Charles F. Dineen, executive secretary of the Co-operative, and was seconded by Ambrose Wiedmeyer, Jr., a director. It was passed with but one dissenting vote.

Distributors were in accord that the \$2 price on milk going into fluid

(Continued on page 3)

### Gridley Prices

	Pct.	Price
Fluid sales . . . . .	52.33	\$2.00
Manufactured . . . . .	29.43	.77
Outdoor relief . . . . .	2.71	1.77
Cream sales . . . . .	15.53	1.02
Average price . . . . .		1.47

### Luick Prices

	Pct.	Price
Fluid sales . . . . .	51.52	\$2.00
Manufactured . . . . .	32.73	.77
Outdoor relief . . . . .	2.71	1.77
Cream sales . . . . .	13.04	1.02
Average price . . . . .		1.46

### Layton Prices

	Pct.	Price
Fluid sales . . . . .	51.47	\$2.00
Manufactured . . . . .	37.07	.77
Outdoor relief . . . . .	3.49	1.77
Cream sales . . . . .	7.97	1.02
Average price . . . . .		1.46

### Sunshine Prices

	Pct.	Price
Fluid sales . . . . .	58.74	\$2.00
Manufactured . . . . .	18.49	.77
Outdoor relief . . . . .	.00	.00
Cream sales . . . . .	22.77	1.02
Average Price . . . . .		1.54



# MILWAUKEE MILK PRODUCER

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MILK PRODUCERS

CHAS. F. DINEEN, Managing Editor  
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Volume 6 FEBRUARY, 1934 Number 11

## BOARD OF DIRECTORS

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CHESTER FLETCHER, R. 3, Waukesha.

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## "Municipal" Cows

**P**RODUCERS of milk in the Milwaukee market stand firmly against the entrance of the city of Milwaukee in the milk business. This was evident to the many who attended the Co-operative's annual meeting and saw the spontaneous outburst against a municipally owned dairy industry.

While it may be true that some behind the municipal project are sincere men, this does not safeguard the producers against what is likely to come.

Milk never did lend itself to the public utility classification and probably never will. With the city fathers dealing in milk what is to stop unscrupulous politicians from making a "clean-up" at the expense of the farmers?

To protect your means of livelihood, it is your duty to rise up with fellow producers in the milk shed and fight the municipal plan to the last ditch. You have the facts before you. Maintain the present set-up and your market will be preserved as it has been done for many years. Accept the ideas of those who favor "municipal" cows, and then watch the political machinery hum.

**Organizations like the Waukesha unit of the Wisconsin Milk Pool have come out in favor of municipal ownership. But the Milwaukee Co-operative Milk Producers will stay with the ma-**

jority of farmers in the milk shed, who are opposed to the idea of having their industry become a "happy hunting grounds" for political grafters.

\* \* \*

The re-election of the four directors whose terms expired this year tells a story. Herein is an evidence that milk shed producers have confidence in the present board of directors, and are not overlooking its untiring efforts during the past year.

**Splendid co-operation from the members of the Milwaukee Co-operative Milk Producers is helping to iron out the rough spots within the milk shed. Eventually this faith of the members will mean better returns.**

\* \* \*

Those who oppose compulsory membership in the Co-operative have not stopped to analyze the benefits that are bound to accrue from such a plan. As the directors pointed out, it will lead to greater bargaining power and will give the Co-operative a chance to stand on the same ground with the powerful dairies.

**Then, too, why should faithful members shoulder the burdens of their neighbors who will not join the organization but want to share in the good that is coming from co-operative marketing?**

**The recent report of the co-operative division of the farm credit administration points a finger of disapproval at non-co-operative dairymen, in which it shows clearly that they are the cause of a large part of the present distressing conditions in the dairy industry.**

## Laying Down The Law

**T**HE announcement from the state department that it will fight the chiselers comes as a long awaited legacy by reputable producers and distributors. For several years the chiseler dairies have had their own way and have made many of the undercurrents that are hampering the Milwaukee market.

Now the state has decreed that dealers will lose their licenses if they fail to abide by the regulations. Also, they must pay their farmers promptly each month.

**The chiselers, who deal with little or no manufactured milk,**

**are making handsome profits. But 'round about the time when the farmers' milk checks should be issued, they have the unhappy faculty of forgetting that farmers also use money.**

This must not be a campaign promise, however. The state department can show its true worth by living up to its word. The chiselers have had their inning. It is time that these parasites were wiped off the Milwaukee market.

## More Disappointments

If Wisconsin dairy farmers were expecting good news from Secretary Wallace in his recent visit at Madison, they probably left the meeting with a fresh assortment of disappointments. For in his speech he proved quite conclusively that he has little, if any, sympathy for fluid milk producers.

Summarizing the text of his address, it is the general consensus that Secretary Wallace has failed to inform himself regarding the dairy situation, and more particularly fluid milk markets.

Some of his ill-chosen statements smacked of demagogism. Some even were on the borderline of being threats to the dairymen to control production or accept the dictates of governmental methods. Strange to say, Mr. Wallace did not employ similar tactics when he spoke to the corn-hog, wheat, cotton and tobacco producers.

And why is Mr. Wallace so cold toward the dairy farmers? Perhaps the little story from his youth, when he was forced to milk the family cows, has led him to have a distaste for dairymen and dairy products. His judgment in handling dairymen seems slightly off color.

## Walter G. Caldwell

Wisconsin dairymen lost a staunch friend two weeks ago when Walter G. Caldwell, state assemblyman from Waukesha county and prominent in President Roosevelt's reconstruction program in the state, passed away in a Madison hospital.

His sudden death is truly a sad blow to dairymen. Possessed with qualities of leadership, Mr. Caldwell championed the farmers' cause and did creditable work for them as a member of the legislature.

Mr. Caldwell left one lasting monument. Today state dairy regulations, which have aided the several markets greatly, are protected by the provisions of the Caldwell law.

# Producers Opposed to Municipally Owned Dairy

## Entrance of City in Milk Business Described as Move by Grafter to Control Market

(Continued from page 1)

operative would continue to place its testing laboratory to the free disposal of all members in helping them to cull out the poor producers. According to this arrangement, milk would be tested for a regular period in order to single out inefficient cows.

### National Legislation

Another resolution to promote consumption and to reduce the surplus of dairy products recommended national legislation to decrease the moisture content of butter and cheese by increasing the fat content.

R. W. Balderston, Chicago, secretary of the National Dairy council, presented charts and figures showing that dairymen are getting 54 cents of the consumer's dollar, as compared to 25 cents of the consumer's dollar for all types of farmers in the United States. He recommended advertising as a means of decreasing the surplus, as did Joseph Ryan, a Pewaukee farmer, who declared that "we've got to keep on advertising milk and not let beer take our market away from us."

The four directors who were re-elected are: William Kerler, West Allis; John Wick, Menomonee Falls; Paul Bartelt, Jackson, and Edward Schmidt, Brookfield.

### Minutes in Brief

(Morning Session)

The annual meeting of the Milwaukee Co-operative Milk Producers was called to order by Pres. Edward A. Hartung at 10:30 a. m., Jan. 23.

A letter was read by Sec. Charles F. Dineen from the Association of

(Continued on page 4)

## Producers Praised Here For Excellent Record

Co-operative's Director Commends Farmers For High Grade Milk Shipped To Milwaukee

By Chester W. Fletcher

(Field Representative)

One of the outstanding features of the Milwaukee milk market during the past year has been the high quality of milk shipped here by the producers.

Records show that more than 93 per cent of the milk had a sediment test grading "clean" or "fairly

## New Supporters

(Continued from page 1)

Geo. Zimmerman, West Allis, R. 4, Box 414.

Henry Davis, Waterford, R. 1.

Wm. Sonderman, Hales Corners.

clean," which is in either case commendable.

Bacteria counts have been exceptionally good of late, which to us proves that the farmers supplying this market are awake to the fact that the consumers will pay for quality products and that quality in milk can only mean clean production.

Milwaukee producers have made an enviable record and should be complimented for their splendid co-operation. But the fight must go on. We must continue to give the public a quality product because, in the final analysis, it will lead to better returns.

\* \* \*

Everywhere we go we hear a great deal about base and surplus and the new base plan. Also, many farmers are asking what to do with the over-base milk and whether they may keep this milk at home. We wish to inform the producers that they need not ship excess milk and, of course, it should not be sent in if a more profitable way of disposing of it is available.

**The milk will be accepted by the dairies and paid for at the manufactured price, or it may be shipped as cream at 10 per cent over 92-score butter or it may be sold in any other way except to competing dairies in the milk shed.**

The plan is just part of our duty to our members. If production can be adjusted more nearly to the consumptive needs of the market, a higher price will result. While the plan may not be entirely fair, in every case, we believe it is more nearly fair than any similar plan thus far presented.

\* \* \*

Again we must warn producers in this market to be careful about investing in any new dairy enterprises at the present time.

**The market is overrun with dairies now. With underhand chiseling going on by irresponsible dealers, unless some radical**

## Favor Compulsory Membership For All Who Wish to Share in the Milwaukee Milk Market

(Continued from page 1)

channels should be lowered to \$1.85 during February. The directors refused to agree on this price, however, and after an extended discussion the motion by Mr. Dineen was passed.

### Ask Enforcement

Producers will continue to be paid on the same basis during February for their manufactured milk. According to this scale, which incorporates the cream clause, farmers will be paid a price determined by the month's average of Chicago butter and of the skim milk products. In addition a 25-cent premium per hundredweight over the manufactured price will be paid for that part of their product going into fluid cream needs.

Both the representatives of the dairies and the directors expressed a willingness to abide by the price set by the state department. They were insistent that the state department must guarantee that it will enforce its regulations so that every Milwaukee dairy pays the farmer the established price.

### Officers Re-elected

Meeting earlier in the day, the Co-operative's board of directors re-elected all officers for the coming year. They are: Edward A. Hartung, president, Milwaukee; George W. Drought, vice president, Caledonia; William Kerler, treasurer, West Allis, and Mr. Dineen, secretary, Cedarburg.

In addition to the four officers, who are members of the board of directors, other directors for the year are A. C. Kiekhaefer, Thiensville; John Wick, Menomonee Falls; Fred Klussendorf, Waukesha; Paul Bartelt, Jackson; Edward Schmidt, Brookfield; Charles E. Miller, South Milwaukee; Mr. Wiedmeyer, Jr., Richfield, and Chester W. Fletcher, Waukesha.

**change takes place shortly, a price war may come into the picture.**

**Should this develop, concerns that are underfinanced will find themselves in an embarrassing position and their producers may be the losers. Whatever happens, investigate before investing.**



Commerce, extending greetings and best wishes for a successful meeting.

The annual report was then discussed. Mr. Dineen explained the new accounts. Mr. Dineen discussed attorney's expenses. Mr. Walter Hood wanted to know what the notes receivable item in the annual report was. Mr. Dineen explained.

Mr. Delbert Kingston presented the following resolution: WHEREAS, The city of Milwaukee is reported to be contemplating the establishment of a municipal dairy for the distribution of milk, and WHEREAS, This will tend to reduce the fluid price to farmers in this milk shed without any beneficial returns to any other group of farmers, and WHEREAS, The quality to the consumer may go down rather than be increased, and WHEREAS, Milk being a commodity with a fluctuating rather than a stable value, it does not readily lend itself to the public utility classifications. THEREFORE, Be it resolved that before any such action is taken a thorough investigation by impartial investigators be conducted to determine what effect this action may have on the producer to this market and the taxpayer within this market, and that this meeting goes on record as opposed to the city going into the milk business under present conditions. The resolution was seconded by Mr. George W. Drought and carried.

Mr. Les Tans introduced the following resolution: WHEREAS, It is our belief that the large surplus of butter and cheese is caused by both an increased production, nationally, and by decreased consumption due to economic conditions, and WHEREAS, This surplus may be materially reduced by decreasing the

moisture content of butter and of cheese by increasing the fat content, and WHEREAS, If this action is brought about by federal law, the consumer will receive a better product and a reduction of surplus will result. THEREFORE, Be it resolved that this organization favor national legislation to effect this change. Mr. Henry Peul seconded the motion and it was carried.

Moved by Mr. Julian Ries and seconded by Mr. Charles W. Fletcher that a letter of condolence be written by the secretary and sent to the family of the late S. A. Baird and a copy spread on the record. Resolution adopted by unanimous vote.

Mr. Joseph Annen spoke of an unorganized butter market. Mr. Dineen spoke of what the Co-operative has done for the betterment of the butter market. He also spoke on the tariff on butter.

Mr. Walter Hood said there must be a set price on surplus milk to correspond with condenseries or resort to a one-price plan. Mr. Hood argued that condenseries paid \$1.05 for their milk earlier in the year while the dairies paid 70 cents. Mr. Jacob Leicht thought Mr. Hood was in error on his figures.

Mr. Dineen spoke on the changing of milk prices, also why the cream feature was included. Mr. Fred Klussendorf was called upon to discuss the cream feature more in detail. Mr. Paul Schmelter asked how the manufactured quota was determined for each producer. Mr. Klussendorf explained as also did Mr. Fletcher.

#### (Afternoon Session)

Meeting called to order at 1:15 p. m. by Pres. Hartung. The first order of business was the nomination of

directors. Those nominated were: John Wick, William Kerler, Paul Bartelt, William Weber, Edward Schmidt, P. G. Warmington, Robert Hasselkus, Harry Scheets, Arthur Tischendorf, Erwin Krumhus and Edward Everts.

Mr. Dineen introduced Mr. Robert Balderston, Chicago, secretary of the National Dairy council, who gave an interesting talk on the dairy situation. Mr. Joseph Ryan, Pewaukee, talked on advertising of dairy products. Mr. Dineen introduced Mr. William Hintz of the Sheboygan Dairymen's association, who spoke briefly on the work of his organization. Mr. William Duhnke suggested advertising through the producers' organization.

#### (Resolutions Were Introduced in Full in Morning Session)

The resolutions committee then reported:

1. WHEREAS, the city of Milwaukee is reported . . . this meeting goes on record opposed to the city going into the milk business under present conditions. Moved by Mr. Leicht and seconded by Mr. Drought. The resolution was passed by unanimous vote.

2. WHEREAS, it is our belief that the large . . . be it resolved that this organization favor national legislation to effect this change. Moved by Mr. Engler and seconded by Mr. Reinhold Kressin that this resolution be adopted. Aye and no vote was taken and passed unanimously.

3. WHEREAS, the federal government is attempting . . . we hereby recommend that such records be kept on file at the Co-operative's office to be available should the rec-  
(Continued on page 5)

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**E. J. GENGLER**  
Mfg. Co., Station F  
Milwaukee, Wisconsin

# Co-op Producers Warned Against Stock Schemes

## Flaws in These Ventures

### Outlined by Mr. Dineen

Producers are Cautioned to Study Assets of the Enterprises Before Investing

THE recent increase in the number of stock selling schemes in the so-called co-operatives has prompted Charles F. Dineen, executive secretary of the Milwaukee Co-operative Milk Producers, to issue another warning to producers in the Milwaukee milk shed to beware of these ventures.

"Farmers are being tricked daily by clever salesmen, who are sure to promise them handsome returns on their dairy products, with the added inducement that they will share in the profits," Mr. Dineen said.

### Directors Volunteer

"Our directors have volunteered to make an extensive campaign against this sort of thing immediately because too many farmers are being cheated by unscrupulous men. Some of the individuals interested in these ventures are broken-down politicians, who know little about the problems of the dairy farmer and are active mainly to recoup their losses.

"If farmers feel that they must invest their money in these ventures, we ask them to do it wisely, that is by first making a careful study of their market. Let them find out whether the stock organizations are backed by substantial assets and show a reasonable assurance that they can meet competition successfully," he declared.

"Rackets are blossoming out in every corner of the milk shed. We hear complaints at our office from farmers who have laid out hard-earned money and now have nothing to show for it.

### Issue Bulletins

"The state department is doing its part by circulating bulletins, in which the farmers are warned not to invest their money in the 'so-called co-operative ventures' which are described as 'fly-by-night enterprises'," he said.

"If enough evidence of graft can be gained, our legal machinery in the Milwaukee Co-operative Milk Producers will be used to prosecute the dishonest individuals who are conducting these illicit stock selling schemes."

## Named Chairman

Charles F. Dineen, executive secretary of the Milwaukee Co-operative Milk Producers, was recently named chairman of the fluid milk committee, which will function as a part of the Wisconsin division of the butter industry to increase the consumption of dairy products.

The group met at Madison Wednesday, Jan. 31, to discuss plans for raising money to advertise and merchandise Wisconsin dairy products. George L. Mooney, Plymouth, is general chairman.

During the day Mr. Dineen discussed the Wisconsin dairy situation with Henry A. Wallace, secretary of agriculture, who was a Madison visitor. Mr. Wallace expressed a disapproval of milk strikes.

## Municipal Owned Dairy Opposed by Producers

(Continued from page 4)

ords be required by the federal government under the proposed dairy code. Moved by Mr. Leicht that the resolution be adopted and seconded by Mr. Fletcher. Aye and no vote taken and the resolution was passed.

\* \* \*

4. Resolution by John Ballbach, Allen Guenther and Albert Ganz, Jr.: WHEREAS, all members of the Co-operative Producers have not signed a contract to sell their milk through the association, that all such members sign the contract within one year or be automatically barred from the market. Moved by Mr. Engler and seconded by Mr. Leicht. Moved and passed with two dissenting votes.

\* \* \*

5. Resolution by Mr. William Muska: WHEREAS, the dairies are now giving a complete test three times a month. Be it required that the association make a daily test of all milk coming into Milwaukee for a period of six months. The motion was lost.

\* \* \*

6. Resolution by Henry Schlicher, Walter Ahlers, Lorenz Ernst: WHEREAS, the Milwaukee Co-operative Milk Producers has been deducting 1/2 cent per hundredweight for advertising, be it recommended that this form of advertising be continued, provided the dairies raise the

## John Schuman Fined For Failure to Open Books

Former State Senator Indicted on Charge of Markets Department; Isadore Goldstein Fined

John Schuman, president of the Dairy Distributors, Inc., Milwaukee, and of the Watertown (Wis.) Milk Co-operative association, was fined \$50 in Milwaukee municipal court recently for failing to give the state department of agriculture and markets access to his books.

The books of the dairies are thrown open to the state auditor, who makes periodic check-ups to determine whether a concern is selling its milk at the retail price established for Milwaukee by the markets department.

These check-ups also are made to learn whether a dairy is paying the farmers the prices agreed upon between the Milwaukee dealers and the Milwaukee Co-operative Milk Producers' directors, with the approval of the state department.

Isadore Goldstein, president of the Lincoln Dairy company, was fined \$25 on a similar charge.

same amount as was done in the past. Resolution passed unanimously.

\* \* \*

Committee on election then reported. Mr. Les Tans reported the election: Paul Bartelt, 420 votes; Edward Schmidt, 375; John Wick, 362; William Kerler, 307; William Weber, 235; Edward Everts, 133; Erwin Krumhus, 100; Harry Scheets, 98; Arthur Tischendorf, 96; P. G. Warmington, 87; Robert Hasselkus, 66.

Mr. Schmelter then read a letter he had written to Gov. Schmedeman. Mr. Klussendorf spoke on a program approved by the Wisconsin Chamber of Commerce. Meeting adjourned.

## S. A. Baird Passes Away

Stephen Austin Baird, first president of the Milwaukee Milk Shippers' association, passed away recently. The Milk Shippers' group was the predecessor of the Milwaukee Co-operative Milk Producers. The Co-operative, at its annual meeting, passed a resolution to send a letter of condolence to the family of the late Mr. Baird and that the same be spread on the records.



## Culkin's Bill Would Ban Numerous Substitutes

A bill introduced recently in the house of representatives by Frances D. Culkin would prohibit the manufacture or sale of oleomargarine or any other butter substitute anywhere in the United States.

The Culkin bill provides that no one shall "manufacture, import into the United States, transport interstate, or offer, sell or have in his possession for sale, any oleomargarine, margarine, butterine, or other substitutes for butter, manufactured wholly or in part from any fat other than that of milk or cream."

The bill also provides that no one shall "offer, expose or have in possession for sale any milk or cream or substitute thereof which contains any fat or oil other than that of milk." The bill provides a penalty of one year in prison or a fine of \$1,000, or both, for violation.

"It is my theory that the 15,000,000 people who are dependent upon the dairy industry for a livelihood should not be driven to the wall and destroyed," Mr. Culkin declared.

### Farm-Home Week Program

The farm and home week program, which considered Wisconsin farming under adjustment, was held at Madison the week of Jan. 28. The highlight of the week's activities was the speech by Secretary of Agriculture Wallace, in which he outlined the need of production control for curing the ills of the farmer.

### J. N. Tittlemore Quizzed

J. N. Tittlemore, United States marshal for the eastern Wisconsin district and long prominent in state politics, who has been connected with the promotion of several co-operative ventures, was called upon to testify recently at a hearing conducted by the state department of agriculture and markets. Tittlemore, who was president of the Wisconsin Co-operative Dairies, Inc., for a time, was questioned on the activities of the organization, which failed recently with heavy losses to more than a score of investors.

### DEAN CHRISTENSEN SPEAKS AT STATE JERSEY MEET

The forty-eighth annual meeting of the Wisconsin Jersey Cattle club was held at Madison, Wis., Jan. 30.

Dean Chris. L. Christensen capably and concisely gave his opinion of the dairy situation and necessary future needs of the dairy and agricultural interests and assured the sincere support of the college of agriculture.

Prof. G. Humphreys outlined "What an Aggressive State Breeders' Association Can Do."

Officers for the coming year are: Hugo J. Trost, Grafton, Wis., president; A. F. Block, Eau Claire, Wis., vice-president; J. H. Hoffmann, Grafton, Wis., secretary-treasurer.

Prick or crack the jacket of a baked potato as soon as it is done to prevent sogginess.

## Dairy Reduction Program Released by Council Plan Would Reward Producers Who Co-operate by Payment of Benefits From Large Fund

"State dairymen are in agreement with Secretary of Agriculture Wallace that the important step in reducing the problems of Wisconsin milk producers is a voluntary control program for dairy products on a butterfat basis," declared Charles Dineen, executive secretary of the Milwaukee Co-operative Milk Producers.

With this aim in view, he said, a production control plan was recently drawn up by the Wisconsin Council of Agriculture and very shortly after additional study, will be submitted to Secretary Wallace and Chester Davis, administrator of the agricultural adjustment act.

"To meet present conditions, the Council believes that the program must make dairying relatively more profitable for established dairymen who co-operate. Also, a positive check must be made on sales from farms, and steps must be taken to discourage farmers in other types of farming from becoming dairymen," Mr. Dineen stated.

### A Voluntary Program

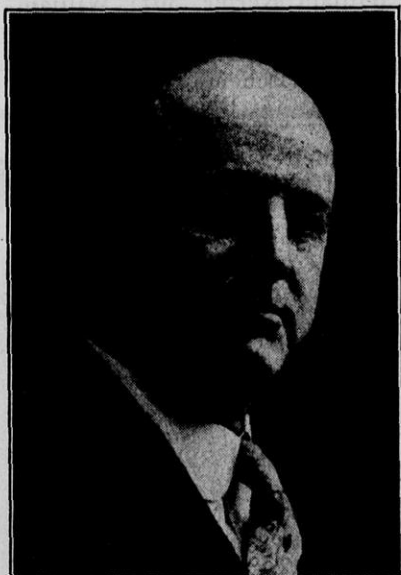
Mr. Dineen holds that the program must be accepted voluntarily on the part of participating farmers. In all cases, the producers must use discretion as to the methods of accomplishing the required reduction, he said.

The program incorporates a plan for benefit payments. The money would be raised from a processing tax, on a butterfat basis, on all milk and milk products sold from the farm and from a compensating tax on dairy substitutes.

"Benefit payments will be limited to contracting producers who actually effect a reduction in sales by culling low producers, disposing of diseased cows and by less intense feeding," Mr. Dineen said.

### Control of Sales

For the allocation and control of sales, a base allotment would be established from marketing records of creameries, cheese factories, condenseries and milk plants, covering a period of five years; producer-distributors would be required to furnish satisfactory evidence of past production to obtain a base allotment; sales of milk or milk products would be measured in terms of pounds of butterfat, and control



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agencies would concern themselves with only those who applied for benefits and submit evidence of proper adjustment of sales.

Supplementary measures of benefit to the dairy industry would emphasize bovine disease eradication, Mr. Dineen said.

"Co-operating farmers would be paid sufficient indemnity on proof of slaughter. The funds for this eradication program would be drawn from an appropriation by the department of agriculture, similar to the present procedure of paying indemnities for tuberculosis eradication."

**Emergency Relief Fund**

An emergency relief fund of \$250,000,000 would be needed, the Council holds, to carry out the production control program. The actual fund for the elimination of diseased cattle would be raised from other sources than a processing tax.

As another means of reducing surplus, the Council favors the purchase and distribution of dairy products for relief and the development of a merchandising plan, Mr. Dineen said.

"It is obvious that purchases for relief purposes must be made on the open market rather than on bids. In order to insure fairness to all types of farmers, all dairy products should be included in the purchasing program.

"Dairymen long have seen the need of an educational and advertising program to acquaint customers with the health-giving properties of dairy products," he stated.

**Develop Standards**

"It is held in the Council's program that there should be a development of uniform and adequate standards of butterfat content of dairy products, with a view to improving quality and increasing consumption. This should be accompanied with research for finding new and more extensive uses for dairy products."

Mr. Dineen, who is chairman of the fluid milk committee on the production control program, was in conference with Secretary Wallace during his stay in Madison last week, where he addressed a farm and home week gathering. An outline of the state's fluid milk problems was made by Mr. Dineen.

**Reduction Offset**

The recent reduction in milk per cow appears to be quite largely offset by an increased number of milk cows on farms, substantial increases being reported currently in the western corn belt states.

**A. C. Oosterhuis Elected**

A. C. Oosterhuis, Oconomowoc, was elected president of the Holstein Breeders' association at the recent state Holstein meeting at Madison.

Other officers are: C. W. Symons, Wausau, vice president; M. Button, Madison, secretary, and John Wuthrick, Greenwood, treasurer. Those re-elected to the board of directors are: M. C. Chryslaw, Barron; Harvey Nelson, Union Grove, and Herb Schroeder, West Bend. The new member of the board is Baltz Hoesly, Monticello.

Special committees are studying the present status of testing and butterfat standards required by Wisconsin city boards of health.

**L. B. Stevens Chosen**

The Wisconsin Guernsey Breeders' association also held its annual meeting at Madison and elected L. B. Stevens, Oconomowoc, president. Other officers are: Charles A. Wilkins, Platteville, vice president, and Gavin W. McKerrow, Pewaukee, secretary-treasurer.

Directors elected are: J. E. Bowen, Barron; Charles H. Adams, Eagle River, and S. W. Gunderson, Spring Valley. The association voted to hold the annual state sale on Oct. 24 and to require all animals negative to blood test and from all negative herds. The annual summer field day will be held at the farm of Dr. W. A. Munn at Janesville, June 9.

**Cow Testing Service**

At the annual meeting it was agreed to co-operate in testing the milk of the members' herds, a one-day test being recommended. Here are some of the instructions members must follow to make this plan a success. Milk must be weighed and the total weight of each cow's milk for the day sent in with the sample. Samples of milk and weights must be taken once each month. Also, if cows go dry or are

disposed of, a report of the same should be made. Responsibility for the transportation of the samples rests with the producers.

**New Organization Planned**

With a capitalized stock of \$10,000, efforts are being made to organize the Dairyland Farms Co-operative association. W. T. Bergen has been named general manager. Farmers in Waukesha, Ozaukee and Washington counties will be asked to purchase memberships priced at \$200. The plan of organization is somewhat similar to the Wisconsin Co-operative Dairies, Inc., which failed before a quart of milk had been sold.

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## From the Members

The statement frequently has been made that the consumer has little or no interest in the problems of the dairyman and is not concerned whether he shares in the "living wage," which is a prime issue in most political campaigns that endorse labor and the laboring man.

A letter from a consumer, printed herewith, is an evidence that in him the dairyman has a staunch friend, who favors a "living wage" for the producer. Friendly expressions like

### The Producer Pays

An analysis of dairy products sales in the Chicago market during the recent strike period presents more evidence that milk disturbances only hasten on trouble for the producers. The report states that "the demand for canned and evaporated milk increased 100 per cent over the normal during the period of the strike."

these demonstrate the wrong of milk wars, which are aimed at the dealer but invariably punish the producer's true friend—the consumer.

Criticizing the recent move by some dairies to force its producers to buy stock, the consumer expresses a true message of co-operation and a friendly attitude in his letter, which follows:

"People who advocate lower milk prices do not realize the injury they would thrust upon producers of milk and upon workers in dairy plants.

"When a company deducts 20 to 40 per cent of the farmer's milk check as payment for stock in the company, such a concern is certainly 'chiseling' at the expense of the farmer. And when a company 'hires' unemployed men to deliver the milk on a commission basis, making these men furnish their own trucks, carry their own insurance, pay for their own gasoline, oil, tires and repairs, assume their own credit losses and hire their own substitutes if they want a day off, such a concern obviously is not living up to President Roosevelt's program of fair play to the worker.

"Certainly, milk can be sold for 7½ cents a quart when the consumer is forced to pay for a 'membership,' when labor is employed on a starvation basis and when the farmer is expected to contribute money to

build the distributor's plant. But who benefits? A distributor who merely acts as a jobber, with someone else doing the bottling for him, has no plant and pays no taxes. So the city loses, too.

"Chiselers caused Chicago's milk trouble and forced the farmers to take less for their milk. In this area the state department of markets has prevented chaos by compelling all distributors to buy and sell at fair prices to all concerned. As a result the consumers of Milwaukee have been assured of an adequate supply of wholesome milk at a very reasonable price. If the consumers of Milwaukee wish to encourage the kind of trouble Chicago had, the surest and quickest way they can do it is to support chiselers."

Pewaukee—As a farmer's wife and a regular reader of The Milwaukee Milk Producer, I want to offer a few suggestions how to reduce milk surpluses. Men are just too dumb to use common sense ideas. They ask Washington or Madison to help them. What help they can expect from ballyhoo politicians is beyond me.

I think that our members should be recommended to use butter and milk in making cakes, cookies, bread and other tasty dishes. Milk should be used in making bread. As an old German friend once said, "Wasser is for washen." Cereals should be cooked in milk instead of water. Cream can be used in numerous ways—some people think that its use is confined to coloring coffee but that is only a minor use of cream.

Tell the farmers to skim the over-base milk and use the cream at home for making cottage cheese. Make cheese cakes and pies from the skim-milk. What skimmilk is left over can be fed to the hens instead of buying the so-called laying mash.

No better food is known and no better food can be purchased than that which comes from the cow. By using some of his product at home, the farmer need not pay a middleman, manufacturer or a transportation charge on it.

If the farmers have these facts brought to their attention, they will use the excess milk at home instead of sending it to the dealers at a very low price. Think of how much healthier they would be if plenty of good dairy products were served three times a day. A healthy man is a happy man and the good Lord knows we have plenty of trouble with the other kind.

Mrs. Myrtle Schneider.

## THE DAIRY HOUSEWIFE

### Five-Minute Cabbage

2 cups milk  
1½ quarts shredded cabbage  
1 cup cream or rich milk  
3 tablespoons flour  
3 tablespoons melted butter  
Salt  
Pepper

Heat the milk and cook the cabbage in it for two minutes. Add the cup of cream or rich milk, the blended flour and butter, and the seasonings. Cook rapidly for three or four minutes, and stir constantly. The cabbage retains its crispness and is delicate in flavor and color. Serves six.

### Ham Soufflé

3 tablespoons butter  
3 tablespoons flour  
2 cups milk  
½ teaspoon salt  
⅓ cup bread crumbs  
2 cups ground cooked ham  
3 eggs  
2 tablespoons grated cheese  
¼ cup buttered bread crumbs

Make a sauce by melting the butter in top part of double boiler, stirring in the flour, and adding the milk slowly. Cook for several minutes. Add the ⅓ cup crumbs, and salt. Cool the sauce slightly and then add the ham and the slightly beaten egg yolks to the sauce. Carefully fold in the stiffly beaten whites of eggs, turn into a well greased baking pan, spread the top with buttered crumbs, sprinkle with grated cheese. Bake for about an hour in a moderate oven. Serve at once. Serves six.

### Baked Rice and Cheese

1½ cups rice  
½ lb. cheese (1 cup)  
¼ cup bread crumbs  
1½ qts. milk  
1 tablespoon butter  
2 teaspoons salt

Steam or cook rice in double boiler, using 1 quart of the milk. Cook until rice is tender and almost dry. Add salt, and put a layer of cooked rice into a baking dish which has been rinsed with cold water; cover with thin slices of cheese. Alternate layers of rice and cheese. Add remainder of milk, sprinkle top with buttered bread crumbs and bake in slow oven until cheese melts. Serves six to eight.

# MILWAUKEE MILK PRODUCER

"Run by Farmers"

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

For the Farmers"

Volume 6

MARCH, 1934

Number 12

## Price for March Milk Not Definitely Settled

### The Long View Needed

It becomes increasingly apparent that such items in the recovery program as the AAA and the NRA are hastily contrived and imperfect instruments as far as their immediate value is concerned. They have succeeded, in a measure, in putting some money in the hands of men who otherwise would have had little or no buying power, but this has been accomplished with expense that would be unwarranted except in a crisis. If they are to play an important part in a long-time plan of reconstruction, if they are to achieve their real purpose of safety devices to prevent future disasters, they must be criticized and revised. They must not be considered sacrosanct.

Both the Agricultural Adjustment Act and the National Industrial Recovery Act were put together in a hurry by harassed men and are being administered by men who are too busy to think about them. They are experiments designed to apply the lessons of this depression in order to avert another. They must be, in their final form, able to deal fairly with agriculture, capital and labor. They must be concerned with the just distribution of national income, with greater equality and more justice, with the stabilization of our economy. It will be their job to control the next boom and to mitigate the next depression.

It is difficult to overrate the importance of these two acts when they are considered from the standpoint of their potentialities over a long period of time. It is necessary, however, that they be open to criticism and to revision, or their potentialities never will be realized. They

(Continued on page 2)

### 44 New Supporters to the Milwaukee Co-op Producers

- Anton Schilz, Hales Corners, R. 2
- Math. Jonas, Caledonia, R. 2, Box 37
- Paul Meyer, Hales Corners, R. 1, Box 146
- John Kainz, Waukesha, R. 2, Box 184
- Geo. W. Adams, 2710 Shepard Ave., Milwaukee
- Harold Mueller, Hales Corners, R. 2
- Matt. Schauer, Caledonia, R. 1, Box 17
- Herman Polzin, Caledonia, R. 1
- John Schwartz, Caledonia, R. 1
- R. W. Bischoff, Hales Corners, R. 2
- Lawrence Acker, Hales Corners, R. 2
- Victor Batzko, Hales Corners, R. 2, Box 90
- Adam Cibik, Rockfield, R. 1, Box 44
- John C. Frakes, Hales Corners, R. 1, Box 91
- Fred Henkel, Caledonia, R. 2, Box 134
- Wm. Henkel, Caledonia, R. 2, Box 132
- Albert Henkel, Caledonia, R. 2
- Geo. W. Huey, Waukesha, R. 3
- Anton Heritz, Hales Corners, R. 2, Box 140
- Harvey Hengen, Waukesha, R. 5
- Frederick Jordan, Caledonia, R. 1, Box 7
- Ray Lyman, Hales Corners, R. 1, Box 283
- Joseph Maciejewski, Caledonia, R. 1, Box 54
- F. S. Meissner, Caledonia, R. 2
- Lawrence Olsen, Caledonia, R. 1, Box 45
- John Pruess, Hales Corners, R. 2, Box 153
- Otto Stempel, Hales Corners, R. 2, Box 93
- Robert Strehlow, Waukesha, R. 2

(Continued on page 3)

### Depends on Action of State Department

The Board of Directors conferred with the distributors on the price of fluid milk and milk to be used for cream purposes on February 26. The distributors argued for a cut of fifteen cents per hundred pounds on fluid milk. Reasons advanced for the cut being that due to competition wagons and trucks are not loaded to capacity, bad collections and higher cost due to the N.R.A. It was stated that the records of the health department show that two years ago there were eight hundred routes in the city and that there are now a few over one thousand. There are no more people to service and as a result the two hundred extra routes are all extra overhead. New dealers have brought this condition about. The old concerns are reluctant to lay off men on routes for they are subject to criticism for causing unemployment.

The distributors who have attended price conferences and paid the bargained price were also very much concerned about whether or not some of their competitors were paying the bargained price and living up to the State order in all particulars.

The Board of Directors was unable to answer the last question because of lack of information from the Department of Agriculture and Markets. Adjournment was agreed on after the Board of Directors assured the distributors that it would do everything possible to get full information and also to get action on prosecution of the violation of the Department's order.

(Continued on page 4)

Gridley Prices			Luick Prices			Layton Prices			Sunshine Prices		
	Pct.	Price		Pct.	Price		Pct.	Price		Pct.	Price
Fluid sales . . . . .	46.11	\$2.00	Fluid sales . . . . .	48.28	\$2.00	Fluid sales . . . . .	48.46	\$2.00	Fluid sales . . . . .	55.32	\$2.00
Manufactured . . . . .	35.97	.96	Manufactured . . . . .	35.06	.96	Manufactured . . . . .	38.28	.96	Manufactured . . . . .	23.01	.96
Outdoor relief . . . . .	3.56	1.77	Outdoor relief . . . . .	3.84	1.77	Outdoor relief . . . . .	4.88	1.77	Outdoor relief . . . . .	.00	.00
Cream sales . . . . .	14.36	1.21	Cream sales . . . . .	12.82	1.21	Cream sales . . . . .	8.38	1.21	Cream sales . . . . .	21.67	1.21
Average price . . . . .		1.50	Average price . . . . .		1.52	Average price . . . . .		1.52	Average Price . . . . .		1.58



# MILWAUKEE MILK PRODUCER

Owned and Published by

THE MILWAUKEE CO-OPERATIVE MILK PRODUCERS

CHAS. F. DINEEN, *Managing Editor*

1633 N. Thirteenth St.

Phone Marq. 4452

MILWAUKEE, WIS.

Volume 6

MARCH, 1934

Number 12

## BOARD OF DIRECTORS

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ED. SCHMIDT, R. 1, Box 58, Brookfield.

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CHESTER FLETCHER, R. 3, Waukesha.

Entered as second-class matter at the Post Office at Milwaukee, Wis., May 1, 1928.

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## February Check Testing Cards

Some of you will note that there is a different starting and ending date on your February check test cards. You might also be puzzled about the number of tests shown.

The test periods were started earlier by both the dealer and our laboratory, because of the short month. This made it possible to close the third test of the month on the 26th of February, affording the laboratory the next two days to complete their testing and get reports into the office so that checks could be figured thus avoiding any danger of not getting them out promptly.

When you see (two or three-day composite) and the dates on your card with but one test, this doesn't mean that we were only present and sampled your milk for one of these dates. We sampled your milk on each date but put each day's sample in the same bottle with the previous day's, thus making what is called a composite.

February was a rather cold month and there were days when some farmers' milk was frozen. We do not sample frozen milk and in cases where this condition existed that day's milk went through unsampled. This will account for blank spaces on the cards on some dates especially the last period of the month when the cold was a little more extreme.

ROY P. KNOLL, Laboratory.

## MR. WALLACE AS A MARKET EXPERT

After signing Marketing Agreements, fixing minimum prices which

distributors should pay the producers in some thirty fluid milk sheds, Secretary Wallace cancelled all of them in February.

New agreements were presented by the Secretary to many of these markets, no retail price was included and the price the farmer would get was reduced by from ten to twenty-five cents per hundred. Discussing the effect of this new agreement on the Minneapolis and St. Paul market the Twin City Milk Producers' Bulletin has this to say: "We realized at once the great danger of such an arrangement. Twenty per cent of the milk in St. Paul is sold by producer-distributors who under the arrangement could sell as low as seven cents a quart and could completely demoralize the market. They can easily increase their herds to a point where we will lose a large part of the volume in St. Paul and Minneapolis. The outlaw milk dealers who have always cut prices and chiseled in every possible way by either fair or unfair methods were jubilant. One of them announced immediately that the moment the government regulations were off he would demoralize the market and stated that he would not continue to buy milk from our Association. Another dealer not buying from us stated that he had lost considerable business because of the agreement and immediately started to make contracts with stores, to be effective as soon as the agreement was terminated at lower prices."

The Chicago market is under the new agreement as is Des Moines. In both markets a sharp decline in price was the result and in Chicago the chiseler is running wild as a result of unregulated retail price.

The theory that if the price to the farmers is set, competition will take care of the retail price does not prove out in practice.

There are too many ways for the scheming buyer to evade paying the set price. Chief among them being the giving of stock in part payment. In most every case this stock is of doubtful value and is issued for the sole purpose of deception. In one case in this market the average price was given at \$1.50 per cwt. One dollar per cwt. was paid and stock was issued for the balance. We believe that the dealer really bought the milk for one dollar plus the cost of printing the pretty stock certificate.

The attention of our readers is called to an article taken from the "Twin City Milk Producers Bulletin" on "Dealers' Profits." Study this statement for it has a bearing on a much discussed subject.

Another item that many readers will find interesting has to do with taking samples of milk for herd tests by our Senior Fieldman, Roy P. Knoll.

We are besieged with applications from producers who have left companies that had always paid for milk at the regular established price and paid promptly to go to some other buyer who promised a better price, no base, no surplus, etc. Thus producers plead to get back to the older dealer, for the promises of higher price and no surplus have not been kept.

We are very sorry for some of these producers but the companies they left have enough milk and do not care to take back an in and out shipper.

## INDUSTRIAL STRIKES

Strikes have been called at many plants in the city. Just when everything seems set for better conditions for the working people their leaders call a strike.

Reports have it that the wages paid these strikers range from forty to eighty-five cents per hour. This seems like good money to a farmer and yet we find a milk dealer encouraging these strikers. Reports have it that free milk was given them and that coffee was furnished the pickets from this dealer's trucks. Producers shipping milk to that company claim that their milk checks have not come through for many months.

Of course, this is just another chiseling method of getting new business but we think that this dealer who pretends to be a friend of the farmers ought to pay the farmers for the milk, instead of encouraging men who earn more than the farmers to go on strike.

## Bulletins

We have received copies of the following bulletins from the University of Wisconsin Extension Division:

Circular 259 "Care of the Milking Machines," 189 "Clean Milk," 256 "Disinfectants and Disinfection" and 204 "The Methylene Blue Test."

If our readers wish to obtain copies they can do so by writing Andrew W. Hopkins, College of Agriculture, University of Wisconsin, Madison, Wisconsin.

## THE LONG VIEW NEEDED

(Continued from page 1)

have achieved no more than moderate success in the few months they have been in effect. That is no reason why they should be abandoned, but it would be unreasonable to consider them as perfected revelations.

### BASE PLANS

Some misunderstanding in regard to the base plan has come to our attention.

Taking off the tolerance of 30% over actual base is understood by some producers as a reduction in base amount.

This is not the fact, for base milk was and is the amount actually delivered during the base months. When a tolerance above base was allowed that tolerance plus the actual base became the shipping allowance.

The tolerance was never planned to be used as a means of increasing base amount, but rather to take care of the producer who has trouble with his herd which made it difficult to produce a fair amount in the base month.

It is easy to see that if plenty of milk was produced during the base months an additional 30% would create that much more surplus. People in the city will not buy more just because we insist on sending in more.

If the plan had not been taken advantage of the tolerance would not need to be taken away. The fact of the matter is that many producers planned their breeding and feeding program so that a base would be made that with the tolerance would take care of their production at the average price.

The producers who did not take advantage of the tolerance above base had to bear the extra surplus made by those who shipped base plus tolerance. That was the unfair part of the deal.

We are asked if a producer will be given a lower base if in any month he produces less than his base. The base which a producer now has will not be lowered this year even though he produces less than that amount.

### PAYING FOR A MARKET

At least four dealers are forcing farmers to take stock, or to put it in another way, forcing the farmers to submit to heavy deductions from their milk checks or suffer loss of a market.

When the producers were inveigled into leaving the company that had bought their milk, the new buyer said nothing about deductions for stock. After he had the producers, and the old outlet was no longer available, the order was given to allow deductions or find another market. Not being able to do the latter the deluded producer had no choice. The crafty dealer had a good argument in his favor for he could quote the widely advertised 8% dividend reported to have been paid by a co-

operative. It was not necessary for him to ascertain how the producers furnishing milk to that co-operative were paid. They may have been paid the fluid milk price for all of their milk that was retailed as fluid milk and then they may not have been. There is another organization in between the producer and the co-operative selling organization. It may be that the producer gets less per hundred pounds than he really should have and the dividend in cash and scrip was paid as a result and not because of a legitimate profit.

### APPLIES TO THE MILWAUKEE MILK SHED

Fred H. Sexauer, President of the Dairymen's League, New York, made the following statement before representatives of the Agricultural Adjustment Administration. We print it because it will apply in this market if, instead of the United States Department of Agriculture, the Wisconsin Department of Agriculture and Markets is substituted:

"Bona fide producers' associations must be protected under any agreement," said Mr. Sexauer, "and it might be worth considering to see to it that producers' associations formed after a given date conform to certain requirements laid down by the United States Department of Agriculture. Unless all signs fail, we are going to give birth to the greatest crop of local co-operatives ever seen in this milk shed. Most of these new co-operatives will be sponsored by distributors but not for the benefit of farmers."

### New Supporters

(Continued from page 1)

John H. Searing, Hales Corners, R. 2, Box 133  
 Ben. T. Thelen, Caledonia, R. 1  
 Gerhard Van Den Boom, Hales Corners, R. 2  
 Mrs. Mary Weber, Waukesha, R. 3, Box 27  
 Wm. Schattner, Caledonia, R. 2, Box 4  
 Frank W. Schwulst, Jr., Waukesha, R. 7, Box 143  
 Max Schultz, Pewaukee, R. 2  
 Hugo Schwulst, Pewaukee, R. 2  
 Henry J. Stephan, Hubertus  
 Peter Grzesk, Caledonia  
 Albert F. Schroeder, Waukesha, R. 4  
 Harvey Zimmermann, Menomonee Falls, R. 1, Box 140  
 Edw. Hause, Waukesha, R. 4  
 W. C. Boyd, Waukesha, R. 3  
 Aug. Gildemeister, Jr., Menomonee Falls, R. 1  
 John Klug, Cedarburg, R. 2

### The Statute Under Which the Department of Agriculture Issues Orders in this Market

99.165 EMERGENCY REGULATION OF THE DISTRIBUTION OF MILK IN CERTAIN MUNICIPALITIES. (1, It is declared that the provisions of this section are made necessary by a public emergency existing since November 1, 1932, growing out of the present economic depression, unfair methods of competition of certain dealers buying milk for resale in such city markets, which condition seriously affects and endangers the public welfare, health and morals. The provisions of this section shall apply to cities of the first, second and third class and shall also apply to cities, villages and to towns adjacent to any city or village, in the same county, whose population is furnished with milk by any dealer operating generally in such cities of the first, second and third class. It is declared that this section is enacted as temporary emergency legislation and that it shall terminate two years after passage and publication.

(2) The following terms, as used in this section, shall mean:

(a) "Dealer" or "distributor" means any person, firm or corporation buying milk for resale, or selling milk, either at wholesale or retail.

(b) "Commission" means the department of agriculture and markets.

(c) "Producer" means any person producing milk delivered to any cities, villages, or towns, or adjoining area to which this section is applicable.

(3) (a) The commission shall have jurisdiction upon its own initiative, or upon complaint in writing, to inquire into any matter relating to the supply, distribution or sale of milk or cream in cities, villages and towns to which this section is applicable.

(b) If in any such inquiry the commission shall find that a public emergency exists, whereby the milk supply in any such cities, villages, and towns is likely to be interrupted or impaired in quality to an extent affecting the public health or convenience, or whereby the distribution, sale, or disposal is subject to discriminatory, unfair, or unreasonable methods of competition, resulting in unjust or unreasonable prices to the producer or jeopardizing payment for his product, or the distribu-

(Continued on page 8)



**MARCH MILK PRICE**

(Continued from page 1)

The following morning the Department of Agriculture and Markets was reached by telephone and a request made that a committee be allowed to visit the Department and study the reports sent in by the dealers in this market.

The chairman replied that the reports would be mailed to this office, saving the committee a trip to Madison. Later in the day a telegram came from the Department saying that the auditor and another man from the Department would bring the reports in on Friday morning.

On Thursday the secretary called the Department to remind the commissioners of the promise to send the reports down and was assured that Mr. Kuenning would bring them in on Friday. Mr. Kuenning came but presented no reports and gave no reason why he did not have them.

On Monday, March 5, at 11:30 A. M. our office got information that we might see the reports at Madison. A committee of the Board then went to Madison, conferred with two of the commissioners and were told that we might see the reports. Mr. Heisman, the auditor, stated that due to the pressure of other work he had not had time to study the reports for the past several months but on checking them over with the committee he admitted that some of them were not properly made out. However, he did not wish to pass judgment on them until he had a chance to check the reports with the dealers' books.

The committee members returned with grave doubts in their minds about the way some concerns in the market bought and paid for milk.

The board of directors and the distributors were called in on Tuesday

for a price conference on March milk prices.

The board told the dealers about the difficulty of getting information on reports and the dealers wanted to know who would pay the price we hoped to agree upon. Of course we expect that all dealers would either pay voluntarily or be forced to do so by the Department of Agriculture and Markets and we told the dealers so.

Because of past experience the buyers were very skeptical. We asked for \$2.00 per hundred for fluid milk. The dealers replied that if enforcement of the order had been effective for the past six months their routes would be heavy and overhead lower which would enable them to pay that price. After arguing all afternoon, it was unanimously agreed that if the Department of Agriculture and Markets have the reports of the dealers audited and all violations brought to the notice of our board by March 25, 1934, the price shall be \$1.90 per hundred for fluid milk; if this is not done the price shall be \$1.85.

The board of directors dislike to take a cut in price even though it may not mean more than six cents per hundred on the average price. Had the State Department the manpower and the funds to check on the violators of the order and prosecute them it would not be necessary to lower the price.

Perhaps the commissioners should not be blamed but an order without enforcement back of it penalizes the legitimate dealer who complies and the producer who furnishes him with milk. The dealer by losing sales and the producer by having a larger percentage of manufactured milk due to the loss of sales.

The chiseler who does not pay the

agreed price or in some cases does not pay at all has money to spend to get business by giving away milk and gaining the sympathy of various groups in other unfair ways.

**BASE RULES**

The Board of Directors has made the following rules for base amounts for the year 1935.

The amount of base milk that may be delivered in any month of 1935 shall be highest amount produced in any base period of the years 1931-32 or 1933. That is to say the producer may choose his base from any one of those years.

The base months were August, September, October and November in 1931 and July, August, September, October and November in 1932 and 1933.

No tolerance above base to be allowed.

In the opinion of the board the producer should be given the choice of 1932, 1933 and 1934 base amounts for the year 1936.

Should conditions warrant, the board of directors may increase all bases by a certain percentage.

The board of directors reserves the right to change base rules on thirty days notice.

**BETTER VEAL CALVES**

Some farmers state that very young veal calves are delivered at the stock yards.

If calves are fed until they are four weeks old a better quality of veal will result and people may buy more of that kind of meat.

Considerable milk would be kept off the market if the calves were not vealed too young.

Another way of reducing the surplus.

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# How to Figure a Milk Statement

By Chester W. Fletcher

Many farmers become confused when they receive their milk statement and feel that it is almost an impossible task to figure out how the average price was arrived at. However, this is not so complicated as it would seem and by simple multiplication and addition the average can be computed.

In the first place all the actual base milk is all that is considered in the average price class, all overbase and criticized milk being deducted before the average price is computed. Then of this base the number of pounds of milk used in each classification is determined, according to the amount actually used and the percentage of each one hundred pounds received.

Let us now consider a milk statement and see just how this is computed. Across the top is the number of pounds of base milk with the test, average price per hundred and amount of check, but stamped on the statement are the figures showing the various percentages or pounds.

For the company whose statement we are considering the figures show 52.33% or that percentage of each 100 pounds received which was sold at fluid milk for which the producer received \$2.00 per hundred; 29.43% was manufactured and at January average butter prices and manufactured skim milk price brought \$.77 per hundred; there was 2.71% sold in the outdoor relief classification at \$1.77 per hundred and 15.53% sold as fluid cream and paid for at \$1.02 per hundred. These totals averaged together brought \$1.479 per hundred, which less one-half cent for advertising was the average price for 100 lbs. of base milk delivered at the dealer's plant.

The price of butter and cheese is made in a world wide market. Fluid milk prices must be regulated in accordance with the price of butter and cheese, but because local conditions govern fluid milk prices to some extent the price may be considerably higher where the producers are represented by a strong bargaining organization such as ours is.

The bargaining organization's official must know marketing conditions in its and other markets and also be able to gauge the consumers' ability and willingness to buy.

These officers and directors must know what is reasonable spread for the dealer to have in order to pay

the best price possible for his supply at all times.

Too much milk brought in by new dealers is doing a great deal to bring down the average price of milk in this market.

## Prices of Dairy Products Increasing

One of the most encouraging features of the dairy business is the steady climb in the value of manufactured products. While cold storage holdings are still far above last year at this time, yet butter in particular is moving out of storage at a much greater rate at the present time than it did then.

On February 3, the storage holdings of ten principal markets was 50,975,000 pounds compared to last year's holdings of the same date of 11,372,563 pounds. On February 23 the storage holdings were 28,784,375 pounds compared to 7,803,572 pounds for one year previous.

On a comparative basis holding this year decreased 22,190,930 pounds in twenty days and last year decreased 3,568,986 pounds for the same period.

With feed costs mounting almost daily and the large butter producing areas of this country showing a grave shortage of rough feeds it would seem as if butter prices should continue at a fairly good level for some time to come.

Undoubtedly also the increased purchasing power of many people formerly on outdoor relief and also increased wages under the N.R.A. have had a marked effect in moving butter into consumptive channels.

If our manufactured values increase so that the spread narrows between fluid and manufactured prices it will do much to relieve the

pressure on fluid markets of new shippers anxious to get more for their milk.

It is certainly surprising as one travels around the territory to find that many farmers seem perfectly willing to sell their milk and then wait months for their pay with the possibility that they may not get paid at all for these products.

Certainly it is a rotten unfair buyer who can use these methods and it is a certainty he can and will be a price cutter in the market. Those dealers who pay part of the milk check in stock which may not have the value of wallpaper should be shunned by farmers and certainly should be brought into court by the Department of Agriculture and Markets to show cause why their license should not be revoked. This organization believes that when farmers have produced the milk and the department has seen fit to license a buyer, that buyer should pay for the milk according to the order in this market or have his license revoked. We do not intend to change our attitude on this matter and no organization, co-operative or otherwise, should be exempted from compliance with the order.

C. W. FLETCHER.

## Plight of the Calves

No calves appeared to obtain recognition in milk codes, despite the fact that they get only 4.3 per cent of the 102,000,000,000 pounds of milk their mothers make every year.

## Production Lower

Milk production per cow on Jan. 1 was apparently substantially lower than on that date in 1933, and probably lower on that date than in any previous year since 1925.

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MARCH 13 » » 16, 1934

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FOUR DAYS FOUR NIGHTS

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## Dairy Department Criticizes Dealers' Profits

In several newspaper articles Secretary Wallace and Mr. Christgau have criticized the profits of the big milk distributors. This criticism has been very general and has been printed in headlines in practically all cities of the country.

When we presented our Marketing Agreement in Washington we were told repeatedly that our agreement was the fairest that they had seen and that the spread between consumers and producers was less in the Twin Cities than in most cities.

A casual look at the government monthly report shows that the spread between consumer and producer is different in various cities, some having a profit of \$1.00 a hundred more than others, the Twin Cities and Milwaukee being about the lowest in the United States.

Undoubtedly in some cities large profits have been made during the past year, but our collection in the Twin Cities indicate that most distributors have taken a loss. Our chief interest in this is whether in the first place, the price of market milk which we receive is fair in comparison with the value of milk in other products, plus the extra work and expense of producing market milk. In the second place, the resale price should not be such as to curtail consumption. In the third place, we must get paid for the milk we sell.

There is only one Twin City company which announces publicly what its profits and losses are and that is

the Franklin. This consumers' co-operative has almost five thousand stockholders and all of these stockholders are entitled to a financial report each year. For the past two years, covering 1932-1933, these stockholders have not received a cent of interest on their investment.

Instead of this a sworn statement of their certified public accountant, a man licensed and bonded by the State of Minnesota, shows that in 1932, without paying any interest or dividends on the investment, the Franklin had a loss of \$34,935.59. Their total sales for the year were almost two million dollars. In other words, for every hundred dollars of sales they had a net loss of \$1.76. Their statement for 1933 shows a net loss of \$25,600.84, or \$1.44 per hundred dollars of sales.

It is almost impossible to make collections from some of the dealers in the Twin Cities and in order to protect our account we have taken mortgages from three distributors. This is the first time in our history that it was necessary to demand this type of security from three companies. During the past year two St. Paul companies, the Lakeland Dairy and the Clover Hill Dairy, went out of business. The Lakeland is now in the hands of receivers but is not operating. In Minneapolis the Sunrise Creamery went out of business and two other dairies which were reporting losses consolidated into one plant.

The Government report shows the following conditions in December, 1933, in representative cities: Little Rock, Arkansas, paying price of

\$1.75 with milk retailing at 12 cents per quart; Los Angeles, \$1.79 with milk retailing at 11 cents; Washington, D. C., \$3.02 with milk retailing at 13 cents; Chicago, paying \$2.10 and retailing at 11 cents; Des Moines, paying \$1.95 and retailing at 10 cents; Detroit, paying \$1.85 and retailing at 10 cents; Cincinnati, where the producers are doing the selling, paying \$1.84 and retailing at 11 cents.

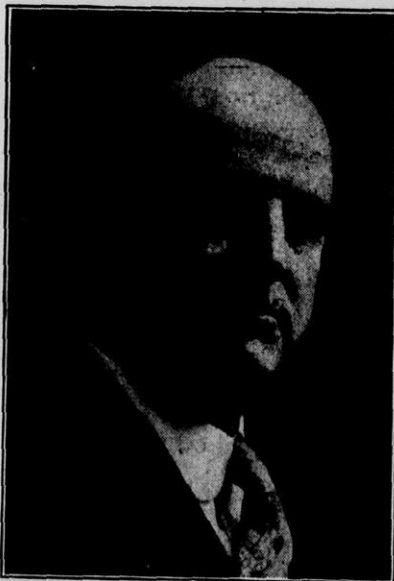
A study of these figures shows clearly that the distributor has a wider spread in most cities than in the Twin Cities, where the paying price was \$1.70 and the resale price 9 cents per quart. Milwaukee was an outstanding exception where the dealers' price was \$2.00 and the resale price 9 cents.

The above figures show that the co-operative plant in Cincinnati has a margin of 78 cents more per hundred than the Twin City distributors and still we have the following statement from Harry Hartke, president of the large co-operative concern in Cincinnati: "We beg to advise that French Bros.-Bauer Company has been losing money for the past year. The continued shrinkage in consumption complied with decreasing prices to consumers have made it impossible for us to break even." This was dated September 28, 1933.

We do not wish to be put in the position of defending the milk companies as there are too many companies operating. Of course this is true of oil stations, grocery stores, hospitals and even farms. In order to keep in business milk distributors have resorted to all kinds of unfair practices. With a few companies using these methods others must do the same or go out of business. These practices include rebating in many forms, bribing janitors, securing from the gas companies list of those moving to a new address, so-called "greeter wagons," special prices to veterans and even arrangements with real estate companies who will rent stores only on condition that they buy from a certain milk company. Anyone entering the milk business must face these unfair practices. They were all eliminated under our Marketing Agreement which the government has now decided not to support.

The serious part of the situation to us as producers is that several Twin City milk companies are actually broke at the present time. They could not liquidate and pay their bills. The fact that this is true of a large part of the farmers does not

(Next page please)



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### Waukesha Farm Show

Waukesha County farmers and business men are again having their Annual Farm Show. This is the sixteenth show put on in the county. The exhibits this year promise to be well up to the high standard set by previous shows.

Tuesday, March 13, will be devoted to the judging of exhibits in the Women's Department. Sheep, swine, farm crops, and school exhibits will also be judged on Tuesday. Holstein and Ayrshire cattle will be judged on Wednesday. Thursday will be Jersey, Guernsey and Brown Swiss day. Horses will have their day on Friday.

Every evening will have its entertainment including one act plays, singing contests, P.T.A. programs. A Friday evening, including Old Fiddlers' Contest, and a Square Dance Contest. Wednesday at 1:30 P. M. A. J. Glover, president of the Holstein-Friesian Association of America, will talk. Thursday at 1:30 P. M. C. B. Finley, Guernsey Fieldman, will address the show. Friday at 11:30 A. M. Wayne Dinsmore of the American Horse Association will talk on the importance of the horse on the farm.

All farmers and their families can spend a profitable and instructive day and evening at the show.

### Warning to Farmers

This is addressed directly to the farmers who are planning on starting shipping milk to some new unknown dealer in the Milwaukee market.

Certainly the first thing you are interested in is: Is this new company financially responsible? Can they, if faced with adverse conditions in the market, continue to pay the milk check even though they actually do so for a time, losing money in their business? Are you going to be as-

(Continued from page 6)

lessen our risk in selling to this type of distributing plants. If we do not sell to them they go out and develop a supply of "scab" milk, which in turn brings down the price of all the milk we sell. We are trying to protect our interest by securing mortgages so that at least we will be a preferred creditor.

Knowing the conditions as outlined above to be true we think any charge of excess profits in the distribution of milk, made in Washington, must refer to some other section of the country.—Twin Cities Milk Producers Bulletin.

sured for a long time to come of a steady outlet for your dairy products so that you may plan your farm business for the future? Those are questions that any sane thinking man would want answered before changing his present milk market.

Our experience has been that in the majority of cases these new companies do not always pay, not only what the ordered price is, but in a great many cases they do not pay at all. To the best of our knowledge and belief there have been at least \$100,000 in milk checks in the Milwaukee milk shed that were not paid at all in the last year. That is a real tragedy.

Another bad feature is that when the farmer finds that this pretty rainbow that has been painted for him fades out and he wishes to return to the dealer he formerly was with, it is almost an impossibility to get back. Therefore, whatever else you do, carefully investigate some of these glittering promises to find out whether they are the real thing or only tinsel that fades under the scrutiny of honest investigation.

C. W. FLETCHER.

### Sampling for Herd Tests

A little matter came to our attention the other day which prompts me to mention the importance of following our herd test instruction sheet thoroughly if you want to secure accurate results.

One of our members came in ready to condemn us and our work in the laboratory because we sent him out a 9.40 test on a Holstein cow. On close questioning these facts were brought to light; first, the cow had only freshened twenty-four hours previous to the taking of the sample, and secondly, she had been completely milked out by the attendant when the owner decided to send a sample of her milk along with the rest of the herd. He proceeded to strip each quarter into one of the

test bottles and that is the sample we received.

There are producers who are experimenting with their cows, sending in the first milk drawn, a sample from half the flow, one of the stripping and lastly a sample of all the milk produced. We like to have you make studies of this nature, but in the incident mentioned, this man evidently did not realize that various portions of a cow's milk drawn

(Continued on page 8)

## WANT DEPARTMENT

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**Minimum Charge—\$1.00.**

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

**Hold Type—Double Regular Rates.**

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

**REMITTANCE MUST ACCOMPANY ORDER.**

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## THE EMERGENCY STATUTE

(Continued from page 3)

tion, sale, or disposal is subject to tend to eliminate competition therein, then the commission may, after notice and hearing, as provided in section 99.24, make general or special orders, prohibiting unlawful practices, and, for temporary emergency purposes.

1. Prescribing the terms and conditions upon which milk or cream may be purchased, received, or handled.

2. Prescribing or establishing, from time to time, and when necessary to the welfare of producers and consumers of milk or cream, and of the public, temporary schedules of prices at which milk or cream shall be bought and sold at wholesale and retail or either, subject to the requirement that all such prices shall be just and reasonable.

(c) The provisions for the judicial review of orders or regulations made under subsection (3) shall be as prescribed in chapter 102 in so far as the provisions thereof are applicable.

(4) The commission is vested with power and jurisdiction to carry out the provisions and intent of this section and may do all things reasonably necessary and convenient in the exercise of such power and jurisdiction. The provisions of chapter 99, so far as applicable, except as modified by paragraph (c) of subsection (3) shall apply to and govern all proceedings under this section.

(5) (a) An order entered by the commission in a proceeding begun on its motion, or upon complaint, shall be effective on the date of the service or publication thereof, unless otherwise indicated in such order.

(b) The commission shall cause a certified copy of all such orders to be published and a copy mailed to the parties in interest that appeared before the commission.

(6) The provisions of this act shall relate to any order of the commission made since November 1, 1932.

(7) Any person, acting either personally or through an agent, or as agent of another, who violates any provision of this section or who violates or refuses or fails to obey any order or regulation made under this section, shall be punished as provided in subsections (2) and (3) of section 99.29.

(8) The provisions of subsections (1) to (7) shall be independent of each other and if the application thereof to any person or circumstance is held unconstitutional, the remainder of said sections and the

applications of such provisions to other persons or circumstances shall not be affected thereby. The legislature declares that it would have passed subsections (1) to (7) and each subsection, sentence, clause and phrase thereof irrespective of the fact that any one or more other subsections, sentences, clauses or phrases be declared invalid. (1933 c 64; 1933 c 470 s 14).

## SAMPLING FOR HERD TESTS

(Continued from page 7)

at different times tests entirely different.

The instruction sheet sent out with our herd tests, we believe to be the best possible procedure to use in getting an accurate test on a cow for a particular time. Some farmers with large herds using double unit milking machines are handicapped if they follow this method. Our recommendation to them, if they don't care to take the time necessary to follow our system, is to take a one-day sample (night and morning) or split the herd, taking half at one time and the other half at a later date. Outside this group, though, we advise following the three or four-day method.

When you receive tests that look peculiar, don't be ready to blame us. Analyze the situation, try to think back and see if you can trace some possible cause for such and such a cow being off on her test. Ask yourself a few questions such as these: Has she just freshened or is she stripping; was she off her feed while samples of her milk were being taken; was she in heat, what is her general physical condition; is she overly fat, in good working condition, or run down?

I cannot emphasize too strongly the importance of being very careful with the sample so that no fat is lost. Handle them in a most careful manner and send them in with fresh caps on and thoroughly packed and protected.

We have a fine laboratory, the best in Wisconsin. Our men are thoroughly trained in procedure and very competent. The samples are read by men who went to school at Madison, worked for cow testing associations, did official work and have had years of experience.

We must record the tests as we find them, whether it be less than one per cent or ten per cent. Our work is as accurate as it is possible to get it and when you receive tests from us you know that that is just what we found. **Watch for more articles.**

ROY P. KNOLL,  
Senior Fieldman—Laboratory.

## Using More Milk in Cooking Means Better Health and Less Surplus

These Are Tested Recipes:

### Scrambled Eggs with Tomato Sauce

1 dozen eggs	1 cup soft bread
1 pint milk	crumbs
¼ tsp. pepper	½ tsp. salt

Soak bread crumbs in part of the milk. Beat the eggs, add the milk and seasoning. Then add soaked bread crumbs. Place in a shallow pan and cook over water, stirring occasionally. Serve with tomato sauce. Serves six to eight.

### Chocolate Bread Pudding

2 sq. unsweetened chocolate	2 eggs
1 quart milk	2 cups dry bread crumbs
¾ cup sugar	½ tsp. vanilla
½ tsp. salt	

Melt the chocolate in a double boiler, add milk, sugar, salt and bread crumbs. Beat the eggs, add the hot mixture and the vanilla, pour into a greased baking dish, set in a pan of hot water and bake in a moderate oven (350 F.) for about an hour, or until the pudding is firm in the center. Serve hot with plain or whipped cream. Serves six.

### Tapioca Cream

3 cups milk, scalded
½ cup quick cooking tapioca
½ cup sugar
2 egg yolks, slightly beaten
2 egg whites, stiffly beaten
½ teaspoon vanilla
¼ teaspoon salt

Add tapioca and salt to hot milk in double boiler and cook fifteen minutes or until tapioca is clear, stirring frequently. Combine egg yolks and sugar. Pour a small amount of tapioca mixture over the egg and sugar; return to the double boiler and cook until thickened. Remove from fire, fold in egg whites and desired flavoring. Serves six.

Some suggested variations:

1. Add 2 squares of unsweetened chocolate, cut in bits, to milk when heating and you have chocolate tapioca cream.

2. Use brown sugar instead of white sugar and then add a few nut meats as a surprise, and you have Nut Caramel Pudding. For small children the nuts should be omitted.

3. Add 1 cup of cocoanut to the mixture when you take it from the stove and you have Cocoanut Cream.

Any of these puddings may be made to look more attractive if topped with a spoonful of whipped cream and a bit of color furnished by candied fruit or jelly. They may also be served with thin cream or top milk.