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Milwaukee Co-operative Milk Producers

Milwaukee, Wisconsin: The Producers, January 1950/December 1950

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# Milwaukee Milk Producer

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

Volume 23—Number 1

*"By Farmers . . . For Farmers"*

January, 1950

## Newsnotes From Your Dairy Council

December, the last month of the old year, was, as usual, not a month devoted to faculty meetings and club group lectures, but rather one in which much of your Dairy Council's staff time was devoted to planning for the future months' activities.

—Several new health education films and film strips have been previewed by our staff, and those considered worthy of purchase for next fall's program have been shown to educational leaders for their approval and help in our future program planning.

—A film study guide has been written (to help teachers prepare students in their classes for the viewing of a new film in our Dairy Council film library, POWER), and approved by visual education and health education authorities for use in the schools.

—A review of our program activities for 1949 was made by our Dairy Council's staff, secondarily for the purpose of future planning to meet new needs and primarily for preparing our Fifth Annual Report which will be presented at your Dairy Council's Fifth Annual Meeting on February 28. **WE HOPE YOU WILL CIRCLE THAT DATE ON YOUR CALENDAR.** You will receive special notice of that evening meeting in the next issue of your MILWAUKEE MILK PRODUCER.

### Several Exhibits Tell Dairy Council and Milk Stories

—At the request of Dr. Ella C. Clark, professor of education, Marquette University, your Dairy Council has placed a display of our booklets, leaflets, posters and food models in her department so that undergraduate and graduate students in the field of education may know what the Dairy Council is and how it serves teachers and parent education groups in this area. Dr. Clark also asked your Dairy Council's nutrition staff to interpret these educational materials to a class of seniors in the Department of Education and later to her graduate students in visual education.

—The third in a series of three Dairy Council exhibits was displayed in a glass enclosed corridor cabinet

at Wauwatosa High School during December. Milk was spotlighted as an "essential" in a well-chosen lunch—whether it be one selected in the school cafeteria or at home, or a packed lunch.

—Milk dealers from all corners of the state attended the Wisconsin Milk Dealers' Convention, December 6, 7, and 8, and many stopped in at your Dairy Council's exhibit booth to study the display which told of the story of the program activities carried on in a busy month by your Dairy Council.

—The several hundred people who attended the Milwaukee County Farm Bureau's Winter Fair at Greenfield Town Hall had an opportunity to study the role of milk and its products in good dental health when they visited the Dairy Council exhibit there.

### Other Important Groups and Individuals With Whom Your Dairy Council Has Planned and Carried on Programs in December, 1949:

—Wauwatosa Evangelical Lutheran Church (a lecture presented to a women's group).

—A faculty meeting at 35th Street School.

—A conference with three students in the graduate course in public health nursing at Marquette University who have the assignment of reporting and interpreting to their class the work of your Dairy Council as a health education agency.

—Your Dairy Council's nutrition staff members attended the annual meeting of the Milwaukee County Welfare Council's Health Services.

—A visit to our office from Miss Dorothy Youlands, nutritionist for the U. S. Public Health Service, who has arrived recently in Milwaukee to work with the Diabetes Detection Program being co-sponsored by the Milwaukee Health Department and the U. S. Public Health Service.

### December in Review

In 277 conferences with leaders of professional, educational, and consumer groups, plans were made for future Dairy Council programs.

In 4 meetings in which Dairy Council staff members participated,

95 learned new and interesting ways to use dairy products in menus and more of their health values.

During the month 32,040 pieces of Dairy Council literature took an active part in the community's varied health education program.

## New Market Inspection Service Now Available

Terminal market inspection service for fresh fruits and vegetables is now available in Madison and nearby points, according to Elmer Peterson, marketing specialist in the Wisconsin State Department of Agriculture.

Peterson has been given a federal collaborator's appointment to handle this work for the production and marketing branch of the U. S. Department of Agriculture.

Shipments of fresh fruits and vegetables are inspected at the request of a person having a financial interest in the commodity, including railroads and other common carriers, Peterson said. Certificates issued show the "class, quality, and condition" of the commodities at the time of arrival.

Commodities for which inspection service has been requested includes cranberries, apples, watermelons, grapes, peaches, muskmelons, potatoes, and fresh vegetables.

This service, Peterson pointed out, supplements the shipping point inspection service provided by the department of agriculture. Shipping point inspection of fresh fruits and vegetables is available at shipping points throughout the state. During the peak shipping season last fall 28 inspectors were employed. This work is done under a joint state-federal agreement.

**The federal government . . . is spending more this year than the combined wages of a million manufacturing workers for twenty years!**

—Transportation Association of America.

## MILWAUKEE MILK PRODUCER

Owned and Published by  
THE MILWAUKEE CO-OPERATIVE  
MILK PRODUCERS

CHARLES F. DINERIN, Editor  
1633 North 13th Street

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Vol. 23 January, 1950 No. 1

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### December Prices

There was no change in the price of Class I milk for December as a result of a bargaining conference between the board of directors and the Milwaukee handlers. The handlers said that they ought to buy milk cheaper, claiming that there was no margin of profit. The board stood firm, however, with the result that Class I milk stayed at \$3.70.

The average price of the four condenseries on which our Class II or cream milk is based was \$3.00. The manufactured or Class III milk was the same as condensery or \$3.00.

Production trended upward about the middle of December. The schools were closed for the last 10 days of the month, cutting down demand for milk. As always happens, people got filled up with food left over after Christmas, particularly sweets, and bought little milk the last week of December. As a result the blend price is somewhat lower than in November.

### Cut Rate Dealers Boring In on Other Markets

The low price of milk in this market has induced some people to leave the cut-rate stores in the outskirts and buy our milk. Probably as a result of losing some volume, the chief cut-rate operator is now pushing sales around the Racine and Kenosha markets. Also in the Fox River Valley towns. Those markets will get a sample of what we have had to contend with for a number of years.

### President Schmidt Names Resolution Committee

President Ed Schmidt has named the following members on the resolution committee to bring in and edit resolutions for the annual meeting:

1. William Weber, Merton (Waukesha County).
2. Louis Bellman, West Bend (Washington County).
3. Art Schaezel, Germantown (Washington County).
4. Edw. L. Mayer, Belgium (Ozaukee County).
5. Clifford Morden, Hales Corners (Milwaukee County).
6. Anthony Ondricka, Franksville (Racine County).

Members who wish to have resolutions presented may send them direct to William Weber, Chairman, Merton, Wis., or send them to this office in care of the Resolutions Committee.

### Annual Meeting

The annual membership meeting of the Milwaukee Cooperative Milk Producers will be held on Thursday, March 9, at 10:00 o'clock a.m. The meeting will be held at Jefferson Hall, Fond du Lac Ave. at 27th St., same place as we met last year.

There will be further information on the annual meeting in the February issue.

### Government Adopts New Policy

Marketing quotas and not acreage allotments are what the cotton growers of the nation are asked to approve. Under acreage allotments, a grower was limited to the number of acres he might grow, but no limit on what he might be able to produce per acre. Ninety percent of parity is promised the growers, but the limit that the support price will be paid on is 11,733,750 bales if the growers approve the plan in a referendum.

In all likelihood corn growers will be faced with a similar deal before next planting time if they want support prices for corn. This corn support price does not directly affect many of our members for a very high percentage of our corn goes into silos and the ear corn left over is generally fed right on the farm. Indirectly, however, anything that affects other growers affects us to some degree.

### McDowell Named Director

Don McDowell has been named director of the Wisconsin State Department of Agriculture to succeed Milton Button.

The seven-man policy board accepted Mr. Button's resignation, tendered because of poor health.

McDowell, former teacher of agriculture in Waukesha High School and for the past two years an employee of the State Department of Agriculture, is a lusty, cheerful young man, who will probably get quite a kick out of his new job. The going will be rough at times, as various groups attempt to pressure the new director into doing favors for them.

We wish him well and offer any help we may be able to give, to make the State Department of Agriculture useful to all the people of the state.

### Hearing Date Set

Official notice of a hearing to be held on a proposed federal order for the Milwaukee milk shed has been received. The date set is February 6 and the hearing will continue from that date until the Secretary of Agriculture or his representatives decide to close the hearing.

The Milwaukee Co-operative Milk Producers have asked for an order with the thought in mind that a better price will be paid to all the producers furnishing milk for the marketing area. This area means the territory lying within the limits of the County of Milwaukee, State of Wisconsin; the Townships of Brookfield, New Berlin, Muskego and Menomonee; and the Villages of Menomonee Falls, Lannon and Butler located in County of Waukesha, State of Wisconsin; the Townships of Mequon, Cedarburg, Grafton, and the City of Cedarburg, and the Villages of Grafton and Thiensville in the County of Ozaukee, State of Wisconsin; the Townships of Germantown and Jackson and the Villages of Germantown and Jackson in the County of Washington, State of Wisconsin.

## Chicago Prices

The Federal Milk Market Administrator has announced the following Zone I prices for December, 1949:

Class I Milk (basic formula \$3.092 plus \$.70) .....	\$3.792
Class II Milk (basic formula \$3.092 plus \$.40) .....	3.492
Class III Milk .....	3.098
Class IV Milk .....	3.098

The basic formula price used in computing the prices of Class I Milk and Class II Milk was the butter-powder price determined for the November, 1949, delivery period . . . \$3.092.

The butterfat differential to producers per hundredweight for each one-tenth of one percent of average butterfat content over or under 3.5 percent was \$.075.

Under Order 41 all milk in Chicago is pooled. The average pooled price for December in Zone I was \$3.59.

## What's Ahead for Dairy Prices in 1950

Prices for dairy products in 1950 will be somewhat below last year unless government purchases are increased. Domestic supplies will be greater than last year, while total demand probably will be down somewhat.

Cash receipts from farm marketings of milk and its products in 1950 will be somewhat below the 3¼ billion dollars of 1949, considerably below the record of nearly 4½ billion dollars in 1948, but still more than double the pre-war average. Net income of dairy farmers, and for agriculture generally, is declining at a much more rapid rate than cash receipts, since many costs have not declined appreciably.

Domestic demand probably will be weaker this year than in either of the past two years. Foreign demand for U. S. dairy products probably will decline further reflecting a very sharp recovery of dairy production in Europe and the foreign dollar shortage. Imports of dairy products in 1950, on the other hand, will tend to increase as a result of increased production abroad and the devaluation of foreign currencies. Most of these increases will be in foreign types of cheese.

Milk production in the U. S. will be at least as large in 1950 as in 1949, and possibly a little larger. Cow numbers seem to be stabilized for the near future, and record supplies of feed per animal unit are available. Even though dairy prod-

uct-feed price ratios may be below average this year, farmers with abundant feed supplies will tend to feed liberally. Production per cow in 1950 probably will not be much different from the record of 5,150 pounds estimated for 1949.

More milk will be available for domestic uses this year than in 1949. Consumption of fluid milk and cream (combined) in 1950 will be no greater than in 1949 and may decline slightly. As a result, somewhat more milk will be available for manufactured dairy products. Butter output is likely to expand the most since production of other manufactured products will be affected by the decline in foreign demand.

The Agricultural Act of 1949 makes price support mandatory on milk and butterfat at from 75 percent to 90 percent of revised parity. Based on the mid-October parity index, this would mean support at from \$3.28 per cwt. to \$3.94 per cwt. for all milk at wholesale and from \$0.52 per pound to \$0.63 per pound for butterfat. In determining the precise level of support within this range, the Secretary is directed to consider eight factors in addition to the general matter of "assuring an adequate supply." Among these are (1) the supply of the commodity in relation to the demand, (2) the price levels at which other commodities are being supported, (3) the availability of funds, (4) the perishability of the commodity, and (5) the ability to dispose of stocks acquired.

— DPMA News.

## 1949 in Review

**JANUARY** — Manufacturing milk prices in Midwest reach disastrously low levels . . . Industry groups join together to support new oleo policy to repeal licenses and taxes but prohibit sale of yellow colored imitation . . . Butter storage 33.5 million pounds, 41.5 percent over 1948 . . . Production 16 percent above year before.

**FEBRUARY** — USDA announces separate parity equivalent for manufacturing milk . . . Price Support program assuring stable butter prices for remainder of year announced — 59 cents for 92- and 57 for 90-score through the flush months . . . USDA resumes purchase of nonfat dry milk solids on bid basis . . . Butter production 19 percent over 1948; cheddar cheese 28 percent over February 1948 . . . Milk cow numbers lowest since 1931.

**MARCH** — United Kingdom resumes cheddar cheese procurement

. . . First purchases of butter by USDA under Support program . . . Storage of butter begins . . . Creamery production surpasses 1948 by 24.5 percent.

**APRIL** — Agriculture Secretary Brannan outlines sensational farm program to Congress, introducing "farm income standard" principle . . . House passes measure to repeal oleo taxes . . . USDA completes nonfat dry milk procurement purchases; announces support purchase program 12¼ cents for spray, 11 cents for roller process through flush season . . . Butter production gains 10 percent seasonally, 23 percent above 1948 . . . Milk production maintains 3 percent gain over last year.

**MAY** — 92-score butter in Chicago dips to 58 cents, a full cent under support price . . . Production largest since 1945 . . . Spray process nonfat dry milk solids production highest ever recorded . . . Milk production per cow continues to break records . . . Pasture conditions reported in excellent condition.

**JUNE** — American Dairy Association and National Dairy Council launch greatest promotional drives . . . Farmers' income from dairy products first six months down 15 percent from 1948 . . . 89-score butter quoted at 6 cents under 92-score in Chicago . . . Drought conditions develop in East . . . Both butter and cheese production down contraseasonally from previous month.

**JULY** — Pace Farm Bill, includes Brannan trial run "income support standard," fails to pass House . . . Britain withdraws from cheese market . . . Cheese prices break, quotation at Plymouth down to 27¼ cents — 2¾ cents below June values . . . USDA announces support program for cheese . . . 3-cent seasonal butter support price increase amended to become effective in August instead of September . . . Butter support purchases reach 10 million pounds.

**AUGUST** — Cheese prices rebound, increase 3 cents per pound . . . Butter markets listless . . . Butter support purchases accelerate; total USDA holdings reach 66 million pounds . . . USDA purchases ten million pounds process cheese for school lunches . . . Milk production at 10.5 billion pounds closely approaches 1948 level . . . Nonfat dry milk solids production first eight months 35 percent over last year, equals total 1948 production.

**SEPTEMBER** — Senate shelves legislation to repeal federal oleo taxes . . . Senate Agriculture Committee approves compromise farm support legislation . . . Seasonal price sup-

**New Members Accepted  
By Board of Directors  
December 28, 1949**

Milton Irwin, R. 1, Grafton.  
Arnold Viesselmann, Grafton.  
Geo. Stern, R. 1, Hartland.

port increase for nonfat dry milk solids becomes effective . . . Butter storage reaches seasonal peak at 154.5 million pounds . . . American cheese production sets all-time record for month, 5 percent over 1945.

OCTOBER — "Agricultural Act of 1949" becomes law as Congress adjourns; provides mandatory support for dairy products and includes modernized parity concept . . . Mild weather retards decline in milk production . . . Total butter stocks 70 percent over last year . . . Evaporated milk output lowest for month since 1939, ten month production 20 percent under same period of 1948.

NOVEMBER — U. S. rejects FAO proposal to set up international corporation to handle world food surpluses . . . Ohio referendum legalizes yellow-colored oleo in that State . . . Butter support purchases exceed 100-million-pound mark; purchases continue as USDA offers butter for resale . . . Cow numbers stabilize; production per cow continues at record levels . . . Parity ratio 1910-1914 of farm prices to prices paid by farmers falls to 100 percent, 33 points below 1946 peak.

DECEMBER — Butter production begins seasonal increase; prices remain steady . . . USDA offers non-fat dry milk solids to domestic trade; announces sale of 105 million pounds to U. N. Children's Fund . . . 1949 support program ends as trade anticipates 1950 support announcements.

— DPMA News.

**Two Fined for False Reports**

NEW YORK — Arkport Dairies, Inc., and Harrison Halsey Stillman, an employee, were fined \$1,500 each in United States District Court after previously pleading guilty on three counts to charges of falsifying reports and records submitted to the Market Administrator.

The reports submitted for August, 1947, and March and July, 1948, together with the audit, were used as the basis for bringing the charges. Each month was listed as a separate count.

The first count of the information charged Arkport and Mr. Stillman with falsely reporting that no sour

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cream was manufactured at the handler's Arkport, N. Y., plant August 7, 1947.

The second count accused the handler and Mr. Stillman of submitting a report which showed no shipments to Cohocton Creameries, Inc., Cohocton, N. Y., on March 10, 1948. — The Independent Producer Guide.

**Circular on Raising Calves**

The U. S. Department of Agriculture has issued Circular No. 822 entitled "Rearing Calves Without Whole Milk and With Limited Amounts of Skim Milk." The circular, noting that over five million dairy heifer calves are saved for herd replacement each year, presents statements, tables, and illustrations as a result of an extensive study on raising calves. It can be had by writing to the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C. The price is 10 cents.

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**Foxy Grandpaw**

Gramps was getting married again. Asked why he was marrying a nifty chorus girl instead of a woman nearer his own age, Gramps said: "Well, son, I'd a heap rather smell perfume than liniment."

## Leaders Realize Limitations

Co-operative leaders have a better appreciation of what they can and cannot do successfully through co-operation than was true in the 1920's and 1930's. For example, farmers' co-operatives, even though larger and stronger than previously, have not made the fatal mistake of trying to support prices when major economic forces were pushing them downward. They realize that a co-operative cannot make the market. It can only make the most of it.

We need to distinguish, as many have, between the market and marketing methods. The size of the market is not dependent solely upon marketing methods. The market for agricultural products has shrunk drastically in the past year, even though marketing methods have not changed materially during that period. The market has shrunk largely as a result of the reductions in exports and in government purchases for export.

### Needs and Markets Not Analogous

We need also to distinguish between needs and markets. Many nations need food. It is frequently said that half of the people of the world go to bed hungry. But needs are not markets unless accompanied by purchasing power and the willingness to buy.

Recent events have demonstrated clearly that the size of the market is dependent upon the number of consumers and their purchasing power, upon government policy and exports, as well as upon many other factors. The size of the market is affected by high or low employment, wage levels, and national income. It is affected by production in other parts of our economy and the portion of that production which is kept for domestic civilian consumption. In the final analysis, it is largely the goods and services that people have and are willing to exchange for food that determine the market for farm products.

— Taken from talk given by Dean Rudolph Froker to Wis. Council of Agriculture.

## Big Pig Crop in 1949 And More Pigs Are Expected Next Spring

Wisconsin's pig production in 1949 was eight percent larger than the crop produced in 1948, according to the Crop Reporting Service

of the Wisconsin and United States Departments of Agriculture.

Estimates of the 1949 pig crop are based on the reports of farmers co-operating with the Department of Agriculture and the Post Office Department in making the annual December Pig Survey. This survey is nationwide, and it shows that all states in the Corn Belt produced larger pig crops during 1949 than in the previous year. Pig production for the nation increased 13 percent during the past year.

Wisconsin's spring pig crop in 1949 was estimated at 2,177,000 head and the fall pig crop totaled 1,097,000 pigs saved. The spring pig crop was nine percent larger than the one raised in 1948 and an increase of five percent is indicated for the fall crop. Total pig production for the state in 1949 was 3,274,000 head, which is the largest crop since 1943.

If present intentions are carried out, Wisconsin farmers will breed three percent more sows to farrow in the spring of 1950 than farrowed in the spring of 1949. The number of sows to farrow next spring is expected to be above the 1938-47 average for the state. Wisconsin's increase in the number of sows to farrow next spring is low compared with other Corn Belt states and with the increase for the nation as a whole. The number of sows to farrow in the Corn Belt next spring is expected to be eight percent larger than in 1949 and an increase of seven percent is shown for the nation.

## Weekly Dairy Markets Review

### Butter

For Period January 3-6, 1950

Butter markets at terminal points were steady to firm during the week ending January 6. Some uncertainty in top grades noted early in week but medium and lower grades were in strong position throughout the period. Wholesale selling prices were unchanged to  $\frac{3}{4}$ c higher with most of the advance in lower grades. As the week closed midwestern values of all grades were within a range of about 1c and in the east values were within a range of  $2\frac{1}{2}$ c. Ample supplies of top grades and the continued scarcity of medium and lower grades made it difficult for distributors to operate. Considerable lower grade distributive orders were filled with higher scoring goods. Trade holdings of storage goods were at an extremely low point as inventories had been reduced prior to the first of

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the year in view of the lower support price for the next fifteen months. Receipts at the four markets this week decreased slightly from last week but were well under last year.

Production estimated (BAE) for the week ending December 29, at 21,450,000 pounds, was about unchanged from the previous week but 13% over last year and 11% over the five year average.

### Cheese

Wisconsin primary cheese markets were barely steady. Prices remained unchanged during the trading period closing Thursday. Available supplies, while not heavy, were somewhat in excess of the very light open market demand. Many buyers, in anticipation of price adjustment more nearly in line with new support price, remained out of market. Movement through distributive outlets reported to be increasing and fully normal for season. Estimated U. S. production for week ending Dec. 29 gained 3% over previous week but was 2% under corresponding week last year. CCC purchased 477,832 lbs. Dec. 30, making total 1949 support purchases over 25½ million pounds. No support purchases on new program through Jan. 4.

At the Wisconsin Cheese Exchange Friday, January 6, 1950 trading tone weak.

Cheese markets at terminal centers about steady on current and cured American Cheddar and firm on domestic Swiss. Prices generally advanced on Swiss and were unchanged to slightly higher on Cheddar styles. Supply of Cheddar styles ample for fair to good demand. Light offerings of Swiss short of very good demand with grades B and C in especially scarce supply.

### Fluid Milk

Fluid milk market week ending Jan. 6, was barely steady. Production increased especially at eastern and southern points where unseasonable warm weather prevailed. Total flow in the New York city milkshed area was reportedly approximately 22% above last year. Bottling demand improved somewhat with reopening of schools but supplies exceeded current needs and a relatively heavier volume moved to manufacturing. Many dairies in the south began to separate surplus milk.

### Sweet Cream

Market weak at unchanged to lower prices. Supplies liberal and freely offered. Diversions to churns at major production points increased as some shipping orders curtailed. Overall demand was fair. Ice cream demand improved in some areas but declined in others depending on weather conditions.

### Dry Milk

Nonfat dry milk solids, unsettled. Supplies more than ample. Demand limited to current requirements. Roller process freely offered at lower prices in some quarters.

## Announce Speakers for Annual Meeting of N.D.C. in Chicago

Eight nationally known speakers recognized as authorities in marketing, economics, processing and sales promotion will appear on the program at the Annual Meeting-Winter Conference of the National Dairy Council in Chicago at the LaSalle Hotel, January 26 and 27.

With plans nearing completion, Carl A. Wood, Vice President in charge of sales, Cherry-Burrell Corp., N.D.C. Board Director, and Program Chairman of the Annual Meeting Advisory Committee, stated that in developing the program this year special emphasis was placed on obtaining speakers who know the Main street problems of big and small operators in the dairy industry. "Among the problems to be tackled by these nationally known speakers," said Mr. Wood, "are some of the disturbing factors in competition, consumption of dairy foods, sales promotion, and public relations."

One special feature of the program will be the recognition of 35 years of the National Dairy Council in the interests of the dairy industry. How N.D.C. has stimulated growth and progress in the dairy industry through its program of research and education will be told by Mr. Hult in a presentation, dramatized by colored slides, to show in a graphic way the significant contribution of N.D.C. to industry, education, and the consuming public.

The dairy delegates from coast to coast will be welcomed by the Mayor of Chicago, Martin H. Kennelly, who repeatedly has acclaimed Chicago as an unexcelled host to millions of convention-goers from all over the world. The Mayor in a pre-Annual Meeting statement hopes that "every delegate to the forthcoming meeting of the National Dairy Council will have a profitable time during his stay here." Dairy executives will also hear from S. A. Kostakos, President of the Milk Foundation, Inc., Chicago, host to the Annual Meeting.

At the opening session, a luncheon in the Grand Ballroom Thursday noon, some answers will be given to the \$64 question: "What's Ahead for American Business in 1950." Dr. Dexter M. Keezer, Director of the Department of Economics of the McGraw-Hill Publishing Company, New York, will discuss this topic. Dr. Keezer has a distinguished record as Deputy Administrator of the

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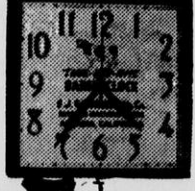
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Office of Price Administration, Economic Adviser to the Mission for Economic Affairs in London, public member of the National War Labor Board, President of Reed College in Oregon, newspaper correspondent and editor, and a Professor of Economics in several colleges and universities.

Another program highlight deals with new ways to meet today's competition. Three top-notch leaders in the dairy foods industry are scheduled to take various phases of this topic. W. E. Krauss, Associate Director of the Ohio Agricultural Experiment Station, Ohio State University, will throw new light on dairy food values. George W. Shadwick, Chief, Quality and Control Laboratory, Beatrice Foods Company, Chicago, will devote his time to a discussion on processing and handling of dairy foods. Leland Spencer, Professor of Dairy Marketing at Cornell University, Ithaca, will discuss new angles in marketing dairy foods.

Highlight of the two-day meeting will come on Friday afternoon fol-

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lowing a luncheon, when Alfred P. Haake, Industrial Consultant, Economist and Lecturer, will stimulate thinking on "Tomorrow's Sales Start Today." As consultant to General Motors Corp., Dr. Haake knows business in a practical way and understands the importance of a sound public relations program to keep the cash registers ringing.

At the opening luncheon session of the Annual Meeting the Board of Directors of the National Dairy Council for 1950 will be announced. The Nominating Committee responsible for recommending to the Board the slate of Directors for the coming year consists of Dr. David Peck, Chairman, Bowman Dairy Company, Chicago; A. H. Lauterbach, Pure Milk Association, Chicago; and R. H. Strickland, Solar-Sturges Manufacturing Company, Melrose Park, Illinois.

According to advance registration, industry is taking an increased interest in the two-day Annual Meeting. The Attendance Committee, headed by Neal D. Kelley, Assistant to the President, assures the delegates of many prizes which cannot be divulged until the opening session of the second day.

Carl Deysenroth, Executive Director of the Milk Foundation and host to the two-day meeting, has completed elaborate plans for the Annual Meeting banquet at the close of the first day's session. Top talent in the field of entertainment has been obtained to give the Grand Ballroom at the La Salle Hotel a setting for plenty of laughter and relaxation.

**Did You Know?**

— that milk is the favorite beverage of Americans—about two and a half times as popular as the next favorite beverage?

—that the safest age in a person's life is 11 years, according to insurance company statisticians?

—that the Scythians, Greeks, and Romans believed the soot of burned butter was unusually good for sore eyes?

— that in North China cereals are eaten as mixtures instead of single grains, therefore having superior biological value?

— that refreshing sherbets now can be made from cheese whey?

— that dried apple strips have been developed which are designed to be munched like potato chips?

— that almost half of the ice cream sold in 1948 was vanilla?

— that the 1948 Olympic athletes ate large amounts of milk, meat, and eggs and averaged twice the National Research Council's daily allowance for protein?

— Taken from Nutrition News, National Dairy Council.

Advice to loose talkers: "Build a better mouthtrap."

—Bill Field

Instead of loving your enemies, treat your friends a little better.

—Ed Howe

You can read some people like a book, but you can't shut them up as easily.

— "The Saturday Evening Post"

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The extreme penalty for bigamy? Two mothers-in-law.

The trouble with many a fat man is his daily doesn't.



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**ONE PAIL OF DAIRYADE!**



Yes, just one 25 lb. pail of Mutual Dairyade (with a very minimum of milk plus your own hay and grain) will raise two calves to six weeks! That's because Dairyade is so concentrated—so packed full of quality vitamins, proteins, minerals and other essential body building ingredients. No wonder so many thousands of dairymen from coast to coast use Dairyade for high quality and low feeding cost. Feed Dairyade and sell most of the milk you would ordinarily feed—add dollars after dollars to your milk checks.

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## Mutual DAIRYADE

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Synonym: a word used when you can't spell the word you want.

— Chicago "Daily Tribune"

What every woman wants: to be weighed and found wanting.

— T. J. McInerney

She looked as if she had been poured into her clothes and had forgotten to say "when."

— P. G. Wodehouse

The worst thing about history is that every time it repeats itself the price goes up.

— Reformatory Pillar

After the plaintiff had pointed out a man in the courtroom as the one who was driving the automobile that had knocked him down, the attorney for the defense said: "That is the man, eh? Could you swear to him?"

"I not only could, but did," snapped the witness, "and you should have heard the vile language I got in return."

Man is the only creature able to talk himself into difficulties that would not otherwise exist.

— Dr. Wendell Johnson

### Give YOUR Cans This Simple "Beauty Treatment"

**M**AYBE once a month give your milk and cream cans this simple surFACE-LIFTING treatment.

In place of your regular can-washing cleaner spruce-up cans with a mildly acidic solution of Oakite Compound No. 84-M. By doing this you get rid of accumulated surface-dulling oxide film, light rust and milkstone.

And your machines will benefit from this treatment, too. Piping, spray jets will work better because Oakite Compound No. 84-M unclogs them by dissolving lime scale. Send for interesting data. No obligation, of course.

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Shopper: "How much are your tomatoes?"

Grocer: "Thirty-five cents."

Shopper: "Did you raise them yourself?"

Grocer: "Yes, they were thirty cents yesterday."

# Milwaukee Milk Producer

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

Volume 23—Number 2

"By Farmers . . . For Farmers"

February, 1950



Your Council's Assistant Director, Miss Jane Comings, participated in a recent program of the Assumption School's Parent-Teacher Association.

Photo by Robert F. Fox

## Newsnotes From Your Dairy Council

### Your Dairy Council and Its Efforts in Parent Education

Since late August and early September, many hours of your Dairy Council's staff time have been spent in showing and interpreting to teachers and school nurses the educational literature, the films, and various other services of your Dairy Council which they might use in teaching school children what their food needs are and ways of incorporating those foods effectively in their daily meals.

In many cases we know that the well-informed and convinced child may carry good lessons in nutrition home to his parents, but in other cases a wall of parental defense may resist the putting into practice at the family table the accepted and proven principles of good nutrition taught in the classroom.

Your Dairy Council's nutrition staff in its conferences with teachers, public health nurses, dental hygienists, industrial nurses, and all other professional leaders who come in contact with parents are constantly pointing out ways of motivating parents to see the need for adequate amounts of milk and a good protective diet for each member of the family (not only the children) in each day's meals.

Plans are underway now to expand our Dairy Council lecture, film, and exhibit services to the

Parent-Teacher Association groups and the Home and School Association groups, presenting new and interesting approaches to family food habits and food economies, which will be of ready assistance to the program chairman of each group when she is appointed next spring.

Your Dairy Council's nutrition staff members, when they appear as speakers on the programs of church, civic, and service organizations, always refer, with special emphasis, to the responsibilities of those who are parents to see to it that the food requirements of each member of their families are well met at each meal.

The all-too-typical American dietary patterns of today are low in protein, calcium, and iron. Your Dairy Council is emphasizing the role of milk in improving the protein and calcium deficient diet. It is a job that is largely parent education, for in making the family dining tables of today good food habit training tables for tomorrow's parents and consumers, we may expect new recognition and appreciation of the health values of milk in future years.

Elizabeth Sullivan,

Your Council's Director.

**READ** the talk given by Director Fred Klussendorf to the Waukesha Holstein Breeders on federal milk marketing order appearing on this page. A careful reading of this article may clear up some misconception which members may have regarding a marketing order.

## Director Klussendorf Statement

I am a member of the Board of Directors of the Milwaukee Co-operative Milk Producers. Because that co-operative is one of the petitioners for a milk marketing order from the United States Secretary of Agriculture, I was asked to appear at this meeting today and explain, as well as I can in fifteen minutes, what such an order is — how it operates to help the milk producer, and why we believe it to be necessary at this time.

I prefer to consider this an informative discussion rather than a "debate," for my part I shall confine myself to true facts — and I certainly will not indulge in any personalities.

Now, what is this order that the producer groups are asking?

The Congress of the United States in 1937 enacted a law known as the Agricultural Marketing Agreement Act. Under the authority of this basic act, milk marketing orders have been asked for and granted in 33 major metropolitan areas in this country. Some of the nearby cities having orders are Chicago, Minneapolis, Rockford-Freeport, St. Louis, Columbus Ohio and Superior-Duluth. Although the farmer producers have the absolute right at any time to have an order terminated in their sole discretion, they have never asked to have this done except in one instance. In that case, the producers within a year petitioned for a new order. To my mind this is substantial proof of the benefits they obtain.

The statement has been made by opponents of the order that it can only be terminated at the end of the year. This is not true. The law reads "the Secretary shall terminate any Marketing Agreement — at the end of the current marketing period for such commodity, specified in the marketing agreement or order, whenever he finds that such termination is favored by a majority of the producers —." The proposed order defines the "current marketing period" as one month.

The orders are designed to benefit the farmer-producers, not the deal-

(Continued on page 5)

# MILWAUKEE MILK PRODUCER

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THE MILWAUKEE CO-OPERATIVE  
MILK PRODUCERS

CHARLES F. DINEEN, Editor  
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Vol. 13 February, 1950 No. 2

## OFFICERS — DIRECTORS

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## January-February Prices

Got to be January 24 before your board of directors could make a deal on January milk prices.

On that day, after much argument, it was agreed that for both January and February the Class I price would be \$3.60 per hundred for milk testing 3.5 percent fat. A slightly better deal could have been made for January, but less than \$3.60 was offered for February. Of course, February is a short month, but there are good indications that the daily receipts will be considerably higher than in January.

No margin over costs was the basis for dealers' demands for a lower price. They maintained that the \$3.70 price for December left no profit over high operating costs. Competition of cheap milk just outside of the city limits was said to be keen. Prices of 41 cents per gallon had been posted on various stores. This is 10¼ cents per quart. \$3.60 per hundred for milk testing 3.5 percent fat is 7.8 cents per quart, figuring 46 quarts per hundred pounds. Tough competition.

## 34th Annual Meeting

Formal notice to the members of the thirty-fourth annual meeting of this organization will be mailed at an early date.

As stated in the January issue, this meeting will be held on Thursday, March 9, at 10 a.m. in Jeffer-

son Hall, at West Fond du Lac Ave. at 27th St.

This is the same hall which we had last year and we trust that our members will not have trouble in finding the location. There is ample street parking in that neighborhood on most of the streets and it will not be hard to find places to eat within easy walking distance of the hall. Four directors will be elected and other routine business will be taken up.

In all likelihood, we will not have heard from Washington on our proposed order by that time, but there is need for clarification in some members' minds as to the needs of an order and why it has been requested. This will be a good opportunity for anyone who is in doubt about whether we need an order in this market to ask questions and enter into discussion.

Wives of members, of course, are welcome to the meeting, although only one vote per member is allowed.

## Emmer Bros. Dairy Out of Business

Emmer Bros. Dairy, operating a small but sound retail milk business in Milwaukee for the past 20 years, sold the business, including the plant situated at 2879 N. 30th St., to Golden Guernsey Dairy Cooperative, as of February 1, 1950.

The Emmer Brothers, Aloys, Ray, Ervin, and William, came in from a farm near Menomonee Falls with the idea of marketing milk from a large herd. They had to buy milk from neighboring farmers and later built a very nice plant.

By good management and hard work, the Emmer boys built up a nice business. Doubt about the future prospects for small operators in the highly competitive retail milk business probably was the main reason why the sale was made.

Rumors that Guernsey intends to use the Emmer plant for gallon milk operations are going around. This leaves ten companies dealing in milk in the City of Milwaukee.

## Maryland Man Joins Ag Staff

Appointment of George E. Hafstad, Chester, Md., as plant pathologist in its Division of Plant Industry was announced recently by the Wisconsin State Department of Ag-

riculture. He began his work February 1.

A native of Minneapolis, Minn., Hafstad received his BS and MS degrees from the University of Minnesota. He has also done considerable graduate work at the University of Chicago.

He has had 15 years of practical experience in plant pathology and allied fields. His background includes five years of rubber development research in West Africa and South America, as well as several years with the Bureau of Entomology and Plant Quarantine, U. S. Department of Agriculture. He also worked for the Soil Conservation Service of the USDA.

Mr. and Mrs. Hafstad are the parents of two children. They expect to make their home in Madison.

## Defends Tax on Oleo

To the Freeman:

If there is any truth in the premise that one class of people is dependent on another, it seems truly strange that the metropolitan press in a dairy state like Wisconsin (and Waukesha county in particular) should be so exultant and jubilant at the senate vote on the oleo tax. The axiom that farm and city prosper—or fail—together seems to be quite forgotten.

Of course, the press as usual offers a happy and easy solution: "Just provide good dairy products, advertise them sufficiently and sell them on their merits. Thus, dairy consumption will be increased and there will be no loss at all."

We wish we could be sure of that. As one dairy farmer who has encouraged—and fought for—initial and increased dairy advertising for the last 25 years, your correspondent need not be convinced further of that medium's merit. But, to claim that advertising can accomplish all that the legal protection up to now accorded the dairy business has, is as yet an unsubstantiated claim.

Is protection by tax, tariff and immigration quotas so unheard of in our country that we should suddenly become so indignant that dairying had some of it? We have used, and are using such taxes in numerous double-action ways. We tax liquor and cigarettes far in excess of their production costs—apparently to keep down consumption. We have import duties on merchandise and raw materials to protect anything of which we have a surplus. We keep out millions of would-be immigrants who would be only too glad to come

(Continued on page 4)

## How Much Milk In May and June

How much milk will come to market in the flush months? That is a question that troubles every fluid milk market.

Consumers won't buy more because production is high. Some plants have no facilities for handling a heavy load of surplus milk. No handler cares to work it up, even though he may have equipment, for high labor costs as compared to costs in country plants make it an unprofitable deal. Condenseries don't seem to care for any outside milk. They won't take it now except at a price below the regular condensery pay price. What to do with this excess over market needs is a big problem.

## Wisconsin Tests Million Cattle in 1949 TB Program

More than a million head of Wisconsin cattle were tested last year in the state's bovine tuberculosis eradication program, Dr. H. J. O'Connell, in charge of tuberculosis eradication for the State Department of Agriculture, announced recently.

His records show that 1,048,454 head of cattle were tested during the year. These tests disclosed 1,272 reactors—a little more than one for each thousand head tested. This means an infection rate of about .1 of 1 percent, O'Connell said, and shows that bovine tuberculosis is well under control in the state. During the year area tests were made in 24 counties. Retests of infected herds were made in practically all the other counties of the state. At the present time there are only four Wisconsin counties showing more than .2 of 1 percent infection.

The tuberculosis eradication program is carried on under a co-operative agreement between the State Department of Agriculture and the Bureau of Animal Industry of the U. S. Department of Agriculture. Dr. W. R. Winner is inspector in charge of the Madison BAI office.

Wisconsin has been a modified accredited tuberculosis-free area since 1932, O'Connell pointed out. Counties are retested every three to six years to locate any new infection. As a further safeguard, all herds in which infection is found are retested after 60 days. No area can be certified as modified accredited tuberculosis-free if more than .5 of 1 percent infection is disclosed by the test.

## A Few Notes From Your Fieldman

I have been working with the Milwaukee Cooperative Milk Producers for one year. During that year I have enjoyed my associations with old friends and many new.

Touching on my annual report to the board of directors, it may interest you to know that after checking the original map that was made up at the time the OPA was operating, I find that the territory comprising the Milwaukee milkshed has expanded and now takes in Milwaukee, Ozaukee, Washington, and Waukesha counties, also parts of Racine, Walworth, Jefferson, Dodge, Fond du Lac, and Sheboygan counties.

In covering this area, I have found that the farmers are wondering how the State Department of Agriculture General Order 124 minimum standards and regulations to prevent the sale of unsanitary milk and cream will affect them as Milwaukee shippers. At this time, I would like to say most farmers shipping to the Milwaukee market are well above the state's regulations.

General Order 124 is divided into 12 parts, which are broken down into the various regulations.

The following paragraphs come under Part I, Farm Inspection:

### State Department of Agriculture General Order 124 Minimum Standards and Regulations to Prevent The Sale of Unsanitary Milk And Cream

#### 1. FARM INSPECTION.

1.01 Every producer of milk and cream shall permit the operator or authorized fieldman of the dairy plant to which he is then delivering his milk or cream to make an inspection of his producing premises at least once each year, and more frequently as necessity is indicated by the results of tests used to determine the quality of milk or cream, or when the premises are found in noncompliance with the minimum farm production requirements as herein provided.

1.02 After each such inspection a copy of an accurately completed inspection report shall be furnished to the producer and he shall promptly undertake the correction of the conditions which fail to comply with the minimum farm production requirements as herein provided.

1.03 Inspection of the producing premises shall mean and include the examination or inspection of the items specified in paragraphs 1.04 to 1.18 and the checking thereof on the basis of the minimum requirements therein provided.

1.04 Cows. All milk and the cream produced therefrom, offered for sale, shall be drawn from clean, healthy cows.

1.05 Personnel. Only clean and healthy persons shall be permitted to

milk the cows and to handle the milk or milk utensils.

1.06 Dairy Barns. The floors and gutters of all dairy barns where cows are milked shall be constructed of concrete or other approved impervious and easily cleaned material. They shall be kept clean and in good repair. Walls and ceilings shall be kept clean and in good repair, and shall be white-washed or painted as often as necessary to keep them in a sanitary condition. The barn where any milking cows are kept or milked shall be provided with sufficient light properly distributed throughout. Dairy barns shall be well ventilated and so arranged as to avoid overcrowding. No swine, sheep, goats or fowl shall be housed or permitted in the milking stable. All manure shall be removed daily from the milking stable and disposed of in such a manner as to be inaccessible to the milking herd.

1.07 Cow Yard. The cow yard shall be well drained and properly graded so as to be free of standing pools of water. It shall be kept free from accumulations of manure. Swine shall not be permitted in the cow yard.

1.08 Toilets. All toilets on every dairy farm shall be of a sanitary type so constructed and maintained that waste is inaccessible to flies and rodents and does not pollute the surface soil or contaminate the water supply.

1.09 Insects and Rodents. The premises shall be so maintained, and the product and equipment so handled as to prevent contamination by insects or rodents.

1.10 Water Supply. An adequate supply of safe, clean water shall be provided for the dairy herd and for the cleaning of dairy utensils and equipments.

1.11 Milk Utensils. All milk utensils used in the handling, storage and transportation of milk or milk products shall be made of smooth, nonabsorbent material and shall be of a construction which is seamless or with all seams soldered flush so as to be easily cleaned. They shall be kept in good repair. No galvanized or enamel ware utensils shall be used for milk or cream.

1.12 Utensil Cleaning. All milk utensils and equipment shall be rinsed with clean water immediately after usage, then cleaned with a brush, hot water and a suitable dairy cleaning solution. Following this they shall be rinsed with hot water and placed on a sanitary rack. Just before again being put into use, all utensils and other equipment which comes in contact with milk shall be rinsed with clean fresh water containing an approved type of sanitizing agent. This solution shall be of an effective strength. This sanitizing treatment is required except where other effective sterilization has been applied.

1.13 Utensil Storage. All utensils used in the production, handling or storage of milk or cream shall be stored in a clean, well-ventilated, enclosed structure in such a manner as to protect from contamination all surfaces with which milk or cream comes in contact. They shall be inverted separately (not nested) on a suitable rack. The bottom bars of the rack shall be high enough to avoid contamination from below.

1.14 Milking. The flanks, bellies and tails of cows shall be free from visible dirt at the time of milking. The udder and teats of all milking cows shall be wiped immediately before milking with

## NEW MEMBERS

Accepted by Board of Directors  
January 24, 1950

L. L. May, R. 31, Box 432, Milwaukee 7.

Bertram F. Wester, R. 1, Belgium.

a clean cloth or other approved material dipped in a sanitizing solution satisfactory for that purpose. Washing or spraying can be substituted if udder and teats are wiped dry.

All abnormal milk shall be kept out of the milk supply. The milker's hands shall be washed clean. Wet hand milking is prohibited. No dry, dusty or objectionable strong - flavored feeds shall be fed to cows just before or during milking. Milk stools shall be kept clean and stored in a clean place.

1.15 Straining. Milk shall not be strained except through a clean single service filter. A filter shall not be used for more than 20 gallons of milk. The producer shall examine the filter and use it as his own sediment test and as a guide in grading his own production methods.

1.16 Cooling. Milk shall be cooled immediately after milking throughout the year unless it is delivered for receipt at the milk plant within 2 hours after milking. Cooling tanks shall be kept clean and located in a clean place away from contaminating surroundings. The watering of livestock at tanks used for the cooling of milk or cream is prohibited.

1.17 Places for the Handling of Milk, Cream and Dairy Equipment. Clean places shall be provided and equipped for the straining and cooling of milk, the separating of cream, the storage of milk and cream, and the cleaning and storage of utensils. Such places shall be located, constructed and maintained in such a manner as to be free from dust and other contamination. The place for the storage of milk and cream shall be such as to protect the product from extreme heat and extreme cold.

1.18 Milk House. Three years after the effective date of this regulation every producer of milk or cream shall have and maintain a milk house properly located, equipped with cooling tank, and utensil and equipment storage facilities. Other construction details may be adapted to the specific requirements of the market to which the milk is being sold.

Other parts of General Order 124 will appear in following issues.

Ray Hartung.

## Oleo

(Continued from page 2)

here and "compete on their merits" with American labor. We have "fair trade" laws which attempt to limit price cutting of numerous articles, thus depriving the consumer of "bargain" offers. But we rejoice when we remove the protection from dairying.

Dairy foods have been protected for two reasons: They were called "The Perfect Food," and widely and deceptively imitated in states where dairying was a minor industry. Restaurants in such states

foisted oleo on their patrons under the guise of butter. The bars are coming down to make that universal. Dairying has also been protected because it encouraged livestock, livestock which thrive on soil-conserving legumes, grassland and permanent pastures. The cow is the enemy of the cash crop which requires annual tearing up of earth, permitting the leaching, washing and erosion of our once lost, never to be regained soil. This soil is the common heritage of both farmer and city man, regardless of who holds the deed, for all humanity is dependent on it for existence. If vegetable and animal fats are to supplant the fats supplied by old Bossie, and the dairyman is forced to turn to cash crops for a living, the results may eventually provide an awakening to those who so blithely babbled that "everything should be sold on its merits." Some products have merits hidden beneath the surface which superficial thinking doesn't disclose.

Joseph E. Ryan,  
Pewaukee, R. 1.

(From the Waukesha Freeman.)  
(Editor's note: The above letter to the Waukesha Freeman was written by one of our very good members, Joseph E. Ryan, Pewaukee, who is very active in the producing of milk and advertising of dairy products.)

## Why Shouldn't America Have A Brannan Plan For Automobiles?

By BRONTE H. LEICHT

### American Farm Bureau Federation

Making it crystal clear that there would be as much justification in having a Brannan Plan for other segments of the economy as for agriculture alone, Rep. Albert Gore (Dem., Tenn.) pierced the Brannan Plan's seductive promise of cheap food with this balloon-busting question at the thirty-first annual meeting of the American Farm Bureau Federation.

"Why not adopt a policy of having plenty of cheap automobiles for the people?"

Rep. Gore pointed out that people want and need more automobiles. It is much easier and more convenient to drive to work in one's own automobile than take the bus. The tempo of our times makes rapid travel desirable if not necessary. Walking is slow.

There are far too many families with just one automobile and entirely too many with no automobile at

all. So why not a national policy to get cheap automobiles for everybody?

"Let the automobile factories employ every worker they can accommodate and go on an around-the-clock schedule to produce lots and lots of automobiles," Rep. Gore elaborated. "Right off, automobiles would become much cheaper. Good! That would be to the benefit of auto users or consumers. Just let automobile prices find their level in the market place, as Secretary Brannan says we should do with farm commodities.

"To be sure, this would mean that the automobile manufacturers would have to reduce wages but we could tell the workers in the automobile factories not to worry about their wages, exactly as Secretary Brannan tells farmers not to worry about how low farm prices would go in the market place under his plan.

"The point is that under this Brannan Plan for automobiles Congress would be asked to appropriate money annually out of the treasury to make up to workers the difference between the free labor market wages they would get under this new order of things and what a Secretary Brannan, or a Congress, or somebody else might think they should get.

"I wonder if Mr. Reuther's automobile workers would like this?" he asked. "Maybe they would prefer to continue to be laborers worthy of their hire and draw wages as they earn them. Too, they might not want to depend upon annual appropriations by Congress for their income."

Rep. Gore concluded with a statement that one Congress cannot bind another and that the cost of the Brannan Plan "would be so very great that the Treasury could not stand it."

## United States Dept. of Agriculture

**Fluid Milk:** Fluid milk market was about steady. Production increased slightly and held at a level sharply above last year. In the New York city milkshed area, milk flow was reportedly 21.7 percent above a year ago. Supplies more than ample to current needs and a liberal surplus was absorbed by manufacturing outlets.

**Butter:** Butter markets ruled steady to firm during the week ending February 3, due largely to small-

(Continued on page 6)

(Continued from page 1)

ers. The public generally does benefit from the orders because they tend to assure a stable market and an adequate supply of milk.

Generally there are two types of orders. One type provides for a market-wide pool, where all of the milk produced in the entire market is considered, both in amounts of delivery and ultimate use. Under this type, all producers receive the same price for their milk, without regard to the class use to which their particular dealer makes of the milk.

The other type, and this is the one being asked for in the Milwaukee area, is the individual-handler pool. Under this type the producers shipping to one handler are paid for their milk on the basis or the class use made of the milk by that particular handler. There is no "pot" out of which the money of one group may be spread out among others who may not be contributing to the "pot."

These two types should not be confused.

The order asked for operates generally in this way: The ultimate use of the milk is considered. That is fluid milk sales are Class I, Cream is Class II and cottage cheese, for example, is Class III.

The basic price paid by the handler to the producer is the so-called Class III price. This Class III price is the average price paid by certain condenseries for milk. In addition the producer is paid certain fixed amounts for that proportion of his milk utilized for Class II and Class I purposes.

Opponents of the order have made the statement that from two cents to four cents per hundredweight, paid by the handler to cover operating costs of the order, may be deducted from the producers price. This is not true. The handler must pay the producers the amounts determined as above. He cannot make any deductions, as he might if there were no order and pricing were purely a bargaining proposition between dealer and producer.

The order provides for a market administrator whose duties are to assure that each producer receives the full price to which he is entitled under the order.

Specifically, the order benefits the milk producer in the following respect:

1. In a disrupted market such as presently prevails in the Milwaukee area, the producer receives a fair price for his milk. Unstable market conditions such as price wars between dealers cannot develop at the

expense of the producer and the ultimate expense of the public.

2. Under an order, all dealers are placed on an equal basis insofar as the cost of milk is concerned. Thus efficiency of dealer plant operation becomes all important. The producer, of course, is interested in efficient markets, and so is the consumer.

3. The advantage of selling a cheap, poor grade milk disappears—and this type of competition, which is harmful to the public and ruinous to the producers of high grade, carefully inspected milk is removed.

4. The fair price which the farmer receives becomes related to the general economic situation, and is not subject to the effects of unusual local conditions which may, and at present are, requiring him to accept unfair prices for his milk.

5. The check-testing and auditing of dealers' records assure the producer that he gets what is due him. This is done without placing any burden on the handler in regard to accounting which he should not perform in the efficient operation of his business.

Now, why is the order necessary at this time?

There are approximately 16 dairies located in the city of Milwaukee and its immediate suburbs and in addition there are about 11 dairies located in or serving the proposed marketing area.

The great bulk of the fluid milk sold in the area is channeled to the handler dairies through the Cooperatives that are the petitioners for this order from the Secretary of Agriculture. The important exceptions to this general situation are the cases of, first, Golden Guernsey Cooperative which has a producer membership of about 400, and in the main processes and sells, at retail through its own routes and other outlets, the milk production of its own members.

Secondly, there are the cases of the Kewaskum Dairy located at Kewaskum, Wisconsin, about 45 miles north of Milwaukee, and the William Heinemann Creamery Company at Jackson, Wisconsin, about 28 miles north of Milwaukee. These two dairies, and their producers are not under the inspection of the Health Department of the City of Milwaukee. They do have permits from some of the adjoining suburbs.

This situation has developed in respect to the two dairies mentioned—it will be shown that they are buying milk from producers at

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slightly over the prices paid by cheese manufacturers and condenseries. This milk is brought to the city limits of the City of Milwaukee and is there sold at retail through dairy and general stores at less than the prices which Milwaukee handlers must obtain to stay in business.

The result of this development may be briefly outlined as follows:

1. Milwaukee and suburban handlers lose volume and are unable

to pay their producers a fair price for milk.

2. The producers, finding that they are not getting a price which will adequately compensate them for the cost of staying on the Milwaukee market have the choice of either: (A) accepting less than a reasonable price or (B) marketing their milk elsewhere.

3. The only "elsewhere" which is practical is the Chicago Market. For some months the Chicago blend price, with due consideration given to hauling allowances, has been substantially higher than that paid by Milwaukee handlers. This naturally makes it attractive for Milwaukee producers to go on the Chicago market. However, it must be conceded that Chicago presently has all of the milk it can handle, and that additional milk in any substantial amount will disrupt and adversely affect the Chicago markets.

Now, to be more specific, I think it is reasonable to say that the sale of this milk which does not meet the Milwaukee Health Department standards has increased in volume until its approximates twenty percent of the fluid milk volume in the Milwaukee area.

With the increase in volume of sales of the milk referred to above, there naturally has been a corresponding decrease in the sales volume of the Milwaukee inspected plants. This has a direct and adverse effect on the prices those plants can pay their producers for milk due to the lower proportion of Class I Milk.

It is clear that Chicago is the natural secondary market of the producers in the Milwaukee milk shed, and I firmly believe that unless a federal milk order is instated for the Milwaukee area, that there will be a substantial and alarming switch by the producers to the Chicago market. There will be disruption of the stability of both markets. From my knowledge of the producers in our own Cooperative, I feel that the one thing which has prevented this switch from already taking place is the earnest hope that the Secretary of Agriculture will see fit to establish such an order.

There is another possibility which may arise under the present circumstances. That is, the larger Milwaukee handlers may see fit to establish plants outside the City of Milwaukee and, obtaining the same type low cost milk already referred to, enter into active competition in the suburbs with the two dairies en-

gaged in that practice. Certainly this would cure none of the evils present and would only further disrupt the situation.

In addition to what I have already said, I believe that it is important to have the record show the situation in Milwaukee in regard to surplus milk. The Milwaukee area has practically no butter manufacturing and almost all surplus milk goes from the handlers to condenseries. If the situation is permitted to develop in Milwaukee along the present lines, it appears obvious that in addition to the adverse effect on the Chicago market, there will be a noticeable effect on condensery prices.

In the Milwaukee area prices paid producers by the major handlers have historically been arrived at monthly as the result of bargaining conferences between handlers and producer groups. The farmer and his representatives are rapidly finding themselves in a position where the other party to the bargaining conference though willing to pay a fair price for milk, has been so squeezed that he is unable to do so. In my judgment this situation can only be remedied by the stabilizing effect of a milk marketing order as envisioned by the Congress of the United States. In this way experience in other areas proves the producer will receive a fair price for his milk, the handler will receive a fair return and the general public benefits by an assured adequate supply of milk at a fair price, a price stabilized to the prevailing economic situation.

#### U. S. Department (Continued from page 4)

er volume of available supplies. Prices were generally  $\frac{1}{2}$  to 1 cent higher in the Midwest and East. West Coast prices were unchanged to 1 cent higher. Area differential were largely unchanged with price spread to shippers relatively more favorable on Eastern markets. November butter futures were about unchanged from close of 56.50 last week at 56.30 bid, 56.50 offered.

**Cheese:** Wisconsin primary cheese markets (Monday through Thursday) were steady to firm with most strength at end of period. Compared with previous week, prices on Longhorns were  $\frac{1}{4}$  cent higher. There was tendency toward higher prices on other styles. Good demand, in excess of light receipts, reduced assemblers trading stocks. Dwindling supplies in some instances were withdrawn from market or held for

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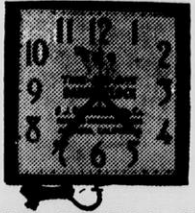


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higher prices. Short held cheese moved well at higher prices. Estimated U. S. production for week ending January 26 gained only fractionally over preceding week and was 7 percent below corresponding week last year. No purchases were made during week through February 1 on support program. On January 27, CCC sold 39,614 pounds grade B cheese at 33 cents, increasing total sales since January 1 to over 600,000 pounds.

At the Wisconsin Cheese Exchange, Friday, Feb. 3, 1950, trading tone firm. Wisconsin grades: Sales: 2 cars State Brand Single Daisies 33 $\frac{1}{4}$  first sale; 1 car State Brand Single Daisies 33 $\frac{1}{2}$  last sale; 1 car State Brand Colored Square Prints 33 $\frac{1}{2}$ . Bids unfilled: 5 cars State Brand White or Colored Cheddars 31 $\frac{1}{4}$ ; 1 car State Brand Colored Longhorns 33 $\frac{1}{2}$ . Offers uncovered: none. (These prices do not include assembling charges or other permissible allowances.)

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**Name Superintendents For 100th State Fair**

Superintendents for the open classes at the 100th annual Wisconsin State Fair, August 19-27, were announced today by Jack Reynolds, manager. The appointments are:

- Draft Horses — Rolland Ruby, Waukesha.
- Cattle — Fred Klussendorf, Pewaukee.
- Sheep — R. E. Fisher, Dept. of Agriculture, Madison.
- Swine — Charles Maas, Evansville.
- Poultry — C. Howard King, Dept. of Agriculture, Madison.
- Fur Show — Bud Trierweiler, Schofield.
- Dairy Goats — Clem Weiss, Waukesha.
- Horticulture — E. L. Chambers, Dept. of Agriculture, Madison.
- Dairy — H. J. Weavers, Dept. of Agriculture, Madison.
- Farm Crops — I. O. Hembre, College of Agriculture, Madison.
- Home Economics — Mrs. Fred Rust and Mrs. Milton Koegel, Milwaukee.
- Art Show — James Schwalback, University of Wisconsin, Madison.
- Bees and Honey — Wm. Waterman, Dept. of Agriculture, Madison.
- Speed — James Bryson, Darlington.
- Light Horse Show — J. Parish Lewis, Milwaukee.
- Junior Fair — W. M. Masterson, State Fair Park, Milwaukee.

Premiums totaling \$105,000 are being offered for the 100th anniversary fair, Reynolds announced. Many other special features are also being planned.

**Market Conditions At A Glance**

**Strengthening Factors:** USDA this month announced support levels for dairy products for the year ahead. To be carried out by means of purchase programs, the new support plan is designed to assure producers an average throughout the year of \$2.72 for milk of 3.5 percent butterfat content. For manufactured products prices should average approximately the same as for the year 1949.

\* \* \*

In spite of the fact that total storage stocks of butter on January 1 were very high, those held by the trade were 18 percent less than a year ago. Although government holdings were available for purchase by the trade, it appeared doubtful that much of the supply would be needed.

\* \* \*

January 1 storage holdings of cream, including both fluid and plastic, totaled only 12 million pounds. This compared with nearly 35 million pounds a year ago, a five-year average of 25.7 million.

\* \* \*

**Weakening Factors:** Milk production on United States farms during December was the largest of record for the month. Reported at 8.55 bil-

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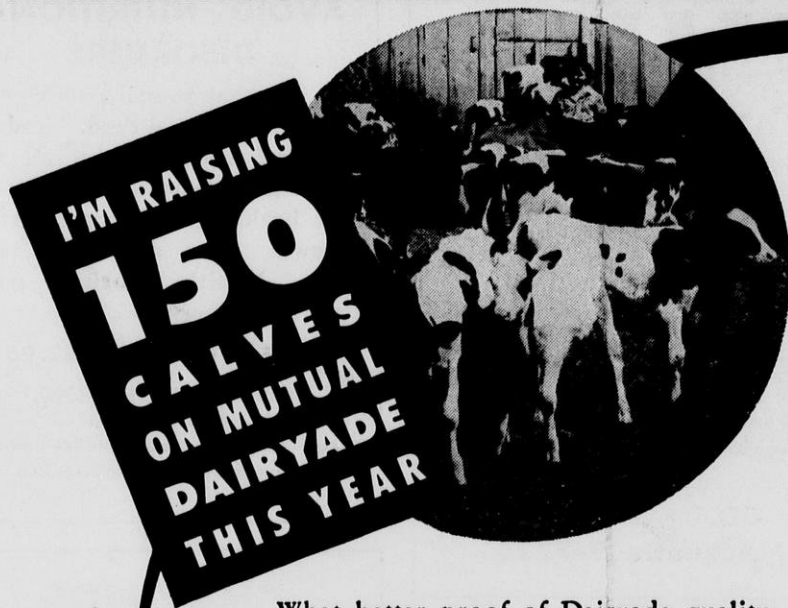
lion pounds, the total was 4 percent larger than a year ago, 5 percent above the ten-year average.

\* \* \*

Production of creamery butter continued to run well above last year. December output, estimated at



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93 million pounds, was more than 11 percent higher than a year ago and was the largest for the month since 1943.

\* \* \*

Production of milk per cow on January 1 averaged 14.67 pounds, 5 percent more than a year earlier and the largest of record for the date. Increased output per cow had more than offset the fewer number of cows on farms.

\* \* \*

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an increase of 3 or 4 percent in the number of grain-consuming animal units, the supply per unit is larger than in the record winter of 1948-49. — Dairy Products Marketing Assn.

# Milwaukee Milk Producer

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

Volume 23 — Number 3

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March, 1950



Mr. Charles F. Dineen, Secretary-Treasurer of The Dairy Council of Milwaukee, Dr. Henry T. Scott (speaker) and B. L. Blochowiak, Vice-president, discuss the Fifth Annual Report of your Council.



Mother has just poured 4 glasses of milk at the family table and the children are enjoying plenty of butter on their bread in this scene, which was a part of the shadow box presentation entitled, ON THE JOB FOR YOU.

Your Assistant Director and I enjoyed very much the privilege of being a part of your program at your annual meeting on March 9.

We hope that we may have more opportunities during the coming year to meet each one of you, our members, and to better acquaint you with what your Dairy Council is doing for you.

Elizabeth Sullivan,  
Your Dairy Council's Director.

## Highlights of Your Council's Fifth Annual Meeting

One hundred and seventy dairy-men attended your Council's Fifth Annual Dinner Meeting on Tuesday, February 28 at the Hotel Schroeder, and we were pleased to have with us on that occasion many of you, our producer members, and members of your families.

In the absence of Mr. Paul A. Pratt, Mr. B. L. Blochowiak, your Council's Vice-President, presided, extended his welcome and gave a very fine toast to the Dairy Cow. It was quite a picture to see 177 glasses of milk raised in toast to salute the almost life size replica of a Holstein cow, which held the center of interest on a pedestal back of the speakers' table. The cow seemed to enjoy the meeting, too, and was perfectly relaxed, since she rolled her eyes, swished her tail and — believe it or not — filled a glass bucket with milk while the meeting rolled on.

Mr. Milton Hult, President of National Dairy Council in Chicago, and

Mrs. Hult attended the meeting, and Mr. Hult gave a message of greetings from the National Dairy Council, with which your Council is affiliated.

A new way of telling our members the progress that your Dairy Council has made in the past year was used by combining slides and scenes portrayed in a shadow box in a 20 minute presentation entitled, ON THE JOB FOR YOU.

Dr. Henry T. Scott, Director of Biological Research at the Wisconsin Alumni Research Foundation in Madison, was our guest speaker. The subject of his address was "The Responsibility of The Dairy Industry for Public Health Education."

Your Council's Fifth Annual Meeting and the first five years of your Council's educational program are history now.

Mr. Hult, in his message, said: "We should look upon the educational program — that in the past five years has been developed by the Dairy Council of Milwaukee, as not only progress, but as the basis of the future years of progress for your Council.

## The Federal Hearing

Some comments on the hearing held on the proposed Milwaukee order by William O. Perdue follow: These statements made by Perdue who is general manager of Pure Milk Products, an organization of condensery producers principally appeared in the February issue of Pure Milk Products Press.

Because Mr. Perdue has attended many hearings on federal orders he is probably as competent to pass judgment as anyone who might be mentioned.

"The Milwaukee hearing was no different than the first hearing on most fluid milk markets. Almost invariably in a market as large as Milwaukee, most handlers try to confuse the issue and frequently their entire testimony is without factual information. Opponents nearly always direct their remarks to the press to gain consumer support. The Milwaukee hearing was no different along these lines.

(Continued on page 3)

# MILWAUKEE MILK PRODUCER

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THE MILWAUKEE CO-OPERATIVE  
MILK PRODUCERS

CHARLES F. DINEEN, Editor  
1633 North 13th Street

Division 4-5300 Milwaukee 5, Wis.

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Subscription .....\$1.00 Per Year

## Leveling Out Production

On another page, an article taken from the Dairy Products Marketing Association entitled "Ironing the Seasonal out of Milk Production" is printed. Because it treats with a problem that affects all milk producers, it may be worthwhile reading. A little long? Yes, but still worthwhile.

## On Milk Houses

Special circular 14 issued by University of Wisconsin, Extension Service, College of Agriculture, Madison, has to do with milk houses. If interested in a new milk house or remodeling an old one, study of this bulletin can be helpful.

## Washing Tanks

A rather low price can be quoted on milk house wash tanks if orders are pooled. This saving comes through quantity buying and shipping costs. Contact this office if interested.

## Live and Learn

Wisconsin Holstein breeders and the American Dairymen's Association of Wisconsin each held their annual meeting on February 21, although in different parts of the state. Many farmers who wished to attend both meetings had to choose between one or the other.

This year the Holstein Breeders announced through President Sam Stanchfield that the Holstein Fries-

ian Association of Wisconsin will hold its 1951 convention February 26-27 at Kenosha, Wisconsin. The officers elected with President Stanchfield are Thomas Webster, Vice-President and Mrs. Jack Reynolds, Secretary-treasurer.

## Annual Meeting Held March 9

The annual meeting held on March 9 at Jefferson Hall was poorly attended. Just why members do not turn out is hard to determine. The weather was not unfavorable and wheeling was good.

Some members feel that things are going along fairly well and there is no need for them to turn out to an annual meeting.

Resolutions adopted appear elsewhere in this issue. Read them carefully for they do have a bearing on your milk market.

Proposed federal milk marketing agreement was discussed at some length by the members. Mr. A. L. McWilliams, assistant manager of Pure Milk Association of Chicago was a guest speaker. Mr. McWilliams told in considerable detail about how a marketing order operates. He stated that a market administrator acts very much like an umpire in that he sees that the rules laid down and the conditions asked for in a hearing and approved by the Department of Agriculture, are lived up to by all handlers of milk. That payments are made to producers at the proper time, and in the case of producers who are not members of a cooperative which gives check testing service, that work is done by the market administrators force. This check testing is important for two reasons. One is that the producers get paid on the test of milk which they deliver, and another is that all dealers are paying for milk as they should rather than as they choose to.

Mr. McWilliams talked in a conversational tone and answered questions put to him by members in a way that cleared up some misunderstanding regarding the federal order.

Gordon Ruehle, head of the Wisconsin Branch of the American Dairy Association, gave a short talk on what the American Dairy Association is attempting to do, to promote the use of dairy products. He stressed the fact that more money is needed to carry on this work for imitation products seemed to have a vast sum of money for direct advertising and also for influencing people, who are in a position to mold public opinion.

Our members all know what happened, in Washington, when the oleomargarine bill came before Congress. Well heeled oleomargarine manufacturers were there with plenty of money to influence the opinion of Congressmen.

Miss Elizabeth Sullivan, director of the Dairy Council of Milwaukee, and her assistant, Miss Jane Comings, gave short addresses telling about the work the Council is doing. Miss Sullivan stressed the fact that the Dairy Council now starting in its fifth year of operation in Milwaukee, with a competent staff, good office and stockroom quarters, and the good-will of very many people who are in a position to meet many people who are leaders in the county and interested in diet and good health.

## Act Now

Congress is now considering the repeal of a number of Federal Excise Taxes. Write your United States Congressmen to work for and vote for the repeal of the Federal gasoline and lubricating oil taxes. These taxes should be repealed for the following reasons:

1. They are overlapping and discriminatory taxes.
2. They are levied on all gasoline and lubricating oil domestically consumed regardless of the users' ability to pay the taxes.
3. Gasoline and lubricating oil are not luxuries; they are indispensable as basic sources of power in carrying on agriculture, commercial and industrial activities.
4. The taxes increase the already high cost of motor transportation and of the staple commodities which are moved by motor transport.
5. They increase the operational costs of agriculture, and of the industry generally.
6. They increase the general cost of living.
7. Historically, the taxes are temporary ones, imposed to meet an emergency long since passed.
8. These taxes are an invasion of a field of taxation which properly belongs to the States, and impairs their most important source of income for highway purposes.

Your Congressmen and Senators want to know how you feel about repealing these taxes. Don't fail to let them know at once. URGE REPEAL!

**FEDERAL . . . from page 1**

Almost every person who opposed the issuance of an order for Milwaukee did so because he wants to buy milk from farmers at a cheaper rate than his competitors. A federal order would not permit this. Many claims were made about how the order would increase consumer prices. These claims cannot be supported by truthful information. The federal order does not and cannot fix the price for retail markets. The consumer price is not fixed by the order. The law under which orders are permitted prohibits the secretary from fixing consumer prices. The law provides only for the fixing of minimum prices to farmers. A great cry went up by many opponents about how a federal order would regiment and regulate the dairy farmers. A few farmers believed such unfounded statements and were misled to the extent that they came to Milwaukee to testify against an order. For the benefit of these farmers and all other farmers shipping milk to buyers in the proposed marketing area for Milwaukee, I repeat the statements that I made under oath:

1. Federal orders do not regulate the farmers.
2. Federal orders do not provide any form of penalty on a farmer milk producer as such.
3. Federal orders do not fix retail prices.

**Federal Orders Do:**

1. Regulate the buyer of milk.
2. Fix the minimum prices the buyer must pay the dairy farmer (the buyer may pay more but is forbidden to pay less than the minimum).
3. Provide for a uniform price among all handlers for milk from producers. Thus each buyer of milk starts competitively at the same price — the same minimum price to farmers. The main reason any handler of milk would oppose an order is because the order would make him pay a higher price to his producers or put him on an even competitive basis with other buyers of milk in a given area. An order would compel the buyers of milk to submit their books and records for examination by an agent of the farmers — the Federal Market Administrator. Most buyers oppose this provision of this order.

A federal order would compel the buyer of milk to pay the dairy farmer in accordance with the use the buyer made of the milk. Most buyers do not like this provision.

A federal order for Milwaukee

should result in farm prices more related to the Chicago prices for farmers and it should not be a lot different than it has been in the last several months. Therefore, any statement about higher prices to consumers is not supported by truthful information.

**Official Price Announcement**

**Chicago**

**For the Delivery Period**

**March 1-31, 1950**

**CLASS PRICES**

Hundredweight prices to be used in computation of value of Class I and Class II milk, Sec. 941.5:

- Class I Milk — (Basic Formula Price \$3.057 plus \$0.70) . . . \$3.757
- Class II Milk — (Basic Formula Price \$3.057 plus \$0.40) . . . 3.457

**Official Price Announcement**

**For the Delivery Period**

**February 1-28, 1950**

Hundredweight prices to be used in computation of value of milk by classes, Sec. 941.5:

- Class I milk — (Basic Formula Price \$3.063 plus \$.70) . . . \$3.763
- Class II milk — (Basic Formula Price \$3.063 plus \$.40) . . . 3.463
- Class III milk . . . . . 3.057
- Class IV milk . . . . . 3.057
- Blend Price Zone I . . . . . 3.50

**BUTTERFAT DIFFERENTIAL TO PRODUCERS PER HUNDREDWEIGHT**

(For each one tenth of one per cent of average butterfat content over or under 3.5 per cent) . . . . . \$0.074

The Basic Formula Price used in computing the prices of Class I milk and Class II milk was the butter-powder-price determined for the January 1950 delivery period . . . . . \$3.063

Federal Milk Market Administrator  
Chicago Illinois Marketing Area  
135 South LaSalle Street  
Chicago 3, Illinois

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**A New Development**

Dutchland Dairy, a big handler of Kewaskum milk, took over Milwaukee inspected milk from a Milwaukee dairy on March 9. Price of this gallon milk is two cents below the going price for Milwaukee inspected milk in the suburbs. Kewaskum reduced its price two cents lower than the Dutchland store and the war was on.

Cream prices are lower than the price charged for Milwaukee inspected cream also.

In order to get enough milk to supply the Dutchland store needs, the new supplier took milk from many loads coming to the city. It's a real rough game from all angles and it's not going to be better until a federal order is in operation in this market.

Kewaskum's other stores have cut prices and where price cutting will stop is anyone's guess. No one cares to lose business for costs go up as volume of sales decrease.

Courtesy is the quality that keeps a woman smiling when a departing guest stands holding the screen door open and letting in all the flies in the neighborhood.

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### Resolution No. 1

#### THE DAIRY COUNCIL OF MILWAUKEE

The Dairy Council of Milwaukee, organized as a unit of the National Dairy Council to promote health and human welfare through adequate use of milk and its products, has rounded out its fifth year.

Much good work has been done, but much more needs to be done, in order to induce people to use more milk and its products. To bring about this desired result, we ask the handlers of milk in the Milwaukee Metropolitan area to contribute one cent per each one hundred pounds of milk sold by them as fluid or Class I milk and we pledge ourselves to agree to a deduction of a like amount from our milk checks for the support of the Dairy Council of Milwaukee. Such monies to be turned over to the proper officers of that Dairy Council each month, not later than the 15th of the month following the last date of delivery.

### Resolution No. 2

#### THE AMERICAN DAIRY ASSOCIATION

The American Dairy Association is doing a good job of advertising milk and its products on state and national level. In order that this good program may continue, we ask the handlers of milk to deduct three cents per each hundred pounds of milk delivered in the month of June, 1950, from each producer's check and remit same to the American Dairy Association of Wisconsin.

### Resolution No. 3

#### PROPOSED HEALTH ORDINANCE

The City of Milwaukee is considering a new ordinance regulating the production, processing and handling of milk to be sold within its limits.

Some features of this ordinance to which we emphatically object are (1) a requirement that milk must be cooled to 55 degrees before it leaves the farm; (2) that four square feet of window light be required; (3) and that 500 cubic feet of air space per stanchion be provided.

(1) It is practically impossible to cool milk to 55 degrees without electric refrigeration. However, good milk of 60 degrees temperature can be delivered to the city from farms having an adequate supply of cold water. The small farmer should not be obliged to undergo a heavy expense if he is producing good milk.

(2) For from six to eight months of the year milking is done under artificial light. An all glass front in a barn would not change that situation.

(3) Cattle should not be crowded in a barn, but the required 500 cubic feet of airspace is too high.

### Resolution No. 4

We instruct our Board of Directors to oppose any attempt by the State Legislature to legalize the standardization of fluid milk offered for sale in this state.

### Resolution No. 5

#### OLEOMARGARINE

The Congress of the United States by its action in legalizing the manufacture and sale of oleo colored, flavored and packaged in imitation of butter,

and also the adding of a preservative to prevent it from becoming putrid, have dealt a body blow at the dairy industry.

Cowtowing to the immensely wealthy manufacturers of oleo, the Congress has overlooked the fact that row crops make for soil erosion which will eventually react on the city consumers as severely as on farmers. Oleo manufacturers, dealers and some consumers cry about the restrictions placed on oleo. They do not say however, that oleo manufacturers can legally use benzoate of soda as a preservative; glycerides to change melting point; bleach their natural greenish-gray product to a more desirable white; hydrogenate and clean up oils going into its manufacture; fortify its product with synthetic vitamins; use the drug diacetyl to correct and imitate flavor. Butter would be branded as adulterated if it was so treated.

We believe that our state legislature should refuse to amend the state law regulating the sale of oleo.

### Resolution No. 6

Excise taxes were levied as a war measure, are a nuisance and should be repealed.

We request our duly authorized officers to contact members of Congress and inform them that we believe all excise taxes on necessities of life be repealed.

## Chicago (Order 41) and Suburban Chicago (Order 69)

### Final Amendments Ready for Referendum

We have just received notice as we go to press that the Secretary of Agriculture has made his final decision on proposed amendments to our Federal Orders in Chicago and Suburban Chicago markets.

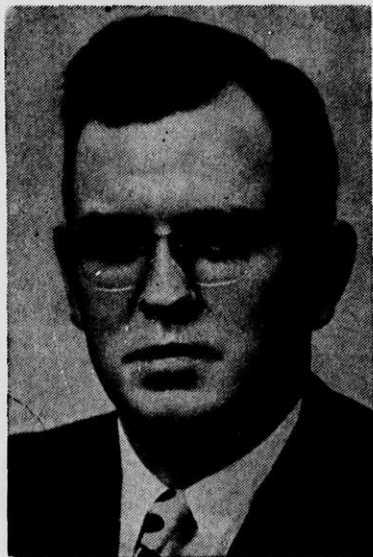
These amendments, which were discussed thoroughly at all of the District meetings, will have this effect:

1. Class IV price will be reduced about 13 cents per hundredweight.
2. The base price for Class I and Class II milk will be reduced about 12 cents, thereby reducing the blend by that amount.
3. The zone deduction for handlers and producers in the zones beyond 265 miles of Chicago will be 2c cwt instead of 1c.
4. Milk used for evaporating will be priced at the average price paid by the 18 condenseries named in the Order.

It is difficult for producers to consider reductions in milk income in these days of inflated prices but perhaps it is wiser to accept a reasonable adjustment now while the market is still sound than to be

forced to make a major adjustment later when market stresses may force more drastic action.

W. J. Swayer, President,  
Pure Milk.



Lyman D. McKee

### State Dairymen Name McKee ADA President

MADISON, Feb 22 — Lyman D. McKee, Madison, was elected president of the American Dairy Association of Wisconsin by the new board of directors at the organization's 12th annual meeting here Wednesday.

Other officers elected were: Homer C. Melvin, Glenbeulah, vice-president; Joseph Niemer, Plainfield, secretary; and Arthur F. Trebilcock, Madison, treasurer.

McKee, himself a farmer milking a large dairy herd, says: "The challenge facing Wisconsin dairy farmers and their industry is a greater investment in advertising, merchandising and research to sell dairy products. The American Dairy Association is the one organization set up to do this job. Farmers must give it complete support to build their markets."

He urged all Wisconsin dairymen to unite under the ADA banner in "facing the future with determination." In pointing the need for every farmer to do his part in the June ADA set-aside this year he said, "The time is now! Let's not wait until it is too late!"

In addition to the officers, the new board of directors representing every branch of dairying, as named by ADA delegates, includes: L. E. Kowitzke, Marion; Howard Carpenter, Ellsworth; Alvin Smith, Portage; M. H. Stauffacher, Monroe; O. R. Thompson, Rib Lake; Geo. W. Rup-

ple, Shawano; Geo. B. Page, Merrill; Otto Wirth, Antigo; Allen Fahland, Clam Falls; Wm. Groves, Lodi; Paul Pratt, Milwaukee; C. M. DeGolier, Deerfield; Wm. Barnes, New Lisbon.

Associate directors — Don McDowell, Madison, State Dept. of Agriculture; Prof. H. C. Jackson, Madison, Wis., College of Agriculture; Milo K. Swanton, Madison, Wis., Council of Agriculture Cooperative; Curtis Hatch, Dodgeville, Wis., Farm Bureau Federation; Wm. Seffern, Van Dyne, Wis., State Grange; K. W. Honess, Chippewa Falls, Farmers Educational & Co-op. Union of America.

### Ironing the Seasonal Out of Milk Production

Seasonal fluctuations in production of milk and milk prices bring many problems to the dairy farmer — problems of farm efficiency, utilization of resources, income, market needs and many others.

In meeting these problems a dairyman must first decide what seasonal distribution of milk production will return the greatest profit on his farm. Should he increase production in the fall when milk prices are high, or in the spring when costs are usually lowest? This question must be answered by each farmer according to his farm's resources and his market for milk.

To discover why these problems exist and to find ways to overcome them, 507 dairymen in the Boston milkshed recently were interviewed. The survey was one phase of a broader study conducted cooperatively by the Agricultural Experiment Stations of Massachusetts, New Hampshire and Vermont, the Boston Milk Market administrator, and the Bureau of Agricultural Economics. It was financed under the Research and Marketing Act.

In general, the farmers interviewed produced milk at highest rates in the spring and at lowest rates during the fall and winter, though production on many farms varied considerably from this pattern. Even on those which had highest rates in the spring and lowest rates in the fall, the extent to which production fluctuated from one season to the next differed widely.

Some of the differences in seasonal distribution of milk production result from differences in plans of farmers. But a majority of them probably are due to the inability of farmers to completely control production rates. Most of the farmers interviewed were not satisfied with

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**COMPANY**  
**Oconto Falls, Wis.**

the seasonal distribution of milk production on their farms.

Seasonal production control can be obtained by regulating the time when the dairy cows freshen and by controlling the feeding, housing and care of the animals. Farmers generally considered the time when cows freshen the most important factor. The study revealed that seasonal distribution of milk production depended considerably on the time when cows freshened.

Farmers interviewed controlled time of freshening on their farms to some extent in order to adjust milk production to their resources. Farms adapted to a more intensive type of operation had a larger-than-average proportion of fall freshening cows. Therefore, they produced milk on a more even seasonal basis. The farms on the best land and those nearest to market tended to operate more intensively and more of their cows freshened in the fall.

Specialized dairy farms had more fall-freshening cows than farms with other important sources of income. On the other hand, farms with better pasture feed for their cows had a somewhat larger than average share of spring freshening cows.

Several herd management practices appeared to be more closely related to time of year when cows freshened than did farm resources. One-eighth of the farmers interviewed allowed the bull to run with the cows during the pasture season. A large share of the freshenings on these farms occurred in early spring and milk production showed extremely wide seasonal fluctuation. Most of the farmers who had fall-freshening dairies were holding some of their cows until late in the year before breeding. Use of younger cows and heifers was another means for maintaining evenly distributed production. The age of cows in the fall-freshening dairies was much less than average.

A major reason why many farmers were unable to control their breeding programs was the widespread inability to detect cows in heat during the barn feeding season. Most of the farmers who turned their cows out daily in winter avoided this trouble, and those who attempted to control season of freshening had an unusually large share of fall freshening cows.

The most important reason for turning cows out in winter was for watering, however, and not to make it easier to detect animals in heat. Farmers who had watering cups in their barns were much less successful in obtaining fall freshening cows than those who turned cows out. Most of the larger farms were equipped with watering cups. Therefore, they had less success in breeding for fall freshening than smaller farms where the practice of turning cows out daily was more common.

Failure of cows to breed satisfactorily was not due to the time of year they were bred. This type of trouble also did not depend upon turning cows out or exercising them

in winter. Farmers who followed both practices had about the same amount of trouble breeding cows as other farmers.

Farmers who had Holsteins had considerably more trouble detecting cows in heat and also in breeding them than did farmers who had Guernsey or Jersey cows. Careful, systematic farm operators controlled their breeding programs more successfully than less capable managers.

Quality and type of feed also influenced materially rates of milk production during different months of the year. Farmers who fed good hay maintained fall milk production much better than those who fed poor hay. Also, farmers who fed their best hay during the first part of the barn-feeding season were better able to hold fall production at satisfactory levels than were those who fed their poorest hay first.

Feeding of silage during the winter helped to maintain milk production as did the use of substantial quantities of grain. Improved summer and fall pastures made considerable difference in the rates of milk production during the months of July and October. But there seemed to be little carry-over-effect from pasture after cows went onto barn feeding. Dairy herds that ran on poor, or unimproved pasture during the late summer dropped off in production rapidly after the June peak.

Farmers with good housing for the dairy herd were able to maintain milk production at a higher level during the winter than were farmers that provided poorer housing, even though herd freshening dates were the same.

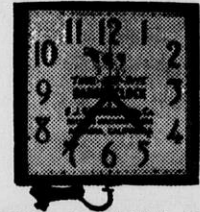
Younger dairy cows as well as those with higher rates of production produced milk on a more even seasonal basis than older cows.

Application of these findings should enable farmers to have a fair degree of control over their seasonal milk production problems.

D.M.P.A. News.

## Dairy Review

Just watching the flood of milk surging into the Chicago market gives a feeling of looking at a food-Niagara. During 1949 the total poundage in Chicago was 3,351,301,351. F. J. Knox, Director of Sales, not only has to know where that lacteal flood comes from and the outlets into which it flows, but every



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sales day of the year he has concern with the major part of it — that it gets where it is needed most and at a price consistent with market facts. That's enough milk, more than  $3\frac{1}{3}$  billion pounds, to warrant a lot of watching.

Just now the Sales Department trio, Mr. Knox and Harry Edwards and Jay Harris, are busy on the levies. They know that though milk production is already heavy, the crest of the flood is still well ahead.

When February began, the average dairy herd production on P.M.A. farms was 478 pounds. It was 461 pounds, 3.69 per cent less a year earlier. That is a continuation of the trend all through 1949. Total Chicago market production was up more than an eighth over the total during 1948. An eighth is a lot of milk, 382,014,581 million pounds.

—Pure Milk.

Milk production per cow on February 1 set a new record for the date. The daily average of 15.53 pounds per cow was 4 percent above the previous high for the date.

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**Market Conditions at a Glance**

**Strengthening Factors:**

Although purchases of creamery butter under the government support program during February were almost negligible USDA remained ready to absorb any surplus supplies that could not be moved into distributive channels.

\* \* \*

General predictions are that consumer incomes will remain at a high level especially during the first six months of the year. This might be expected to create a demand for dairy products at least as good as a year ago.

\* \* \*

During January reporters found the number of hired farm workers at the lowest level on record for the month. Total farm employment in the United States was down 1 percent from January of 1949.

\* \* \*

On February 1 storage holdings of cream including both fluid and plastic were down to 8.2 million pounds. The total was 65 percent below a year ago, 54 percent less than average for the date.

\* \* \*

**Weakening Factors:**

On U. S. farms milk production during January was the largest of record for the month. Totaling 9 billion pounds output was 4 percent greater than in January a year ago, 2 percent above the previous January record set in 1947.

Reserve supplies of creamery butter in cold storage warehouses on February 1 amounted to 104.6 million pounds, 5½ times as large as a year ago. Although nearly 89 million pounds was government-owned, much of this amount was available for purchase by the trade.

\* \* \*

Output from U. S. creameries during January was estimated this month at 101.5 million pounds, 9 percent more than in January of 1949. Indications were that production in the year ahead would be at least as large as last year.

**Farmers Now Reporting 1950 Planting Plans**

Another spring approaches and another crop season begins. Now farmers are filling out their intentions-to-plant reports for the Crop Reporting Service of the Wisconsin and United States Departments of Agriculture.

Nearly 6,000 Wisconsin farmers have been asked to cooperate in the nation-wide annual intentions-to-plant survey made by the Department of Agriculture. The survey is made early each March and the results are made public later in the month. It is intended to give farmers throughout the nation an idea of the trend in crop acreages for the coming crop season.

There is more than usual interest in this report this year. Both farmers and government officials are watching the results because of the rapid changes which have taken place in agricultural prices and pro-

duction during the past year. With surpluses from 1949 crops, the drop in the prices of grain and other crops, and the various allotment programs to take effect this year, crop acreages in 1950 probably will show many changes from 1949.



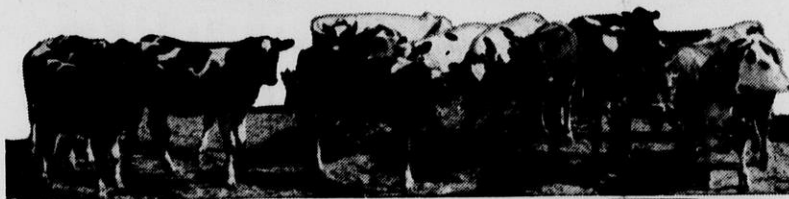
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DAIRY RESEARCH DIVISION

### Don't Be Alarmed Over Supply of Seed Grain

While Wisconsin seed grain this year needs careful testing for germination, there is no cause for alarm.

This is the message from Henry Lunz, in charge of the seed laboratory of the State Department of Agriculture. "Scare reports about seed grain shortages, he points out, are without foundation.

There is plenty of good seed grain available in the state, Lunz says. But it must be located soon in order

to be available at seeding time. Here is what you should do: Have the grain you plan to use for seed tested right away. If germination is poor, it may be that the grain in another bin will grow, as germination tests show up very spotty.

If your own grain proves unsuited for seed, contact your neighbors or your local seed dealer. But be sure that the seed has been tested. Also make sure that all seed grain is carefully cleaned to remove noxious weed seeds.

It's time to start looking for seed,

Lunz continued, but don't let anybody scare you into believing that there isn't going to be enough to go around. And don't pay exorbitant prices.

"Darling," she cooed, "I've just read that a man out West exchanged his wife for a horse. You wouldn't exchange me for a horse, would you?"

"Never," he replied dutifully. Then: "But I'd hate to have anyone tempt me with a good cow."

# Milwaukee Milk Producer

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MILWAUKEE CO-OPERATIVE MILK PRODUCERS

Volume 23 — Number 4

*"By Farmers . . . For Farmers"*

April, 1950

## Newsnotes From Your Dairy Council

### Dairy Council Plans to Meet Future Program Demands

March has been an unusually busy and interesting month for your Dairy Council . . . devoted to working with leaders in the health education field in schools, health departments and youth groups in our community . . . getting better acquainted with the ever-expanding health education curriculum that is planned for schools in this area for the school year 1950-51, and getting better acquainted with the plans for health education to be carried on by staffs of health departments and youth organizations during the next year.

All of these conferences will continue to help your Dairy Council to be of still greater service as a resource agency to these important opinion-forming groups when they need consultation services or educational materials, films and exhibits related to the following subjects: Health, Nutrition, Milk, Dairy Products, and Dairying.

### Other Groups Request Dairy Council Services

Personnel Division of Veteran's Administration Regional Office . . . Assistance in planning a nutrition education program to reach all of 900 employees.

Congress School PTA . . . Lecture to 40 members on the subject of

"Meals with { SENSE }  
{ CENTS } Appeal."

Sherman School Girl Scout Troop . . . Lecture to 25 Girl Scouts on the subject of "The Role of Milk in Cookery and Menu Planning."

Eighteen Girl Scout Troop Leaders . . . came in or called in to request instructional materials to help them teach the importance of milk in the diet, ways of using it in cookery, and proper care of it in the home.

Columbia Hospital, Milwaukee Hospital, Misericordia Hospital, and Milwaukee County General Hospital . . . dietitians and obstetrical supervisors selected pieces of

Dairy Council educational materials for use in instruction of expectant mothers in nutrition classes.

Miss Kathryn Ernstes, R.N., supervisor of pediatric department at Milwaukee County General Hospital . . . requested Dairy Council materials for instruction of student nurses in the pediatric department.

Miss Marguerite James, librarian in the School of Nursing at Columbia Hospital . . . requested certain pieces of Dairy Council literature for the library's reference shelves.

Miss Margaret Weisner, R.N., Milwaukee Athletic Club . . . ordered posters and certain pieces of material which will help her to "preach" the lesson of plenty of milk and good protective foods for good dental health to the employees at the club.

Dr. Ella Clark, professor of education, Marquette University . . . requested your Dairy Council to present a lecture and demonstration of visual aids made available by your Dairy Council to the 28 members of her graduate class in visual education.

Seventy-two showings of Dairy Council films during March . . . were also made possible through your investment in the Council's educational program.

Our staff's consultation services, our films, our exhibits, and our educational materials continue to fill needs indicated by the many requests and reports of success in their use.

It is a compliment to your foresight in the organization of your Dairy Council and an assurance that a job is being done to make secure the future's milk sales.

— Elizabeth Sullivan,  
Your Dairy Council's Director.

## 1950 Cattle Congress Dates Announced

Getting off to a flying start, Ed Estel, genial and efficient manager of the National Dairy Cattle Congress, has announced the opening of

(Continued on page 3)

## Milk Prices Higher Elsewhere

The retail price of standard milk for March in 24 large cities averaged 19.8 cents delivered to homes. Milwaukee, with a house delivered price of 16 cents and an out of store price of 47 cents per gallon, presents a different picture. Eleven and 7/10 cents per quart in gallon containers is pretty cheap milk when produced under the rigid inspection of the City of Milwaukee.

Milk not inspected by Milwaukee sells at from 41 to 47 cents per gallon. Farmers get cheese factory prices for that kind of milk, according to a letter in our files which was given our fieldman by a producer selling to Kewaskum Creameries.

Your board of directors did not like to take a reduction of ten cents per hundred for March milk. Competition in the market has brought about a bad situation. If milk was retailed at 19 cents per quart in Milwaukee, the price to the producer could be and would be much higher. How much milk could be sold at such a figure is another question.

## Holding Milk Checks May Prove Costly to Dairy Plant Patrons

Holding checks received from a dairy plant may prove costly to the producer, says Verlyn F. Sears, in charge of dairy plant security work for the State Department of Agriculture.

In several instances, he pointed out, some producers have not been able to participate in recoveries made from securities filed by the dairy plant because they had failed to cash their checks promptly.

Under the dairy plant security law, Sears said, only payments due and payable within 30 days of the date on which notice of default in producer payments was received by the Department of Agriculture, are protected.

To protect yourself, Sears added, cash all checks promptly. If the

(Continued on page 4)

## MILWAUKEE MILK PRODUCER

Owned and Published by  
THE MILWAUKEE CO-OPERATIVE  
MILK PRODUCERS

CHARLES F. DINEEN, Editor  
1633 North 13th Street

Division 4-5300 Milwaukee 5, Wis.

Vol. 23 April, 1950 No. 4

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Subscription . . . . . \$1.00 Per Year

### March Milk Price

The board of directors met the milk handlers in a price conference on the price of March milk on March 28. An attempt was made to get the price of March milk settled in February without success.

After an afternoon of bargaining, a settlement was agreed on. The price of Class I or fluid milk is down ten cents per hundred from the previous month or \$3.50 per hundredweight.

The price of milk sold in glass gallons outside of the City of Milwaukee was upped five cents per hundredweight and cream milk or Class II remains the same, namely 25 cents over the average condensery. All other milk at condensery average.

As noted in the March issue, Dutchland Stores, which were Kewaskum Creameries' biggest outlet, took on Milwaukee inspected milk from Golden Guernsey on March 9. Dutchland sells this Milwaukee inspected milk at 47 cents per gallon, the same price it charged for the Kewaskum product. The other Milwaukee dairies met the price, which means that Milwaukee inspected milk in gallons is one-half cent down or 23 cents per hundred pounds less than in February.

Premium or high fat milk is down one cent per quart since March 10. It's still two cents per quart above the price of regular milk. Whether there will be other price cuts remains to be seen. Milwaukee consumers are buying milk much cheaper than the average price charged in other cities.

### High Milk Production 1949

Preliminary reports indicate highest average milk production per cow in history during 1949. As a result, total output of milk on farms exceeded 118.3 billion pounds. This represents almost a three-billion-pound (2.5%) increase over 1948 milk production.

Unfortunately, fluid milk and cream sales scarcely "held the line" with 1948 sales and a lion's share of the additional three billion pounds of milk produced in 1949 went to the churn with the resulting butter being largely stored through government price support operations.

Only a united front merchandising program on a modernized 1950 basis can create the sales necessary to correct this situation.

### Federal Order Hearing Transcript

A copy of the testimony taken at the hearing held on a proposed federal order for the Milwaukee Milk Marketing Area came in about ten days ago.

This document of 1,300 typed pages is rather interesting, even to one who sat through every minute of the six-day hearing. The evidence disclosed that the people who opposed the order never did get around to show any good reason why an order would not be a good thing for the farmers producing milk for this market. Much of their talk was for the newspapers. Hidden away in a welter of words was the fear that they would have to pay a fair price for milk and pay on honest weights and tests. A few farmers were brought in on the last day to say that they did not want an order. That these farmers had no knowledge of how an order would affect them was evidenced in their testimony.

### Second American Royal Dairy Show Set

Preparations are in the making for the second annual American Royal Dairy Show in Kansas City, May 6-13.

This show, held in connection with the great American Royal Fat Stock Show, got off to a good start last year and promises to continue to grow as one of the leading spring shows in the entire nation.

### Sale of Yellow Colored Oleo Legalized

President Truman lost no time in putting his name on the bill that allowed oleo to be colored yellow in imitation of butter. The president couldn't wait until he got back to Washington to sign the bill which repeals the law taxing oleo. He signed this bill while on his vacation in Florida.

Of course, he was fulfilling a party pledge made during the last campaign. This pledge was a bid for support from the southern congressmen with whom he did not stand too well. Also to get the support of labor leaders who, of course, don't really want to eat oleo, but see a possibility of lowering the price of butter and all other dairy products because of competition of oleomargarine.

Wisconsin's representatives in Congress, with the exception of Zablocki of Milwaukee, voted right, but there were too many on the other side.

Both Senators McCarthy and Wiley worked hard to help the dairymen, and did get some amendments attached that may help to curb the sale of the imitation product. A letter to the senators and your congressman, thanking them for their efforts, is in order. The letter to Zablocki should be worded differently.

### Annual Meeting of the Board of Directors

Immediately following the annual membership meeting held at Jefferson Hall on March 9, the board of directors met as provided by the by-laws. Since the hour was late, the meeting was adjourned to March 29.

On that day the election of officers took place. Edwin Schmidt was elected president and Walter Ahlers vice-president. The board voted to have one person act as secretary and treasurer. Charles Dineen was then elected secretary-treasurer. The three officers constitute the executive committee as per vote of the board members. Albert Steinke was nominated to succeed himself on the board of directors of the Dairy Council of Milwaukee.

### Employment Service

A release issued by the Federal-State operated Employment Service offices appears in this issue. This statement is published at the request of Industrial Commission of Wisconsin and as a service to our members who may be interested in getting farm help.

## Farm Employment Services

An adequate farm placement service for all agricultural employers and for all farm workers seeking employment is provided by the Federal-State operated Employment Service offices.

In order to furnish such service, the Wisconsin State Employment Service offices are located in the 26 major cities in the state. Through the WSES Itinerant Service, trained WSES interviewers spend some time each week in all other state communities.

At least one trained farm representative, whose responsibility it is to select and refer qualified farm workers to meet the labor requirements of state farmers, is assigned to each office.

Workers are referred to job openings only on the basis of **qualifications**. The experience, training, marital status, age, etc., of the worker must meet the job specifications listed by the employer at the time he files his order with the WSES. **Only** if the worker's background matches the employer's requirements is a referral of the worker made to the job opening.

A clearance system is maintained by the WSES through which information on employers' orders and applicants can be exchanged between the 26 offices and, if necessary, between all State Employment Offices throughout the country.

If, for example, the office in which an employer files his order for a worker does not have any qualified workers available, the employer's order, with his consent, can be included on the State Inventory of Job Openings. This inventory is mailed bi-weekly to all of the other WSES offices in the state. These offices then attempt to recruit such workers. If necessary, this procedure can be extended nation-wide.

During 1949 the WSES placed 32,634 workers in agricultural employment. Included in this total were 29,234 seasonal workers and 3,400 year-around farm hands and couples. This year there are more qualified farm workers available than at any time since before the war.

All services offered by the WSES are provided without charge to either employer or worker.

Following are the names and locations of the local WSES offices:

| Name                                         | Address               | Telephone No. |
|----------------------------------------------|-----------------------|---------------|
| Appleton, City Hall                          |                       | 3-4451        |
| Ashland, 209 Vaughn Ave.                     |                       | 644           |
| Beaver Dam, 115 1/2 Front St.                |                       | 5529          |
| Beloit, 304 1/2 State St.                    |                       | 1877          |
| Eau Claire, 102-110 E. Grand Ave.            |                       | 5156          |
| Fond du Lac, 108 S. Main St.                 |                       | 885           |
| Green Bay, 206 Main St.                      | Adams                 | 3210          |
| Janesville, 203 E. Milwaukee St.             |                       | 3367          |
| Kenosha, 5510 7th Ave.                       |                       | 6156          |
| La Crosse, 206-216 Exchange Bldg.            |                       | 4300          |
| Lancaster, 106 S. Madison St., South         |                       | 188           |
| Madison, 208-210 Monona Ave.                 |                       | 6-8381        |
| Manitowoc, Safety Bldg., Cor. 9th & Jay Sts. |                       | 6672          |
| Marinette, 1825 1/2 Hall Ave.                |                       | 2-4454        |
| Milwaukee, Plankinton Bldg.                  | MA.                   | 8-7682        |
|                                              | 161 W. Wisconsin Ave. |               |
| Neenah-Menasha, 514 N. Commercial St.        |                       | 2-1517        |
| Oshkosh, 78 State St.                        | Stanley               | 1780          |
| Racine, 604 Sixth St.                        |                       | 2-1641        |
| Rhineland, 32A S. Brown St.                  |                       | 1306          |
| Sheboygan, 729 Center Ave.                   |                       | 5064          |
| Stevens Point, City Hall                     |                       | 2860          |
| Superior, 1007 Tower Ave.                    |                       | 6661          |
| Watertown, 103 S. First St.                  |                       | 2320          |
| Waukesha, 338 W. Main St.                    |                       | 3308          |
| Wausau, 142 1/2 W. Washington St.            |                       | 6579          |
| Wisconsin Rapids, City Hall                  |                       | 846           |

## Fall Calves Should Be Vaccinated Now

Fall dairy calves should be vaccinated for brucellosis (Bang's disease) before they are turned out into summer pasture.

This is the reminder from Dr. J. T. Schwab, chief of the livestock disease control division of the state department of agriculture, to all cattle owners who are making use of the state official calfhod vaccination plan.

Under the official calfhod vaccination program, calves must be vaccinated between the ages of 4 and 8 months, Schwab pointed out. If fall calves are not vaccinated before being turned out on summer pasture, they are likely to be missed and will be too old for official vaccination when they are brought back into the barn in the fall. All official vaccination must be done by an approved and accredited veterinarian.

Under the state program, free calfhod vaccination is provided by the department of agriculture in all townships which have filed a petition asking for this service. Petitions from 930 out of the state's 1,289 towns have been approved since the program started.

(Continued from page 1)

this show on Saturday, Sept. 30, with Holstein-Friesian cattle to be judged Thursday and Friday, Oct. 5 and 6.

To provide overflow space for the senior dairy show, tentative plans have been made to release Iowa 4-H Club entries Sunday night, holding only the winning groups, blue ribbon individuals, and club champions throughout the week.

## SHAVINGS

Better than straw and cheaper

Large load delivered

R. J. DEUEL

3053 North 46th St.

Tel. Custer 3-0752

Milwaukee 10, Wis.

## AVOID NUTRITIONAL DISORDERS

Be sure that your livestock get a complete Mineral Feed. Grade A Mineral Feed contains all the necessary elements so necessary for health, greater vigor, better growth, more meat, milk and eggs. Healthy stock is more profitable for you.

100 lbs.....\$3.95

FEED SUPPLIES, INC.

Grade "A" Feeds

West Allis — Saukville — Wales  
Germantown — Milwaukee

## Sanitation Chemicals

for farm  
and dairy use

For Sanitizing  
Milking Machines and  
Milk Utensils



PROGRESSIVE CHEMISTRY  
FOR A CENTURY

Manufactured by  
Pennsylvania  
Salt Manufacturing Company  
Philadelphia 7, Pa.

**tri CALF FOOD COSTS LESS**

25 POUND PAIL  
ONLY **\$3.95**

100 POUND DRUM  
**\$13.80**

**TRI ASSOCIATES INC.**  
8500 Pillsbury Ave. Minneapolis, Minn.  
TRI is available at the Milwaukee Coop. Milk Producers. Ask your hauler.

**NO SORE HANDS**

**DISINFECTAB**  
"AMMONIATED"  
TABLET IN WATER  
DEODORIZES  
DISINFECTS

No measure, mass or guess.  
SAVE up to 40% waste-error.  
Soft on hands... odorless  
**MEETS HEALTH LAWS**

Rinse pail, glass, dish, etc. 165  
No chlorine to rust tank. 8d.  
machines. Ideal public. 8d.  
toilet, plant, office, farm. **\$1.95**  
DEODORIZES with- at drug,  
out odor. Safe, lasts farm, dept.,  
3 time more. dairy, coop,  
resinator supply.

10 Gallon One Tab 100 PPM  
Send money with order  
**RESCO**  
808 E. Michigan Milwaukee 2, Wis.

**RESCO** 808 E. MICH. ST. F.O.S. Milwaukee  
MILWAUKEE 2, WIS. and 165 Bl. Disinfectab SET **\$5.00**

Disinfectab C.O.D. Attach &.... Send to Address Below

No. 143 Bl. 1.95 Name \_\_\_\_\_  
No. 450 Bl. 4.95 Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

12 Bls. No. 165 In Case \$3.00 If Check in Full — Postage Prepaid

(Continued from page 1)

check does not clear at the bank on which it was drawn, notify the Department of Agriculture immediately of the default.

Here is how the law reads (Section 100.05 (4): "No claims for the purchase price of any milk, cream or dairy products the value of which was due and payable more than 30 days prior to the date the first written notice of default is received by the department, nor claims covering transactions wherein the seller has granted to the licensee any voluntary extension of credit, shall be allowed or paid under this section."

**Words of Wisdom**

Art, like morality, consists in drawing the line somewhere.

You can't believe everything you hear, but you can repeat it.

When two men in a business always agree, one of them is unnecessary.

'Tis better to have loved and pay alimony than never to have loved at all.

**Milk Price for February**  
In Minneapolis and St. Paul

We are paying the following prices for milk handled during February:

- Grade A .....\$3.39
- Manufacturing 1 .... 2.99
- Manufacturing 2 .... 2.90

The important factors regarding our sales for the month are as follows:

Sales of fluid milk to distributors were 7.8%, or 1,824,000 pounds higher than for February of last year. The amount of milk manufactured in February was 21.8%, or over 2 million pounds more than in January. Much more of our Grade A milk had to go into manufactured products.

Total milk produced by our members was 9% greater than in the previous month and 2.4% more than in February of last year.

There is great concern over the markets for manufactured dairy products.

Less is going to private buyers and more is being taken by the government for support purposes. Dairy products purchased for support are being offered to both private and public institutions on practically a give-away basis, the taxpayers standing the loss.

There is greater concern over what will happen at the end of 13 months more when the present 15-month plan expires, and all manufacturers are becoming more interested in securing private outlets which will continue after the support period ends.

Returns for manufactured products remained about the same in February as in January, but Grade A prices dropped slightly because more milk had to be put into manufactured channels, giving us a lower return for that part.

We are paying 7.6 cents per point above or below 3.5%, and the uses made of milk during February were as follows:

|                    | Pounds     | %      |
|--------------------|------------|--------|
| Sold as Fluid ...  | 25,603,258 | 52.44  |
| Separated .....    | 21,973,727 | 45.01  |
| Other Manufactured |            |        |
| Milk Products ..   | 1,244,859  | 2.55   |
|                    | 48,821,844 | 100.00 |

—Twin Cities Milk Producers Bulletin.

**New Members Accepted**  
By the Board of Directors  
March 28, 1950

- Myrtle Kenney, R. 1, Hartland.
- Henry Kowalski, R. 1, Belgium.
- Will Gensrich, R. 2, Thiensville.
- Walter Peuschel, Thiensville.
- Walter Riemer, R. 2, Thiensville.
- Reinhold Gierach, R. 2, Cedarburg.
- Arthur Kieckhaefer, Thiensville.
- Geo. Fischer, R. 2, Cedarburg.
- Robert Kaufman, R. 1, Sullivan.

**Class Prices — Chicago Market**

For the Delivery Period  
March 1-31, 1950

Hundredweight prices to be used in computation of value of milk by classes, Sec. 941.5:

- Class I Milk (Basic Formula Price<sup>1</sup> \$3.057 plus \$.70) ....\$3.757
- Class II Milk (Basic Formula Price<sup>1</sup> \$3.057 plus \$.40) ....\$3.457
- Class III Milk .....\$2.910
- Class III Milk<sup>2</sup> .....\$2.910
- Class IV Milk .....\$2.799

<sup>1</sup>The "Basic Formula Price" used in computing the prices of Class I Milk and Class II Milk was the Butter-Powder-Price determined for the February 1-28, 1950, delivery period, \$3.057.

<sup>2</sup>Milk, the butterfat of which is used in condensed milk, evaporated milk or whole milk powder.

Butterfat Differential to Producers per Hundredweight (for each one-tenth of one percent of average butterfat content over or under 3.5 percent), \$.0072.

NOTE: Class prices for Class I Milk and Class II Milk were announced March 3, 1950, and are included with this announcement to provide on one report all prices applicable to March 1-31, 1950, delivery period.

**March 1-31, 1950, Price Data**

- Average Price Grade AA (93 score) Butter .....\$0.60087
- Average Price Grade A (92 score) Butter .....\$0.60076
- Average Price Cheese ....\$0.30206
- Average Price Non-fat Dry Milk Solids - Roller Process \$.1023; Average Price Non-fat Dry Milk Solids - Spray Process \$.1223—Average ..\$0.11230
- Condensery-Pay-Price computed to Sec. 941.5(b) (3) (i) .....\$2.910
- Butter-Cheese Formula Price computed pursuant to Sec. 941.5(b) (3) (ii) .....\$2.814
- Butter - Powder Formula Price computed pursuant to Sec. 941.5(b) (4) .....\$2.799
- Butterfat Differential to Producers computed pursuant to Sec. 941.8(c) ....\$0.072

A. W. Colebank,  
Market Administrator.

**TRUSTWORTHY**  
**QUALITY**  
**CREDIT**  
**KINDY**  
*Optical Co.*  
**KINDY OPTICAL CO.**  
**615 N. 3rd Street**      **MARquette 8-7225**

**Supplies**

To accommodate our members, we can supply milk cans, small top pails, strainers, stirring rods, filter pads of various sizes, milk stools, milk scales, strip cups, filter pad containers, cabinets for washing powder, disinfectants, brushes, steel sponges, etc. Various washing powders and disinfectants, fly sprays, sprayers, metal wash tanks, can racks, cover racks, water heaters, milk coolers, electric animal clippers, etc., are also available.

**The Waukesha Dairy Show**

Bigger and better was the proud claim made by promoters of the thirty-second annual dairy show, held at Waukesha last month.

Some of our members did very well in the show ring. Mr. and Mrs. John K. Smith, Menomonee Falls, really went to town. Premier breeders award which means that they were tops in animals of their own breeding was really something. Winning two firsts, five seconds, two thirds, and one fourth and one sixth in that big show proves that the Smith's showed good judgment when they stayed with "Transmission" breeding. Junior get-of-sire also went to Smiths. Along with good show type the Smith herd has good production records.

Baird Bros. took first place with Dairy Herd in strong competition. They also had first on bull, 2 and under 3 year, and Junior heifer calf. Premier Exhibitor prize and many other ribbons were won by Bairds.

Al Steinke and family were in the money in several classes as was Art

Cull. Frank Case led in several entries from Kyland Farms and took ribbons.

Roy Elbe took time off from the job of taking care of the Elbe's high producing herd to show some ribbon winners. The Woelfel Bros., good hard-working down to earth dairymen, took first on Produce of Dam, third on Senior Get-of-Sire, first on cow 2 years and under 3, and many other prizes.

The Jersey ribbons for the most part went to Ernst Fryda and son Robert. Oh yes, there was some competition, but Ernst, good cow man and good showman, was out there getting the blues and purples.

The Brown Swiss show was good. Willard Evans as usual rang the bell quite consistently. Competition was keener than at other shows.

Ed Prager gathered in some ribbons also. Evans got Senior Grand Champion Bull and also Junior Grand Champion, and that bull went on to win Grand Champion. Junior Champion Female and first on breeder's young herd also went to Evans.

The Klussendorfs and Ebles did very well in the hog show.

**Official Price Announcement**

**For the Delivery Period**  
**April 1-30, 1950**  
**Chicago Market**  
**Class Prices**

Hundredweight prices to be used in computation of value of Class I and Class II milk, Sec. 941.5:

Clip Cows Regularly With  
*Sunbeam*  
**STEWART**  
**CLIPMASTER**

**NEW**  
More Powerful  
Motor . . .  
25% greater  
speed



**CLIPS**  
Cows, Horses  
Mules, Dogs,  
faster, better

Clip your animals the fast, easy way with the new Sunbeam Stewart electric Clipmaster. It's the clipper with the quiet, 30% more powerful, air-cooled, ball-bearing motor inside the cool Easy-Grip handle. Has anti-friction tension control that assures perfect tension between blades and provides easy adjustment, \$32.50. Grooming brush, drill head, sheep shearing attachments give Clipmaster year-round use.

*Sunbeam* CORPORATION  
Dept. 57, 5600 W. Roosevelt Rd., Chicago 50, Ill.

**Use FACID for**

**Milkstone Removal**  
**Daily Cleaning**  
**Sanitization**  
**Storage of Milking**  
**Machine Rubbers**

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**SAVE**  
**Money and Elbow Grease**

**ENJOY**  
**Sparkling Cleanliness**

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**PROFIT**  
**With Grade A Milk**

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**FACID**  
**is available at**  
**Milw. Coop. Milk Producers**  
**1633 N. 13th St.**

**Mfg. by**  
**FALLS CHEMICAL PRODUCTS**  
**COMPANY**  
**Oconto Falls, Wis.**

Class I Milk (Basic Formula  
Price<sup>1</sup> \$2.910 plus \$0.70) . . . \$3.610  
Class II Milk (Basic Formula  
Price<sup>1</sup> \$2.910 plus \$0.40) . . . \$3.310

<sup>1</sup>The "Basic Formula Price" used in computing the prices of Class I Milk and Class II Milk was the Condensery-Pay-Price determined for the March, 1950, delivery period, \$2.910.

NOTE: A price announcement for all classes of milk and butterfat differential to producers for the delivery period April 1-30, 1950, will be released not later than May 5, 1950.

A. W. Colebank,  
Market Administrator.

**GET RID OF  
Milkstone  
THIS EASY WAY**

*3 Simple Steps*



**KLENZADE**

### Klenzade Farm Quality Program

Thousands of dairy farmers are saving time and money with this newer and better Klenzade Farm Quality Program: Klenzade Kleer-Mor for cleaning milking machines, separators, and utensils; Klenzade Nu-Kleen for removing and preventing milkstone and lime deposits; Klenzade X-4 for destroying bacteria and sanitizing all equipment. Simple, quick, effective, low cost. Get the facts now on dairyland's finest cleaning program . . . Klenzade. Ask your dealer or write:

**KLENZADE PRODUCTS, INC.**  
BELOIT, WISCONSIN

### Feed Prices Are Lower This Year

Wisconsin farmers are paying slightly less for dairy and poultry feed now than a year ago, according to the Crop Reporting Service of the Wisconsin and United States Departments of Agriculture.

A Wisconsin dairy ration cost the Wisconsin farmer an average of \$24.44 per thousand pounds, which was about one dollar less than in February of last year. Poultry ration costs averaged \$24.97 per thousand pounds. This was \$1.30 less than a year ago.

With prices received for milk in February slightly above a year earlier, and dairy ration costs somewhat lower, 100 pounds of milk would buy five percent more dairy ration than in February of last year.

Poultrymen, however, are not getting any great benefit out of the drop in feed costs because of the sharp drop in egg prices during the past year. Although feed costs are slightly lower, Wisconsin farmers found that 10 dozen eggs would only buy three-fourths as much poultry ration in February of this year as the same number of eggs would buy during February, 1949.

Read in the paper the other day that one of the advantages of being homely is that it keeps a person on his toes to prove he isn't as stupid and dumb as he looks.



**HOT WATER** when you want it

Clean up your dairy utensils the fast, thorough, easy way with the help of a Rite-Way electric water heater. Holds 10 gallons. Current goes on and off automatically. Insulated, non-pressure type. Just fill it up and plug it in. Requires only 18" x 18" floor space. Come in and see it today!


See us today about a NEW  
**RITE-WAY**  
ELECTRIC WATER HEATER  
and WASH-RINSE TANK

**SAVE TIME**  
with a convenient Rite-Way non-splash, wash-rinse tank. All metal, rust-proof zinc lining, electrically welded. Immediate delivery.

Available Through  
**MILWAUKEE CO-OPERATIVE MILK PRODUCERS**  
1633 North 13th Street  
Milwaukee 5, Wisconsin

# DUMORE

washes milk utensils CLEAN



Leaves No  
Soapy Film

Soapy dishwater often leaves a greasy film on dairy utensils in which milk-spoiling bacteria can hide. Guard against soapy film by washing utensils with DUMORE, a soapless cleaner made especially for dairy use. Vigorously attacks milk fat and stubborn dirt. Leaves no film or scale even in hard water. Rinses quickly, completely. Economical to use. Safe for hands as well as utensils. Ask your Hauler to bring you a supply.

**For disinfecting utensils use DIVERSOL**

**Here's How Methylene Blue Milk Test Works**

Most common of the bacteriological tests used by dairy plants is the "methylene blue" test, says H. J. Weavers, chief of the dairy division of the State Department of Agriculture.

Under Wisconsin's minimum milk standards, all dairy plants are required to run a bacteriological test twice each month on milk brought to the plant by every patron. The purpose is to measure the number of bacteria in the milk. Practically all dairy plants use the methylene blue test for this purpose.

Here is how the test works: After all of the patron's milk has been dumped in the weigh tank, a 10 cubic centimeter sample is taken and placed in a sterilized test tube. The sample is held in an ice bath at 40 degrees until the operator is ready to make the test. Then one cubic centimeter of a dye known as methylene blue is added to each sample and the tube placed in a water bath at 98 degrees.

This is the principle on which the test works: As bacteria grow they use up oxygen, just like plants or animals. When the oxygen in the milk is gone, the sample turns white. This is the end point of the test.

Samples are checked at regular periods and the milk graded by the length of time it takes for the milk to turn white. Under the Wisconsin standards, milk which is not decolorized in 5½ hours is graded No. 1. If it is not decolorized in 2½ hours it is graded No. 2. Milk that turns white in less than 2½ hours is undergrade. If a patron has four consecutive undergrade bacteriological tests he loses his market — until the conditions which cause the poor test are corrected.

**More Certified Seed Potatoes Available**

Certified Wisconsin seed potatoes are still available, but orders must be placed soon, says Elmer Peterson, marketing specialist in the State Department of Agriculture.

As the result of slight increase in the acreage certified in 1949, added storage facilities, and a late spring which has slowed up shipments, there is a little more certified seed in the hands of Wisconsin growers now than at the same time a year ago, he said. Seed stocks are expected to move out very rapidly from now on.

Wisconsin certified seed potatoes are packed in three grades, Peterson said. Potatoes for all grades must meet the same requirements for freedom from disease. The differences between grades are due mainly to grade defects, with more defects permitted in the lower grades.

The top grade is Badger State Brand, identified by a blue tag and packed in an official bag bearing the Badger State Brand. It is similar to the U. S. No. 1 grade.

The second grade, Wisconsin Red Tag Certified Seed Potatoes, is identified by a red tag. This grade may contain a slightly greater amount of mechanical defects and an unlimited amount of sunburn or green potatoes.

Green Tag, the third grade, has a rather liberal tolerance for grade defects, and it is suggested that the grower examine the seed before buying.

Peterson cautioned growers against buying seed potatoes represented as "one year removed from certification," or as "throwouts from certified seed." Potatoes so represented, he said, are definitely of unknown quality and often are not suitable for seed.

Growers who want a source of supply can get a list of certified seed potato growers from the Seed Certification Service, Department of Plant Pathology, College of Agriculture, Madison, or from their county agent.

*Would You Pay*  
**4 1/2**¢  
*to* **A DAY per Cow**

**Provide Proper Nutrition for Your Herd--**

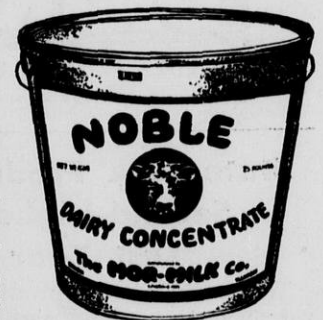
Modern science is accumulating evidence that better animal nutrition results in increased resistance to various diseases; and even increases the capacity of the animal to throw off some infections and cure itself through its own vital powers.

The scientific tests and demonstrations which have been conducted so far are not so complete and conclusive as to enable us to make the assertion that Noble Dairy Concentrate increases the capacity of a cow to combat mastitis. Hence we make no such positive claim. But you are entitled to have the facts before you so far as they have already been established. For this reason we describe the split herd experiment that was conducted on the farm of Clyde Curtis.

The cows on the north side of the barn were not fed Noble Dairy Concentrate. The untreated animals showed a high percentage of cows with Mastitis-infected milk throughout the test period. The south side of the barn was put on Noble Dairy Concentrate and dropped from 90% infection to 21% infection during the first eight months of the test period.

No other means were taken to combat Mastitis during this test, other than the adding of Noble Dairy Concentrate to the animals' feed

We invite you to try Noble Dairy Concentrate and see for yourself whether the improved nutrition of your herd will eliminate chronic mastitis. Remember, Noble Dairy Concentrate is sold exclusively as a special dietary supplement to improve the nutrition of your cattle. It is not sold as a patent medicine, and is not guaranteed to cure any disease whatsoever.



**Order A Pail Today From  
 Milwaukee Co-Operative Milk Producers**



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ORDER FROM YOUR MILK PLANT TODAY


**DAIRYADE**

Mutual

DEPENDABLE! FORTIFIED!

For Calf Feeding RESULTS... Feed

DEPENDABLE DAIRYADE for BETTER DAIRYING



**results**

**SPEAK LOUDER THAN WORDS!**

No matter how you look at it—right side up or upside down—when you're raising your own herd replacements, it's *results* that count! And feeding is one major control you have to get results. Thousands of dairymen from coast to coast put their faith in Dairyade for controlled feeding—and *results speak louder than words*. Millions of calves over the past quarter century have been fed Mutual Dairyade—a dependable, fortified food of proven quality. So why don't you start your baby calves *right* from the start with Dairyade—*results* speak louder than words... no matter how you look at it!


DEPENDABLE! FORTIFIED!

Mutual

**DAIRYADE**

ORDER FROM YOUR MILK PLANT TODAY

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**State Milk Production  
Second-Highest  
Last Year**

Wisconsin's milk production last year was the second highest on record but no increase in production is noted so far this year, according to the Crop Reporting Service of the Wisconsin and United States Departments of Agriculture.

More than 15½ billion pounds of milk were produced on Wisconsin farms during 1949. The record milk

production for the state was made in 1946. Livestock inventory figures in January showed that the state's milk cow numbers were the same as a year ago, but milk production for the first two months of 1950 averaged a little under that estimated for January and February of last year.

Milk production during February totaled 1,123,000,000 pounds on Wisconsin farms. This was less than one percent more than in February last year. The January production was slightly below a year earlier.

**TIME -  
HER -  
RITE**



... and program takes you ahead 10 years with machine milking. Times the operator. Eliminates mastitis. Saves the cow. Less stripping, less work, more milk in less time. 30 day money-back guarantee. \$12.50 postpaid.

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1250 Holly Arcadia, Calif.

**Look How Low  
Your Counts  
Can Go!**

230,000 to 2,000 . . . 27,000 to 562 . . . 200,000 to 1,020 . . . dramatic drops in counts reported by pleased dairy operators after dairy farmers began using **OAKITE CLEANER-SANITIZER**.

This combination detergent-quaternary ammonium compound cleans away milk films quickly, helps prevent milkstone, kills thermodurics and other bacteria, controls bacteria between milkings—**SIMULTANEOUSLY!** All you do is clean milking equipment with Oakite Cleaner-Sanitizer . . . hang units up . . . rinse before re-use! Order it through your milk hauler or dairy plant operator.

**OAKITE PRODUCTS, INC.**  
34E Thames Street, NEW YORK 6, N. Y.

**OAKITE** *Cleaning & Germicidal Materials*  
DAIRY RESEARCH DIVISION

Quantities of grain and concentrates fed to milk cows this winter have been at record-high levels, according to reports from Wisconsin dairy correspondents. Feed prices are about four percent lower than a year ago, and there is some improvement in the price of feed compared with the price received for milk.

The bride becomes a wife when she stops dropping her eyes and starts raising her voice. — Floyd R. Miller.

# Milwaukee Milk Producer

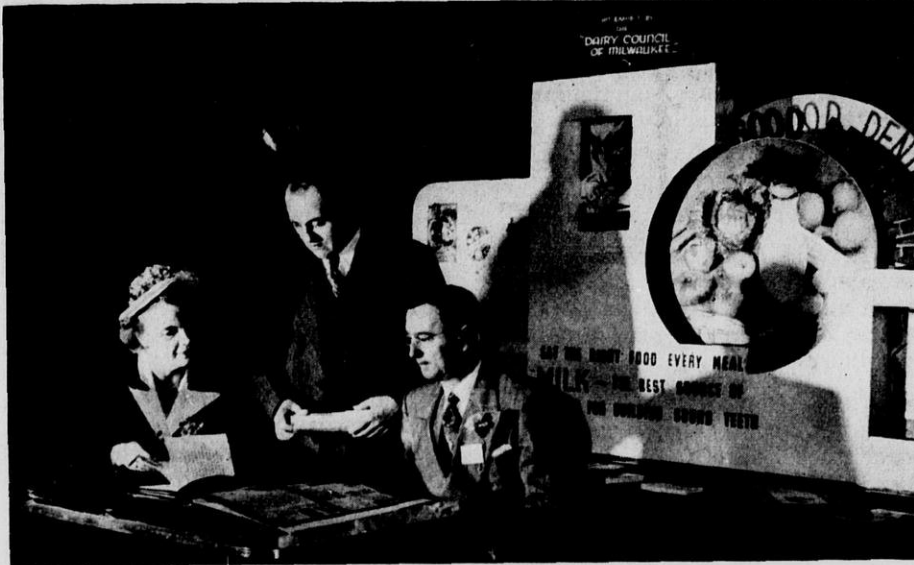
MILWAUKEE CO-OPERATIVE MILK PRODUCERS

Volume 23—Number 5

"By Farmers . . . For Farmers"

May, 1950

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MILWAUKEE



At your Dairy Council's exhibit booth, Miss Sullivan, your Council's director, discussed Dairy Council educational literature with Dr. H. F. Hahn of the Dental Division of the Milwaukee Health Department and Dr. Wm. J. Gartman of the Dental Division of the Veterans' Administration Out-Patient Dept.

## Newsnotes From Your Dairy Council

### Your Dairy Council Was ON HAND and Its Literature IN HAND at the Wisconsin State Dental Convention

A letter to your Dairy Council on November 25, 1949, from the chairman of the Public Health and Instruction Committee started our planning for the Dairy Council exhibit which is pictured above left.

"Dear Miss Sullivan:

"The 1950 Annual Meeting of the Wisconsin State Dental Society will be held at the Milwaukee Auditorium, April 11, 12 and 13. We would very much like to see the Dairy Council represented with an exhibit, including posters and literature, pointed somewhat to the dental angle if possible. The exhibit would be located in that portion of the Scientific and Health Exhibit Hall devoted to lay education, and we are in a position to provide almost any reasonable amount of space.

"As the committee will again meet on Tuesday, December 13, we would appreciate your advising our Executive Secretary, Mr. Kenneth F. Crane, 1233 Bankers Bldg., Mil-

waukee 2, Wisconsin, as to what can be done, before that time, so that he in turn can report to the committee. The space needed to house the exhibit should be stipulated.

"You may rest assured that we have appreciated your generous co-operation in the past and trust that we can again count on you next year.

"Sincerely yours,

"Wisconsin State Dental Society

"J. F. Baumgartner, D.D.S."

Following the arrival of this letter your Dairy Council accepted the dental association's invitation and made plans for our exhibit. Sketches and descriptions of it were submitted to the committee for publicity purposes.

During the three-day convention over two thousand dentists and many lay persons visited the exhibits in the main hall of the Milwaukee Auditorium. About one-third of the space in the hall was devoted to 74 commercial exhibits, and the rest of the space in the foreground of the hall was devoted to the Scientific and Health Exhibits which have been developed, during the past five years, through the

## Sign of Spring

Ruth Pregentek, who has been employed at the Milwaukee Cooperative Milk Producers since February, 1942, doing clerical and secretarial work, was married on April 22 at 9:00 a.m. o'clock at Our Lady, Queen of Peace Church, Milwaukee, by the Rev. J. Swierczynski to Joseph B. Rudnick, son of Peter and Catherine, of the Town of Maple Grove, Shawano County, where Joe's parents, sisters and brothers operate individual farms. Ruth is the only child of Mary Pregentek, 3025 S. 11th St., widow of the late Frank Pregentek. The happy couple left on a trip upstate and will have a more extended honeymoon later in the season. All of the employees and the Board of Directors extend their good wishes to the happy couple.

Ruth is known to a great many members through meeting them at the office and at the annual meetings of the organization, and we are happy that she will remain with us.

co-operation of the College of Dentistry at Marquette University and the Wisconsin State Dental Society.

Your Dairy Council's illuminated nutrition exhibit had for its center of interest a colored picture of all the foods (milk being spotlighted in the center) that contribute to good dental health. The theme of the exhibit was "Eat the Right Foods Every Meal—Milk is the best source of calcium for building sound teeth." This exhibit was one of six which Dr. Baumgartner's Public Health and Instruction Committee sponsored and arranged. Others which were located next or near your Dairy Council's exhibit were:

"The Dentist in Cancer Control"—State Board of Health.

"Public Health Exhibit"—American Dental Association.

"Audio-Visual Education in Navy Dentistry"—U. S. Naval Dental Corps.

"Vitamin House"—Miss Eleonora Schuman.

Veterans Administration—E. V. Millard, D.D.S.

(Continued on page 3)

## MILWAUKEE MILK PRODUCER

Owned and Published by  
THE MILWAUKEE CO-OPERATIVE  
MILK PRODUCERS

CHARLES F. DINEEN, Editor  
1633 North 13th Street  
Milwaukee 5, Wis.  
Division 4-5300

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### April Prices

No decision on the price of April milk was reached until May 1 due to the very unsettled conditions caused by Dutchland Dairy Stores selling Milwaukee inspected milk at the same price that they had charged for Kewaskum milk. The Dutchland price was met by other handlers of Milwaukee inspected milk as could be expected. Kewaskum price was lowered and Dutchland followed suit by going to 47 cents as did other stores, both in and out of the city who deliver in gallons and half-gallons.

A raise in price of three cents per gallon out of stores was announced for May 1 by some handlers, but at this writing on May 2 it is not known whether or not all stores did raise. In case the majority do not go up, the price will probably drop back to 47 cents and the home delivered price might go down to 15 cents per quart. It was this uncertain situation that caused the delay until May 1 for a meeting on April price.

Three dollars forty-five cents was agreed on for Class I milk, with milk going into cream at 25 cents over condensery, the milk sold to stores in glass gallon containers in the suburbs at 20 cents over condensery. Because condenseries are reluctant to take milk at any price, it was agreed that surplus milk would be priced at 10 cents under the average condensery price if diverted to a condensery but any milk that is used within the city for manufacturing purposes would be at condensery price.

### Surplus Milk A Burden

In spite of late spring, the milk supply is upping fast. What it would be like if we did not have a base plan can be guessed at by what is happening in other markets. Several large markets had little more than 48 percent of total receipts in Class I in March. Of course, the peak production won't be reached before the early part of June for with many herds there is always an up due to pasture, particularly if weather is favorable.

Surplus milk would not be a serious problem if there was a keen demand for it by manufacturers.

The cold fact is that no condensery cares to take milk and will only take our good Milwaukee milk at a price lower than is paid to regular producers.

With this picture before us, perhaps it would be a good idea to look over the herd. If there is a low producer or two that will soon be going down hill, "rouse mit 'em." The cow beef market is still very good.

### High Class I Price May Not Be Answer

That a high price for Class I or milk sold as fluid may not guarantee a high blend or average price is readily seen by comparison of different markets.

Chicago's Class I price for March was \$3.757 per hundred for milk testing 3.5 percent fat. The blend price in the 70-mile zone was \$3.39. Milwaukee Class I was \$3.50 and the blend was \$3.34 to \$3.40 with no producer penalized for overbase milk.

### Now There Are Ten

The number of handlers in the City of Milwaukee are steadily growing less. In recent months Emmer Bros. sold out. Dairy Distributors and Clover Lane merged, bringing the number of handlers down to ten.

If the stores that sell Golden Guernsey Milwaukee inspected milk just outside of the city limits continue to sell at a lower price than other Milwaukee inspected milk is sold at, someone is apt to get hurt.

A Federal Market Order would do much to right the situation.

### Big Nestles Plant At Burlington Closes

The Nestle Condensery at Burlington, one of the very old dairy establishments in the state, refused to take any surplus milk as of May 1 and notified all of its shippers to find other markets as it intended to close its plant down permanently as soon as producers found other outlets. It's rumored that by May 15 that plant will cease to operate.

Nestles also own a plant at Lodi, Wis., which is either closed now or will be closed shortly.

Because milk can be bought cheaper in other states for manufacturing purposes, condenseries will look to other states for their supply. There are rumors that other large condenseries in Wisconsin will close as Nestles have. This is not good news for farmers, for milk production per farm is higher than ever before, and all indications are that unless the weather conditions are unfavorable production will continue high.

The only solution now, it seems, would be that farmers cut their cost where they can, get rid of their poor cows, while the beef price is high, and make better use of feed and forage.

All condenseries complain that it is too much of a speculation to can milk and store it, for they see no chance of an increase in price now that the foreign demand has practically ceased.

### What Price Gallon Milk?

The city consumer can't grumble about the price of milk. Forty-five cents per gallon for milk produced and processed under Milwaukee inspection is the price asked in some stores. It may be sold lower before this item is printed and then it's possible that things will straighten out and improve. Some people say that the handlers should have met the cheap uninspected products price sometime ago. Maybe, but no one liked to take the dive and surely no one in the industry is getting any fun out of the present situation.

### Cool Milk Quickly To Avoid High Count

High bacteria count is often found due to no other cause but poor cooling of milk. It pays to get milk down below 60 degrees as soon as possible.

**Newsnotes**

(Continued from page 1)

"The Dental Office — Old and New."

Tooth Brushing Clinic — Marquette University School of Dental Hygiene.

Your Director attended your Council's exhibit during each of the three days, meeting and discussing, with the hundreds of dentists who visited the exhibit, the services and literature available to dentists in Milwaukee County which would help them teach to patients the values of plenty of milk and its products for good dental health.

More than 450 of the Dairy Council leaflet entitled "Food and Care for Good Dental Health" were given out as part of the instructions given to those who visited the "Eat This Way . . . Not This Way" exhibit which was displayed and attended by students in School of Dental Hygiene at Marquette University. These leaflets, carried away in the pockets and purses of visitors, stressed the message of "2 or more glasses of milk daily . . . for adults, and 3 or 4 or more glasses daily . . . for children . . . to drink, combined with other foods, in ice cream, in cheese."



Miss Jean Joslin, registered dental hygienist, is shown discussing "some good suggestions" for between-meal snacks (including milk) with one of the hundreds of dentists who visited her table clinic on dental health.

Miss Jean Joslin, who is employed as a dental hygienist in a practicing dentist's office in Milwaukee, had a novel and very educational table clinic demonstration entitled "Mr. Bealer, The Between-Mealer." The portrait of Mr. Bealer was a composite picture of all the snacks with which people too often "stuff themselves" between meals: candy bars, popcorn, gum drops, etc.

Miss Joslin suggested milk and dairy products as good between-meal foods and distributed Dairy Council leaflets to those who visited her table clinic so that they might know what to eat to avoid the nutrition deficiencies of "Mr. Bealer, The Between-Mealer."

The results of the planning of this kind of activity with a professional group such as the Wisconsin State Dental Association is immeasurable.

We believe that as a result of our participation in their convention exhibits that we have expanded our acquaintance with members of that profession and have a better understanding of their needs for our services in their respective dental health education programs, and in turn, more of that profession will be using Dairy Council services in the future. Beyond that, too, this activity will encourage a gain in that profession's appreciation for the contributions which you and your associates in the dairy industry have made and are making, through your Dairy Council, to the health and welfare of the communities within Milwaukee County.

In conclusion we quote from a letter dated April 14, 1950, from Kenneth F. Crane, Executive Secretary:

"On behalf of the Wisconsin State Dental Society we want to thank you for participating in the Public Health and Instruction Committee Exhibits at the Milwaukee Auditorium during our recent Annual Meeting. You may rest assured that your efforts were gratefully appreciated."

Elizabeth Sullivan,  
Your Dairy Council's Director.

**Fly Control**

Seems silly to talk about killing flies with the temperature near freezing or below as it has been during the last week of April.

But no doubt there will be flies buzzing around before too long, always were anyway. Good idea to kill them off before they get too strong.

D.D.T. is condemned by health authorities; did not do a very good job after the first year that it was freely used anyway.

Methoxychlor can be used as a spray on milk cows and is approved by the Food and Drug Administration.

The barber had cut him, nicked him and gashed him. "Give me a glass of water, please," gasped the victim.

"You aren't going to faint, I hope?" asked the barber in alarm.

"No," replied the victim. "I just want to see if my mouth still holds water."

**SHAVINGS**

Better than straw and cheaper  
Large load delivered

**R. J. DEUEL**

3053 North 46th St.  
Tel. CUster 3-0752  
Milwaukee 10, Wis.

**Grade A Feeds**

Are made with all the vitamins necessary to produce best results for more eggs, milk and meat.

Try them.

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West Allis - Saukville - Wales  
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**DAIRYMEN!**

Now KEEP

**MILKER RUBBER**

Clean and New

with

**RED SEAL LYCONS (LYE)**

**HARMLESS TO RUBBER**

Get FREE BOOKLET Here



**April, May, June and July are Base Months**

Amount of milk shipped in September, October, November and December, 1949, plus 40 percent, equals the amount any producer can ship in April, May, June and July without having overbase milk at manufactured price. Right now may be a good time to plan some extra pasture for the fall months if silage, either grass or hay, will not be available.

The pastures have a bad habit of getting short along in August, so it's good to have some other feed to help out.

**tri CALF FOOD COSTS LESS**

**25 POUND PAIL ONLY \$3.95**

**100 POUND DRUM \$13.80**

**TRI ASSOCIATES INC.**  
 8500 Pillsbury Ave. Minneapolis, Minn.  
 TRI is available at the Milwaukee Coop. Milk Producers. Ask your hauler.

NO SORE HANDS

**DISINFECTAB**  
 "AMMONIATED"  
 TABLET IN WATER  
 DEODORIZES  
 DISINFECTS

No measure, mess or guess.  
 SAVE up to 40% waste-error.  
 Soft on hands... odorless  
 MEETS HEALTH LAWS  
 Rinse pail, glass, dish, etc. 10¢  
 No chlorine to rust tank, 10¢  
 machines. Ideal public, 10¢  
 toilet, plant, office, farm, 10¢  
 DEODORIZES with-  
 out odor. Safe, lasts 3 time more. at drug,  
 farm, dept., dairy, coop,  
 janitor supply.

10-110-100  
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In Gallon One Tab 100 PPM  
 Send money with order  
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 804 E. Michigan  
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WESCO 804 E. MICH. ST. MILWAUKEE 2, WIS. Quarter Sprayer Wall Dispenser and 145 Btl. Disinfectab SET \$5.90

Disinfectab C.O.D.	Attach \$.... Send to Address Below
No. 145 Btl. 1.95	Name _____
No. 450 Btl. 4.95	Address _____
12 Btl. No. 145 in Case 23.40	City _____ Zone _____ State _____
	If Check in Full — Postage Prepaid

## Pricing Procedure Under Federal Orders

By H. L. FOREST  
 Assistant Director, Dairy Branch

In a carefully prepared paper H. L. Forest, Assistant Director, Dairy Branch, at the annual meeting of the Northeastern Dairy Conference, Washington, D. C., March 30, gave the history of Federal Orders and outlined the present policy of the United States Department of Agriculture.

His address in part follows:

"The return of crop surpluses and declining farm prices force many people to recall the economic position of the country in the early thirties and to wonder if we are again to find ourselves in the same situation. Congress, administrative agencies, farm organizations and farmers are all greatly concerned over the development of the best

possible farm program to protect the income of farmers. Distribution and marketing problems are of the greatest importance as agriculture finds it necessary to use every possible outlet for an abundant production.

"The Federal order program is an outgrowth of the efforts of farmers through their cooperatives to establish through their own efforts with favorable public reaction orderly marketing schemes. The economic depression nullified most of these voluntary efforts and they were incorporated into law. Little difficulty was experienced at first because everyone was in sympathy with any program to increase farm returns and so public interest coincided with farmers' interest. At present, increasing surpluses of milk and its products must be considered in fixing fluid milk prices. Restrictive devices which might have been contemplated as emergency measures during the early days of the program cannot be expected to be adopted both because they will not have public acceptance and because they cannot be a permanent answer.

"We must resolve now what the order program can be expected to do and expect it to do no more. When we make such an analysis we find that such a program by itself cannot give milk producers assurance of a price level higher than economic conditions at the time will warrant. The program, however, can be a means of correcting many of the disorderly marketing conditions which have been peculiar to fluid milk markets. The broader problems of the dairy industry, including the general level of all dairy prices, can be attacked only through a program that gives support to all dairy prices. Formulas for individual markets can recognize the local market economic conditions, but inevitably any continued depressed dairy price in any phase of the dairy industry will eventually force its effect on all other dairy prices."

## Time to Prepare To Fight Flies

A few warm days and the flies will be with us. Time to knock them out is when the first ones appear. D.D.T. is not recommended as a dairy barn spray. Methoxychlor and Lindane are considered safe and are probably more effective for fly control than D.D.T.

## New Members Accepted By the Board of Directors, May 1, 1950

Charles Bahr and Frank Schultz, Route 1, Sullivan.

Ellis Mules, Route 1, Sullivan.

Clarence Schmidt or Esther Schmidt, Route 1, Box 33, South Milwaukee.

Glen Rutz, Route 5, Box 351, Milwaukee.

## June is Dairy Month

On another page an article on promotion of dairy products appears. The cost of this promotion is to be paid for out of deductions from producers' accounts in June.

For many years a special effort has been made by the dairy industry to step up the use of dairy products in June. June, of course, is the month when more milk is produced than in any other month of the year, in most parts of this country. It's quite logical that greater sales efforts need be made to move this enormous production.

At your annual meeting a resolution was passed asking the handlers of milk to make a deduction of three cents per hundred pounds from each producer's account for the month of June and turn the money over to the American Dairy Association. This money, together with money turned over by producers in some 44 other states, is used for promotion as mentioned in the release from the American Dairy Association.

ADA hopes to take in \$1,600,000 this year. That is a lot of money but not so much compared with the amount spent by soft drink manufacturers (not to mention liquor ads), cigarettes, oleomargarine and other interests that compete for the consumer's dollar.

Yes, it will take something off our milk checks, but it's up to us to tell the public about how good dairy products are.

In most markets the deduction is one cent per pound of fat. Because we have spent money through our own Dairy Council to promote the use of milk, it seems that we are not out of line in having deductions of three cents instead of 3½ cents per hundred pounds.

**TRUSTWORTHY**  
**QUALITY!**  
**CREDIT**  
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**615 N. 3rd Street**      **MARquette 8-7225**

Clip Cows Regularly With  
*Sunbeam*  
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**CLIPMASTER**

**NEW**  
More Powerful  
Motor . . .  
25% greater  
speed



**CLIPS**  
Cows, Horses  
Mules, Dogs,  
faster, better

Clip your animals the fast, easy way with the new Sunbeam Stewart electric Clipmaster. It's the clipper with the quiet, 30% more powerful, air-cooled, ball-bearing motor inside the cool Easy-Grip handle. Has anti-friction tension control that assures perfect tension between blades and provides easy adjustment, \$32.50. Grooming brush, drill head, sheep shearing attachments give Clipmaster year-round use.

*Sunbeam* CORPORATION  
Dept. 57, 5600 W. Roosevelt Rd., Chicago 50, Ill.

**More Livestock on Farms, But the Value Is Lower**

Wisconsin farmers have more livestock on their farms than a year ago, according to the Crop Reporting Service of the Wisconsin and United States Departments of Agriculture. Although livestock numbers have increased, the total farm value of Wisconsin's livestock is about 10 percent lower than a year ago.

The annual livestock inventory made in January shows that Wisconsin has more cattle, hogs, sheep, chickens, and turkeys, but there are fewer horses. The increase in livestock numbers during 1949 was the first one following a general decline beginning at the close of the war.

In spite of more livestock on the state's farms, the total farm value of all livestock during January was nearly 85 million dollars less than the value estimated in January, 1949. This year the value of Wisconsin's livestock is placed at \$741,864,000 compared with \$826,813,000 a year ago. The total is more than \$260,000,000 above the 10-year average.

**Glass of Milk With Breakfast Aids Diet**

Science has added a glass of milk to that traditionally famous American breakfast of fruit, coffee and rolls.

It came about through research at the University of Nebraska where Dr. Ruth M. Leverton, Director of

Human Nutrition and Food Research, measured the nitrogen balance of 15 young women to determine whether more of the protein of the diet was retained when part of the day's supply was included with breakfast. For 18 days, 15 co-eds ate breakfasts of toast or roll, fruit, and black coffee. For another 18 days, milk, a complete protein food, was added to their morning menu.

Laboratory tests revealed that the body used protein more efficiently when milk was included in the breakfast. Because the body can't wait to pick up the protein missed at any one meal, each meal should include some animal protein food, such as milk.

Supporting the study, along with the University of Nebraska, was the dairy industry. The results show, stated Milton Hult, President of the National Dairy Council, Chicago, the importance of complete protein foods in the diet. They supply nourishment for young and old and are essential to growth and good health.

**State Ranks Near Top in Control of Livestock Disease**

Wisconsin ranks near the top in the nation's fight for the control of livestock diseases, according to Dr. J. T. Schwab, Chief of the Livestock Sanitation Division of the State Department of Agriculture. His state-

(Continued on page 6)

**Use FACID**

for

**Milkstone Removal**  
**Daily Cleaning**  
**Sanitization**  
**Storage of Milking**  
**Machine Rubbers**

**SAVE**

**Money and Elbow Grease**

**ENJOY**

**Sparkling Cleanliness**

**PROFIT**

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**FALLS CHEMICAL PRODUCTS**  
**COMPANY**  
**Oconto Falls, Wis.**

One quart FACID....\$ .85

One gallon FACID....\$2.25

Name .....

Address .....

Dairy ..... No. ....

THOUSANDS OF FARMERS  
Getting  
Bigger  
Milk Checks  
through **KLENZADE**



### FARM QUALITY PROGRAM

Klenzade cleaning methods reduce bacteria counts, remove and prevent milkstone, and destroy bacteria . . . a tested program used daily all over America. Cash in on this newer and better way of keeping your milking equipment sparkling clean, sweet, and sanitary. Less labor . . . better results . . . bigger milk checks. Ask your dealer for Klenzade Kleer-Mor, Klenzade Nu-Kleen, and Klenzade X-4 . . . dairyland's finest cleaning program. . . faster, safer, more economical.

FREE  
INSTRUCTIONS

**KLENZADE PRODUCTS, INC.**  
BELOIT, WISCONSIN

### Did It Ever Happen To You?

"When come the first warm days  
of spring

Northbound birds are heard to sing,  
Grass turns green and everything.  
Then the soft-eyed bossy cow,  
Making milk we know not how,  
Adds a gallon to her flow.  
Tests go down to three per cent —  
Hard to tell just why they went —  
(Testers have a heart of flint!!)  
Then Josh, and Jake, and Pete, and  
Dell,

Jack and Chet and all the rest  
Come into our place and yell  
'Hey, you fellows, what in 'ell  
Happened to my last month's test?'

"When come summer's sweltering  
days

Grass turns brown and brown it  
stays,  
Then the soft-eyed bossy cow,  
Making milk we know not how,  
Puts a wide crimp in her flow,  
Tests go up two, three or four,  
Five or six and even more.  
Seems as though we'd have a road  
But Josh and Jake, and Pete and  
Dell,

Jack and Chet and all the rest  
Don't come near our place and yell,  
'Hey, you fellows, what in 'ell  
Happened to my last month's  
test?'"

— Pure Milk.

Buy  
through your co-operative  
and Save

and

Use only the best cleaning equipment. We  
have it in stock at these special prices.

Rite-Way Electric Water Heater  
12 gallons of hot water, when **\$40**  
you want it, where you want it.

Rite-Way Double Compartment  
Wash Tank — Rugged heavy **\$30**  
gauge, hot dipped galvanized  
steel.

Available from

**Milwaukee Co-operative Milk  
Producers**

1633 N. 13th St.

Milwaukee 5, Wis.

### Control

(Continued from page 5)

ments are based on reports from the  
Bureau of Animal Industry, U. S.  
Department of Agriculture.

During the nine years since calf-  
hood vaccination was approved as  
one of the methods for the control  
of brucellosis (Bang's disease),  
Schwab said, 765,242 calves have  
been vaccinated in the state. This is  
a little more than 11 percent of the  
6,830,494 calves vaccinated in all of  
the 48 states and Puerto Rico dur-  
ing the same period. Wisconsin and  
New York combined have vaccinated  
one-fourth of all the calves vac-  
cinated in the nation.

Since herd testing for brucellosis  
was begun in 1934, Wisconsin has  
tested 8,080,643 head of cattle—  
about 8½ percent of all the cattle  
tested in the nation.

In testing for bovine tuberculosis,  
Schwab said, Wisconsin holds a top  
ranking. During February, 1950,  
the state tested 108,636 head. This  
is 12½ percent of all the cattle  
tested during this month in the  
United States, including Hawaii,  
Puerto Rico and the Virgin Islands.  
During the month one reactor was  
found for about each 3,000 head  
tested.

### Second Cheese Shipment Arrives

A second large shipment of cheese  
— 500 tons this time—arrived in  
Seattle, Sunday, Feb. 26, from New  
Zealand via British Columbia.

The first consignment of 750 tons  
arrived December 20 and was stored  
in the Port of Seattle's foreign trade  
zone at East Waterway Dock pend-  
ing rail shipment to Pocatello, Idaho.

The latest shipment, like the first,  
was brought to Seattle by the Puget  
Sound Freight Lines motor vessel F.  
E. Lovejoy from Vancouver, B. C.

The cheddar cheese reportedly  
was consigned to Kraft Foods Co.  
It was shipped from New Zealand  
to British Columbia on the Aorangi  
in both cases for transshipment here.

### On Checking My Hat

The wind has sent my old fedora  
flying,

And there upon the sidewalk it is  
lying.

Upon that very spot the wind will  
leave it

Until I'm bending over to retrieve it.

— Richard Wheeler.

## 30 Days in June! ADA Set-A-Side Booms In Nationwide Drive

**Industry Aims for Record \$1,600,000  
Goal; More Farmers, More  
Plants Than Ever Enlist  
for Campaign**

Thirty days in June — 30 days for the present and future prosperity of the dairy industry!

Thirty days in June — everybody, everywhere!

This is Dairy Month in June this year as an aroused industry takes fighting action in June to combat those twin industry bugaboos — declining prices and rising surpluses of dairy products.

The industry's embattled slogan — "Let's Sell Our Way to Success" — will ring out across the land in special rallies, meetings and straight man-to-man talk from border to border and coast to coast before and during the drive. Aroused to the need of determined action, the industry will mobilize pennies into mighty dollars for advertising, merchandising and salesmanship to stop depression by first insuring and then expanding markets for milk, butter, cream, cheese, ice cream, evaporated and dry milk and all dairy products.

### Record Goal in Sight

A new record is the goal — and the goal is in sight — in this drive for this year's nationwide, industry-wide advertising and merchandising set-aside through the American Dairy Association — one cent a pound butterfat or its milk equivalent paid by farmers in collections made by the plants to build a mighty sales-creating force for all the industry.

More plants and more dairy farmers than ever before are already lined up for the drive — well in advance of the beginning of June. Workers in the field are confident that they will be able to attain the record \$1,600,000 goal, and that this sum will become the best working fund the industry has ever had for broadening the markets for dairy foods.

Determination to reach this goal grows from the realization that this June is the final one when all states will be on the one month's basis. Owen M. Richards, ADA general manager, points out that the entire organization is keyed to this record job in June before turning to the

problem of year 'round set-asides which became nationwide ADA policy through unanimous action of industry and ADA representatives in extraordinary session in Chicago in March.

### June Is Challenge

"At that time," Richards said, "the industry recognized its needs for greater advertising and charged ADA with new responsibilities. A record June will mark our first acceptance of that charge. And with the completion of June we'll attack the year 'round challenge. While it looks now like six to eight states will be ready to begin year 'round set-asides by January 1, 1951, we are forgetting that possibility now while concentrating on June."

Richards emphasized that success of the June drive depends on wholehearted positive action by all branches of the industry.

"It's a challenge pinpointed to every one of us in the industry," he said, "for effective all-in-one action of dairy farmers, processors and distributors working together for the good of dairying everywhere in the nation."

And the goal is worthwhile, he said, as success in June means the greatest campaign ever for dairy products beginning in the fall.

Biggest butter drive in history of the industry is already in the making, he said, to join with other fall drives for cheese, evaporated milk and fluid milk.

### Major Advertising for Butter

The big butter drive, involving an unusual advertising-merchandising approach that will feature joint effort by four major advertisers in the food field, is scheduled for October-November.

"And this fall's Cheese Festival," Richards promised, "will be even bigger and better than last year's drive in which a united cheese industry working together on a single promotional idea made cheese selling history at retail levels. This year the cheese industry is aiming its selling efforts toward the new Cheese Festival next October to make the annual event a positive all-time record and a pattern for sales for the entire dairy industry."

So, with selling days ahead, the dairy industry moves forward. June is mobilization time. It's a mobilization of ADA Set-Aside pennies to do dollar-action-advertising in the industry's march of progress to prosperity.



**FLO-TRON**, the amazing new soapless cleaner made especially for dairy farm use, is bringing new benefits to dairy farmers and their families. No wonder!—it cleans milking equipment to a scrub-brush-sparkle in a swish-swish jiffy! You don't even need to dismantle milking machines, because Flo-tron lifts the dirt, fat and slime and floats it away. No film—no milk-stone build-up. Effectively reduces bacteria counts. Works equally well in any water, hard or soft. Ideal for dishes, clothes and painted surfaces, too. Get Flo-tron from your hauler, dairy service man or dealer. Ask for:

# FLO-TRON

### TYKOR PRODUCTS

Chicago, Illinois      New York, N. Y.

Also available: — RIN-KLOR 50 for sanitizing—KO-BRITE for milk-stone removal and alternate cleaning.

## Overbase Milk A Big Problem

Overbase milk when shipped to a fluid market is about as desirable as a mother-in-law would be to take along on a honeymoon. It's not needed and no one knows what can be done with it. Any producer who can divert his overbase milk to a cheese factory or other country plant would be ahead to do so. In many localities there are no country plants to which milk could be diverted.

Why is there more milk per farm now than in November and December? Cows not freshening at the right time must be the answer. There is no pasture and grain is not much cheaper.

Could be that we producers for a fluid market ought to change our methods so that the supply levels out better.



Would YOU Pay  
 to **4<sup>1</sup>/<sub>2</sub>** \$ A DAY  
 per Cow

## Provide Proper Nutrition for Your Herd--

Modern science is accumulating evidence that better animal nutrition results in increased resistance to various diseases; and even increases the capacity of the animal to throw off some infections and cure itself through its own vital powers.

The scientific tests and demonstrations which have been conducted so far are not so complete and conclusive as to enable us to make the assertion that Noble Dairy Concentrate increases the capacity of a cow to combat mastitis. Hence we make no such positive claim. But you are entitled to have the facts before you so far as they have already been established. For this reason we describe the split herd experiment that was conducted on the farm of Clyde Curtis.

The cows on the north side of the barn were not fed Noble Dairy Concentrate. The untreated animals showed a high percentage of cows with Mastitis-infected milk throughout the test period. The south side of the barn was put on Noble Dairy Concentrate and dropped from 90% infection to 21% infection during the first eight months of the test period.

No other means were taken to combat Mastitis during this test, other than the adding of Noble Dairy Concentrate to the animals' feed

We invite you to try Noble Dairy Concentrate and see for yourself whether the improved nutrition of your herd will eliminate chronic mastitis. Remember, Noble Dairy Concentrate is sold exclusively as a special dietary supplement to improve the nutrition of your cattle. It is not sold as a patent medicine, and is not guaranteed to cure any disease whatsoever.



**Order A Pail Today From  
 Milwaukee Co-Operative Milk Producers**

### YOU GET

- cleaner milk
- lower bug counts

### YOU AVOID

- tedious brushing
- damaged equipment

when you use

### OAKITE COMPOUND NO. 36

to remove milkstone

**M**ILDLY acidic Oakite Compound No. 36 safely dissolves the minerals present in milkstone and burned-on milk films. Actually breaks the grip of protein and fat films so they are easily removed by water rinse. Specially designed for the job, Oakite Compound No. 36 works fast . . . leaves equipment clean . . . assures greater efficiency for less of your sterilizing compound. Extremely economical: only small amounts needed for thorough cleaning.

FREE booklet F-3873 tells about circulating and immersion methods for removing milkstone with Oakite Compound No. 36. Send for your copy, today.

**OAKITE PRODUCTS, INC.**

34E Thames Street, NEW YORK 6, N. Y.

**OAKITE** *Cleaning & Germicidal Materials*  
 DAIRY RESEARCH DIVISION

## Daily Average Pounds Received and Manner of Utilization; March, 1950

George Gutmann, Milk Auditor, Wisconsin Department of Agriculture, reports average daily receipts of milk for March of 945,798 pounds.

Criticized and overbase milk amounted to 14,236 pounds daily average (only one company held producers to a base in March).

Fluid sales averaged 675,376 pounds daily and milk for cream use 137,512 pounds per day. There was an average of 118,683 pounds of surplus or manufactured milk per day.

Number of producers 2,673, which was 8 more than the previous month but 64 less than in March, 1949. Daily production per farm was 354 pounds compared with an average daily production for March, 1949, of 347 pounds.

# Milwaukee Milk Producer

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

Volume 23—Number 6

*"By Farmers . . . For Farmers"*

June, 1950

## Newsnotes From Your Dairy Council

### June Radio, TV and News Stories Salute Dairy Month

Your industry, its success story of production, processing and distribution of dairy products is being told this month by radio, television and the press.

As you know, the month of June is set aside each year as NATIONAL DAIRY MONTH, a period in which the health and life-giving values of milk and dairy products are emphasized, because June is the month when Nature's bounty is most abundant and our dairy herds achieve their greatest and best production.

During this month your Dairy Council is calling on key people in the radio, television and newspaper fields to pay tribute to the dairy industry and its products.

As salutes to NATIONAL DAIRY MONTH, the following activities have been arranged by your Dairy Council:

- ... Your Dairy Council's Director was interviewed by Helen Day on her show on Station WMAW at 10:00 A.M. on Monday, June 5.
- ... Your Dairy Council's Assistant Director and two students from Franklin School in West Allis will be interviewed on Miss Day's radio program on WMAW on Friday, June 16, at 10:00 A.M. The story will be told of the splendid growth and development of one white rat and the poor rate of growth of another white rat which have been the center of interest in a Franklin School classroom feeding project during the past seven weeks. This rat feeding demonstration has pointed out that **milk made the difference** in the growth and development story. The poor rat which has no milk in his diet is the loser, of course. The two children's interpretation of the project will show in a very "telling" manner the enthusiasm which the children, their teachers and parents have for these rat feeding projects which are offered to schools, and sponsored and guided by your Dairy Council.

... Charles F. Dineen, Secretary-Treasurer, and B. L. Blochowiak, Vice-President of your Council's Board of Directors, will be interviewed on Helen Day's show at 10:00 A.M. on Friday, June 23, over WMAW.

TUNE IN **WMAW** (1250 on your dial)

... Paul A. Pratt, President of your Dairy Council's Board of Directors, will be interviewed by Ann Leslie of WISN on her Thursday, June 15, show at 4:00 P.M.

TUNE IN **WISN** (1150 on your dial)

... Your Dairy Council's Director will be introduced to WTMJ-TV viewers on the Gimbel Brothers show at 2:30 P.M. on Wednesday, June 14, when Pat McCarrie will interview her and "talk dairy products and good marketing" with her on the "TV SHOPPER" show.

... Your Dairy Council's Director will appear again on a WTMJ-TV show on Tuesday, June 20, at 4:30 P.M. at which time Peg Allen and Norma of Schusters' FEMININE VIEWPOINT program will discuss the dairy cow, the queen of Dairyland U.S.A., and all of her products.

... And, last but not least, five radio stations . . . WISN, WEMP, WFOX, WMIL and WEXT will be using Dairy Month spot announcements during their daily schedules this month.

ALL OF THIS VALUABLE RADIO AND TELEVISION TIME HAS BEEN GIVEN FREE OF CHARGE TO YOUR DAIRY COUNCIL TO PAY TRIBUTE TO YOU, THE MEMBERS OF THE DAIRY INDUSTRY, AND TO THE BEST OF FOODS, MILK AND DAIRY PRODUCTS.

Elizabeth Sullivan,  
Your Dairy Council's Director.

### A Total of Two

If it's not too late to mention it I'd like to say that the census-taker counted my wife and myself, along with many others. It turned out as we had always suspected—there were two of us.

—Exchange.

## Weekly Dairy Markets Review

For Period June 5 - June 9, 1950

**BUTTER:** Butter market held about steady during the week ending June 9, with prices in terminal centers largely unchanged. The support program was the principal factor in maintaining the price level. There was no change in the wholesale selling prices of medium and top grades at midwestern and eastern markets but some irregularity in 89 score developed at Chicago with the close on this grade unchanged to 1/2c higher. West coast values weakened slightly with 92 score unchanged to 1/2c lower and 90sc. one cent lower. Supplies increased this week under heavy creamery output. Milk flow is close to the seasonal high of the year and diversion to churns continues liberal. Production during the week ending June 1 was estimated (BAE) at 38,250,000 pounds, an increase of 6% over the previous week, 4% under last year and 8% over the five year average. Purchases of butter by CCC on the support program since the 1st of the year through June 7, amount to 62,262,131 pounds.

**CHEESE:** Terminal American cheese markets were about steady on fodder cheese and steady to firm on grass cheese. Prices generally unchanged. Supplies were ample to excessive. Demand ranged from fair to good with most interest in small styles.

**FLUID MILK:** Fluid milk market was about steady. Indications are production peak has been reached in the New York and north-east areas, passed in the southern areas with seasonal declines slow. Midwest and Pacific coast areas report seasonal increases and favorable production conditions current supplies continued in excess of an improved class I demand. Surpluses were again diverted to manufacturing channels on a more or less liberal scale.

## MILWAUKEE MILK PRODUCER

Owned and Published by  
THE MILWAUKEE CO-OPERATIVE  
MILK PRODUCERS

CHARLES F. DINEEN, Editor  
1633 North 13th Street  
Milwaukee 5, Wis.  
Division 4-5300

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## May and June Prices

The May milk prices are on the same basis as were April. Blend prices are somewhat lower than in April, due in part to a slight up in production and a lower price paid by condenseries on which cream milk, suburban milk, manufactured and excess milk are based.

The high production which we expect in the last half of May did not show up this year. Probably because of a cold, dry spring and also because many farmers are lined up to produce more milk in the fall months.

June production is not going too strong either and for the same reasons. Looks like June 10 or thereabouts will be the high day. A soaking rain right now could change the picture. (This is written on June 7.)

June prices are the same as May except that gallon milk sold to stores only in glass containers is forty cents over condensery average. This new classification will not change the blend price materially, in fact in the case of some dealers, the amount sold is so small, that the blend price will not be affected.

The blend for May varied from \$3.23 to \$3.30 for companies allowing 40% over base. A company that holds producers to 10% over base paid a higher blend price. The June blend may be somewhat lower due to more surplus milk than in May.

## Recommended Decision On Proposed Marketing Order Received

On Saturday, June 17, a notice of recommended decision on a marketing order for this market was received. Two weeks are allowed to file exceptions to this recommended decision, after which producers will be given an opportunity to vote on acceptance of the order.

The Secretary of Agriculture will determine whether a Cooperative's Board of Directors may vote for its members.

Not too many changes from the proposed order are shown in the recommended decision, except that the premium over manufactured milk for Class I and Class II is changed from the proposed schedule. The proposal suggested that for the first eight months of each year the premium over manufactured milk for Class I and Class II milk would be sixty cents per hundred and for the last four months eighty cents per hundred. The recommended decision sets forty-six cents over manufactured for May and June; eighty-six cents for August, September, October and November and sixty-six cents over for all other months. The fat differential is changed from a suggested four cents down and five cents up from 3.5% fat to a differential set on the price of 92 score butter Chicago plus 20% divided by 10% which would mean that when butter is 60 cents per pound the differential would be 7.2 cents per point and of course, would vary from that as the price of butter varies. The base plan is included as was proposed at the hearing and a rather hurried survey would indicate that there are no other material changes.

## New Ideas on Irradication of Bang's Disease

Under date of June 16, a letter and a news release was received from D. M. McDowell, Director State Department of Agriculture. Mr. McDowell points out that the release carries suggested changes in the Bang's Disease Control Law as submitted to the legislative council. The objective was "to aid Wisconsin dairy farmers in meeting future sanitation requirements of out-of-state milk markets."

This proposal is a rather direct result of Health Commissioner Bundesen of the Chicago Board of Health statement that within five years all

herds from which milk is shipped to Chicago must be certified free from Bang's disease. The release follows:

### Bangs Disease Control A Quality Measure

D. N. McDowell, Director of the State Department of Agriculture, recently submitted to the members of the Agriculture Committee of the Legislative Council a written summary of a Bang's Disease Control Report. In submitting the summary to the committee for its consideration, he said that "if we are to maintain and expand our out-of-state milk markets, all efforts must be directed to a proper disease control plan."

The value of the Wisconsin milk which annually goes to the Chicago milk market alone is 71¾ million dollars, McDowell reported. He referred to a recent statement of Dr. H. E. Bundesen of the Chicago Health Department that by 1955 all fluid milk going on the Chicago market must be from Bang's free herds. The report also pointed out that this is the trend for other out-of-state fluid markets and for milk used for manufacturing purposes.

McDowell reported to the members that the plan was devised by scientific men who are now engaged in control measures and in a study of the disease. The report was designed to prepare the Wisconsin dairy industry for the need to qualify for the expected new requirements within the time remaining before they become effective.

In submitting his report the Director pointed out that:

1. It is voluntary to be applied on a county basis only after adoption by 75% of the farmers in the county.

2. It continues to stress calfhood vaccination but supplements that program with the gradual elimination of infected animals from the herd to meet the expected deadline requiring milk from Bang's free herds.

3. It allows time for the orderly and economic replacement of infected animals.

4. It limits replacement in herds to less susceptible animals.

5. It requires further study on the questions of finance and legality.

The essential changes from the present Bang's program tentatively submitted for consideration were described briefly as follows:

1. Establish the county as the geographic unit for a state disease

control program to replace the township area and individual herd service.

2. Discontinue test requirements for animals under four months of age.

3. Calfhood vaccination would be mandatory for infected herds and optional for clean herds.

4. Discontinue vaccination of adult animals.

5. If a herd has 10% or less reactors such reactors to be removed within fifteen days of test.

6. In herds with more than 10% reactors, to require removal of at least 10% and permit remaining reactors to stay in the herd for not more than three years. Calfhood vaccinates and vaccinated heifers must be used to replace reactors.

7. Indemnity will be paid on all initial reactors removed immediately and during the three year period. Indemnity will not be paid on animals infected after the first test in cases where reactors are held in the herd.

**Present Program**

1. Voluntary Township Area.  
At least 75% of cattle owners must have petitioned for service.  
Plan A. Test and slaughter immediately — 1/2 indemnity  
Calf vaccination.  
Plan B. Calf vaccination alone.

2. Individual Herd Supervision.  
Federal-State cooperation — Individual farmer agrees to:  
Test and slaughter with indemnity and calf vaccination.

3. Compulsory County and/or Township Area.  
At least 75% of farmers owning 85% of cattle petition for service and agree to:

Compulsory testing of cattle and vaccination of calves.

**The cattle owners:**

Can retain or dispose of reactors as they choose. Will receive indemnity for all reactors in herds which have not held previous reactors.

**SIMILARITIES WITH PRESENT PROGRAM**

1. Testing mandatory (as now required in county areas and some townships)
2. Calf vaccination compulsory in all except certified herds (as now re-



Disinfect all your utensils thoroughly with

**DIVERSOL**

the fast, safe, economical way to control bacteria due to utensil contamination.

**ORDER DIVERSOL FROM YOUR HAULER TODAY!**



Now get pure, sweet smelling, more saleable milk from your production!

- quired in county areas and some townships)
3. Require same voting procedure as now used to establish voluntary areas.
4. Deny indemnity for newly infected animals in herds retaining reactors.

**SUGGESTED CHANGES:**

1. Replace — township area and individual herd service with county area only.
2. Make elimination of infected animals dependent on percent of infected animals in herd.
  - a. Mandatory to eliminate 10% or less within 15 days of test report.
  - b. Permissible to retain the remaining infected animals for maximum of three years to allow time for raising and obtaining replacements.
3. Provide indemnity for initial re-

actors removed immediately or within three-year period.

4. Limit replacements of infected herds to least susceptible animals.
  - a. Calfhood vaccinates.
  - b. Vaccinated heifers of a certain age — negative to test.
5. Discontinue vaccination of adult animals.
6. Removal of reactors when retention endangers neighboring farmers' efforts to clean up.

A guy who goes for the cup that cheers somewhat too much was finally cornered by his wife in a bar where he was dreamily contemplating a slug of rye. Being in a genial mood, he offered her a sip, but when she took it she gagged and spluttered, finally coming out with: "How can you ever drink that horrible stuff?" "See?" said the husband, "and all the while you thought I was having a good time!"

## New Members Accepted By the Board of Directors June 1, 1950

Gerhard Knippenberg, Grafton  
Vilas Wittnebel, R. 1, Ixonia  
George Wolter, R. 13, Box 288, Milw.  
7

Carl A. Reich, R. 13, Box 349, Milw.  
Joe Garrella, R. 1, Box 152, Caledonia

Gerhard Vanden Boom, R. 2, Hales Corners

Walter E. Claudius, R. 1, Box 384, Milw. 15

Emil Lindner, R. 4, Box 134, Milw. 14

Esther Erdmann, R. 5, Box 348, Hales Corners

Nick Grant, R. 1, Hales Corners

Ervin Posbrig, R. 1, Mukwonago

Harold Scholbe, R. 3, Mukwonago

Floyd W. Rehberg, R. 3, Mukwonago

Herman Schoenherr, R. 2, Box 301, Hales Corners

O. N. Johnson, R. 2, Caledonia

Stanley Walter, R. 2, Box 404, Waukesha

Edgar J. Prager, R. 1, Waukesha

John Klug, R. 2, Cedarburg

A. P. Wetterau, Rockfield

Mrs. Mary Lemke, Germantown

Ralph G. Kuepper, Hubertus

Milton G. Aulenbacher, R. 1, Box 59, Hubertus

Ted Jirschefske, R. 1, Thiensville  
Henry Frey, R. 2, Box 131W, Hales Corners

Edwin Stern, R. 1, Thiensville

Rothe Bros., Thiensville

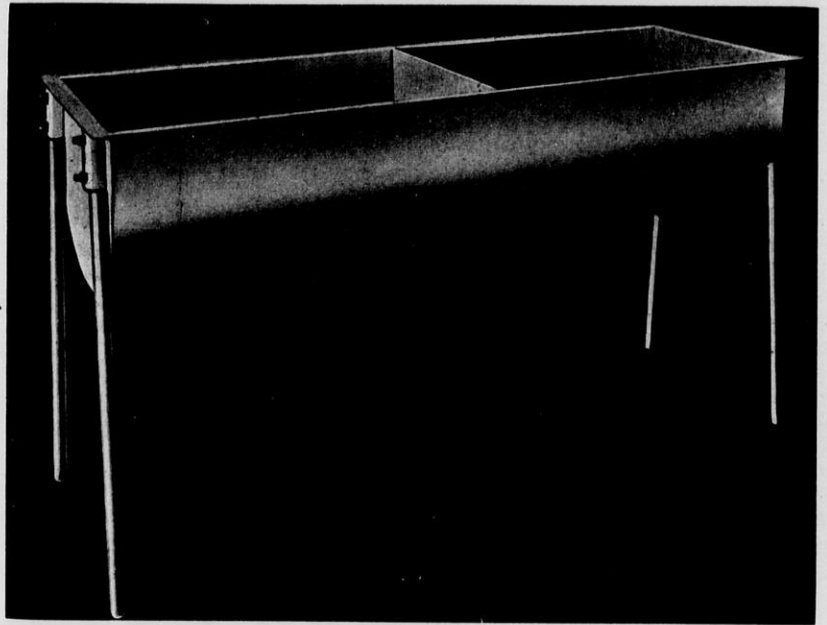
John Dvonik, R. 1, Thiensville

Bertram F. Wester, R. 1, Belgium

Walter Scheibe, R. 12, Box 578, Milwaukee

Walter Militzer, 12125 W. County Line Rd., Milw. 9

Wm. Brauch, Jr., R. 1, Box 39, Waukesha



**16 Gauge Hot Dipped Galvanized Two Section Tank — Well Made.  
Adjustable Legs to Compensate for Floors of Rough Finish.**

**A. ELSINGER AND SON**

Lomira, Wisconsin

## Announce New Radio Service to Farmers

Two new radio services to farmers, scheduled to start Monday, June 19, were announced this week by W. L. Witte, Chief of the Division of Markets and Promotion of the State Department of Agriculture.

The first is a mid-morning market report to be broadcast direct from the state capitol every forenoon at 9:50 o'clock. The broadcast, a comprehensive resume of early market information, will be given by M. R. Goodell, marketing specialist in the Department of Agriculture.

Immediately following the market report there will be a weather report, direct from the U. S. Weather Bureau offices in North Hall on the University campus.

Both reports will be carried by all radio stations of the State Radio Service. They include WHA and WHA-FM, Madison; WLBL, Stevens Point; WHAD, Delafield; WHKW, Chilton; and WHRM, Rib Mountain. The reports will also be carried by WHWC, Colfax, which is scheduled to start broadcasting in the near future.

A man seeking a divorce gave as his reason the fact that everybody in the country saw more of her than he did.

"How so?" the judge inquired.

"She's a strip-tease artist."

Captain: "Why didn't you salute me yesterday?"

Private: "I didn't see you, sir."

Captain: "Oh, that's all right then. I was afraid you were mad at me."

Now is the time when cows need to be treated to prevent lice. Lice suck blood which should be used to produce milk and meat.

## MILKTIME

### Cleaner — Sanitizer

**KILLS BACTERIA AND CLEANS  
IN ONE OPERATION**

**EFFECTIVE IN HARD OR  
SOFT WATER**

**SAFE, NONCORROSIVE AND  
DEODORIZING**

**IMPROVES QUALITY OF  
MILK BY —**

reduction of 99.9% of surface  
bacteria on utensils  
protection of utensils from bacterial  
growth between milking times  
prevention of milkstone formation

Manufactured by

**AGICIDE, Inc.**  
Racine, Wisconsin

NO  
SCORE  
HANDS

**DISINFECTAB**  
"AMMONIATED"  
TABLET IN WATER  
DEODORIZES  
DISINFECTS

No measure, mess or guess.  
SAVE up to 40% waste-error.  
Soft on hands... odorless  
MEETS HEALTH LAWS  
Rinse pail, glass, dish, etc. 10¢  
No chlorine to rust tank, Bd.  
machines. Ideal public, \$1.95  
toilet, plant, office, farm.  
DEODORIZES with- at drug,  
out odor. Safe, lasts farm, dept.,  
3 time more. dairy, coop,  
sanitor supply.

600 E. Michigan Milwaukee 3, Wis.

RESCO 604 E. MICH. ST. Over Sprayer Wall Dispenser  
MILWAUKEE 3, WIS. and 168 Bl. Disinfectab SET \$5.00

Distributor C. O. D. Attach 8.... Send to Address Below

No. 168 Bl. 1.95 Name \_\_\_\_\_  
No. 400 Bl. 4.95 Address \_\_\_\_\_  
60 Bls. No. City \_\_\_\_\_ Zone \_\_\_\_\_  
168 in Case 99.00 If Check in Full — Postage Prepaid

**TRUSTWORTHY QUALITY!**

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**Kindy Glasses**

**KINDY OPTICAL CO.**  
**615 N. 3rd Street Marquette 8-7225**

## Grade A Feeds

Are made with all the vitamins necessary to produce best results for more eggs, milk and meat.

Try them.

**MANUFACTURED BY**  
**FEED SUPPLIES, INC.**  
 West Allis - Saukville - Wales  
 Germantown - Milwaukee

### Unsound Leadership

We have in Washington a great bureaucracy, with all its publicity outlets, which is bending its efforts to educate dairymen to employ cross-breeding in their herds through the convenient medium of the Artificial Breeding Associations.

In their own herd as Beltsville they have bred through the years a lot of production from cows of surpassing ugliness. They have set up their so-called cross-breeding experiment which is not so much an experiment as an attempt to demonstrate a pre-conceived theory. In no particular does it duplicate conditions an average dairyman would find in a cross-breeding program.

For example, in an effort to bring about uniform red color markings in their cross-breeds a conscious effort was made to select Holstein bulls with a known red factor. Chief Reed is now in widely publicized speeches to audiences of dairymen, berating the pedigreed livestock associations for stressing "fancy points" of type, and not making a record performance the basis of acceptance for registry. Further, he would have the herd books thrown open to "capture and make use of the good germ plasm that may be in many unregistered or grade cows." Thus goes on the studied effort by our hired man in Washington to belittle and tear down the efforts purebred dairy cattle breeders in providing the seed that is responsible for a very great improvement indeed in the dairy herds of America during the past 50 years.

—Holstein-Friesian World.

### Support Purchases of Butter and Cheese Increasing

From January 1 to mid-March, sales of butter and cheese to private firms by the USDA exceeded purchases for price support. However, in recent weeks, as production of butter and cheese have increased seasonally, wholesale prices for these products have declined, and by mid-March were approximately equal to support levels. The price of 92-score butter at Chicago during the week ending March 24 averaged 59.8 cents per pound, the lowest price since the support level for butter was increased seasonally in late July, 1949. By the middle of March, support purchases of butter again exceeded USDA sales to private firms. Throughout the winter, the purchase of nonfat dry milk solids continued very large. From January 1 to mid-March, a total of 72 million pounds of nonfat dry milk solids was purchased by the Department of Agriculture. In this period the Department made net sales of 4 million pounds of butter and cheese. Last year the butter and cheese purchased was the equivalent of 2.7 billion pounds of milk. The 436 million pounds of nonfat dry milk solids required the skim milk from 4.8 billion pounds of whole milk.

—Reporter.

### Better Hurry

"Jim, why don't you get married?"

"Well, my trouble is that every day I get more particular and less desirable."

### Use FACID for

**Milkstone Removal  
 Daily Cleaning  
 Sanitization  
 Storage of Milking  
 Machine Rubbers**

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**SAVE  
 Money and Elbow Grease**

**ENJOY  
 Sparkling Cleanliness**

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**PROFIT  
 With Grade A Milk**

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**FACID**  
 is available at  
**Milw. Coop. Milk Producers  
 1633 N. 13th St.**

Mfg. by  
**FALLS CHEMICAL PRODUCTS  
 COMPANY  
 Oconto Falls, Wis.**

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One quart FACID....\$ .85  
 One gallon FACID....\$2.25

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Address .....

Dairy ..... No. ....

**REDUCE  
BACTERIA  
COUNTS** THE

**KLENZADE WAY**

**KLENZADE FARM QUALITY PROGRAM  
SAVES TIME, MONEY, AND LABOR**

### *No More Milkstone*

Klenzade methods remove and prevent lime and milkstone deposits on separators, pails, cans, milking equipment, test cups, and milker tubes. By following the simple Klenzade Program with Klenzade Klee-Mor, Klenzade Nu-Kleen, and Klenzade X-4 you can speed up daily cleaning and be certain of sparkling clean, sweet, sanitized equipment. Thousands of dairy farmers everywhere have adopted the Klenzade Program. Ask your Dealer.

Modern Cleaning Methods

FREE  
INSTRUCTIONS

**KLENZADE PRODUCTS, INC.**

BELOIT, WISCONSIN

## The New Oleo Law AN ACT

To regulate oleomargarine, to repeal certain taxes relating to oleomargarine, and for other purposes.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That section 2301 of the Internal Revenue Code (relating to the tax on oleomargarine) is repealed.

Sec. 2. Part I of subchapter A of chapter 27 of the Internal Revenue Code (relating to the occupational tax on manufacturers, wholesalers, and retailers of oleomargarine) is repealed: Provided, That such repeal shall not be construed to entitle any manufacturer, wholesaler, or retailer to a refund of any occupational tax heretofore paid.

Sec. 3. (a) The Congress hereby finds and declares that the sale, or the serving in public eating places, of colored oleomargarine or colored margarine without clear identification as such or which is otherwise adulterated or misbranded within the meaning of the Federal Food, Drug, and Cosmetic Act depresses the market in interstate commerce for butter and for oleomargarine or margarine clearly identified and neither adulterated nor misbranded, and constitutes a burden on interstate commerce in such articles. Such burden exists, irrespective of

*Buy*  
**through your co-operative**  
*and Save*

and

Use only the best cleaning equipment. We have it in stock at these special prices.

**Rite-Way Electric Water Heater**  
12 gallons of hot water, when  
you want it, where you want it. **\$40**

**Rite-Way Double Compartment**  
Wash Tank — Rugged heavy  
gauge, hot dipped galvanized  
steel. **\$30**

Available from

**Milwaukee Co-operative Milk  
Producers**

1633 N. 13th St.

Milwaukee 5, Wis.

whether such oleomargarine or margarine originates from an interstate source or from the State in which it is sold.

(b) Section 301 of the Federal Food, Drug, and Cosmetic Act, as amended (21 U.S.C. 331), is amended by adding a new paragraph as follows:

“(m) The sale or offering for sale of colored oleomargarine or colored margarine, or the possession or serving of colored oleomargarine or colored margarine in violation of sections 407 (b), or 407 (c).”

(c) Chapter IV of such Act, as amended (21 U.S.C. 341 and the following), is amended by adding a new section as follows:

### “Colored Oleomargarine

“Sec. 407. (a) Colored oleomargarine or colored margarine which is sold in the same State or Territory in which it is produced shall be subject in the same manner and to the same extent to the provisions of this Act as if it had been introduced in interstate commerce.

“(b) No person shall sell, or offer for sale, colored oleomargarine or colored margarine unless—

“(1) such oleomargarine or margarine is packaged,

“(2) the net weight of the contents of any package sold in a retail establishment is one pound or less,

“(3) there appears on the label of the package (A) the word ‘oleomargarine’ or ‘margarine’ in type or lettering at least as large as any other type or lettering on such label, and (B) a full and accurate statement of all the ingredients contained in such oleomargarine or margarine, and

“(4) each part of the contents of the package is contained in a wrapper which bears the word ‘oleomargarine’ or ‘margarine’ in type or lettering not smaller than 20-point type.

The requirements of this subsection shall be in addition to and not in lieu of any of the other requirements of this Act.

“(c) No person shall possess in a form ready for serving colored oleomargarine or colored margarine at a public eating place unless a notice that oleomargarine or margarine is served is displayed prominently and conspicuously in such place and in such manner as to render it likely to be read and understood by the ordinary individual being served in

(Continued on page 7)

## June Dairy Month Proclamation Issued

In recognition of Wisconsin's interest in dairying, June has been set aside as dairy month in a proclamation issued by Governor Oscar Rennebohm.

The text of his proclamation follows:

"WHEREAS the great dairy state of WISCONSIN is always profoundly interested in the preservation and improvement of its vast dairy industry; and

"WHEREAS the economic welfare of WISCONSIN, where over three-quarter million people are wholly dependent upon dairying and its allied industries for livelihood, is of interest to every citizen; and

"WHEREAS WISCONSIN dairy products, recognized the world over for their essential nutritional values, are vital and of increasing importance to universal well-being; and

"WHEREAS the American dairy industry annually sets aside the month of June as a period in which the health and life-giving values of milk and dairy products may be emphasized, because June is the month when Nature's bounty is most abundant and our dairy herds achieve their greatest and best production; now

"THEREFORE I, Oscar Rennebohm, governor of the state of Wisconsin, in full appreciation of the opportunities herein presented for constructive public service, even in the name of humanity, do hereby proclaim the period of June 1950 as JUNE DAIRY MONTH FOR THE STATE OF WISCONSIN, and do urge civic business associations to cooperate in its observance, both in public and in private, in order to increase our appreciation of milk and dairy products, to the end that our health may be improved, our financial well-being increased, and our gratitude to the Great Giver expressed."

### Fined

Harry Luck, Oconomowoc, Route No. 2, a cattle dealer, pleaded guilty in justice court at Horicon, April 5, to a charge of transferring a bovine animal from one herd to another without record of negative Bang's test conducted within 30 days. A fine of \$25 and costs was imposed.

## OLEO LAW

(Continued from page 6)

such eating place or is printed or is otherwise set forth on the menu in type or lettering not smaller than that normally used to designate the serving of other food items. No person shall serve colored oleomargarine or colored margarine at a public eating place, whether or not any charge is made therefor, unless (1) each separate serving bears or is accompanied by labeling identifying it as oleomargarine or margarine, or (2) each separate serving thereof is triangular in shape.

"(d) Colored oleomargarine or colored margarine when served with meals at a public eating place shall at the time of such service be exempt from the labeling requirements of section 403 (except (a) and 403 (f)) if it complies with the requirements of subsection (b) of this section.

"(e) For the purpose of this section colored oleomargarine or colored margarine is oleomargarine or margarine having a tint or shade containing more than one and six-tenths degrees of yellow, or of yellow and red collectively, but with an excess of yellow over red, measured in terms of Lovibond tintometer scale or its equivalent."

(d) Section 402 of the Federal Food, Drug, and Cosmetic Act (21 U.S.C., sec. 342) is amended by adding a new subsection (e) as follows:

"(e) If it is oleomargarine or margarine or butter and any of the raw material used therein consisted in whole or in part of any filthy, putrid, or decomposed substance, or such oleomargarine or margarine or butter is otherwise unfit for food."

Sec. 4. (a) Section 15 of the Federal Trade Commission Act, as amended, is amended by inserting "(1)" after the letter "(a)" in subsection (a) thereof, and by adding at the end of such subsection the following new paragraph:

"(2) In the case of oleomargarine or margarine an advertisement shall be deemed misleading in a material respect if in such advertisement representations are made or suggested by statement, word, grade designation, design, device, symbol, sound, or any combination thereof, that such oleomargarine or margarine is a dairy product, except that nothing contained herein shall prevent a truthful, accurate, and full statement in any such advertisement of all the ingredients contained in such oleomargarine or margarine."



## CLEANS!

**FLO-TRON**, the amazing new soapless cleaner made especially for dairy-farm use, cleans milk-house utensils to a scrub-brush-sparkle, yet takes so little effort you'll hardly believe it. No need to dismantle milking machines; just circulate Flo-tron and *swish-swish* — they're clean. Works equally well with water of any hardness or condition. Leaves no film — no milk-stone build-up — highly effective in reducing bacteria counts. Simply lifts and floats off dirt and slime. Flo-tron's a hit in the household, too, for dishes, clothes and painted surfaces. Get Flo-tron from your hauler, dairy service man or dealer. Ask for: —

# FLO-TRON

**TYKOR PRODUCTS**

Chicago, Illinois      New York, N. Y.

Also available: — **RIN-KLOR 50** for sanitizing — **KO-BRITE** for milk-stone removal and alternate cleaning.

(b) Such section 15 is further amended by adding at the end thereof the following new subsection:

"(f) For the purposes of this section and section 407 of the Federal Food, Drug, and Cosmetic Act, as amended, the term 'oleomargarine' or 'margarine' includes —

"(1) all substances, mixtures, and compounds known as oleomargarine or margarine;

"(2) all substances, mixtures, and compounds which have a consistence similar to that of butter and which contains any edible oils or fats other than milk fat if made in imitation or semblance of butter."

(c) Subsection (1) of section 5 of the Federal Trade Commission Act is amended by adding at the end thereof the following new sentence: "Each separate violation of such an order shall be a separate offense, except that in the case of a violation through continuing failure or neg-



Would YOU Pay  
**4 1/2**¢  
 to **A DAY**  
**per Cow**

## Provide Proper Nutrition for Your Herd--

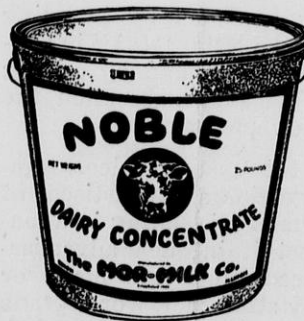
Modern science is accumulating evidence that better animal nutrition results in increased resistance to various diseases; and even increases the capacity of the animal to throw off some infections and cure itself through its own vital powers.

The scientific tests and demonstrations which have been conducted so far are not so complete and conclusive as to enable us to make the assertion that Noble Dairy Concentrate increases the capacity of a cow to combat mastitis. Hence we make no such positive claim. But you are entitled to have the facts before you so far as they have already been established. For this reason we describe the split herd experiment that was conducted on the farm of Clyde Curtis.

The cows on the north side of the barn were not fed Noble Dairy Concentrate. The untreated animals showed a high percentage of cows with Mastitis-infected milk throughout the test period. The south side of the barn was put on Noble Dairy Concentrate and dropped from 90% infection to 21% infection during the first eight months of the test period.

No other means were taken to combat Mastitis during this test, other than the adding of Noble Dairy Concentrate to the animals' feed

We invite you to try Noble Dairy Concentrate and see for yourself whether the improved nutrition of your herd will eliminate chronic mastitis. Remember, Noble Dairy Concentrate is sold exclusively as a special dietary supplement to improve the nutrition of your cattle. It is not sold as a patent medicine, and is not guaranteed to cure any disease whatsoever.



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 Milwaukee Co-Operative Milk Producers**

## TWO - FISTED Attack on Bacteria Nets BIGGER Profits

**S**OAK and lightly brush milk-er parts in water-mixed solution of double-duty Oakite Cleaner-Sanitizer. Re-assemble units, swish in solution and hang up.

Here's a two-fisted attack on bacteria to keep counts low. With one material you remove milk film; destroy thermodurics, other bacteria; control bacteria between milkings.

Oakite Cleaner-Sanitizer is kind to hands, udders, rubber. Rinses freely. Dissolves quickly in all kinds of water — hot or cold; hard or soft.

**FREE** folder gives facts. Write address below. No obligation.

**OAKITE PRODUCTS, INC.**  
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**OAKITE** *Cleaning & Germicidal Materials*  
 DAIRY RESEARCH DIVISION

lect to obey a final order of the Commission each day of continuance of such failure or neglect shall be deemed a separate offense."

Sec. 5. So much of the unexpended balances of appropriations, allocations, or other funds (including funds available for the fiscal year ending June 30, 1950) for the use of the Bureau of Internal Revenue of the Treasury Department in the exercise of functions under the Oleomargarine Tax Act (26 U.S.C. 2300 subchapter A), as the Director of the Bureau of the Budget may determine, shall be transferred to the Federal Security Agency (Food and Drug Administration) for use in the enforcement of this Act.

Sec. 6. Nothing in this Act shall be construed as authorizing the possession, sale, or serving of colored oleomargarine or colored margarine in any State or Territory in contravention of the laws of such State or Territory.

Sec. 7. This Act shall become effective on July 1, 1950.

Approved March 16, 1950.

# Milwaukee Milk Producer

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

Volume 23—Number 7

"By Farmers . . . For Farmers"

July, 1950

## Federal Milk Marketing Orders Explained

A Question and answer summary of a publication soon to be released by USDA's Dairy Branch, outlining the operation of Federal orders in 37 fluid milk markets.

Federal orders are used to stabilize market conditions for fluid milk—to make the buying and selling of fluid milk an orderly process on which dairy farmers, milk dealers and consumers alike can depend. To understand how Federal orders contribute to market stabilization, it is helpful to take a look at the conditions which brought them into being.

Before modern methods were introduced, farmers delivered milk to homes in the nearby towns. The matter of a "reasonable price" was settled through simple agreements between farmers and their customers. But as marketing methods became more modern, farmers became separated from consumers by distributors and wholesalers who set prices for both farmers and consumers.

Farmers observed that prices became unstable chiefly because of surplus supplies. Yet they also observed that some surplus milk is quite necessary to any well-supplied market. A market with adequate supplies requires a daily surplus or reserve during the low production season of 10 to 15 percent above average daily sales in order to take care of daily fluctuations in demand. This is because milk for fluid purposes is highly perishable and cannot be held over from day to day. Because production varies widely from season to season, this reserve necessarily will be greater during the season of high production.

Farmers find that the presence of surplus milk in a highly organized, highly competitive market tends to result in lower prices and eventually in lower production. Yet, when reserve supplies dwindle, temporary shortages result with upward pressures on prices.

Under this situation of price instability, farmers in many markets during past years found themselves virtually powerless to prevent un-

reasonable and harmful price manipulation. Dealers, driven by sharply competitive conditions, often engaged in "price wars," the losses being passed back to farmers in the form of lower prices. Final losses, of course, were passed back to consumers in the form of higher prices when farm milk supplies declined.

As early as 1900, erratic and wildly fluctuating prices had become a serious and characteristic problem of fluid milk markets. Following World War I, many farmers formed co-operatives in an effort to stabilize prices through collective bargaining with handlers. But these bargaining arrangements frequently were disrupted by a minority of dairy farmers and dealers who continued to trade in milk without regard to the bargaining agreements entered into by the majority.

When the depression of the early 1930's broke down most bargaining arrangements and caused farm milk prices to collapse, farmers turned to Government for help. Local and State regulatory agencies were established in all parts of the Nation and were effective in stabilizing prices. But only Federal authority was broad enough in scope to regulate markets where part of the milk entered into interstate commerce.

Federal authority to regulate the handling of milk was first provided in the Agricultural Adjustment Act of 1933. The Federal orders of today, however, are based on the Agricultural Marketing Agreement Act of 1937, which sets out in detail the authority granted earlier.

Under this authority the Secretary of Agriculture is empowered by help stabilize market conditions by issuing Federal orders (regulations enforced by law) which apply to handlers of milk and its products. He also is empowered to enter into marketing agreements with processors, producers, associations of producers and others engaged in the handling of milk as a further instrument of market stabilization. Marketing agreements, however, are rarely issued. The explanations in the following questions and answers relate generally to Federal orders rather than to marketing agreements:

## Charles Miller

Charles E. Miller, Director of our organization from January, 1926, to January, 1941, died at his home in the Town of Oak Creek on July 4, at the age of 75 years. Mr. Miller is survived by his wife Mrs. Sophie Augustin Miller, and his children Mrs. Gladys Clauer; Raymond, Dorsey and Mrs. Gertrude Trost.

Mr. Miller was a dairy farmer and milk hauler in the Milwaukee market for many years, in fact long before trucks were used, to haul milk to Milwaukee, he hauled milk by horse drawn wagons.

His services as director were appreciated by fellow members of the Board of Directors and by people who knew him best in his home community.

### 1. What is a Federal milk marketing order?

It is a regulation issued by the Secretary of Agriculture which places certain requirements on the handling of milk in the area for which it is issued:

a. It requires that dairy farmers regularly supplying the market be paid not less than certain minimum prices established in accordance with the form in which the milk is sold. These prices are set by the Secretary after a public hearing and may be made effective if approved by dairy farmers.

b. It requires that payments for milk be pooled and paid out to individual farmers on the basis of a uniform or average price.

### 2. What are the objectives of a Federal order?

To stabilize market conditions and do away with those particular characteristics of unregulated markets which are both harmful and unnecessary.

Thus Federal orders operate to (a) assure farmers of steady, dependable markets and prices for their milk which are reasonable in relation to economic conditions and

(Continued on page 6)

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UNIVERSITY OF WISCONSIN  
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## MILWAUKEE MILK PRODUCER

Owned and Published by  
THE MILWAUKEE CO-OPERATIVE  
MILK PRODUCERS

CHARLES F. DINEEN, Editor

1633 North 13th Street  
Milwaukee 5, Wis.

Vol. 23 July, 1950 No. 7

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Subscription . . . . . \$1.00 Per Year

### Marketing Order

Elsewhere in this issue an article appears headed "Federal Milk Market Orders Explained." This story of marketing orders sets forth pretty clearly the why and wherefore of Federal Orders.

Careful reading will prove to any fair-minded person that the Federal Order is not something arbitrarily imposed on farmers but rather it is issued on the request of producers and in the main follows the request of the proponents of the order in most particulars. Stability of a market and a fair price to farmers, based on the price of manufactured milk, as well as an assurance of a supply to consumers, is the principle reason why Federal Orders are issued.

### June Blend Lower Than May

The blend price for June milk is a few cents lower than the May blend price due for the most part to more surplus milk. Condensery prices were one cent lower which of course brought down the Class II and III prices. Producers are held on base for the month of July. New base making period starts September 1 and ends December 31.

### State Fair

Yes, there will be a State Fair this year. Jack Reynolds told us so himself, so it's got to be true.

The dates are August 19-27 inclusive.

### May Receipts Lower This Year

Milk delivered to dealers operating in this market in May averaged less per day than for the same month last year.

The backward season, no pasture to speak of in May, and fewer farms in the market, probably accounts for a considerable part of the difference. Efforts of the producers to get more uniform production throughout the year may have had effect also. At least we hope that is the case.

At any rate, the average production per farm per day, according to the figures reported by George J. Gutmann, auditor for the Wisconsin Department of Agriculture, were 388 pounds as against 408.5 for May, 1949, or 20½ pounds less.

There were 2,609 farmers sending milk to the market in May compared with 2,704 for May, 1949, or a loss of 95 producers. Where did they go? Well, many of them quit producing milk altogether. Why did this happen? Chiefly because the competition of milk that gets little or no inspection has forced the price down to a level that makes it unprofitable to comply with Milwaukee Health Department requirements.

Of course there was enough milk in the market in May and there is plenty now as this is written, but unfavorable weather conditions can cause a definite shortage in the fall months.

The only answer is a federal order which will require the buyers of cheap outside milk to get in line. Nothing else short of war will cause them to pay farmers a fair price for milk for city consumption.

Judge: "So you want a divorce, eh? Tell me, why?"

Petitioner: "My wife insists on keeping her pet goat in our bedroom and I just can't stand the smell."

Judge: "Why don't you open the window?"

Man: "What, and let all my pigeons out?"

### It's As Simple As That

Under the present set-up buyers of uninspected milk bargain with no one for price or condition of sale. They just pay manufactured price or a few cents over. We can compete with such buyers if we accept as low a price for our closely inspected Milwaukee milk. We have no other alternative except a Federal Order

which will require all buyers to pay a fair price for fluid market milk. Which shall it be? It's as simple as that.

### Mayor Zeidler and the Dairy Industry

The papers say that Milwaukee's Mayor Frank Ziedler is all worked up about the proposed Federal Marketing Order. Afraid that farmers will get more for milk produced under the very strict regulations of the City of Milwaukee? Evidently the Mayor believes that farmers meeting Milwaukee's requirements should sell milk at the same price as is paid for milk coming from farms that do not even have milk houses.

If the Mayor of Milwaukee wants a cheap, uninspected milk supply, he ought to take off his entire inspection force and reimburse farmers for the expense they have incurred through orders for new milk houses, equipment, etc., by the City of Milwaukee.

Nothing in the papers from the Mayor when carpenters struck for thirty cents per hour raise and got it. Course farmers don't vote in Milwaukee. Only spend their money there.

### Preston Richards Heads PMA Dairy Branch

Appointment of Preston Richards as director of the Dairy Branch of the Production and Marketing Administration of the United States Department of Agriculture is announced by Ralph S. Trigg, P.M.A. Administrator.

Mr. Richards grew up on a Missouri farm which he owns and has had wide experience in the dairy industry. Since serving as a major in the Army Quartermaster Corps from September, 1942, to December, 1945, he has been in responsible positions in the Department.

Phillip E. Nelson, who has been head of the Dairy Branch, now becomes special assistant to Administrator Trigg.

### Your Ideas Are Appreciated

If at any time any member wishes to write or come to the office to express his opinion or ask for information on a Marketing Order or anything else pertaining to this milk market, he is very welcome to do so.

**OFFICIAL PRICE ANNOUNCEMENT**

For the Delivery Period  
June 1-30, 1950

**Chicago Market**

**Class Prices**

Hundredweight prices to be used in computation of value of milk by classes, Sec. 941.5:

|                                                                               |         |
|-------------------------------------------------------------------------------|---------|
| Class I Milk (Basic Formula Price <sup>1</sup> \$2.817 plus \$.50) . . . . .  | \$3.317 |
| Class II Milk (Basic Formula Price <sup>1</sup> \$2.817 plus \$.30) . . . . . | \$3.117 |
| Class III Milk . . . . .                                                      | \$2.795 |
| Class III Milk <sup>2</sup> . . . . .                                         | \$2.769 |
| Class IV Milk . . . . .                                                       | \$2.787 |

<sup>1</sup>The "Basic Formula Price" used in computing the prices of Class I Milk and Class II Milk was the Condensery-Pay-Price determined for the May 1-31, 1950, delivery period, \$2.817.

<sup>2</sup>Milk the butterfat of which is used in condensed milk, evaporated milk or whole milk powder.

Butterfat Differential to Producers per Hundredweight (for each one-tenth of one per cent of average butterfat content over or under 3.5 per cent), \$0.072.

NOTE: Class prices for Class I Milk and Class II Milk were announced June 2, 1950, and are included with this announcement to provide on one report all prices applicable to June 1-30, 1950, delivery period.

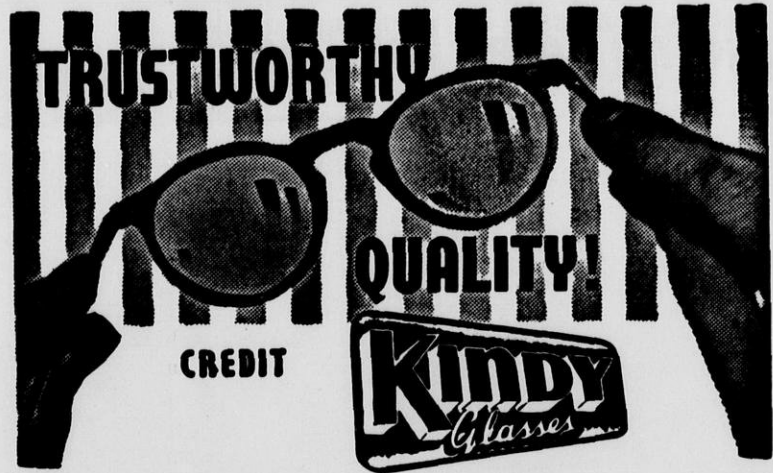
**June 1-30, 1950, Price Data**

|                                                                                                                                         |           |
|-----------------------------------------------------------------------------------------------------------------------------------------|-----------|
| Average Price Grade AA (93 score) Butter . . . . .                                                                                      | \$0.59875 |
| Average Price Grade A (92 score) Butter . . . . .                                                                                       | 0.59875   |
| Average Price Cheese . . . . .                                                                                                          | 0.29500   |
| Average Price Non-fat Dry Milk Solids, Roller Process, \$.1016; Average Price Non-fat Dry Milk Solids, Spray Process, \$.1223—Average.. | 0.11195   |
| Condensery-Pay-Price computed pursuant to Section 941.5(b)(3)(i) . . . . .                                                              | 2.769     |
| Butter-Cheese Formula Price computed pursuant to Section 941.5(b)(3)(ii) . . . . .                                                      | 2.795     |
| Butter - Powder Formula Price computed pursuant to Section 941.5(b)(4) . . . . .                                                        | 2.787     |
| Butterfat Differential to Producers computed pursuant to Section 941.8(c) . . . . .                                                     | 0.072     |

A. W. Coelbank,  
Market Administrator.

" . . . We can offer stability as well as security by taking full care of those who need and want government programs, without treating the butcher, the baker, the grocer and the manufacturer, like so many children for whom Uncle Sam knows best. That is, we can provide a floor of security below which no one would be permitted to fall, but we would not knock everyone down to the floor to prove the point."

—Gov. Alfred E. Driscoll.



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Are made with all the vitamins necessary to produce best results for more eggs, milk and meat.

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Germantown - Milwaukee

**OFFICIAL PRICE ANNOUNCEMENT**

For the Delivery Period  
July 1-31, 1950

**Chicago Market**

**Class Prices**

Hundredweight prices to be used in computation of values of Class I and Class II milk, Sec. 941.5:

|                                                                                |         |
|--------------------------------------------------------------------------------|---------|
| Class I Milk (Basic Formula Price <sup>1</sup> \$2.795 plus \$0.70) . . . . .  | \$3.495 |
| Class II Milk (Basic Formula Price <sup>1</sup> \$2.795 plus \$0.40) . . . . . | \$3.195 |

<sup>1</sup>The "Basic Formula Price" used in computing the prices of Class I Milk and Class II Milk was the Butter-Cheese-Price determined for the June, 1950, delivery period, \$2.795.

NOTE: A price announcement for all classes of milk and butterfat differential to producers for the delivery period July 1-31, 1950, will be released not later than August 5, 1950.

EDITOR'S NOTE: Under the Federal Order the premium for Class I and Class II milk goes up 20 cents per hundred pounds as of July 1 over the May and June prices in Chicago.

A. W. Coelbank,  
Market Administrator.

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for

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Daily Cleaning  
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Oconto Falls, Wis.**

- One quart FACID....\$ .85
- One gallon FACID....\$2.25

Name .....

Address .....

Dairy ..... No. ....

# Building Sales For You

# News Notes From JUNE WAS



Charles Dineen, your Council's Secretary-Treasurer was interviewed by Helen Day on her WMAW program . . . to tell the story of milk production to consumers.



Miss Elizabeth Sullivan, your Council's Director interviewed on a Dairy Month broadcast by Day, WMAW.



B. L. Blochowiak, your Council's Vice-president, and Helen Day are shown discussing the dairy plant and its role, in a WMAW radio interview.



Miss Pat McCarrie (right), Gimbel's TV Shopper, is shown rehearsing her June 14 WTMJ-TV show with Miss Elizabeth Sullivan, your Council's Director, who was interviewed in that program telling the story of dairy products and their role in good meal planning.

Photostat of Dairy Month article which appeared in Milwaukee Journal.

ARTICLE IN MILWAUKEE JOURNAL Sunday, June 11, 1950

## Nutritionist Offers Homemakers Tips Meals With More Sense (Cents) A

By Alice Richards

**BUY ORDER** to get the most for our money in food purchasing. A careful planning must be done in preparation for marketing. Miss Elizabeth Sullivan, director and nutritionist of the Milwaukee Dairy Council, told graduates of the Bureau of Home Planning recently in her talk on "Meals With Sense (Cents) A Sense."

"With today's dollar worth only about one-half of the prewar dollar, we have a great challenge in living down to a family food budget and living up to a guide to good eating. Meals for a week or at least for several days should be planned, taking into consideration plans for leftovers. This long range planning provides opportunity for economy in buying in quantity, especially if storage space permits. Proper storage of foods is essential for food dollar economy because it saves waste," she stressed.

The wise food buyer will know what she is paying for if she follows these suggestions offered by Miss Sullivan. First, compare the costs per serving of the fruits or vegetables you are buying. For example, canned goods at a lower cost item might have more juice than fruit. Secondly, when you're preparing meals remember that the contribution of fruits and vegetables to the day's dietary includes minerals and vitamins. Peel or slice citrus fruits, tomatoes or potatoes just before using in order to maintain maximum amount of vitamin C. Cook vegetables in small amounts of water. Never be wasteful by pouring away excess cooking water down the drain. Unless strong flavored it can be used well in soups, gravies and sauces.

**Read Labels Carefully**  
Read the labels on the can, she cautioned. Don't pay more for thick slugs or larger pieces when you are looking for canned salad fruit. Buy large sized cans when it seems practical.

"Serve fresh fruits and vegetables in season when they are least expensive and highest in food value," Miss Sullivan advised. "Use the tops of beets and turnips. If you've a never tried cauliflower vegetable you have a treat in store for you. Dried vegetables are a really good buy. Beans, peas, lentils are high in food value and may be alternated with meat dishes."

"Cut waste by immediate and good storage. Use a hydrator for crisp vegetables. Potatoes and root vegetables are best in a cool, dry place. Meat, milk and other protein foods should be placed in the refrigerated section of the refrigerator. Cover foods in refrigerator to avoid moisture going into the meat."

Planning ahead means a parade of delicious good things, Miss Sullivan is of the opinion of Miss Sullivan who believes that if we plan our family's meals so that they are nutritionally sound and measure up to the basic food appetites of our family group, we are making a good start.

**Day's Nutrition Schedule**  
Here is a day's nutrition schedule for a family of four. It includes all the essentials for a well-balanced diet. The first meal consists of dairy products including milk, cream, or cottage cheese. Spread as much as you can on bread for toast. Eat vegetables as much as you can. Money spent for cereals should be

modern and grove farmers which other farms.

The second group of foods and fruits, the meat, fish and food, cereals and breads. Vegetables offer an economy way for our bodies to variety of the nutrient and minerals needed and efficiency. Create low-cost foods and their contributions to eating patterns. They are whole grains the contribution is an

**Color Schemes in**  
Miss Sullivan stressed that art in good marketing food. Use care of the color scheme and the variety of shapes will take care of your meals and of your family's health. Cooking a real variety of shapes by so-called, another whole meal. Variety, texture, temperature and flavor. Through the use of your family will enjoy (leave) and (leave) butter is important for its flavorful

self-mixing, individual meals are easily made cheese. Drain one pound cottage cheese to remove liquid. Blend in one-half cup finely chopped celery, two red onions, one-half teaspoon Worcestershire sauce, one teaspoon salt. Pack mixture into individual molds or two hours. Turn out on salad plate. Garnish sliced peaches, drained; six large, green, stuffed large, black olives. Serve with fruit cream dressing waters.

For the dressing mix two tablespoons sugar, one-half salt and dash pepper; add one cup sour cream. Stir in tablespoons lemon juice and one-fourth cup cream. well. Makes about one and one-fourth cups.

# our Dairy Council DAIRY MONTH

Improving the Health and Welfare  
of the Citizens of Milwaukee County



Miss Helen Day (right), interviewed Miss Jane Comings, your Council's Assistant Director, Mr. Ray Sacharski, Instructor at Franklin School in West Allis and two of his 6B students, Billy Spears and Glen Stuart, who told of the lessons about milk and nutrition which they had learned in carrying on a rat feeding experiment which had been sponsored and guided by your Dairy Council.



Miss Mary Anne Le May, WISN, interviewed Paul A. Pratt, President of your Council, on Ann Leslie's afternoon program, June 15th.

Peg Allen (center) and Norma of Schuster's Feminine Viewpoint program rehearse the June 20 TV show at WTMJ-TV with Miss Elizabeth Sullivan (right), who participated in their Dairy Month telecast.



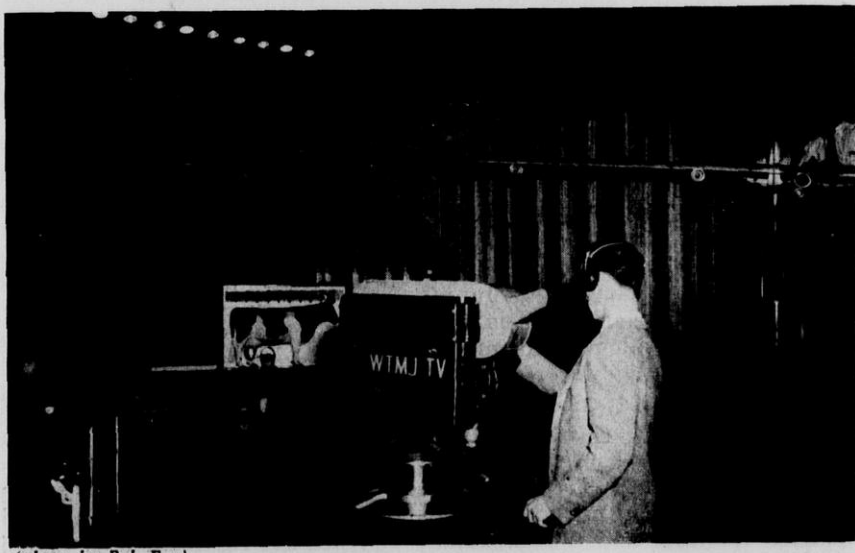
(photo by Bob Fox)

June 1950 was Dairy Month in Milwaukee again, as well as throughout the nation.

Though every month is Dairy Month in your Dairy Council's program, special emphasis was made on working with the media which reach the eyes and ears of large numbers of consumers with the story of the dairy industry and its products, this June.

In addition to these radio and TV shows which reached the eyes and ears of 323,750 listeners and viewers and the Milwaukee Journal feature story which reached 327,708 homes, five radio stations WISN, WEMP, WMAW, WMIL, and WFOJ carried Dairy Month spot announcements.

All of this radio and TV time was donated free of charge to your Dairy Council in order to pay tribute to our dairy industry during National Dairy Month.



(photo by Bob Fox)

Cameras and lights are poised on the June Dairy Month "props" in readiness for the Schuster's Feminine Viewpoint show a few minutes before the program on June 20.



### Klenzade Farm Quality Program

Thousands of dairy farmers are saving time and money with this newer and better Klenzade Farm Quality Program: Klenzade Kleer-Mor for cleaning milking machines, separators, and utensils; Klenzade Nu-Kleen for removing and preventing milkstone and lime deposits; Klenzade X-4 for destroying bacteria and sanitizing all equipment. Simple, quick, effective, low cost. Get the facts now on dairyland's finest cleaning program . . . Klenzade. Ask your dealer or write:

**KLENZADE PRODUCTS, INC.**  
BELOIT, WISCONSIN

## FEDERAL MILK MARKETING

(Continued from page 1)

(b) assure consumers at all times of adequate supplies of pure and wholesome milk.

### 3. How does a Federal order attain its objectives?

By bolstering unstable market conditions with a legal framework of rules and procedures on which orderly marketing activities can be based to the benefit of all parties concerned. These rules and procedures serve to:

a. Give farmers, milk dealers and the public an active voice in determining farm milk prices through a procedure of public hearing.

b. Establish minimum farm milk prices that (1) assure farmers as much for their milk as general supply and demand conditions in the market warrant, and (2) assure the market of adequate supplies of milk.

c. Give the role of final judge in resolving issues discussed in public milk hearings to the Secretary of Agriculture who, with the help of economists and marketing specialists, can evaluate the evidence and render decisions in the public interest.

d. Provide for the orderly marketing of surplus milk through (1) a pricing method based on the uses in which milk is sold, and (2) a payment method which pools dealers' payments for milk and then distributes the funds to individual farmers on the basis of a uniform or average price.

### 4. Who administers the order?

A market administrator appointed by the Secretary of Agriculture. He is helped by a staff of accountants, clerical personnel and statisticians.

### 5. What kind of milk is covered by Federal orders?

Federal orders are primarily instruments for stabilizing marketing conditions for fluid milk in city markets and for this reason they apply to milk which is produced under local sanitary inspection for sale in whole fluid form in such markets.

### 6. Who is regulated by an order?

Milk handlers only. They usually are defined as anyone who purchases "approved" milk from dairy farmers for the purpose of selling it in the marketing area.

The order requires only that when a milk handler operating under the order purchases milk from a dairy farmer he pay at least the minimum price, make accurate weights and tests, and account properly for the way the milk is used.

### 7. Are dairy farmers controlled in any way?

No. They may produce and sell any amount of milk under a Federal order. So far as the order is concerned, any dairy farmer who can find a handler in the market to purchase his milk is entitled to the benefits of the order.

### 8. How is milk priced under an order?

It is priced under a classified price plan. This plan (1) divides milk produced for fluid use into classes according to the use in which dealers actually sell the milk and (2) provides an appropriate minimum price to be charged to dealers for milk in each class.

Thus a dealer pays one-price for the milk which he sells for consumption in whole fluid form and a lower price for the surplus fluid milk which he must sell in other uses. By pricing surplus milk separately, the classified price plan prevents reasonable surpluses from depressing the price of local farm milk to the point where the market's supply of milk may become endangered.

The classified price plan recognizes that it is more costly to produce and market milk for sale in a city market for fluid uses than it is to produce milk primarily for manufacture into such products as butter, cheese, and evaporated milk.

The plan also recognizes that despite such additional expenditures, all the milk produced for a city market will not be sold for consumption in fluid form. A well-supplied market requires a daily reserve supply of fluid milk to take care of daily fluctuations in demand. When this reserve supply is not sold for use as whole fluid milk, it is converted into manufactured dairy products. This situation places milk produced for city markets into direct competition with manufacturing milk on which additional expenditures have not been made. Such surplus fluid milk from city markets can command a price which is competitive only with manufacturing milk prices. It is this market situation which gives rise to the classified price plan.

### 9. How are specific price levels determined?

The Agricultural Marketing Agreement Act requires that minimum farm prices for milk be established at levels which will (1) reasonably reflect economic conditions affecting the supply and demand for milk (such as the price and availability of feeds), (2) assure an adequate supply of pure and wholesome milk for the market, and (3) be in the public interest. In short, the act requires the fixing of prices which will equate the supply of milk with the demand for milk in each regulated marketing area after making provisions for necessary reserve supplies.

The price levels generally are set by means of price formulas which allow the minimum prices to change automatically along with certain changes in the market conditions for fluid milk.

### 10. How is the uniform price to farmers computed?

To compute the uniform price, the market administrator gets information from handlers at the end of each delivery period (usually 1 month in length) telling how much milk they handled during the period and how much was employed in each use of milk. From this the administrator can determine how much of the total milk brought into the market belongs in each class.

### 11. How are farmers paid under an order?

Farmers receive their checks once or twice monthly. Under Federal orders payment may not be less than the uniform price or average price as announced each month by the milk market administrator.

## 12. How are Federal orders enforced?

Legal action may be instituted through the Justice Department in the Federal courts to compel milk dealers to comply with a Federal order.

## 13. How are the operating costs defrayed?

Assessments levied upon milk handlers in accordance with the quantity of milk they receive or handle are used to defray the cost of the order program. The amount of the assessment varies under different orders and at different times. Generally it ranges from 2 to 4 cents per hundredweight of the milk received by the handler from producers.

## 14. Is a Federal order a substitute for producer cooperatives?

No. A producer cooperative continues to perform all of its functions under a Federal order. At public hearings the cooperative presents the reasons and factual information which it believes will justify any change in prices or other terms of sale which it proposes.

## 15. Does a marketing order guarantee an adequate income to all farmers?

No. It is not possible under a market order to guarantee an adequate income to all farmers. It merely prevents prices from fluctuating wildly without regard to general economic conditions.

In times of depressed prices for milk and dairy products, or for agricultural products generally, the prices established under a marketing order may not be high enough to afford adequate incomes to any of the farmers delivering milk to the regulated market. If farmers are to have adequate incomes under conditions of generally depressed farm prices, some other type of program may be necessary. A price support program now is in operation for manufacturing milk and butterfat. Prices of these commodities have dropped to the levels at which price support is required under the Agricultural Act of 1949. Under this support program, the government is purchasing butter, nonfat dry milk solids and cheese so that processors of manufactured dairy products will receive such prices as will enable them to pay, on the average, the support price to farmers for manufacturing milk and butterfat.

In contrast to such a program, Federal orders are not designed to hold prices at any pre-determined level. They serve only to stabilize

market and price conditions for milk sold principally for consumption in fluid form in city markets.

—D.P.M.A.

## Some Handlers Object to A Market Order

A few handlers, rather small ones, are making a great campaign against a marketing order for this area. Prominent among the noisy ones are the Wern Farms and Dempsey Dairy. No one need to be surprised at such action for these handlers buy milk on their own terms, bargain with no one and the fact that they would have to pay the same price as their competitors gripes them exceedingly.

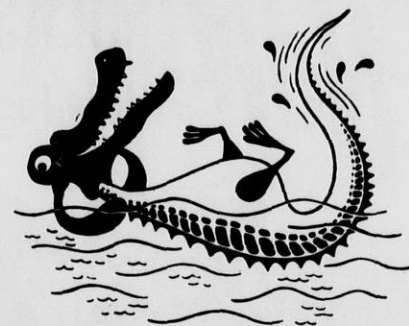
Of course they do not tell the real reason for the gripe, but keep on screaming about too much regulation. To be unregulated and pay producers any old price that they please, of course would suit them better. Listen to their squawking and screamings and make your own decision.

## Bangs Disease — What About It?

Sometime ago, Dr. Herman Bunderson, Chicago's Health Commissioner, was quoted as saying that all milk coming to the Chicago market, must be from herds free from Bangs disease by the year 1955.

In our June issue we published a release from the Wisconsin State Department of Agriculture, by Don McDowell. In that release Mr. McDowell suggested plans for Bangs disease control. It seems to us that it all adds up to more confusion on this vital question, for there is a great deal of disagreement among authorities as to whether the blood test is accurate, whether cows that always react to a test, and when given a later test, do not react, should be considered free of disease.

An editorial in a leading dairy paper in a discussion of the Chicago Health Board's statements, says "However, it would appear that a reasonable time will be given dairy farmers to get their herds in shape. In contrast, consider the furor and hardship which would have been caused had health people immediately banned milk from infected herds. Such action would have created confusion throughout all milk supply areas." Any practical dairyman could tell the editorial writer that the immediate and long lasting results of such a plan would have caused a dire shortage of milk in Chicago and many other markets.



## FLOATS!

**FLO-TRON**, the amazing new soapless cleaner made especially for dairy farm use, makes milk-house cleaning chores as easy as floating down-stream. Why?—because Flo-tron gets *under* the dirt, fat and slime and *floats* it away fast! In fact, you don't even need to take apart milking machines; just "flush-clean" with Flo-tron! No film—no milkstone build-up. Effectively reduces bacteria counts. Works equally well in hard or soft water. Ideal for dishes, clothes and painted surfaces, too. Get Flo-tron from your hauler, dairy service man or dealer. Ask for:—

# FLO-TRON

### TYKOR PRODUCTS

Chicago, Illinois New York, N. Y.

Also available: — RIN-KLOR 50 for sanitizing—KO-BRITE for milk-stone removal and alternate cleaning.

In fact a shortage that would have made it very disagreeable for any authorities which placed such a ban on milk which it considered very safe after pasteurization.

## Cost of Production

Dairymen should get cost of production plus a reasonable margin of profit. This is a general principle on which all readily agree.

Every producer cooperative not only believes in this principle, but works constantly for the most favorable price for its members.

However, no two producers have the same cost of production per hundred pounds of milk. One may produce milk for \$3.00 per cwt. and another's cost be a third more.

Costs vary widely depending on many factors, some of which are the inherent ability of the herd for high production, feed costs, overhead costs, and labor costs.

Most important of all is efficient management.



# Now. MILKSTONE REMOVAL

Made Fast, Easy, Complete, for YOU!



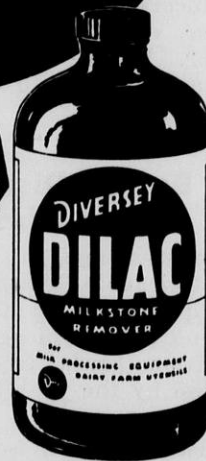
use  
**DIVERSEY  
DILAC**

the liquid milkstone remover  
used most on dairy farms  
and in dairy plants!

Bottled in 1-Quart and 1-Gallon Glass Jars Especially for You!

Easy, economical to use . . . harmless to hands and utensils! Fast, easy, safe! Available now! Order from your hauler today!

Remember, too, **DIVERSEY DICOLOID** . . . the unique, powder-form milkstone remover!



Questions immediately arise when cost of production is discussed. One is—Whose cost of production—mine which is relatively high, or yours, which because of constant care is low, or the average of all?

If the average were taken, as might at first seem wise, then many producers would be losing money—others would be just breaking even and a third group would be doing all right.

The fact of the matter is, however, that from a month to month basis, other things are of more importance in determining price—one of these is supply and demand.

If the supply of milk is great, the price goes down. If milk is scarce, the price goes up.

A man alone in the desert hundreds of miles from a supply of water, would give his last cent for one drink of cool, refreshing life-saving water, while the man standing beside a flowing spring would not pay one cent for all the water

he could drink. The supply is scarce on the desert but there is an excess for the one standing by the flowing spring.

There are other factors in pricing milk but the influence of supply and demand outweighs all of the others combined.

Today we, as a nation, are selling millions of cases less of evaporated milk abroad than during and immediately after the war, and price at the condensery is down. Our supplies of butter and cheese are great, so the price is down.

The price of milk will tend to remain lower than formerly as long as the supply is greater than the immediate demand.

Indeed we would all like to have cost of production plus a reasonable profit, but the law of supply and demand has not been repealed and is one of the dominant factors in determining the price which we will receive for our milk.

—Michigan Milk Messenger.

## STOP Bottle Breakage

**N**OW you can eliminate the cause of bottle breakage—excessive gate pressure—by lubricating conveyor belts with Oakite Composition No. 6. This new wet soap lubricant gives your bottles a slippery surface to ride on—no pile ups, no shattering collisions.

Oakite Composition No. 6 keeps chains clean and shining . . . prevents build up of black gummy deposits on bottle bottoms.

**FREE** Folder 4422 gives details. Write today!

**OAKITE PRODUCTS, INC.**  
34E Thomas Street, NEW YORK 6, N. Y.

**OAKITE** *Cleaning & Germicidal Materials*  
DAIRY RESEARCH DIVISION

## Milk Machine for Sale

Three single unit used DeLaval Milk Machine complete with motor and pump. Price very reasonable. Can be seen at Milk Producers headquarters. 1633 N. Thirteenth Street, Milwaukee, Wis.

A tramp knocked on the door of an inn known as "George and the Dragon." When the landlady opened the door, the tramp asked, "Could you spare a poor hungry man a bite to eat?"

"No!" the woman screamed at him and slammed the door in his face.

The tramp knocked a second time. When the woman snatched open the door, he asked timidly, "Could I have a few words with George?"

# Milwaukee Milk Producer

LIBRARY  
COLLEGE OF AGRICULTURE  
MILWAUKEE CO-OPERATIVE MILK PRODUCERS  
UNIVERSITY OF WISCONSIN  
"Readers . . . For Farmers"  
MADISON

Volume 23—Number 8

August, 1950

## NEWS NOTES FROM YOUR DAIRY COUNCIL

### A Progress Report for July 1950— Large Scale Mailing of Program Ideas Go Out to 700 Group Leaders

The presidents of 156 civic and service organizations in Milwaukee County, received, during July, from your Dairy Council, an attractive MEMO folder, which was designed for the attention of the Program Chairman, in each case. On the cover of the folder, a rabbit is pictured standing upright, wearing a chef's hat and stirring a large spoon around the interior of a tall, silk hat. The MEMO goes on to say: "Here's what we've cooked up for one of your organization's programs this year . . . a formula that will work like magic in helping you and your members to SET YOUR PACES FOR GOING PLACES."

The suggestion follows that they ask a member of your Dairy Council's nutrition staff to participate in one of their meetings to discuss "your re-organization of food habits and to tell how the magic formula works."

Selected pieces of Dairy Council literature, a short letter and instructions for requesting our services were enclosed in the folder.

The pastors of 544 churches in Milwaukee County were also sent program idea folders, with the suggestion that they be passed along to the program chairman of the men's and women's groups affiliated with each church.

From the early response that we have received from several program chairmen, we are encouraged that this large scale mailing to announce your Dairy Council's 1950-51 Program Services will afford many worthwhile opportunities during the coming months to tell large numbers of adults, many of them parents, the most current information about milk and its products and their values to the health and well-being of people of all ages.

### Summer Programs for Youth Groups

Your Dairy Council's nutrition staff presented a series of four noon-hour talks, keyed to the inter-

ests of teen-age girls, to the YWCA's summer fun program for 80 junior high school girls. The titles of the talks were "Interesting Picnic Lunches"; "Postures on Parade"; "Food for Health"; and "Personality Counts."

The Polish Summer School, as in previous years, is using Dairy Council literature for the purpose of study and translation of it into the Polish language.

A white rat on a poorly selected meal which did not include milk, through his lack of growth and development, in contrast with another white rat (which has been fed milk and dairy products and an otherwise good diet) has taught an excellent lesson to the youngsters who attended the Jewish Center's activities at Camp Sidney Cohen and Brown Deer Day Camp. Through extending your Dairy Council's services to these summer activity groups, in which youths participate, we remind them of the lessons which they have learned and will continue to learn in their classrooms during the school year, as a result of their teachers' effective use of Dairy Council literature, films and exhibits.

### Some Other Groups Which Have Requested Dairy Council Services During July

Visual Education Class at Marquette University.

Students and those participating in workshops at Milwaukee State Teachers College.

Hickory Grove 4H Club.

Diabetes Detection Unit, Milwaukee Health Dept.

Deaconess Hospital, Prenatal Class.

Personnel Department, Milwaukee County Institutions.

South Milwaukee Public Library.

Well Baby Clinic—Milwaukee Children's Hospital.

### Quotes From Letters Recently Received

"I would appreciate your sending me three sets of your posters, a set of which we received at the beginning of the season. We were very

pleased with their powers and the enthusiasm of the boys in seeing them."

R. B. Pittelkow,  
Medical Director,  
Camp Whitcomb,  
Milwaukee Boys Club

\* \* \*

"In our educational program for new mothers, we want to educate them as to proper nutrition of the infant, mother and family. I would appreciate any posters and pamphlets that could be used in the instruction of our patients."

Sylvia Turek, R.N.,  
Obstetrical Supervisor,  
Milwaukee County  
General Hospital

\* \* \*

"Will you please have my name and the address above, placed on your mailing list? I would appreciate especially the meal planning and menu folders. Frequently I find it a help to have them and borrow from a fellow Home Economics teacher, so would like to have my own file in the future."

Margaret Hooper,  
Milwaukee Vocational School

\* \* \*

During the month of August your Council's staff will be busy with preparations for extending its services to schools and parent education groups, especially so that more milk and its products may make important contributions to the nutrition and health of the families living within Milwaukee County.

Elizabeth Sullivan,  
Your Dairy Council's  
Director

### The Two Designations

for the same cheese, "American" and "Cheddar" are confusing to consumers. Many do not realize they are the same product. We believe the cheese industry should standardize on one term, preferably "American," because this product as known in the United States is more typically American than English.

## MILWAUKEE MILK PRODUCER

Owned and Published by  
THE MILWAUKEE CO-OPERATIVE  
MILK PRODUCERS

CHARLES F. DINEEN, Editor  
1633 North 13th Street

Division 4-5300 Milwaukee 5, Wis.

Vol. 23 August, 1950 No. 8

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Subscription . . . . . \$1.00 Per Year

### August Milk Price Increased

The Board of Directors meeting in conference with the dealers on July 26, settled on a price of \$3.65 for fluid milk for August. The Directors wanted a higher price, but the dealers seemed to be reluctant to pay even that much. Probably because they did not know whether the retail price would go up.

The retail price of cream was recently lowered. The supply dropped off very much following the drenching rains. Seems to be coming back slowly now. Rains helped pastures and hay fields. On the other hand cows that have been milked for a considerable length of time don't come back after they have gone down at this time of the year. The July Class prices are the same as June, but the blend for that month is higher due to less milk coming in.

### 1950 "Fall Cheese Festival" Will Be Planned at Rally, August 17

The National Cheese Institute and American Dairy Association are jointly sponsoring a "Cheese Rally" to launch the 1950 "Fall Cheese Festival." The rally will be held Thursday, August 17, 1950, at the Morrison hotel in Chicago. The festivals sales campaign will be outlined by representatives of the American Dairy Association. In addition, the rally will feature a panel of outstanding specialists in advertising and merchandising.

### THE FEDERAL ORDER

Milwaukee's Socialist Mayor, very suddenly got interested in the proposed Federal milk marketing order for the Milwaukee area.

To take a line from the boxing ring, we have in one corner Socialist Mayor Zeidler; Kewaskum Creamery (whose owner lives in Los Angeles); Wern Farms, the aristocrats of the local dairy industry, State Senator and milk dealer Dempsey, and a few others.

Politics and selfishness make queer bedfellows. The Socialist Mayor says he did not have a chance to be heard at the hearing last February. Seems strange for the hearing lasted six days and was front paged by the papers as news. There were cartoons and editorials also. So the Mayor could not have been unaware of what was going on. Probably figured that it was a farm problem and none of his business. Which was emphatically the case.

Out of a clear sky, Mayor Zeidler gets interested in this problem. Talks about the cost of milk going up three to four cents per quart. Where did our Socialist Mayor get those figures? He doesn't say but Kewaskum's spokesman made the same claim over and over again. Could be that failing in everything else Kewaskum decided to have the Mayor try to pull its chestnuts out of the fire.

Kewaskum's plant is not in Milwaukee so the city gets no taxes from that source. The owner, Mr. Keller, as mentioned above, testified at the hearing that he lived in Los Angeles, California and presumably pays his income tax there, if anywhere.

The City of Milwaukee does not inspect the Kewaskum plant nor the farms that supply it with milk so it's hard to understand why the Mayor sings the same tune that Kewaskum does.

Seems rather clear that the Mayor has decided that he can help himself politically by claiming he is trying to keep the price of milk down. The next logical move for him is to tell Milwaukee people that his Health Department regulations are a joke, and that they can go outside of the city and buy milk cheaper since it's not inspected by Milwaukee. What about bread prices, Mr. Socialist Mayor?

Then what about the others in the Mayor's corner? Well, it will bother them some to have their books and records looked at to determine if the farmers are getting what is coming to them, correct fat tests, etc.

Too much policing and regulations? Well, we all dislike to be policed, but what kind of situation would we have if every one could do just as he pleased about everything? Would not be too good for the people who would be honest and fair for the others would run right over them.

Now, who have we in the other corner? Some twenty-six hundred farmers who have to live up to the strict regulations of the Milwaukee Health Department and sell milk in competition with farmers who are not even required to have a milk house, nor tight floors in their barns.

Are they asking too high a price for milk? Decidedly not! Just enough to pay for the extra cost they are put to in the production and delivery of the quality of milk Milwaukee demands.

### Big Butter Surplus May Not Be A Burden

Most everyone in the dairy industry has been wondering about the effect on dairy prices because of the high surplus of butter. Some of that product held by the government under the price support program has some age on it. May be it's not spoiled, but it can't be too fresh either. The hot war that we seem to be in may create a market for fats of all kinds, which would deplete the butter surplus very fast. Remember how we were forced by regulation to use less butter in World War II?

The result of that restriction was a falling off in butter consumption of over six pounds per person per year. Sad part of that is that we haven't got that consumption of butter back yet. Maybe there will be enough on hand so that restrictions will not be considered necessary another time.

### Washington County Fair

The annual Washington County Fair was held at Slinger on July 28, 29 and 30. This fair features youth activities, but it is also a fair at which adults compete with one another in the exhibition of livestock and all other farm products grown in that good agricultural county.

Two little girls were busily discussing their families.

"Why does your grandma read the Bible so much?" asked one.

"I think," said the other little girl, "that she's cramming for her finals."

### Golden Harvest Dairy Company

In August, 1949, the Golden Harvest Dairy Company closed its doors without any notice to producers, or anyone else, as far as we know. A voluntary assignment was made by the company and an assignee named, and the bankruptcy proceedings were finally settled in court on June 20. Producers received something less than fifty cents on the dollar for this milk, out of the proceeds of the sale of the assets. Unsecured creditors, we understand, got nothing.

The Bonding and Security Section, Wisconsin Department of Agriculture, held a mortgage on the assets of Golden Harvest Dairy as security for the payments of milk shipped under the State Bonding Law. Evidently the assets were not nearly enough to satisfy the claims of the producers, and they are suffering considerable loss as a result.

It was the general understanding that the Bonding and Security Section of the Department of Agriculture must require sufficient security for the payment of milk. In this case at least, it seems that either the law is inadequate, or the supervision and enforcement was not properly taken care of. It would appear that something should be done about this matter, so that farmers would be assured of payment for milk delivered and in full.

The Council of Agriculture, at its directors' meeting, held on Monday, July 31, took action instructing its executive secretary to make a study of this law so that it may be amended if it is not written properly to protect producers against loss for milk delivered.

### Filled Milk Threatened

Filled milk, that is skim milk with vegetable oil added, may be placed on the market in interstate commerce, if a bill introduced in Congress by Arthur L. Miller of Nebraska becomes law. This bill is a part of a District of Columbia bill concerning regulation of milk and milk products.

Manufacture, sale and interstate shipment of this product into Washington, D. C. would be allowed. It's possible that if this bill becomes law, that it will open the door for repeal of the provisions in the law now against interstate shipment of filled milk.

**TRUSTWORTHY CREDIT QUALITY!**

**KINDY Optical Co.**  
 615 N. 3rd Street MARquette 8-7225

## Grade A Feeds

Are made with all the vitamins necessary to produce best results for more eggs, milk and meat.

Try them.

**MANUFACTURED BY**  
**FEED SUPPLIES, INC.**  
 West Allis - Saukville - Wales  
 Germantown - Milwaukee

This is a logical follow-up of the repeal of the colored oleo law. The manufacturers of cheap vegetable fats have done so well with their imitation of butter, that they will certainly try to foist an imitation milk on the consumer. Whether the Congress will go to the extent of allowing this spurious product to be shipped interstate is an interesting question. As now set up it would seem that the Congress would like to do this for the shortsighted producers of vegetable oil would probably work for it and the consumers' representatives would be just as likely to go for this imitation product as they have gone for oleomargarine.

Michigan Dairy Reporter: "Gregory Speaker celebrated his fifth birthday Monday with the aid of 12 fiends." Readers Digest.

Use **FACID** for

**Milkstone Removal**  
**Daily Cleaning**  
**Sanitization**  
**Storage of Milking Machine Rubbers**

~~~~~

**SAVE**  
**Money and Elbow Grease**

**ENJOY**  
**Sparkling Cleanliness**

~~~~~

**PROFIT**  
**With Grade A Milk**

~~~~~

**FACID**  
 is available at  
**Milw. Coop. Milk Producers**  
 1633 N. 13th St.

Mfg. by  
**FALLS CHEMICAL PRODUCTS COMPANY**  
 Oconto Falls, Wis.

---

One quart FACID....\$ .85  
 One gallon FACID....\$2.25

Name .....

Address .....

Dairy ..... No. ....

## Council Holds Mid-Summer Meeting

The Wisconsin Council of Agriculture's Board of Directors held its midsummer meeting at Ripon on Monday, July 31. Special committees made reports among them being Radio Programs by A. F. Stapel; Labor Committee by Otto Wirth; Co-operative Breeding Association by Kenneth Wallen.

Bangs disease control was discussed by Donald M. McDowell, Director of State Department of Agriculture. That something must be done to comply with out of state demands for milk from Bangs free herds in the near future was emphasized by Mr. McDowell. He told of the different plans proposed. Discussion from the floor was limited. Off the record remarks by farmers present seemed to indicate that considerable doubt exists about the reliability of the blood test for Bangs, whether adult vaccination should be prohibited and whether a test and slaughter program would be a good thing for the industry. It's a subject that all dairy farmers need to think about. Science knows very little about Bangs disease and its control.

Profs. Asher Hobson, Ray Penn and Karl Shoemaker of the College of Agriculture discussed the "Economic Outlet for Wisconsin Farmers." It seems that the economic advisors believe that farm prices will advance but not as fast as the prices farmers must pay for what they buy. How true! How true!

John Kutish of the College of Agriculture and Walter Ebling of the State Department of Agriculture discussed transportation of dairy products particularly fluid milk as the laws presently on the books read. In some instances the empty milk truck is too heavy to travel on certain roads at certain times of the year. Thirty million dollars per year is paid out for trucking Wisconsin milk it was reported.

## New Members Accepted By The Board of Directors July 26, 1950

Alb. Burkwald, Route 3, Box 307, Milwaukee 16, Wis.

W. S. J. Kopmeier, Route 4, Box 121, Milwaukee 14, Wis.

Leonard Vander Boom, Route 2, Box 73, Hales Corners, Wis.

## State Federation of Labor And Council of Agriculture Confer

On July 10, nine top men of the Wisconsin Federation of Labor met with nine from the Wisconsin Council of Agriculture Co-operative. This joint conference between leaders of labor and agriculture marked a significant effort to bring about better understanding.

"We would like to develop better understanding between labor and farmer co-operatives," said Wm. Nagorsne, Secretary, State Federation of Labor. To this, Council President C. F. Clafin replied, "The desire for better understanding is mutual. The approach must be frank and factual."

George Haberman, President, State Federation of Labor and Nagorsne then discussed labor's resolution passed at their last annual convention, criticizing the attitude of agricultural co-operatives toward the labor movement. The labor resolution also suggested measures of retaliation.

In reply Otto Wirth, Chairman of the Council's Dairy Plant Labor Committee, stated that he, personally, and farmers generally recognized the place and the need for the labor movement. Wirth insisted that what labor interpreted as an attitude of opposition is in reality a situation brought about by the nature of agriculture itself and the limitations of farmer co-operatives which some labor leaders have not fully understood.

Council of Agriculture representatives discussed labor's attempt at industry-wide bargaining, emphasizing that farmer co-operatives are local in nature and usually are not extensive in scope. It is important they said for labor to understand that margins in the dairy industry and in farm operations are narrow.

Said Louis Zahradka of the Dairyland Co-operative Association, "It is important for labor to recognize that the co-operative manager is only a hired man and that the very nature of co-operatives means slower and longer negotiations due to the fact that co-operative managers are not in a position to act independently." Others from the Council of Agriculture who took part in the labor conference were O. R. Wilkins, Wm. F. Groves, H. E. Thew, Ken Wallin, Milo K. Swanton and Peter May.

While no definite conclusions were drawn, it was agreed by both sides that the spirit of constructive frank-

ness exhibited both by labor and agricultural leaders proved the importance of getting together for better understanding. The interdependence of all groups is growing. It was also mutually agreed that it is better to iron out misunderstandings when they arise before trouble and ultimate strife have a chance to develop.

## Labor Representatives in Attendance

Geo. F. Haberman, President, Wisconsin Federation of Labor, Milwaukee

Wm. F. Nagorsne, Secretary, Wisconsin Federation of Labor, Milwaukee

Herb Vonier, Wisconsin Federation of Labor, Milwaukee

Geo. Behling, Appleton, Union of Dairy Plant Workers

Wm. Wetzel, Green Bay

W. R. Hillmann, Sheboygan

W. D. Hancock, International Teamster's Union, Racine

John Zancanan, Milwaukee Building Trades Council

Rex Franzway, State Conference of Electrical Workers, Milwaukee.

## William F. Groves, Lodi, Elected Federation President

William F. Groves, Lodi, Wis., was elected president of the Wisconsin Dairy Federation at its meeting June 2. Other new officers elected are: L. A. Zahradka, Juneau, vice-president; W. W. Clark, Madison, secretary; W. G. Carlson, Milwaukee, treasurer; and directors: George L. Mooney, Plymouth; Dr. H. C. Jackson, Donald McDowell and Harvey Thew, Madison; C. M. DeGolier, Deerfield, and B. F. Schaeffer, Stoughton.

"I shouldn't be offering you wine should I? You are the head of the Temperance League, aren't you?" remarked the hostess to her male guest.

"Oh, no, I am the head of the Anti-Vice League."

"Well, I knew there was something I shouldn't offer you."

## Wisconsin Cheese Output Hits Top, Butter Production Up

Wisconsin dairy plants made a record quantity of cheese last year and butter production was greatly increased, according to the summary of the 1949 dairy plant reports just released by the Crop Reporting Service of the Wisconsin and United States Departments of Agriculture.

Creamery butter production in Wisconsin last year was reported at 168,214,000 pounds. This output was 68% larger than the 1948 production and the largest quantity of butter made in the state since 1940.

Cheese production last year reached the record-high of 564,947,000 pounds, which is 5% above the previous record made in 1947 and 12% above the 1948 output. American, Swiss, munster, brick, Italian, and cream cheese production last year was larger than in 1948. Record quantities of American and Swiss were made in 1949, but limburger cheese output was the lowest since records began in 1919. About three-fourths of the state's 1949 cheese production was American.

### June Butter Production Raised, Not Up to Prewar Average

Production of creamery butter during June regained its lead over a year ago. Estimated at 166 million pounds, output for the month was 5.5% above last year. In May it had been 3% below the same month of 1949. This year's seasonal increase over May amounted to 6.3%, compared with a contra-seasonal decline last year of 2%, an average gain for the month of 4.2%.

Although June output was the largest for the month since 1945 it was some 21% below the record June of 1941 when production reached 210 million pounds.

For the month, output averaged 1.1 pounds for each person in the U. S. This represented a drop from 1.56 pounds per capita average for the prewar years 1937-41. To equal the prewar average per capita rate creamery production during June would have had to measure 233 million pounds. It fell short by 67 million pounds.

## Report on Milk Delivered and Sold

A report made by George J. Gutmann of the Milk Auditing Division of the Wisconsin State Department of Agriculture comparing receipts and use made of milk for May and June, 1950 and June, 1949 in the Milwaukee Marketing Area is interesting reading. The number of shippers and the average pounds per farm are also given.

June, 1950 sales are down slightly from the preceding month probably due to school closing and the start

of the vacation period. Compared with June of 1949, however, there is a marked increase in sales of both milk and cream. Worthy of note also is the fact that there were one hundred and eight fewer shippers in June compared to June 1949. Price of milk too low, farmers and their wives getting old and tired, plus a shortage of hired help, probably accounts for the sale of entire herds on many farms in the Milwaukee area.

### Daily Average Pounds of Fluid Milk Receipts And Its Utilization in the Milwaukee Market Area

|                              | June 1950 | May 1950  | June 1949 |
|------------------------------|-----------|-----------|-----------|
| <b>Receipts</b>              |           |           |           |
| From Producers .....         | 1,057,672 | 1,013,260 | 1,117,807 |
| Overbase and Criticized ...  | 64,876    | 57,915    | 90,057    |
| <b>Utilization</b>           |           |           |           |
| Fluid Milk .....             | 572,400   | 658,938   | 535,442   |
| City Gallons (in pounds) ... | 49,324    |           |           |
| Suburban Gallons (in pounds) | 44,680    | 19,114    | 12,524    |
| Cream Sales .....            | 142,115   | 145,356   | 124,914   |
| Manufacturing .....          | 184,277   | 131,937   | 354,870   |
| Number of Shippers .....     | 2,587     | 2,609     | 2,695     |
| Average per Shipper .....    | 409       | 388       | 415       |

Wis. Dept. of Agriculture,  
Milk Auditing Division,  
Geo. J. Gutmann,  
7-21-50

## Appropriations Too Low For Enforcement of The Oleomargarine Law

The Food and Drug Administration says that the appropriation given it to enforce the oleo law which went into effect July 1 is inadequate. Testifying before a Senate Appropriations Committee, George Larrick, Association Commissioner of the Food and Drug Administration, says that a sample survey shows that less than 10% of the nation's 525,000 eating places would be serving oleo and identifying it. The small appropriation, he says, would not go far and is in striking contrast to the six million dollars which the Federal Security Agency estimated would be necessary to make an inspection of each eating place during the coming year. Nine hundred, thirty-six thousand dollars would furnish funds to inspect each restaurant about once in six years.

All the talk that we heard about enforcement of laws since colored oleo has been legalized would seem to be mostly "bunk" for if eating places can serve oleo without identifying it a great many of them will do so.

## Report on Advertising Shows Reason for Sales

Who spends the most money for advertising—the dairy industry or the oleomargarine industry? Who spends the most money for advertising—the producers of milk or the producers of beer? You can probably guess the answers, but do you realize that well over 12 times as much was spent on beer advertising in 1948 as was spent to advertise milk?

Here are some figures, made available through authoritative advertising checking sources for the year 1948, and published by the ADA of Wisconsin. They indicate the total amounts spent on advertising for the year 1948 for the various commodities:

|                            |            |
|----------------------------|------------|
| Butter .....               | \$ 516,500 |
| Milk .....                 | 1,400,000  |
| Ice Cream .....            | 1,670,000  |
| Cheese .....               | 2,900,000  |
| Evaporated Milk .....      | 3,380,000  |
| Oleomargarine .....        | 6,600,000  |
| Cereals .....              | 20,000,000 |
| Soaps, Flakes, Cleaners .. | 57,400,000 |
| Coffee, Tea, In. Coffee .. | 16,400,000 |
| Beer .....                 | 17,600,000 |
| Soft Drinks .....          | 12,200,000 |
| Cigarettes .....           | 35,700,000 |

## THOUSANDS OF FARMERS

Getting  
Bigger  
Milk Checks  
through **KLENZADE**

### FARM QUALITY PROGRAM

Klenzade cleaning methods reduce bacteria counts, remove and prevent milkstone, and destroy bacteria . . . a tested program used daily all over America. Cash in on this newer and better way of keeping your milking equipment sparkling clean, sweet, and sanitary. Less labor . . . better results . . . bigger milk checks. Ask your dealer for Klenzade Klee-Mor, Klenzade Nu-Kleen, and Klenzade X-4 . . . dairyland's finest cleaning program. . . faster, safer, more economical.

FREE  
INSTRUCTIONS

**KLENZADE PRODUCTS, INC.**  
BELOIT, WISCONSIN

### National Dairy Council Conference Stresses Promotion

How to do a better job of stimulating greater use of dairy foods during the coming year summarizes in a few words the significant achievement of the three-day summer conference of the National Dairy Council and its affiliated dairy council units at Chicago, June 26, 27, and 28. About two hundred directors, staff members and dairy industry executives from coast to coast attended the annual session.

Displays included the layout of a modern milk and ice cream plant, known as the "Dairy Class Workit," newly designed educational project sponsored by the National Dairy Council, International Association of Ice Cream Manufacturers, Milk Industry Foundation and the American Dairy association.

Nutritional features of dairy foods and promotional organization were discussed along with recent research reports on dairy food diets and their effect on dental health of research animals.

#### AGILE!

The pride and joy of Rastus was an onery mule, whose heels could fly with almost the speed and accuracy of a 75 m.m. shell.

"Rastus," a white man asked, "did that mule ever kick you?"

"Well, no," was the reply. "He never really kicked me—but he often kicked where I just was!"

### It's a Fact

• If the boss complains that you're not worth your salt, you don't need a blueprint to discover that he means you are not earning your pay check.

• Of course, you wouldn't expect him literally to pay you off in salt, but the Romans, many centuries ago, did just that when paying part of their Legionnaires' stipend. Then, when we recall that the Latin word for salt is "salarium," it's easy to see where we got our word "salary."

• The ancient Roman judged the wealth of his neighbor by the number of cattle he might own. Finding the delivery of an ox a rather awkward means of paying bills, a piece of bronze was devised as a medium of exchange, being cast with a figure of an ox.

• The Latin name for ox being "pecus," money was known as "pecunia." When the lawyer informs you that you have been left a pecuniary legacy, you can be sure that money is headed your way.

• No one would think of referring to his salary as so many "Joachimsthalers." Most of us never even heard that there was a village in Bohemia called Joachimsthal but it was there that big silver coins were made, and they were called "Joachimsthalers." With such a tongue-twister, it is no wonder that the word was cut to "thaler," then "daler" and ultimately our familiar "dollar."

• Big silver dollars were not too easy to handle, and besides, lots of items cost considerably less than that amount. The simple way out was to cut the dollar into eight pieces, each one worth twelve and a half cents, and known as a "bit." Twenty-five cents was therefore "two bits"—and it still is.

• Besides "pieces of eight," the Spaniards also produced "pieces of thirteen." Down through the years the superstitious ones have shied away from the number thirteen. No wonder this large coin was deemed to be quite unlucky. Pieces of thirteen were replaced with the two-dollar bill so that even today there are those who prefer not having them.

—T. O. Bateman.

Raleigh, N. C. Times: "All women who are interested in crafts, sewing and new hobbies are urged to come to the armory Wednesday morning." Reader's Digest.

### Wisconsin Winter Dairy Course to Start September 20

The 1950 winter course in dairy manufacturing begins on the University of Wisconsin campus September 20. H. C. Jackson, in charge of the course, says that reservations should be made before August 15.

The course is open to dairy manufacturers who have had six months experience in a dairy plant or have graduated from high school.

Students will attend two sessions. The first one, from September 20 to November 15, deals with dairy bacteriology, cattle diseases, sanitation, marketing and milk testing. The second session, from November 16 to December 16, will cover production of ice cream, butter, market milk, and cheese.

### E. Carlson Leaves Medford Creamery to Manage Dairyland Co-op

Edward E. Carlson has resigned as manager of the Medford Cooperative Creamery company to accept the position of manager of the Dairyland Cooperative Creamery company at Juneau. He will begin work in that capacity August 15. No successor has been named as manager of the Medford Cooperative.

Carlson has been manager of the Medford organization since 1940.

### Feedstuff Markets Continue Advance

Wholesale markets for feedstuffs continued to advance throughout the northeast during the past week, as dealers and mixed feed manufacturers bought freely to accumulate supplies. The United States Department of Agriculture says consumer requirements showed no particular increase, and the urgent market demand appeared to be caused by uncertainty of future supplies, as a result of war conditions.

Dairymens League News.

He was applying for county relief and the young lady at intake was filling in the usual form. "Do you owe any back house rent?" she inquired.

"We ain't had a back house for years," the applicant replied with great dignity. "We got inside plumbing."

### 1950 Rural Life Conference Sept. 5-7 Near Wisconsin

For thousands of Wisconsin farm families, particularly those in Western and Northwestern Wisconsin, the 1950 nationwide Rural Life Conference will be almost in "the front yard." Much of Wisconsin lies closer to St. Paul than to Madison and the 1950 Rural Life Conference will take place September 5-6-7 on the Campus of the Minnesota College of Agriculture at St. Paul.

For the first time, since 1930 when the American Country Life Association held its Rural Life Conference at the University of Wisconsin, farm people in our state will have this conference nearby.

Farm people everywhere are welcome and urged to attend. They will find this national Rural Life program to be interesting, informational and inspirational. Minnesota's College of Agriculture will provide lodging for men, women and families at low cost in their dormitories on the campus. The College will operate its own cafeteria to insure low cost meals.

#### Will Tackle Five Main Issues of Rural Interest

Rural Education, Rural Religious Responsibilities, Rural America's Requirements for Health, Rural Community Foresight and Rural Life in Today's Economy, are the five subjects of nation-wide concern that will be presented by national leaders and discussed in sectional meetings where everyone will have an opportunity to contribute and exchange views.

Rural people as individuals, as representatives of farm groups, various religious denominations and from all the states of the union will be in attendance.

#### Horse Pulling Contest

After an absence of eight years, the Wisconsin State Fair at Milwaukee, August 19-27, will again hold the ever-popular horse pulling contest on Tuesday morning, August 22, at 10:00 A.M. in front of the grandstand, announces Jack Reynolds, manager. Entries from every section of Wisconsin and the middle west may take part as the contest is open to all.

Two divisions will make up the event: teams weighing more than 3,000 pounds and teams weighing less than 3,000 pounds. Prizes aggregating \$720 will be awarded, with \$75 going to the winner in each divi-



Save time and money. Have cleaner, healthier, more contented animals. Use a compact Andis clipper for horses, mules, cattle. Has powerful, fan-cooled, 110v AC-DC motor. Easy operating; uniform cutting. See your Saddlery, Hardware, or Implement Dealer. If he can't supply you, order direct on one week money back guarantee. ANDIS CLIPPER CO., Dept. 470-N, RACINE, WIS.

#### No Buttercakes

What does the average New Yorker eat and drink? Well, for one thing, he drinks almost as many glasses of milk as what he buys with one foot on the rail. The Childs Company, operating 26 restaurants in the city, reports 7,000,000 glasses of milk as against 7,700,000 bar drinks were sold last year. Coffee hit 25,000,000 cups.

Meat, potatoes and other vegetables stood each at the same mark of 4,000,000 pounds. Then, some 3,000,000 griddle cakes and 3,500,000 egg orders were served.

We thought the figure should be higher but the chefs and buyers came up with only 19,000 pounds of parsley. All this parsley and not even a listing for buttercakes—that old-time specialty which calmed down many a gnawing tummy at the modest price of a nickel.

#### Daffynitions

**Bartender:** One who brings you in contact with the spirit world.

**Etiquette:** Learning to yawn with your mouth closed.

**Meteorologist:** A man who can look into a girl's eyes and tell whether.

**Alimony:** A one-man war debt.

**Girls:** What women over 40 call each other.

**St. Bernard:** A dog with a liquor license.

**Science is resourceful.** It couldn't pry open the Pullman windows, so it air conditioned the train.

Holstein-Friesian World  
—May 20, 1950.

sion. Ten prizes will be paid in each section. Entries should be made directly to Horse Pulling Contest, Wisconsin State Fair, Milwaukee 14, Wisconsin.



## LIFTS!

Beaver-busy Flo-tron, the amazing new soapless cleaner made especially for dairy farm use, makes milk-house cleaning chores as easy as telling where beavers have been. You can't miss!—because Flo-tron lifts the soil and floats it away. Result?—a scrub-brush sparkle in a swish-swish jiffy! No need to take apart milking machines; just "flush-clean" with Flo-tron. No film—no milk-stone build-up. Reduces bacteria counts. Works equally well in hard or soft water. Ideal for dishes, clothes and painted surfaces, too. Get Flo-tron from your hauler, dairy service man or dealer. Ask for:

## FLO-TRON

### TYKOR PRODUCTS

Chicago, Illinois New York, N. Y.

Also available: — RIN-KLOR 50 for sanitizing—KO-BRITE for milk-stone removal and alternate cleaning.



### And You'll Return a Verdict of EXCELLENT!



\$3.85  
A PAIL

An excellent food for your baby calves, and an excellent value for the money invested in this quality Calf Food. Give Calf Ween a trial today, and judge for yourself. It's made by a company with fifty years experience in making calf starters. Results guaranteed or your money back.

Order a pail today from  
MILWAUKEE COOPERATIVE  
MILK PRODUCERS

Mfd. by SECURITY FOOD CO.  
MINNEAPOLIS 15, MINN.





## Official Price Announcement

For the delivery period  
July 1 - 31, 1950  
Chicago

### CLASS PRICES

Hundredweight prices to be used in computation of value of milk by classes, Sec. 941.5:

|                                                                      |         |
|----------------------------------------------------------------------|---------|
| CLASS I MILK —<br>(Basic Formula Price<br>\$2.795 plus \$.70) .....  | \$3.495 |
| CLASS II MILK —<br>(Basic Formula Price<br>\$2.795 plus \$.40) ..... | \$3.195 |
| CLASS III MILK — .....                                               | \$2.807 |
| CLASS III MILK (a) — .....                                           | \$2.778 |
| CLASS IV MILK — .....                                                | \$2.807 |

## Official Price Announcement

For the delivery period  
August 1 - 31, 1950  
Chicago

### CLASS PRICES

Hundredweight prices to be used in computation of value of Class I and Class II milk, Sec. 941.5:

|                                                                       |         |
|-----------------------------------------------------------------------|---------|
| CLASS I MILK —<br>(Basic Formula Price<br>\$2.807 plus \$0.90) .....  | \$3.707 |
| CLASS II MILK —<br>(Basic Formula Price<br>\$2.807 plus \$0.50) ..... | \$3.307 |

## Farm Labor

Total farm employment in the United States during the week of June 18-24 was nearly 450,000 below the June, 1949, level. The number of persons employed on farms has been lower than the previous year's level since the latter part of 1948. All regions but the Mountain states had fewer people working on farms than last year. Employment was down most in the New England and South Central states.

The number of hired farm workers was down 4% from last year for the United States and about the same or less in all regions.

From May to June the number of hired workers on farms rose nearly one-third to 3,106,000. The number of hired workers more than doubled in the West North Central states and increased sharply in the South Atlantic and Mountain regions. The West South Central states, with a seasonal drop of 10%, was the only region where the number of hired workers declined.



**tri CALF FOOD COSTS LESS**

25 POUND PAIL  
ONLY **\$3.95**

100 POUND DRUM  
**\$13.80**

**TRI ASSOCIATES INC.**  
8500 Pillsbury Ave. Minneapolis, Minn.  
TRI is available at the Milwaukee Coop. Milk Producers. Ask your hauler.

## COUNTRY WE READ MUCH ABOUT

Korea is a predominantly agricultural country with three-fourths of its people engaged in farming, and three-fourths of the value of all production from agriculture. Nevertheless, only about one-fifth of the country is farmland, the rest being too mountainous. The farms are small, usually no more than three acres per family. Farm implements are crude and livestock scarce. Rice is the principal crop, reports the United States Department of Agriculture. The best farm land is in the south and most industry in the north. South Korea depends upon imports for its fertilizer, so that it will no doubt be in short supply for the rest of the crop year due to the war.

Classified Classic: From a Vermont real estate dealers' listings: "15 acres—5 room house, good barn, fertile, brook . . . \$2500. The owner of this farm has a bad habit—whenever he wants to dispose of anything he just drops it wherever he happens to be, whether it is a broken plow, a dead cat, an old car or an upper plate with several missing molars. This has been going on for about 10 years so things are beginning to accumulate and the owner feels it would be simpler to move than to try to clean up. The result is an exceptional opportunity for some energetic couple to start in small scale farming and a large scale junk business at the same time. Under all this junk is some unusually fertile, level land which has produced bumper crops of vegetables. The house would scarcely be described as picturesque, but it is snug and well built, has 5 rooms, gravity spring water, electric light, beautiful fireplace that does not work, and is shaded by huge old maples. The

## Give YOUR Cans This Simple "Beauty Treatment"

MAYBE once a month give your milk and cream cans this simple surFACE-LIFTING treatment.

In place of your regular can-washing cleaner spruce-up cans with a mildly acidic solution of Oakite Compound No. 84-M. By doing this you get rid of accumulated surface-dulling oxide film, light rust and milk-stone.

And your machines will benefit from this treatment, too. Piping, spray jets will work better because Oakite Compound No. 84-M unclogs them by dissolving lime scale. Send for interesting data. No obligation, of course.

OAKITE PRODUCTS, INC.  
34E Thames Street, NEW YORK 6, N. Y.

**OAKITE** Cleaning & Germicidal Materials  
DAIRY RESEARCH DIVISION

## FOR SALE

### Jacobson Shallow Well System Like New

### Price Reasonable

MILWAUKEE COOPERATIVE MILK PRODUCERS  
1633 N. 13th St., Milwaukee 5, Wis.  
Telephone: Division 4-5300

barn could stand painting, but seems like a pretty fine barn with metal hip roof, 8 stanchions, cement floor, clapboarded. That smell is goats. As the outhouse faces the road it would be more cozy and private if it had a door. Taxes \$48 a year. The shucked corn in the drawing room is not included in this price."

Reader's Digest.

Cutie: "Is it difficult to become a member of the nudist colony?"

Sheik: "Nope, all you have to do is leave your name and a dress."

—Quonset Scout.

# Milwaukee Milk Producer

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

Volume 23—Number 9

"By Farmers . . . For Farmers"

September, 1950



Members of the West Allis Health Volunteers are shown learning from your Council's director how milk, dairy products and an otherwise good diet influence the growth and development of school age children.

## Newsnotes From Your Dairy Council

### Nurses Effectively Teach Values of Milk

Among the many people with whom your Dairy Council works in community health education, some of our highest compliment goes to that work done by the staffs of the 16 health departments within the boundaries of Milwaukee County.

It is the nurses of these health departments staffs who in their direct contacts with homes and schools and industry have the greatest possibility of teaching health in a practical and very important way to the greatest number of people at times when such instruction is most meaningful and helpful.

During the month of August, 73,397 selected pieces of your Dairy Council's literature was sent out to the 16 health departments whose nursing division staffs had placed their orders after planning ways in which they will be used during the coming school year in their instructional programs in the schools, pre-natal classes, child health conferences, pre-school health roundups, and in their home visits.

\* \* \*

Shorewood and West Allis Health Departments have enrolled the services of groups of interested mothers who will assist the nursing divisions' staff members in their work in the

schools in their weighing and measuring programs. Since milk and good nutrition, generally, are so closely related to and responsible for the best in growth and development, the supervisors of the two health departments have called upon your Dairy Council to speak to the volunteers. During August a film and nutrition talk was given to the West Allis Health Volunteers to help these mothers use Dairy Council literature in effectively telling the children who are being weighed and measured of the values of plenty of milk and dairy products for good growth and good health.

**THERE WAS MUCH CONVERSATION ABOUT MILK AND DAIRY PRODUCTS . . .** at meetings of the following groups held during August when members of your Council's nutrition staff presented nutrition talks on their programs:

The American Interprofessional Institute.

The Optimists' Club.

Tripoli Mosque Business Men's Booster Association.

(By the way, there were more than 300 members in attendance, which was a record for a summer vacation month. This is the largest luncheon club in the U. S. A. and your director was the first woman to speak at a meeting of this organization which was established in 1928.)

Rural School Workshop at Milwaukee State Teachers' College.

A workshop on Parent Education Course content held at The Milwaukee School of Vocational and Adult Education sponsored by the Bureau of Maternal and Child Health of The Wisconsin State Board of Health.

Kiwanis Club — sponsored youth club of West Allis.

BESIDES the busy preparations being made by our staff members for an expanded program of service to schools, health agencies and clubs we have been busy dodging ladders and paint buckets at your Dairy Council's office during the latter days of August . . . all of which means that the Plankinton Building Company's painters have redecorated the office quarters and we are now more proud than ever of the working space which you and other members of the local dairy industry make possible for the operations of this busy Dairy Council health education program.

We wish that you and members of your family would pay a visit to 7106 Plankinton Building soon so that you, too, may be proud of the office and get still better acquainted with the job that your Dairy Council's staff is doing for you and your industry. We shall be looking forward to your visit.

Elizabeth Sullivan,  
Your Dairy Council's  
Director

## U. of Wis. Announces Short Course

The University of Wisconsin 1950 Winter Course in Dairy Manufacturing will be held September 21 to November 15 (first semester) and November 16 to December 16 (second semester). Enrollment is limited and reservations should be made before August 15 by writing to Prof. H. C. Jackson, Department of Dairy Industry, University of Wisconsin, Madison, Wis.

"Could anything be more stupid than capitalism subsidizing socialism to prevent communism?"

—Clarence Larkin.

## MILWAUKEE MILK PRODUCER

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MILK PRODUCERS

CHARLES F. DINEEN, Editor  
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## September Price Higher

Three dollars and ninety cents for all fluid milk except that which is sold wholesale in glass gallons was bargained for on August 28. Milk sold wholesale only in glass gallons is \$3.40 per hundred. Milk from which fluid cream needs is derived is twenty-five cents above average condensery price and all surplus or manufactured milk is at average condensery price. Condensery price for August was two dollars and eighty-nine cents. Probably will be somewhat higher in September.

This is the highest price so far in 1950. In fact the blend price for all milk delivered is likely to be higher than the Class I price of \$3.60 paid in January and February of this year.

## Base Making Time

Members are reminded that September, October, November and December are the months in which a base is made for 1951. The average production of the mentioned months plus 30% is the amount that can be shipped at the blend price in each of the months April, May, June and July 1951. All milk sent in by a shipper in excess of that base plus tolerance, will be paid for at manufactured price.

## Wisconsin College of Agriculture Editor Reduces Schedule

Andrew W. Hopkins, for 37 years head of the department of agricultural journalism and the agri-

## Barn Breeding Record, Daily Milk Record

Through the courtesy of Mutual Products Co., manufacturers of Mutual Dairyade, we have obtained a supply of Barn Breeding Record sheets. Also Daily Milk Record sheets. These record sheets on heavy cardboard are free to our members for the asking. Because the cardboard is heavy and does not fold readily mailing is expensive. Drop in at the office or have your hauler stop in if you care to have a supply.

## Receipts Down — Sales Up

In this issue, copy of report prepared by George J. Gutmann, Wisconsin State Department of Agriculture on receipts and use made of milk received in June and July of this year and July, 1949. Also number of shippers and average pounds per day per shipper.

This report shows that the daily receipts for July were considerably less than in June which, of course, is quite normal. However, the receipts for July, 1950 were 34,564 pounds per day less than in July, 1949. This pronounced difference may mean that many cows were dried off earlier this year and are to freshen earlier. If so, fall production—October and November—may be higher than last year. That would be fine for there is seldom enough of milk for fluid milk and cream in those months. Sales of both milk and cream are way up from July last year and the amount in the manufactured class was less than one half of the amount in the market in July, 1949.

Some outside cream had to be brought in by one company in July. A few new shippers were taken on in July, but the number shipping were eighty-five less than in July, 1949.

All of these figures are from reports made by dealers delivering milk in this market. Dealers who do not have retail outlets make no reports to the Department of Agriculture on classified price sales.

cultural editorial office at the University of Wisconsin, went on half time status August 1. Well known to agricultural publications and rural newspapers, he has been a pioneer in the development of educational radio in the United States. He will continue teaching, editing, and committee assignments during the coming year.

## French Dairy Leaders Praise U. S. Milk

A group of 24 representatives of the French dairy industry and French Government agricultural officials warmly praised the U. S. system of milk supply and distribution after an extended tour here of processing and marketing centers. They stressed the difference in volume and distribution of our milk compared to France.

The group spent two weeks each in Wisconsin and Minnesota also visiting Chicago, Detroit, Washington, D. C. and New York before returning to France by air August 12. They attended a five-day seminar on the dairy industry at the University of Wisconsin.

Col. Charles W. Kerwood, ECA project manager who accompanied the group said the dairymen came to observe processing, distribution, feeding, pasture improvement, management, disease control and livestock reproduction.

Jean M. Gatheron, inspector general of the French Ministry of Agriculture said one of their principal difficulties in developing production of a healthy standard of milk is the shortage of water at the farm, and collecting milk in areas where roads are few and narrow. Mechanization is applied more to the manufacture of cheese than to other processing as the number of cows at each farm is more limited.

Mr. Gatheron, spokesman for the group, said they were grateful for the manner in which members of the milk industry here gave time and energy to assist them in obtaining an understanding of American methods.

## New Members Accepted By the Board of Directors August 28, 1950

Boers Bros., R. 1, Box 450, South Milwaukee, Wis.

Robert G. Boyd, R. 2, Box 403B, Waukesha

Joseph Foellings, R. 2, Box 243, Hales Corners

Daniel P. Gramann, R. 1, Pewaukee

Robert Hughlett, R. 1, Hartland  
Chas. Jaeger and Frank Twist,  
Helenville

John R. Price, Menomonee Falls

Average woman: One who expects more out of life than the average man's got.

**The Classified Price Plan**

By Howard C. Fedderson,  
Chief, Fluid Milk Section,  
Dairy Branch, USDA

The Agricultural Marketing Agreement Act of 1937 specifies the terms and conditions which may be included in Federal milk marketing orders. First among them and basic to the operation of milk orders is that which provides for "classifying milk in accordance with the form or the purpose for which it is used." The various state control agencies which regulate milk prices also employ the classified price plan and it has been employed in a number of markets where neither State nor Federal controls have been introduced.

The first well developed classified price plans came into being in the markets of the northeast around 1918. By 1925 these plans were being attempted in most of the larger markets of the East and in some of the larger markets of the Middle West. The development of this system of pricing milk came from the efforts of the co-operative associations of milk producers which had come into being some time earlier in an effort to bring some stability into the marketing of milk in the larger centers of consumption.

The instability which is so characteristic of fluid milk markets and the need for such a method of pricing stems from the interrelationship of such factors as the following: (1) The supply characteristics of milk, (2) the physical characteristics of milk, (3) the short time variations in sales, and (4) the "necessary reserve" of milk.

You are familiar in large part with these aspects of the production and marketing of milk. The supply side of the usual large fluid milk market is characterized by a certain pattern of seasonality in the production of milk. These patterns may be influenced at some cost, but in general conditions of climate, the availability of pastures, and the gestation cycle of milk cows will result in a flow of milk which is not closely related to consumption habits.

The production of milk is ordinarily carried out by a relatively large number of individual farmers, no one of whom produces a significant share of the total supply. In fluid milk markets certain special requirements for producing milk of a quality satisfactory for consumption in liquid form are ordinarily set forth. These requirements make the cost of producing milk for consumption in

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liquid form considerably more expensive than to produce it for manufacture into dairy products. Much of the additional expense involves outlays for capital improvements on the farm. It is necessary for producers of inspected milk to provide themselves with such facilities as barns built to certain specifications as to light and air, and to provide these barns with cement floors. Approved water supplies, hot water for cleansing utensils, milk houses and cooling equipment are frequently required also. It is necessary for farmers to make cash outlays for these types of equipment and they can hope for a return on these cash outlays only over long periods of time. If farmers cannot be assured of reasonably stable markets for milk they cannot be assured of a reasonable return on these necessary additional expenditures to meet health ordinances.

(Next page please)

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## Daily Average Pounds of Fluid Milk Receipts And Its Utilization

Receipts —	July 1950	June 1950	July 1949
From Producers .....	940,465	1,057,672	975,029
Overbase and Criticized .....	22,659	64,876	23,865
Utilization —			
Fluid Sales .....	534,852	572,400	515,359
City Gallon Sales .....	55,638	49,324	.....
Suburban Gallon Sales .....	43,499	44,680	14,808
Cream Sales .....	129,211	142,115	108,814
Manufacturing .....	154,606	184,277	312,183
Number of Shippers .....	2,606	2,587	2,691
Average per Shipper .....	361	409	362

Wisconsin State Dept. of Agriculture,  
Division of Markets,

Geo. J. Gutmann, Accountant,

9/1/50.

### Physical Characteristics of Milk

Milk is a highly perishable commodity. It is essential that it be transported from farm to market and from market to consumer very rapidly lest it deteriorate substantially in quality. This has given rise to a very complex and highly integrated marketing system. In order to transport milk quickly from farm to market highly specialized transportation systems have been developed. As a result of this specialization, however, farmers generally find that they can ship their milk to market on only one or a few transportation routes. This fact limits the choice of markets for individual farmers. It is frequently necessary for a farmer to ship his milk to a particular milk dealer for a considerable length of time at lower prices than are being paid in other markets because he has no means of transporting his milk to the higher priced markets.

### Short Time Variations in Sales

Milk consumers do not vary their consumption of milk greatly over the seasons. There are, however, considerable day to day and week to week changes in sales. Variations in weather conditions, the occurrence of holidays and the weekends all contribute to these short time variations. Ordinarily these variations are not predictable and they are not well related to variations in milk supply.

### "Necessary Reserve"

It is not possible to relate supplies of milk with sales over short periods. It is the aim therefore in adequately supplied fluid milk markets to maintain a so-called "necessary reserve" of milk so that consumers will have an adequate and dependable supply of milk at all times. A sufficient

necessary reserve amounts to 15 to 20 percent of sales of milk even during the short production season. During periods of seasonally high production the necessary reserve is, of course, greatly in excess of 15 to 20 percent.

To summarize, therefore, we have a commodity the supply of which cannot be adjusted readily to changing market conditions, a commodity which, because of the necessary reserve, is always produced in amounts in excess of the amount used in fluid form, and a commodity produced by a large number of individual producers who, because of their small size and inability to control supplies, and because of the limitations upon their markets find themselves in a very weak bargaining condition. As a consequence of the interrelationships of these factors markets for fluid milk are inherently unstable with the result that milk farmers are sometimes induced to make long run outlays for capital equipment upon which they cannot obtain reasonable returns. Such farmers, in short, are very subject to economic exploitation.

Fluid milk markets which are unstable engender a situation of recurrent shortages and excesses of supply. When the market is adequately supplied the necessary reserve tends to depress prices below a level where farmers can obtain an adequate return on their capital investment. These periods of excess supply can continue for a long time because the costs involved are largely fixed or "sunk" costs and farmers are impelled to continue the production of milk as long as they are able to receive anything more than the direct costs of production.

Finally, however, supplies of milk will become less than adequate to the market's needs if prices continue at low levels. It is then necessary to increase prices to especially high levels in order to induce new suppliers to make the capital outlays which are necessary to produce milk in accordance with health regulations. It seems evident that the production of milk for these unstabilized markets is more costly in terms of human effort and even in terms of consumer prices for milk than the production of milk in adequate quantities for a stabilized market.

The classified price plan is designed to stabilize marketing conditions in a situation where a market is carrying a necessary reserve of milk. Under this plan a price is fixed for milk which is disposed of in primary uses (the uses of milk which are required to be supplied from locally inspected sources). Since there are reserves of milk in the market, obviously all the milk received will not be sold in the primary uses. In order to dispose of this extra milk it is necessary to price it at levels which will dispose of the milk for use in manufactured dairy products. Since milk products are not required to pass local inspection to the same extent as for fluid purposes, these prices are lower than for milk in the primary uses. By fixing a price for milk in the primary uses at a level which is reasonable in terms of the costs of producing it and in terms of the market demand for it, producers are enabled to continue producing a sufficient supply of milk for the market with assurance of stable prices for that portion which is disposed of in the primary uses. That which is necessarily disposed of in manufacturing uses returns to them a price that is competitive with other milk or other milk products which are also used for manufacturing purposes.

What we have said above would generally indicate the use of only two classes of milk in a market—one for the primary uses which would generally be termed "Class I" and a second class for the manufacturing uses which would generally be called "Class II." As a matter of practice, classified price schemes are usually somewhat more refined than we have indicated. Differences in costs of transporting milk products in concentrated form affect the prices at which milk can be sold for use in certain products. For instance, because a given quantity of milk can

be transported in the form of cream at lesser transportation cost than if the same quantity were transported as milk it is frequently necessary in order that milk may be used to produce cream, to price the milk for cream at a somewhat lower level than milk which is used as milk. The effect of these differences in transportation costs and the different applicability of health ordinances to various products indicate different classification systems for different markets. These differences, however, are more in the nature of refinements rather than in the nature of essential differences.

Under a classification system a milk producer receives neither the Class I milk price for his milk nor the surplus price for it. He receives a so-called "uniform" or "blend" price which is an average of the Class I and Class II price weighted by the utilization of milk in each class. If there is any milk in Class II the price which the farmer receives will obviously be less than the Class I price.

Questions are sometimes raised why it is not possible to fix as a price for all milk the average price which the farmer receives.

It is not practical to do this and experience in markets has demonstrated it many times, because it results in typically unstable prices and markets. Milk dealers tend to purchase only as much milk as they can sell at a profit. If a flat price equal to a blend or uniform price were fixed in a market, handlers would not purchase milk for manufacture into dairy products because the cost of milk for these products would be more than the competitive price for milk for manufacturing purposes. If the market had been adequately supplied with milk and a necessary reserve and seasonal surplus were present in the market all of the milk available for sale would not find a market under a flat price system. Dealers would either cut off some producers or would require all the producers to ship less than their total production of milk. But once the milk is produced, a producer will ship it to market if he receives anything more than the feeding value of the milk plus the transportation costs and milk which is not sold at the going price would inevitably find its way into the market at lower prices. This undermines the flat price scheme and sooner or later all farmers find that a market is available for their milk only at prices below the established flat price. Flat prices accentuate the instability which is characteristic of fluid milk markets.



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It is for this reason that flat price schemes for pricing milk have always failed in larger markets and why they have been abandoned.

If milk dealers adjusted their resale prices in line with the lower prices paid to farmers for milk under a flat price scheme, consumers for a while would obviously obtain their milk at lower prices but it would be at the expense of the dairy farmer. After a while, however, the market no doubt would become short of milk and since the law of supply and demand inexorably requires a price which equates supplies with demand, milk dealers would tend to raise their prices at resale for milk and this might very well tend to increase the marketing margins for milk to the disadvantage of both milk producers and milk consumers. This is one of the reasons why marketing margins have a tendency to be at lower levels when a market is adequately supplied with milk and higher when a market is in short supply.

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The development of the classified price plan grew out of need and it has continued because it has demonstrated its efficacy in dealing with problems of the industry. Although we are constantly alert for new ideas and new methods of dealing with the problems of the fluid milk industry no plan has yet come to our attention which would be an adequate substitute for the classified pricing plan.

## Brucellosis or Bangs Disease

Because there is a great deal of discussion on the eradication or control of Brucellosis more commonly called Bangs Disease, there follows a set of resolutions adopted by the

### Resolutions of the Wisconsin Veterinary Medical Association Meeting at the University of Wisconsin, June 20, 1950

Whereas: It has become imperative that brucellosis control and eradication be expedited in order to meet the rapidly growing human health requirements for milk and milk products from brucellosis-free herds, and

Whereas: The ravages from Bangs disease are not being adequately or economically coped with under exist-

ing laws, regulations and control procedures, and

Whereas: Sufficient scientific information and practical experience does exist for the effective and economical eradication of this disease.

Therefore: Be it resolved that the Wisconsin Veterinary Medical Association present the following more detailed program approved in substance during the January, 1948 and January, 1949 annual meetings.

#### Program

A. That State legislation be revised to create one system or control procedure.

B. That all efforts in Bangs control and eradication be so executed that gains made in the control and eradication process be firmly retained.

C. The following essential provisions be included in the program:

1. The work be carried out under county area programs and in individual herds in non-area counties.
2. County areas to be qualified after 90 percent or more of the bonafied herd owners sign petitions.
3. Reactors to be disposed of under the following defined schedule:
  - a. dispose of all reactors if 15% or less at time of first test.
  - b. dispose 15% of total reactors on first retest one year later.
  - c. dispose 15% more reactors two years later.
  - d. dispose all reactors on retest three years after first test.

4. Calfhod vaccination with strain 19 to be required and carried out under program in all infected herds.

5. The only female replacements to be permitted in infected herds are calves under eight months of age and calfhod vaccinated animals

under three years of age, the latter to pass negative test if two years of age or older.

6. Indemnity with a State and Federal maximum of \$75 for grade and \$150 for registered purebred animals to be paid herd owners for condemned animals regardless of whether they are disposed of at time of test or on a deferred basis. The State to assume the payment of full amount in cases where the Federal Government does not pay.
7. Greater tolerance be given animals carrying titers from calfhod vaccination where the evidence is conclusive that no infection exists in herd.
8. Adult vaccination to be discontinued.
9. Sanitary procedures to prevent spread of disease into clean herds and to reduce spread of disease within infected herds to be strongly emphasized and required.
10. Cattle sales organizations, livestock dealers, and cattle auctioneers to be licensed to promote observance of laws and regulations pertaining to disease control.
11. Adult replacements into clean herds to be permitted from certified herds and from herds passing complete negative test within six

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months in addition to negative test of individual within thirty days of sale. In other cases individual animal to pass negative test, be placed in quarantine by purchaser, and be retested at thirty days.

12. The collection and testing of blood samples, vaccinating, and the performance of the various laboratory and field duties to be done by state licensed qualified veterinarians, veterinarians regularly employed by the State and Federal Governments, and the laboratory staff of the State Disease Control Laboratory.

Be it further resolved: That each member of the Wisconsin Veterinary Medical Association be provided with a copy of this resolution to make it possible to give individual and committee aid to the livestock industry in working toward the

objective of eradicating this disease, and

Be it further resolved: That copies of this resolution also be sent to the State Department of Agriculture, to each of the farm and breed organizations within the State and to each member of the legislature.

LEGISLATIVE COMMITTEE  
C. A. Brandly, Chairman  
J. R. Berggren  
W. Wisnicky

Submitted by the Legislative Committee and passed unanimously by the membership of the Wisconsin Veterinary Medical Association at its regular business meeting, June 20, 1950.

## Market Review

**BUTTER:** Butter markets were steady to firm during the week ending Sept. 8, due largely to a tighter supply position. Eastern and far western prices reflected the situation most strongly. At New York grade AA advanced  $\frac{1}{2}$  to 1c and grade A was  $\frac{3}{4}$ c higher. Medium and under-grade was 1c higher. At San Francisco grade AA and grade A advanced 1c on short supplies but grade B held unchanged. Chicago price of grade AA was  $\frac{1}{4}$ c higher and grade A advanced  $\frac{1}{2}$ c. Grade B at the midwest market was unchanged to  $\frac{1}{4}$ c higher but grade C held unchanged. Total purchases by CCC since the 1st of the year through Sept. 6, amount to 127,780-128 pounds.

**CHEESE:** Cheese markets at terminal points, week ending Sept. 8, were steady on all styles current and cured American cheddar cheese. Prices were mostly unchanged. Demand was fair to good with best interest shown in small styles. Light offerings of fresh white longhorns short of trade needs at some markets but supplies otherwise fully ample. Domestic Swiss market was irregular ranging from steady to weak. Prices unchanged to 1c lower. Supplies more than ample for the moderate to light demand.

Wisconsin primary cheese markets were firm on longhorns and steady on other styles. Demand was moderate but lacked snap. Prices were generally unchanged although a few cheddars early week sold fractionally lower. Most styles fully ample except longhorns. The latter were below full needs but supplies and demand better balanced than previously. Week ending Sept. 6, CCC purchased 542,518 lbs., including 151,581 lbs. from Wis. points. Estimated U. S. production week end-

ing Aug. 31, of 17.7 million lbs. was 5% below previous week and 7% below corresponding week last year. This was the sharpest seasonal decline since week of July 20, 1950.

At the Wis. Cheese Exchange Friday Sept. 8, 1950 trading tone full steady. Wis. grades: Sales — 1 car state brand colored cheddars  $30\frac{1}{4}$ c; 3 cars state brand colored single daisies 33c. Bids unfilled: 5 cars state brand colored cheddars 30c; 1 car state brand colored cheddars  $30\frac{1}{4}$ c; 2 cars state brand white or colored cheddars 30c; 1 car state brand colored longhorns  $33\frac{1}{4}$ c; 1 car state brand colored square prints  $33\frac{1}{2}$ ; 2 cars state brand colored single daisies 33c. Offers uncovered: 1 car junior grade colored single daisies 32c. (These prices do not include assembling charges or other permissible allowances.)

**FLUID MILK:** Market was full steady. Production showed normal seasonal declines for the most part but in some sections sharp decreases were reported. In the south and some sections of the midwest supplies were barely adequate to short of full class I needs. In other sections supplies were ample to bottling requirements but in the main diversions to manufacturing channels were lighter in volume. Demand for fluid purposes showed improvement with the re-opening of school and returning vacationists.



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Clip your animals the fast, easy way with the new Sunbeam Stewart electric Clipmaster. Has a quiet, 30% more powerful, air-cooled, ball-bearing motor inside the cool Easy-Grip handle. Anti-friction tension control assures perfect tension between blades and provides easy adjustment. \$34.50 at your dealer's. (Denver & West, \$34.75.) Grooming brush, drill head, sheep shearing attachments, available at slight extra cost, give Clipmaster year-round use.



*Sunbeam* CORPORATION  
Dept. 57, 5600 W. Roosevelt Rd., Chicago 50, Ill.

### Wisconsin Crop Outlook Improved; U. S. Shows Acreage Changes

In spite of a slow start, Wisconsin's crop season is working out better than expected earlier. During July widespread improvement occurred. Rains in southern Wisconsin were ample while in parts of northern and eastern Wisconsin there was less moisture. However, rains were well spaced and crops, including hay and pastures, have improved. Wisconsin's hay crop is expected to be about 7% larger than a year ago with little change in acreage. Pastures on July 1 were better than a month earlier or a year ago.

Acreage changes in Wisconsin are small this year because hay crops and grain wintered well in most counties. In east-central Wisconsin some losses of hay acreage were reported and the condition of the hay and pastures in that section has been lower than elsewhere in the state. Less acreage of corn, oats, wheat, potatoes, and flax is being grown in the state this year than last year, but there are increases in barley, tobacco, rye, hay, and some of the truck and canning crops.

The United States has some rather larger acreage changes this year, partly because of government programs. There will be 4% less corn, 22% less winter wheat, 17% less spring wheat, and 23% less flax. Increases in crop acreage are shown nationally for oats, barley, hay, and rye. With the unusually large acreage adjustments which are taking place, the crop acreage in the nation is down 13 million acres from last year and with the exception of 1946 it is the smallest since 1942.

## Look How Low Your Counts Can Go!

230,000 to 2,000 . . . 27,000 to 562 . . . 200,000 to 1,020 . . . dramatic drops in counts reported by pleased dairy operators after dairy farmers began using **OAKITE CLEANER-SANITIZER**.

This combination detergent-quarternary ammonium compound cleans away milk films quickly, helps prevent milkstone, kills thermodurics and other bacteria, controls bacteria between milkings—**SIMULTANEOUSLY!** All you do is clean milking equipment with Oakite Cleaner-Sanitizer . . . hang units up . . . rinse before re-use! Order it through your milk hauler or dairy plant operator.

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DAIRY RESEARCH DIVISION

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Like New**

**Price Reasonable**

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MILK PRODUCERS**  
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Telephone: Division 4-5300

We found this while glancing through a syndicated health column in one of the local papers. A lady had written in to ask how long babies should be nursed and the eminent doctor replied: "The same as short ones."

### Milk Machine for Sale

Three single unit used De Laval Milk Machine complete with motor and pump. Price very reasonable. Can be seen at Milk Producers headquarters. 1633 N. Thirteenth Street, Milwaukee, Wis.

# Milwaukee Milk Producer

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

Volume 23—Number 10

LIBRARY

"By Farmers . . . For Farmers"

October, 1950

## NEWSNOTES FROM YOUR DAIRY COUNCIL

### Visits to Health Departments and School Administrators Plot Your Dairy Council's Course

During the month of September your director and assistant director have contacted all superintendents and many supervisors of all school systems in Milwaukee County to learn what new trends in the curricula will be developed and expanded that will influence teachers' demands for Dairy Council literature and services through June 1951.

Visits were also made to the sixteen health departments in Milwaukee County, and in conference with the supervisor of nurses in each department, orders for Dairy Council literature were prepared for their agencies use during the period from January 1951 to June 1951.

Many results are already evident in our new plan for these semi-annual visits with the key people in school and health department work. We, as Dairy Council staff members, are becoming better acquainted with the current health education programs carried on in our community, they in turn become better acquainted with The Dairy Council services which we render and which we could plan to render in the future and best of all, these key people (who are so important in their influence on the opinions of boys and girls and men and women in our community) become still better acquainted with the superior values of milk and dairy products and the new research which proves these values beyond a doubt.

### Other Ways in Which September Counted in Making Consumers Milk-Conscious

A talk entitled, **THE CHALLENGE IS YOURS**, and the film, **MAKING ENDS MEET**, were presented to the Valley View School's P.T.A.

A lecture on the subject, **FOOD REQUIREMENTS OF THE EXPECTANT MOTHER**, was given to another Prenatal Class at Milwaukee Hospital.

A film and short talk on, **THE FOOD NEEDS OF THE PRE-SCHOOL AGE CHILD**, were pre-

COLLEGE OF AGRICULTURE

UNIVERSITY OF WISCONSIN

MADISON

the Volunteers of America  
Nursery School.

A talk entitled, **DOWN THE SCALE OR UP**, was given to the Unity Evangelical Lutheran Church's Ladies Aid group.

**PUT YOUR MISTAKES BEHIND YOU**, was the title of the talk presented to the Women's Missionary Society of the Lincoln Park Lutheran Church.

A nutrition talk was given to the Twentieth Street School's P.T.A.

**MAKING MEAL TIME A HAPPY LEARNING EXPERIENCE**, was the subject presented in a talk at the St. Thomas Aquinas Home and School Association.

A quiz show from Radio Station **H-E-A-L-T-H** was presented to Tippecanoe School P.T.A.

Your Dairy Council's staff continues to witness an expanding interest in the subjects of milk, dairy products and good nutrition, and we stand ready and are snapping to attention at every opportunity to serve you, the members of our industry and the citizens of Milwaukee County that we serve, by making more and more people **know much about** and **want** in every meal, **MILK AND ITS PRODUCTS**.

Elizabeth Sullivan,  
Your Dairy Council's  
Director.

### German Farm Leaders Visit Wisconsin

Fourteen farm leaders selected from western Germany for the purpose of developing a clearer understanding about America's voluntary farm organizations and farmer-controlled co-operatives, were in Wisconsin September 18-22. The Office of Foreign Agricultural Relations invited the Wisconsin Council of Agriculture Co-operative to act as host for this delegation. These German leaders are particularly interested in learning about America's democratic system of government. They are studying our system of agricultural extension and education. They want to know more about Wisconsin's farmer-owned and controlled co-operatives. — Wis. Council of Agricultural News Letter.

### Arnold C. Kiekhaefer

It is with deep sorrow and regret, that we inform our membership of the death of one of our beloved former members of the Board of Directors, Arnold C. Kiekhaefer.

Mr. Kiekhaefer died at the St. Alphonsus Hospital, Port Washington, on Saturday, October 7, at the age of 67 years. Death was due to a heart ailment.

Mr. Kiekhaefer will always be remembered for his loyal and staunch support of our organization, and his great willingness to serve his fellow members. Quiet in manner and tone, yet he was forceful in his convictions and could always be depended upon to fight for the farmers' cause.

Burial was at the Church cemetery at East Mequon on Tuesday, October 10. The Board of Directors and his great host of friends extends to Mrs. Kiekhaefer their most heartfelt sympathy in the loss of her husband and their great friend.

He is further survived by seven children, fourteen grandchildren, and several sisters.

### Farmers and Union Leader Political Bedfellows?

In our own state and elsewhere labor leaders are trying hard to get farmers to vote for candidates for public office that seem to be pro-labor.

Just what has a farmer to gain by following labor backed politicians? Short hours and high hourly pay plus cheap food is the goal of the labor leaders.

Short hours at a high rate of pay makes most everything the farmers buy high priced. Every paper carries stories about labor leaders advocating price freezes, but no wage freeze. Why? The answer is high wages but low prices for farm products.

The labor leaders will find that farmers think for themselves and vote according to their own convictions.

# MILWAUKEE MILK PRODUCER

Owned and Published by  
THE MILWAUKEE CO-OPERATIVE  
MILK PRODUCERS

CHARLES F. DINEEN, Editor  
1633 North 13th Street  
Milwaukee 5, Wis.  
Division 4-5300

Vol. 23 October, 1950 No. 10

## OFFICERS — DIRECTORS

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## A New Marketing Agreement

The old marketing agreement or contract has some features that are not in accord with the by-laws and constitution as amended. For that reason and because the people in charge of Federal Marketing Orders think that an agreement more clearly showing the relationship between the Co-operative and its members is needed, a new agreement has been approved by the Board of Directors. Copy of this agreement is on page 6 of this issue.

Fieldman Ray Hartung is spending considerable time calling on shippers to get signatures to this new agreement. Ray has been well received and the sign-up is very good. Read this agreement. It's very simple, there is no penalty clause as there is in the old agreement, nor is there a provision that requires a farmer to buy stock. Fact is the amended constitution and by-laws state that the Co-operative is formed without capital stock.

The dues cannot be more than three cents per hundred pounds of milk unless the by-laws are amended by the members in annual meeting.

## Treat the Cows Well

In these, the base making months, it's especially worthwhile to take good care of the cows. Fresh cows that are allowed to go off in production don't come back to good

## Politics and Milk

Socialist Mayor Zeidler is quoted in the papers as being in favor of the city taking over the milk business, since the Secretary did not grant a rehearing on the Federal Order as the Milwaukee Mayor requested.

If farmers ever needed to get together and work together to protect their interests, that time is now when there is danger of politicians attempting to take over the dairy industry.

It is easy to see what would happen to the farmers' interests for the city politician, of course, is interested only in the votes of the city people and would do everything possible to get cheap milk, while at the same time forcing new demands on the producer.

In order to get control of the milk business Socialist Mayor Zeidler would have to get the State Legislature to pass an enabling act and in all likelihood he will try to do just that. Might be well for farmers to give some thought to their voting in the November election so that men are not elected to the legislature who will go along with the socialist ideas of Milwaukee's Mayor.

## PRICE OF MILK

The price of all fluid milk, including that sold in gallons to stores is \$3.95 per hundred for the month of October. This is a distinct up in the price of Class I or fluid milk since a considerable volume went to stores at a lower price. The blend price as a result should be higher in October than in September. Because production is low and sales are high, October's blend price will be up pretty close to Class I price with some dairies. Of course some milk will be separated for cream and at a lower price which will bring the blend price down somewhat. More milk is needed in the market as evidenced by the fact that many dairies are buying milk outside of the milk shed and some of the dairies are buying some outside milk because their regular shippers are not furnishing them enough.

later on when they are stabled and are under winter care.

Now is the time to give the cows the best of care and feed in order to make a good base and also to take advantage of the higher price paid in the fall months.

## Milwaukee Short of Milk

Several dairy companies are buying emergency milk because their regular shippers are not sending in enough to supply them. This in spite of greener pastures than we generally have at this time of the year. It seems that more shippers are needed by some companies along with more uniform production by the present shippers.

Some farmers who considered coming to the market are reported to be reluctant to ship here thinking that the city politicians may get control of the business.

However, if a Federal Order is instated in the Milwaukee Market the city government would have to pay the ordered price if it took over the business. The Socialist Mayor will make a try to get authority to take over the dairies, but probably will not succeed.

## August Receipts and Utilization

Comparison with July, 1950 and August 1949 including number of shippers and average daily delivery in pounds per farm.

In this issue a report by George J. Gutmann, accountant with the State Department of Agriculture points up some facts worthy of study.

There were seventy-two fewer shippers this year and while they produced an average of 3½ pounds of milk per day more than in August, 1949, the total daily average receipts were lower. Sales of milk and cream were up, leaving a daily average of 108,032 pounds less per day to manufacture. Because there is quite a variation in daily receipts and also in sales and because some handlers were rather short of shippers there were days in August when certain handlers were short of cream from the regular supply of milk.

## Our Street Is Made Over

North Thirteenth Street on which our property is located, has been widened and repaved. Some six weeks ago, the gas company tore up one side of the street to put in a new main. Air drills and power equipment were along the block for several weeks. Next thing the middle of the street was torn up to put in sewers. Two more weeks of air

drills, power shovels, trucks, etc. to make noise and dirt.

After all of this was finished a crew came along and cut down twenty-seven trees in this block. Tree trunks and branches strewn over the street for several days. A big shovel then moved in, took up the pavement and sidewalk and dumped the broken concrete slabs on trucks. No air drills this time, but fast work. The thing that this darn farmer can't understand is why not have the big shovel come in first, then the pavement would have been out of the way of the gas main and sewer fellows — no drilling inch by inch with air drills and all of that other hand labor. Perhaps its the way a city must do business — with taxpayers money.

Wonder if the socialist Mayor Zeidler would run the milk business the same way if he got his hands on it?

**Milk Price Up**

On October 1 the price of milk delivered to homes went from 16 to 18 cents per quart. Gallon price out of most stores upped from 51 to 61 cents for regular milk. This new home delivered price compares with 20.5 cents paid by Chicago consumers.

Class I price to Chicago farmers in Zone I is \$3.86 or 9 cents less than our members get for Class I or fluid milk. If your city friends complain about 18 cents per quart for milk ask them how the cost of a quart of milk compares with the cost of a package of cigarettes.

**Chicago Prices**

Chicago Class I price for	
September was .....	\$3.769
Chicago Class II price for	
September was .....	3.369
Blend for the month of	
September was .....	3.569
Chicago Class I price for	
October is .....	3.86
Chicago Class II price for	
October is .....	3.46
Blend price for the month	
October (our guess) .....	3.69

**Bringing Home the Bacon**

Comparisons of commodity prices in the various countries of the world mean little unless they are related to wage rates. In other words, it is the ability of the workman to "bring home the bacon" that counts.

The U. S. Department of Labor has calculated the minutes of work-

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ing time required to earn enough money to buy a pound of bacon in ten countries. It is a revealing example of the superiority of our living standards as against those of the rest of the world.

The average American worker works 30 minutes for his pound of bacon. His equivalent in Canada works 45, and in Great Britain 53. In Ireland he must put in 96 minutes. Finally, the Soviet Union — that wonderful "worker's paradise" — is last on the list, with 466 minutes of work needed for that precious pound of bacon! The communist workers see bacon at long, long intervals, if at all.

These enormous differences are principally due to the economic and social systems under which men  
 (See BACON ... page 8)

**DON'T FORGET THE WHITEWASHING JOB**

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**Milkstone Removal**  
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**Sanitization**  
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One quart FACID....\$ .85  
 One gallon FACID....\$2.25

Name .....

Address .....

Dairy ..... No. ....

## USDA GIVES FINAL APPROVAL TO PROPOSED FEDERAL MILK ORDER FOR MILWAUKEE

The U. S. Department of Agriculture today announced final approval of the proposed Federal order to regulate the handling of milk in the Milwaukee, Wis., milk marketing area, recommended by the Department June 14. Before the order can be put into effect it must be approved in a referendum by three-fourths of the dairy farmers regularly supplying the market.

In its final decision the Department made one major change in the provisions of the proposed order as recommended June 14. The change would provide for four classes of milk instead of three, taking milk used in the manufacture of butter and cheese from Class III and placing it in a separate class, Class IV. The minimum Class IV price would be the same as the butter-nonfat dry milk solids formula price used in computing the minimum prices of Class I and II milk. Other changes included in the Department's final decision are largely of an administrative nature.

As previously announced, the Federal order was requested by three milk cooperatives in the area and would establish minimum prices to be paid to dairy farmers regularly supplying the market and distribute the returns to these farmers through "individual handler" pools. Under this system of pooling payments, all farmers delivering milk to the same handler would be paid a uniform price based on that handler's use of the milk. Heretofore, there has been no Federal order for the Milwaukee market.

The need for a Federal order was established at a public hearing held in Milwaukee beginning February 6. Department officials stated that evidence submitted at the hearing revealed (1) that prices of the regular supply of Milwaukee inspected milk have been depressed below a level justified by current marketing conditions as a result of extreme competition within the area, and (2) that the situation has resulted in diversion of Milwaukee inspected milk to other markets, thereby endangering the prospects of maintaining an adequate supply of milk for the city of Milwaukee.

Evidence also established the need for an order to bring about (1) minimum prices for milk comparable to those paid to producers in the Chicago market, (2) payment for milk on the basis of the use in which the milk is sold, (3) uniform class prices

to all dairy farmers supplying milk for fluid uses, and (4) a method of establishing prices and marketing conditions based upon complete and accurate market information. The proposed Federal order is designed to bring about more orderly marketing of milk for dairy farmers and to assure adequate supplies of pure and wholesome milk for consumers.

Under provisions of the order, milk delivered by dairy farmers would be divided into four classes. Class I would consist chiefly of milk used as fluid milk (bottled milk), skim milk, buttermilk and flavored milk. Class II would include milk used in cream, cottage cheese, and cream products in fluid form containing more than 6 percent butterfat. Class III would consist largely of milk used in evaporated milk and ice cream. Class IV would include milk used in butter and cheese.

The marketing area to which the order would apply includes Milwaukee county and certain villages and townships in Waukesha, Ozaukee, and Washington counties.

Minimum prices for milk going into Class I uses would be determined under the order on the basis of a basic formula price to which specified differentials for various seasons of the year would be added. The basic formula price would be the highest of (1) the average "paying" price of 18 midwest condenseries for milk, (2) a formula based on the open market prices of butter and nonfat dry milk solids, and (3) a formula based on the open market prices of butter and cheese. The differentials to be added to the basic formula price would be set at 46 cents per hundredweight in May and June, 86 cents in August, September, October, and November, and 66 cents in all other months.

The minimum Class II price would be the basic formula price plus 30 cents for May and June, 50 cents for August, September, October, and November, and 40 cents for all other months. The minimum Class III price would be the average paying price for four nearby condenseries, while the Class IV price would be the same as the butter-nonfat dry milk solids formula price.

The order would include a "base rating" plan (a somewhat similar base plan is now in effect in a part of the market) to encourage a more even delivery of milk throughout the year in accordance with the market's demands and thereby minimize the

possibility of excessive milk during the season of heaviest milk production. Milk handlers to be covered by the order would be those milk plant operators selling Class I milk within the marketing area.

Federal orders are authorized by the Agricultural Marketing Agreement Act of 1937. One of the major purposes of this Act is to enable the Secretary of Agriculture to issue orders to bring about orderly marketing conditions for dairy farmers in areas where such regulation will assist in carrying out the objectives of the Act. In exercising his authority, the Secretary is required to set such minimum prices as will (1) reflect feed prices and supplies and other economic conditions which affect the supply and demand for milk, (2) insure a sufficient supply of pure and wholesome milk, and (3) be in the public interest. Federal orders do not regulate the wholesale or retail prices of milk to consumers.

### STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912 AND MARCH 3, 1933

Of Milwaukee Milk Producer, published monthly at Milwaukee, Wis., for October 1, 1950.

State of Wisconsin, }  
County of Milwaukee, } ss.

Before me, a Notary Public, in and for the state and county aforesaid personally appeared Charles Dineen, who, having been sworn according to law, deposes and says that he is the editor of Milwaukee Milk Producer, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 411, Postal Laws and Regulations, printed on the reverse side of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business manager are: Publisher: Milwaukee Co-op Milk Producers, Milwaukee, Wis.; editor, managing editor, business manager, Charles Dineen, 1633 N. 13th St., Milwaukee, Wis.

2. That the owner is: (if owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other incorporated concern, its name and address, as well as those of each individual member must be given): Milwaukee Co-op Milk Producers, 1633 N. 13th St., Milwaukee, Wis.; President, Edwin Schmidt, R. 12, Box 498, Milwaukee 13, Wis.; Vice President, Grover Dobbertin, Hartland, Wis.; Secretary and Treasurer, Charles F. Dineen.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: (if there are none, so state): None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

CHARLES F. DINEEN, Manager.

Sworn to and subscribed before me this 29th day of September, 1950. C. J. Linden, Notary Public.  
(My commission expires May 31, 1953.)

**New Members Accepted  
by the  
Board of Directors  
September 26, 1950**

Ernst Mathes, Route 1, Box 110, Caledonia.  
James Bruggink, Cedar Grove.  
Michael J. Dombrow, R. 11, Box 301, West Allis 14.  
Rudy Greil, Route 2, Caledonia.  
Charles Hoffman, 6221 S. 13th St., Milwaukee 15.

**A Straightforward  
Commentary on the  
Affairs of Your  
Cooperatives**

By M. G. Mann, Jr.

Someone once wrote these words: "There is hardly anything in the world that some man cannot make a little worse and sell a little cheaper, and the people who consider price only are this man's lawful prey."

Unfortunately, there are too many co-op patrons who feel that their co-op should always sell farm supplies cheaper than any other place in town.

While I believe there are facts available to prove that farm co-ops generally sell high quality supplies and equipment at prices lower than those that prevail elsewhere for comparable quality merchandise, the farmer who expects his co-op to always be cheaper than any one else in price is in for a disappointment.

That brings us to an interesting question: "What is cheap and what is high-priced when it comes to farm supplies?"

In order to answer that question it is necessary to explain the difference between "producers' goods" and "consumers' goods" — two terms liberally used in even the most elementary economic textbooks.

Goods that are bought not for ultimate consumption or use by the buyer are known as "producers' goods." The purpose of such goods is to go into the production of something the purchaser hopes to sell to someone else. "Consumers' goods," on the other hand, are intended for consumption or use by the purchaser. When a farmer purchases a suit of clothes for himself he purchases

(See COMMENTARY . . . page 7)

**Daily Average Pounds of Fluid Milk**

**Receipts and Utilization  
Milwaukee Marketing Area**

|                                   | August<br>1950 | July<br>1950 | August<br>1950 |
|-----------------------------------|----------------|--------------|----------------|
| <b>Receipts</b>                   |                |              |                |
| From Producers . . . . .          | 901,929        | 940,465      | 917,516        |
| Criticized and Overbase . . . . . | 2              | 22,659       | 60             |
| <b>Utilization</b>                |                |              |                |
| Fluid Sales . . . . .             | 551,154        | 534,852      | 557,709        |
| City Gallons . . . . .            | 60,234         | 55,638       | .....          |
| Suburban Gallons . . . . .        | 41,366         | 43,499       | 16,238         |
| Cream . . . . .                   | 125,523        | 129,211      | 111,823        |
| Manufacturing . . . . .           | 123,654        | 154,606      | 231,686        |
| Number of Shippers . . . . .      | 2,618          | 2,606        | 2,690          |
| Average per Shipper . . . . .     | 344.5          | 360.8        | 341.0          |

Wis. State Dept. of Agriculture,  
Division of Markets,  
Geo. Gutmann,  
9-29-30

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# MARKETING AGREEMENT

## MILWAUKEE CO-OPERATIVE MILK PRODUCERS

AGREEMENT entered into in triplicate between Milwaukee Co-operative Milk Producers, A Wisconsin Co-operative Association, hereinafter referred to as "Co-operative," and the undersigned producer of milk, hereinafter referred to as "Member."

**WITNESSETH:**

That whereas Member owns, possesses or controls dairy cows and desires to have the milk from such cows, and others he may acquire, marketed by the Co-operative; and whereas Co-operative is engaged in marketing milk and its products for its members; and

In consideration of the premises, the mutual obligations of the parties and the rights and obligations of other producer members of the Co-operative, each to the other, signing similar agreements with Co-operative, it is mutually understood and agreed:

1. The Member expressly agrees to co-operate with Co-operative and health officers by producing and delivering milk and other dairy products of the highest quality in accordance with laws, ordinances, rules and regulations now in effect in the territory where said milk and other dairy products are to be sold, or to be enacted during the life of this agreement.

2. Member shall deliver all milk produced by him or under his control to Co-operative or such other person, firm or corporation at such time and place and in such form and manner as shall be designated by Co-operative. Milk consumed on the farm where produced is not included herein.

3. Co-operative agrees to handle or market, and sell in its natural or processed state, all milk so produced and delivered, in such form and manner, and to such person, firm or corporation, as Co-operative deems best for the advantage of its members and all persons signing agreements similar hereto, giving consideration to quality, location of farm where produced and market in which the milk is sold.

4. Co-operative shall pay, or at its option authorize the buyer of Member's milk to remit directly to Member all money due for such milk, less the following deductions, all or any part of which Member authorizes to be deducted and directs the buyer of his milk to pay to Co-operative upon its demands: i. e.,

(a) Such payments for marketing services, supplies furnished to member, and general and administrative expenses as may be authorized by the by-laws of Co-operative, but not to exceed three (3c) cents, or such other amount as the by-laws by amendment may provide, for each one hundred (100) pounds of milk delivered.

5. This agreement shall supersede any agreement now in effect between Member and Co-operative and shall become binding when executed by Co-operative.

6. Unless already a member of Co-operative, Member hereby applies for membership therein and agrees that his membership and this agreement will become effective upon his being accepted as a member by the Board of Directors of Co-operative.

7. Unless canceled as provided by the By-laws of Co-operative this agreement shall be in force and continue in effect until one year after the first day of March next following the date hereof, and from year to year thereafter until terminated by either of the parties giving notice in writing to the other party between the 15th and 31st days, both inclusive, of January of any year except the first year hereof, and thereupon this agreement shall terminate upon the last day of February next following the date of such notice.

8. This agreement shall bind the successors, assigns, and legal representatives of the parties.

WITNESS the signatures of the parties or their duly authorized agents, this .....day of ....., 19.....

MILWAUKEE CO-OPERATIVE MILK PRODUCERS:

MEMBER:

.....  
President  
ATTEST: (SEAL)  
.....  
Secretary

.....  
P. O. Address.....  
R. F. D. No.....  
County..... State.....

ON DATE HEREOF MEMBER IS DELIVERING MILK TO:

.....  
Buyer

Solicited by.....

## FARMER'S GET-TOGETHER CONFERENCE Hotel Loraine — October 25-26, 1950

Leaders and members of agriculture co-operatives will assemble in Madison October 25-26. Firmly and in a practical way they will face today's world-wide conflict confronting America generally and involving American farmers and their co-operatives.

Voting delegates representing the Council's member organizations will assemble October 25. They will determine general policies for the Council of Agriculture. They will act upon resolutions and direct the pattern of Council activities for the ensuing year.



# CLEANS!

**FLO-TRON**, the amazing new soapless cleaner made especially for dairy-farm use, cleans milk-house utensils to a scrub-brush-sparkle, yet takes so little effort you'll hardly believe it. No need to dismantle milking machines; just circulate Flo-tron and *swish-swish* — they're clean. Works equally well with water of any hardness or condition. Leaves no film — no milk-stone build-up — highly effective in reducing bacteria counts. Simply lifts and floats off dirt and slime. Flo-tron's a hit in the household, too, for dishes, clothes and painted surfaces. Get Flo-tron from your hauler, dairy service man or dealer. Ask for: —

# FLO-TRON

## SPECIAL INTRODUCTORY OFFER

Save 50c on a 7-lb. can of FLO-TRON. Money-saving coupons are now being distributed in the Milwaukee Milk Producing Area. Watch for YOUR free coupon — be sure to use it and save 50c!

### TYKOR PRODUCTS

Chicago, Illinois      New York, N. Y.  
Also available: — **RIN-KLOR 50** for sanitizing — **KO-BRITE** for milk-stone removal and alternate cleaning.

### Co-operative Clinic

As a means of getting down to a more practical diagnosis of the "condition" of farmer-co-operatives in this time of world and internal conflict, a co-operative clinic is being planned as part of the first day's program. Top men from the Co-operative Research and Service Division of the Farm Credit Administration are expected to be on hand to meet with sectional groups of co-operative managers, legal advisers and accountants. Specialists in the field of publicity and co-operative information will assist and advise with representatives of co-operative associations working in these fields.

### Get-Together Conference Program October 26

Conflicts and uncertainty about the future, resulting from the present world disorder and their effect upon our national economy will be discussed by outstanding state and national leaders on the Farmers' Get-Together Conference program, October 26.

Meeting the efforts of certain labor groups to control dairy farmers will be considered. The conflict of opinion still raging over the crippling of co-operatives will be reviewed by those who have worked closely in that struggle. The confused world situation so significant to all Americans will be analyzed by speakers who know today's area of war and controversy.

The annual Farm Family Dinner and Banquet, long recognized for their high caliber of interest, information and inspiration, are scheduled to take place as part of The Farmers' Get-Together Conference Day — October 26.

### COMMENTARY . . . from page 5

"consumers' goods" because he plans to wear that suit of clothes himself. But when a farmer purchases a ton of fertilizer to use on his tobacco plants, he purchases "producers' goods" because he plans to use that fertilizer in the production of something which he eventually expects to sell to someone else.

What is this all about? Simply this: While a man might sometimes be justified in purchasing cheap merchandise for his own consumption or use that man is very seldom,

if ever, justified in purchasing cheap "producers' goods."

If a farmer wants to wear a cheap suit, and doesn't care how it looks or how well it wears, he might still be able to rationalize his purchase on some other basis. But when a farmer purchases fertilizer and seed for his crops, feed for his poultry and livestock, and equipment for his farm, he is never justified in purchasing cheap merchandise. Cheap feeds and fertilizers, for example, are usually the costliest in the long run because they yield inferior production. Some fertilizers might be cheap in first cost, but by failing to stimulate adequate crop production, they are usually the highest priced in the long run. Cheap feeds might also be low in first cost, but by failing to produce adequate milk and egg production, they are highest priced in the long run.

Now that doesn't mean that the very highest priced fertilizers, seeds, feeds, and other farm supplies are necessarily the most economical in the long run. The farmer who blindly purchases the very highest priced supplies isn't necessarily any better off than the farmer who blindly purchases the cheapest supplies. Neither one uses good judgment. The most economical farm supplies in the long run are supplies that yield the maxi-

**You Be The Judge!**



**GIVE  
CALF WEEN  
A TRIAL...**

### And You'll Return a Verdict of EXCELLENT!



**\$3.85  
A PAIL**

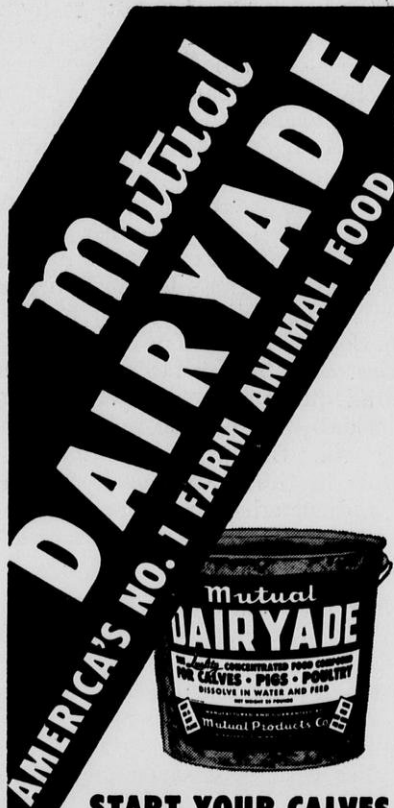
An excellent food for your baby calves, and an excellent value for the money invested in this quality Calf Food. Give Calf Ween a trial today, and judge for yourself. It's made by a company with fifty years experience in making calf starters. Results guaranteed or your money back.

Order a pail today from  
**MILWAUKEE COOPERATIVE  
MILK PRODUCERS**

Mfd. by SECURITY FOOD CO.  
MINNEAPOLIS 15, MINN.







**START YOUR CALVES  
RIGHT FROM THE START  
WITH Mutual  
DAIRYADE  
CONTAINS Stabilized  
VITAMIN A**

It's important when feeding baby calves to know that the product you are using is the finest that scientific research can provide. No wonder so many dairymen from coast to coast feed Mutual Dairyade for high quality and low cost. Why don't you start feeding Dairyade now—it's guaranteed to satisfy or money back.

**Your Milk Plant has Dairyade  
IN 25 LB. METAL PAILS  
AND 100 LB. FIBER DRUMS**

**Mutual  
DAIRYADE  
Guaranteed  
TO SATISFY  
OR YOUR MONEY BACK**

Mutual Products Co., Minneapolis 1, Minnesota

Clip Cows Regularly With

*Sunbeam*  
**STEWART  
CLIPMASTER**

**Powerful Motor  
Inside the Handle**

Clip your animals the fast, easy way with the new Sunbeam electric Clipmaster. Has a

quiet, 30% more powerful, air-cooled, ball-bearing motor inside the cool Easy-Grip handle. Anti-friction tension control assures perfect tension between blades and provides easy adjustment. \$34.50 at your dealer's. (Denver & West, \$34.75.) Grooming brush, drill head, sheep shearing attachments, available at slight extra cost, give Clipmaster year-round use.

*Sunbeam* CORPORATION

Dept. 57, 5600 W. Roosevelt Rd., Chicago 50, Ill.



**CLIPS  
Cows, Horses  
Mules, Dogs,  
faster, better**

mum production in consideration of the cost of those supplies.

Co-ops conscientiously strive to provide farmers with supplies that are not the highest in price, but aren't the cheapest either. Co-op fertilizers, feeds, seeds, and other supplies are manufactured with only one thought in mind — to provide farmers with supplies that will yield maximum production per unit of cost.

There will always be others who will sell supplies at both higher prices and lower prices than co-ops. But it's mighty hard to beat co-op supplies when you figure it on the basis of maximum production per unit of cost. In fact, I don't believe co-op supplies can be beat on that basis, because co-op supplies are made for the purpose of helping farmers make more profit from farming, not for the purpose of making more profit for speculative stockholders of a company, many of whom have never purchased a bag of fertilizer or feed in their lives.

—Carolina Cooperator.

**BACON . . . from page 3**

work. In the United States we have a free economy. That pound of bacon is one of the products of a highly efficient, extremely competitive industry which can live and prosper only if it meets the needs of free consumers. The same thing is true of everything else we buy, whether it be an automobile or a pair of shoes or a ticket to a movie. The fact that only a free economy can produce abundance for the masses of the people can't be repeated too often.

## Give YOUR Cans This Simple "Beauty Treatment"

**M**AYBE once a month give your milk and cream cans this simple surFACE LIFTING treatment.

In place of your regular can-washing cleaner spruce-up cans with a mildly acidic solution of Oakite Compound No. 84-M. By doing this you get rid of accumulated surface-dulling oxide film, light rust and milkstone.

And your machines will benefit from this treatment, too. Piping, spray jets will work better because Oakite Compound No. 84-M unclogs them by dissolving lime scale. Send for interesting new 14-page descriptive booklet. No obligation, of course.

**OAKITE PRODUCTS, INC.**  
34E Thames Street, NEW YORK 6, N. Y.

**OAKITE** *Cleaning &  
Germicidal  
Materials*

DAIRY RESEARCH DIVISION



Save time and money. Have cleaner, healthier, more contented animals. Use a compact Andis clipper for horses, mules, cattle. Has powerful, fan-cooled, 110v AC-DC motor. Easy operating; uniform cutting. See your Saddlery, Hardware, or Implement Dealer. If he can't supply you, order direct on one week money back guarantee.  
**ANDIS CLIPPER CO., Dept. 470-N, RACINE, WIS.**

## Hair Cuts and the Price of Milk

A friend commenting on a news item which stated that hair cuts would be \$1.25 said that a barber buying two quarts of milk per day at the present price of sixteen cents per quart would have to approximately give seven and a half hair cuts to pay his milk bill for one month. Nice deal!

Lady customer: "Could I try on that suit in the window?"

Clerk: "We'd rather you'd use the dressing room."

# Milwaukee Milk Producer

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

Volume 23—Number 11

"By Farmers . . . For Farmers"

November, 1950

## Newsnotes From Your Dairy Council

Every day's mail brings letters to your Dairy Council, some requesting our services and others extending appreciation of the leaders of groups which your Council has assisted in their health education programs.

We believe that these letters are an indication of the manner in which your Council is cooperating with professional, educational and consumer groups and also an indication of the public relations for our industry which the Council work accomplishes.

We believe you will be interested in sharing with us some of the recently received letters from community leaders who wish to use your Dairy Council's services, and some from those who have used your Dairy Council's services effectively.

These are quotes from letters:

"During the past few weeks I, like many of our other employees, have observed the interesting displays which you and your organization have provided for us. Your colorful presentations of basic nutritional information have elicited a great deal of discussion among our employees and I am sure that they have served their purpose of making us more conscious of the necessity of carefully selecting the proper foods. The displays which traveled from floor to floor with our food cart were most timely and particularly effective.

Mrs. Brill, our Personnel Nurse, and Mr. Wettengel, Personnel Officer, have remarked to me about how very cooperative you and Mr. Fox were in rearranging your standard displays and in preparing special displays for our use.

The necessity for making our employees aware of the important role that proper diet plays in their personal health has been recognized as an important phase of our Employee Health Program. We sponsor this program as a means to improve our service to the veterans at a lower cost to the taxpayers through the reduction in employee time lost

through sickness. Your interest in our program and the material assistance that you have so generously given to us is appreciated by this office and by our employees."

Very truly yours,  
Veterans' Administration  
Regional Office  
J. P. CULLEN,  
Manager.

"On behalf of the officers and members of the Unity Evangelical Lutheran church I wish to thank you most sincerely for the talk, **DOWN THE SCALE OR UP**, which you gave at our recent meeting. We all enjoyed it very much. We hope you will be able to come again some time in the near future. Thank you so much."

Mrs. Fred W. Petzer,  
Secretary.

"Many thanks for the literature I have received from you for our expectant parents' classes. It came just in time for our class on nutrition."

(Mrs.) Arlene Vopal,  
St. Joseph's Hospital.

"I have a Freshman homeroom with 18 girls and 12 boys and I would like to secure 18 copies of **MY REFLECTIONS**, 12 copies of **WHO ME?**, and 30 copies of **PERSONALITY COUNTS**.

I asked Jane Whitney from the School Board office if I could obtain these booklets and she said that you still gave this service. If so, will you please have them sent to me at the above address. I have enjoyed the literature that I have received from you and I feel that it is an excellent service to our youth in Milwaukee."

Yours sincerely,  
Eleanor Mausz,  
Art Instructor,  
South Division High  
School.

"Miss Mausz called my attention to your health materials sent without charge to schools. Will you be kind enough to send me any posters and pamphlets useful in a high school collection? If it is possible, I should appreciate a set of 25 of each of the following:

(Continued on page 4, col. 1)

## What Would You Like to Read?

At a Clinic on Publicity and Public Relations held during the annual meeting of the Council of Agriculture papers or house organs such as ours were discussed. One suggestion made by W. A. Sumner, Professor of Agricultural Journalism, University of Wisconsin, was a column titled "From the Members" in which letters from members would appear.

This seems like a good suggestion and a column will be given over to such letters if enough interest is shown. The letters should be fairly brief, about things that pertain to our organization and perhaps should not be written when the member is very peeved about something that happened to him or his product. In other words, it could be quite critical but written with the idea of being helpful. No doubt there is room for improvement in these columns just as there is in most everywhere else. So send in your letters.

## New Members Accepted By the Board of Directors October 26, 1950

Mrs. Clara Hauerwas, R. 13, Box 436,  
Milwaukee 14

Richard Hauerwas, R. 3, Box 444,  
Milwaukee 15

A. P. Jutrzonka, R. 1, Box 104A,  
Caledonia

Edward Knutsen, R. 2, West Bend.

Kumm Bros., R. 2, Box 80, Caledonia

Frederich C. Lang, R. 4, West Bend

Clair P. Nourse, 4425 W. Oakwood  
Rd., Milwaukee 14

Erich Siede, R. 2, West Bend

Howard M. Steller, R. 1, Fredonia

## Did You Know?

— that Romans believed that "One cannot make cheese with the milk of animals which have teeth in two jaws since this milk does not coagulate?"

# MILWAUKEE MILK PRODUCER

Owned and Published by  
THE MILWAUKEE CO-OPERATIVE  
MILK PRODUCERS

CHARLES F. DINEEN, Editor  
1633 North 15th Street  
Milwaukee 5, Wis.  
Division 4-5300

Vol. 23 November, 1950 No. 11

## OFFICERS — DIRECTORS

|                                                   |                                           |
|---------------------------------------------------|-------------------------------------------|
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| WALTER AHLERS<br>Vice-President<br>Grafton        | WM. LYMAN<br>R. 1, Hales Corners          |
| CHARLES DINEEN<br>Secy.-Treas.<br>Cedarburg, R. 2 | HENRY CONRAD<br>Route 1<br>Hales Corners  |
| AMB. A. WIEDMEYER, Jr.<br>Richfield               | CLARENCE MAERZKE<br>Route 1<br>Burlington |
| ALBERT C. STEINKE<br>Waukesha, R. 3, Box 7        | F. E. KLUSSENDORF<br>Pewaukee, R. 2       |
| GROVER DOBBERTIN<br>Hartland, R. 1.               | Ferdinand Ansay<br>Belgium                |

Entered as second class matter April, 1928, at the Post Office at Milwaukee, Wis., under the act of March 3, 1879. Published monthly.

Subscription .....\$1.00 Per Year

## Members Please Note

We have information that some of our members believe that the Federal Market Administrator will tax them five cents per hundred pounds for check testing service.

There is no truth in this statement, for members of our organization will not have to pay towards the Market Administrator's upkeep or for his service. Neither will our organization have to do so as an organization.

Producers who are not members of a co-operative giving check testing service will be assessed five cents per hundred pounds to pay for check testing service given by the Market Administrator's employees. This is the maximum amount that may be charged by the Administrator for check testing service and it may be lowered if the Market Administrator finds that he can operate check testing service at a lower cost.

The Market Administrator's office is supported by payments from the handlers of milk. The maximum amount which may be charged the handlers is three cents per hundred pounds for the administration of the order.

Check testing and administration will begin as of December 1, and no assessments will be made either on handlers of milk or non-members of a co-operative prior to that time. Our members can rest assured that there will be no charge against them by the Market Administrator for check testing or any other service.

## Opposition To Order

Two members of our organization signed a complaint in the County Court at Waukesha to forbid our Board of Directors from voting on the Federal Order. However, the vote had been cast and mailed before papers were served on the directors. At a hearing on this complaint, the County Judge decided to turn over the case to the Circuit Court which will probably hold session in December. One producer of the Dairy Lane Cooperative took a similar action.

Producers who did not belong to a Cooperative, were mailed a ballot so that they might vote on the order. We understand that about twenty-five per cent of those who got ballots sent them in. This would indicate that farmers do not take time out to fill out ballots and send them in.

We think that the Board of Directors of the various cooperatives having had a chance to familiarize themselves with a Federal Order are in a better position to vote than the individual farmers who do not have the time to study through a long document.

## November Milk Price

Although the Federal Order has been voted on by over two-thirds votes of the producers, signed by Secretary Brannan, and placed under the supervision of Mr. A. W. Colebank, the price feature will not go into effect for the month of November.

The dealers will be required to report in November just as though the order was in effect, but that is for the purpose of acquainting them with making out correct reports and giving them a chance to have errors pointed out by the Marketing Administrator if some are made. In December the minimum price set down in the order will be enforced, unless the Producers' organization should bargain with the handlers for a higher price.

For this reason our organization and the milk dealers agreed that the price in each classification for November would be the same as in October. That is, \$3.95 for all milk sold as fluid milk, including that sold wholesale at stores. The Class II price which covers the price of cream is twenty-five cents over the average of the three condenseries. All other milk is at flat condensery price. These prices should still mean a fairly high blend price for at this

time production is not showing an increase and probably will not until the cows become stabled regularly. The blend prices for October range from \$3.73 to \$3.79.

## Milk Order Discussed

On Thursday, November 2, three men from the Market Administrator's office in Chicago, met with dealers and producer-representatives at the Federal Building in Milwaukee. The purpose of the meeting was to go over the order with those present and explain the terms of the order so that those interested would be familiar with it.

Questions were asked and answered. As time goes on, we will have opportunity to discuss this order more thoroughly with our members.

The premium over manufactured milk is set in the order for the different months at four cents under the like classification in Chicago. The reason given is that the Chicago price is for Zone I in Chicago and goes down two cents per hundred for each zone after the first zone. Most of our milk lies in Zone 3 and 4 out of Chicago and for that reason these prices are somewhat lower in order to keep a good competitive condition between the two markets.

## Council's Resolutions

Resolutions adopted by the Wisconsin Council of Agriculture meeting at Madison on October 25 are printed in this issue. Most of the resolutions are pertinent and very much worthwhile.

Resolution No. 3, for instance, says that constant vigilance should be exercised so that the cost of state government may be reduced, and, of course, that is something that everyone who pays taxes wants.

Further along Resolution No. 7, asks the Council to urge the joint finance committee of the legislature to grant additional finances for the State Dairyman's Association. The State Dairyman's Association may be doing a good job, but it would seem that the Association should raise money from its members to carry out its projects rather than go to the legislature for more money. Directly contradicting Resolution No. 3.

Resolution No. 10 asks for more money to promote greater use of and find markets for Wisconsin Agricultural products. Yes, it would be fine to spend a lot more money for this purpose, but again, we are

**New Booklet  
Tells How To Make  
Old Cans Young**

**Y**OUR milk cans showing their age? If so, try treating them periodically with recommended Oakite can cleaner and conditioner. You'll find six such specialized materials fully described in Oakite's new Booklet 7985, just off the press.

Booklet tells how to clean cans, kill bacteria in one operation . . . how to remove milkstone, rust, scale . . . how to lick hard water problems.

FREE copy sent on request. Write today.

**OAKITE PRODUCTS, INC.**  
34E Thames Street, NEW YORK 6, N. Y.



asking the State Legislature to appropriate money in direct contradiction to Resolution No. 3.

It would seem that the Council ought to take the lead in being consistent in its approach to lowering taxes or keeping them from going higher, for if the Council and other groups go to the legislature with a tin cup, taxes must continue to rise.

Resolution No. 5 has to do with food standards. The Council asks for a recodification of food and dairy laws. This is something that dairymen will do well to watch, for some of our good friends come up with very weird ideas about food and dairy laws.

Resolution No. 15 brought out that the armed forces of our country are being fed oleomargarine instead of butter. This, in spite of a big surplus of butter in government hands. It seems not only wasteful, but very stupid for the government to palm off oleomargarine on the men who are fighting and dying for the country. Nothing could break down the morale of our men quicker, than being offered oleomargarine instead of good butter.

Resolution No. 17 is concerned with a subject that is receiving a lot

**Grade A Feeds**

Are made with all the vitamins necessary to produce best results for more eggs, milk and meat.

Try them.

**MANUFACTURED BY**

**FEED SUPPLIES, INC.**

West Allis - Saukville - Wales  
Germantown - Milwaukee

**ONLY \$34.50 POSTPAID**

**POWER-FULL ANDIS ELECTRIC ANIMAL CLIPPER**

Save time and money. Have cleaner, healthier, more contented animals. Use a compact Andis clipper for horses, mules, cattle. Has powerful, fan-cooled, 110v AC-DC motor. Easy operating; uniform cutting. See your Saddlery, Hardware, or Implement Dealer. If he can't supply you, order direct on one week money back guarantee.

**ANDIS CLIPPER CO., Dept. 470-N, RACINE, WIS.**

Use **FACID** for

**Milkstone Removal  
Daily Cleaning  
Sanitization  
Storage of Milking  
Machine Rubbers**

~~~~~

**SAVE**  
**Money and Elbow Grease**

**ENJOY**  
**Sparkling Cleanliness**

~~~~~

**PROFIT**  
**With Grade A Milk**

~~~~~

**FACID**  
is available at  
**Milw. Coop. Milk Producers  
1633 N. 13th St.**

Mfg. by  
**FALLS CHEMICAL PRODUCTS  
COMPANY  
Oconto Falls, Wis.**

---

One quart FACID....\$ .85  
 One gallon FACID....\$2.25

Name .....

Address .....

Dairy ..... No. ....

of publicity and concerns all dairy farmers in the state. Read it carefully and give it consideration.

It is admitted by most people who have studied methods of irradiating brucellosis that knowledge of the disease is very limited. No one knows, for instance, why a cow reacts to the blood test and a month

(Continued on page 7)

**News Notes . . .**

(Continued from page 1)

**PERSONALITY COUNTS  
WHO ME?  
MY REFLECTIONS**

In this way I could issue sets to teachers who have homerooms or special groups. I am sure that the students here will enjoy your attractively illustrated and timely pamphlets."

Very truly yours,  
SOUTH DIVISION  
HIGH SCHOOL,  
Mildred Ramaker,  
Librarian.

"Please put me on your mailing list for MENU GUIDES and also please send me some recipes using milk."

Sincerely yours,  
Mrs. Albert Bahr,  
3236 W. McKinley Blvd.  
Milwaukee 8, Wis.

"It was so nice of you to come up and show us your films and we did so appreciate them.

I hope we will have the opportunity of seeing some of them again. I am sure the children would enjoy seeing some of the nursery school films that you have.

Thanks for your cooperation."

Sincerely yours,  
VOLUNTEERS OF  
AMERICA NURSERY  
SCHOOL P.T.A.  
Le Nore M. Fetterly,  
Program Chairman.

"Thank you very kindly for all the material that you sent for me and the class to use. The children are enjoying the books very much. We are saving the posters to use in October."

Very truly yours,  
ANNA F. DOERFLER  
SCHOOL,  
Mildred A. Heinen.

"Will you please send us a list of pamphlets available for distribution. We used many of these last year in our teaching of Hygiene and found them very valuable. We distributed some of them among interested students."

Respectfully,  
Mrs. E. M. Smith,  
Dean of Girls,  
Shorewood High School.

"Thank you so much for forwarding the additional material to us so that we can get the next unit of our "Eat Your Way to Better Health" program under way. It has been a great help to have the Dairy Council's material."

Yours very truly,  
(Mrs.) Elizabeth S. Kletzsch,  
Personnel Director.

"We wish to thank you for the material you sent us. The children have enjoyed it very much. They look for new books each time they come, so I guess we'll be needing a few more for our waiting room use."

KB265 Milk For You and Me . . . .5  
KB124 It's Always Breakfast  
Time Somewhere . . . . .4  
KB132 Hello From Alaska . . . . .4  
LB193 Hello New Zealand . . . . .4  
KB257 An Inside Story of You &  
Your Food . . . . .4  
KB224 Who — Me? . . . . .3

Dr. W. J. Kemmet, D.D.S.  
5595 N. Hollywood,  
Whitefish Bay, Wis.

"No letter was more welcome than the letter I just received from the Dairy Council.

From its contents I learn that The Dairy Council of Milwaukee is offering free of charge, a variety of material which can be of great use in many of our classes.

I am teaching, for the first time this year, CLERICAL OFFICE PRACTICE, and this week we were discussing such important topics as poise, charm, good grooming, good physical stature, etc.

There are thirty-two students in my class and I am sure that they would be thrilled if I presented them with the two nice little pamphlets, FIT FOR FUN, and, POSTURES ON PARADE. I, myself, feel they would derive much benefit from them at this opportune time.

May I have thirty-two of each pamphlet? We received the four posters some time ago, and it is my intention to use them with the pamphlets. We certainly will avail ourselves of all the other aids that you are offering."

Sincerely yours,  
MERCY HIGH SCHOOL,  
Sister Mary Winifred.

"I am returning your leaflet entitled "Vitamin A in Butter" and wish to express my appreciation and thanks for the use of it.

Thank you again."

Sincerely yours,  
MILWAUKEE COUNTY  
HOSPITAL,  
Norma Dolan,  
Dietitian.

These and other leaders of professional, educational and consumer groups in our area are doing a remarkably good job in telling the story of the values of milk and dairy

products to good nutrition, good health and general well-being, and we are grateful for their efforts, their interest and their notes of appreciation.

Elizabeth Sullivan,  
Your Dairy Council's Director.

**RESOLUTIONS**

Adopted at the  
Twenty-Second Annual

Farmer's Get-Together Conference  
Held at the Hotel Loraine, Madison,  
October 25, 1950

**Resolution 1 — The Threat of  
Aggression**

Our country faces a grave emergency, caused by aggressive forces which threaten to overthrow all self-governing free peoples. The Wisconsin Council of Agriculture Co-operative commends our government in its efforts to unite with other nations to restore peace in the world. The Council pledges its support of the rearmament program to the end that we in this country may continue to enjoy those freedoms for which the founding fathers fought and perpetuated, in the Constitution of these United States: freedom to participate in government through our elected representatives; freedom of open assembly and discussion; freedom to worship according to one's own conscience; and freedom of opportunity to develop our lives and work after our own pattern. These we cherish. For these agriculture is willing to make sacrifices.

**Resolution 2 — Inflation**

Wars and defense preparations are inflationary forces. They create demands for goods and services at a rate faster than it is possible to produce goods and services for meeting these demands. As prices go up the dollar buys less and less. It now takes \$1.00 to purchase the same amount of goods and services that could be bought for 60 cents in 1939.

The Wisconsin Council of Agriculture Co-operative urgently recommends that steps be taken to the end that government spending not connected with the defense program, and civilian spending be curtailed to the extent necessary in order that the demand for goods and services be kept within the limits of the country's ability to supply those goods and services.

The Council further recommends that the defense program be financed in the largest feasible measure on a pay-as-we-go basis.

**Resolution 3 — Taxation**

We reaffirm our position previously taken to the effect that property cannot be expected to carry the increasing load of taxation. We feel that constant vigilance should be exercised so that the cost of state government may be reduced. If as a result of the present critical world situation, more state revenues must be raised, that such revenues be obtained from new tax sources based on a thorough study of the state's tax structure.

**Resolution 5 — Food Standards**

The Wisconsin Council of Agriculture Co-operative recommends the complete recodification of Wisconsin food and dairy laws and recommends further that an administrative body or commission be directed to fix definitions and standards for foods.

**Resolution 7—Wisconsin Dairymen's Association**

The Wisconsin Dairymen's Association, organized in 1872, has played an important part in the development of Wisconsin's great dairy industry. It has received state aid since 1913. The future of America's dairyland lies in her youth. The Dairymen's Association, with over 5,000 members testing 100,000 cows, realizes there is a need for increased aid to administrate this extensive program. The Council of Agriculture Co-operative urges the joint finance committee of the legislature to grant adequate increased financial aid for this program.

**Resolution 10 — Promoting Sales of Agricultural Products**

Wisconsin produces a large variety of high quality agricultural products. A large portion of these products must find an outlet in distant markets beyond the border of this State in competition with agricultural products from other states and in competition with other food products.

To create a demand for these products and to sell them effectively at a price level commensurate with the quality is of vital interest not only to Wisconsin agriculture but to the entire economy of the State. The State should therefore give financial assistance for promoting greater use of and finding new markets for Wisconsin's high quality agricultural products.

The Council of Agriculture therefore requests the legislature to broaden the promotional powers of the Wisconsin State Department of Agriculture to include the promotion of major Wisconsin agricultural

products. We further recommend that the annual appropriation of \$50,000 now available for promotion of dairy products be increased to permit carrying out the provisions of this resolution.

**Resolution 15 — Butter to Armed Forces**

It is our understanding that the Armed Forces of United States are being supplied with considerable amounts of butter substitutes and that the Commodity Credit Corporation has millions of pounds of surplus butter on hand. We therefore recommend that our Armed Forces be supplied with butter until such time as government holdings of surplus butter are depleted.

(Continued on page 6)

We have a supply of Daily Milk Record Sheets and Barn Breeding Charts for the use of our members. Call or have your hauler pick them up.

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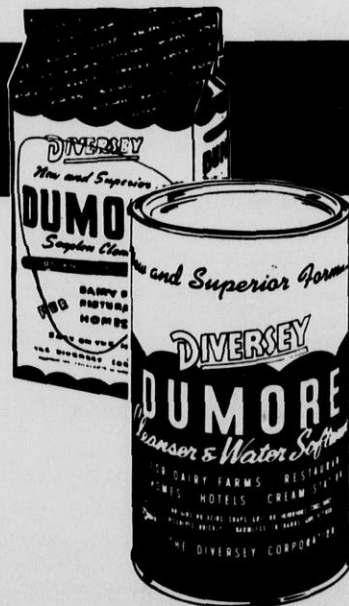


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## Resolutions . . .

(Continued from page 5)

### Resolution 17 — Brucellosis Program

Because of economic significance of the control of Brucellosis to the dairy and livestock industries in the state, the Wisconsin Council of Agriculture unanimously goes on record in favor of the state-wide Brucellosis Committee's recommended program as follows:

1. Licensing of all cattle sales organizations, livestock dealers, livestock truckers (for hire) and cattle auctioneers to promote observance of laws and regulations pertaining to disease control.

2. Complete testing of all dairy herds in state by "milk and cream ring test" every 6 months at state expense and by state employed veterinarians and technicians at assembly points of milk and cream. All A.B.R. reacting herds must be blood tested within 6 months after the initial ring test by veterinarian of herd owner's preference (local or state employed) to remain eligible for milk market.

3. Herd owner will choose one of the two plans listed below (Plan A or Plan B). All calfhood vaccination and herd blood testing to be done at state expense:

#### Plan A

- (1) Test (ring test and/or blood test) and removal of reactors. Blood test required only when ring test indicates presence of infection. Reactors identified only after positive blood test. In beef herds, blood test required every 12 months.
- (2) Calfhood vaccination required where reactors have been disclosed and removed but optional with owners where no infection has been present.
- (3) A county may come under a complete county area basis with Plan A, upon petition of 75% of the cattle owners.

(Note: In brief — test, remove reactors and calfhood vaccination—this will qualify milk for any market without question as concerns Brucellosis.)

Plan B—(For herds with reactors and where they choose to retain them in the herd.)

- (1) Calfhood vaccination required.
- (2) Informative blood test required at least every 18 months. Identification of reactors not required but results

will be reported to the Wisconsin Department of Agriculture.

- (3) Herds without informative ring test must have an informative blood test at least every 18 months.
- (4) It is recommended to owners with Plan B herds that they come under Plan A by January 1, 1955, making his herd health status such that it will protect his milk market.

4. Every producer selling milk and/or cream will file with his milk plant annually by January 31, (effective January 31, 1953), a certificate signed by him and an approved veterinarian stating that his herd is either on Plan A or Plan B of the Wisconsin Brucellosis Control Program and stating the most recent status of his herd shown by either or both the ring test and blood test.

5. Milk plants will forward to the Wisconsin State Department of Agriculture by March 1, all certificates filed by producers and certify that all producers supplying milk and/or cream have filed certificates in accordance with No. 4.

6. Official calfhood vaccinates remaining in otherwise clean herds will not be classified as reactors unless carrying titer beyond 30 months of age. In commerce, all official vaccinates over 24 months of age must be negative to the blood test (or carry a special permit of the Wisconsin Department of Agriculture.)

In case of official vaccinates in accredited herds not clearing up at 30 months of age, owner may dispose of for slaughter and will not be compelled to clean and disinfect premises to retain accredited status.

Animals showing incomplete reaction in not more than 1 to 50 dilution will be permitted to be retained in Plan A herds.

Calves under 4 months of age may move in commerce without test or restriction, recognizing that calves may be mechanical carriers of the disease.

7. Every animal sold or moved shall be accompanied by a report of negative test which report shall also disclose the status of the herd.

8. All indemnities — State's maximum \$25 for grades and \$50 for purebreds in addition to equal matching by Federal B.A.I.

### Further Recommendations

Necessity for an active educational program correlated with reports of tests of herds:

- (1) How the disease spreads.
- (2) Economic losses sustained by farmer.
- (3) Caution and information on all herd replacements.
- (4) Dangers at freshening.
  - (a) To remainder of herd.
  - (b) Health of farmer or attendant.
- (5) Need for home pasteurization.
- (6) Complete explanation of Wisconsin Brucellosis Control Program.

### Resolution 18 — Milk and Food Products as a Public Utility

We are unalterably opposed to any movement on the part of any municipality or any other governmental agency to take over fluid milk processing and distribution or any other phase of the food industry. We will oppose any action that may be taken before the legislature to legalize any such municipal authority as being detrimental to the interests of agricultural producers and consumers.

### Resolution 23 — Matt Wallrich

The directors and delegates of the Wisconsin Council of Agriculture Co-operative, assembled at their 22nd annual Get-Together Conference this 25th day of October, 1950, representing 500 local farmer co-operatives and over 100,000 co-operators recognize the legal service rendered to farmer co-operatives by Matthew Wallrich.

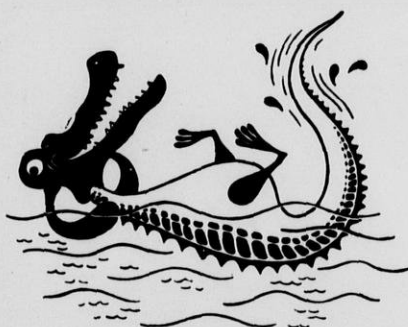
His untimely passing being a great loss to farmer co-operatives, be it therefore resolved that an expression of sympathy be incorporated in the minutes of this meeting and a copy forwarded to his family.

### Resolution 24 — Commendations

We express our thanks to the various chairmen, speakers and all others who have contributed to the successful program of the twenty-second annual Farmers' Get-Together Conference. We give special thanks to the Resolutions Committee for its diligent work in drafting this set of resolutions. We also give thanks to the management of this hotel for the facilities furnished for our meetings.

**Thirty-First  
Annual Meeting  
Wisconsin Farm Bureau  
Federation  
Milwaukee Auditorium  
Nov. 13, 14, 15**

The Wisconsin Farm Bureau Federation will hold its 31st Annual Meeting in the Milwaukee Auditorium on November 13 to 15. This is the first year this convention is being held in Milwaukee. It was formerly held in Madison, but is being moved to Milwaukee this year because of the lack of facilities in Madison to accommodate the anticipated large crowd. The membership in the Wisconsin Farm Bureau at the close of the fiscal year, October 31, was approximately 30,000, the highest it has ever been in the State of Wisconsin. A very interesting program has been planned for those three days. Time spent in attending would be well worthwhile.



## FLOATS!

**FLO-TRON**, the amazing new soapless cleaner made especially for dairy farm use, makes milk-house cleaning chores as easy as floating down-stream. Why?—because Flo-tron gets *under* the dirt, fat and slime and *floats* it away fast! In fact, you don't even need to take apart milking machines; just "flush-clean" with Flo-tron! No film—no milkstone build-up. Effectively reduces bacteria counts. Works equally well in hard or soft water. Ideal for dishes, clothes and painted surfaces, too. Get Flo-tron from your hauler, dairy service man or dealer. Ask for:—

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Also available:—**RIN-KLOR 50** for sanitizing—**KO-BRITE** for milk-stone removal and alternate cleaning.

The elections will be over and the new governor-elect is expected to tell his program.

### Wisconsin as "America's Dairyland" Told in Special Bulletin

Some of the facts highlighting Wisconsin's recognition as "America's Dairyland" are released in a new special bulletin, "Utilization of Wisconsin Milk," published by the Crop Reporting Service of the Wisconsin and U. S. Departments of Agriculture.

According to this 113 page bulletin of facts and of the development of the dairy industry, Wisconsin cheese production hit an all time high in 1949. In 1948 Wisconsin produced 46% of all cheese made in the United States. Wisconsin also produced in 1948, 76% of the nation's malted milk powder, 61% of the Swiss cheese, 44% of the dried non-fat milk solids, 43% powdered whole milk, and 26% of the nation's condensed and evaporated whole milk.

In 1949, according to the bulletin, Wisconsin's dairy herds produced over 15½ billion pounds of milk or nearly twice as much as its nearest competitor, the state of New York.

In addition to giving many of the latest facts and statistics on dairy production and milk utilization, the bulletin gives the numbers and locations of the state's cheese factories, creameries, multiple purpose plants, and condenseries. For the first time it shows how milk from each county in the state was used.

### How To Feed Grass Silage And Still Keep Your Wife

By W. R. Hesseltine

Extension Dairyman  
University of Connecticut

Putting hay crops in as silage means more milk per acre. Thousands of dairymen and several research workers have proved this to be a fact.

But the housewives are a bit unhappy about the prospect of having to live with the familiar hay crop silage odor. Last year's idea of asking the wife to throw down the silage and thereby get used to the aroma failed in most cases. Here are a couple of other suggestions which may help improve relationships with the wife during the silage feeding period.

Wear cotton clothes when handling and feeding hay crop silage.

Cottons do not absorb odors nearly as much as do woollens. If you must wear woolen clothing in the dairy barn, wear a cotton suit underneath and leave the woollens outside of the home. You'll be surprised at the difference.

#### Ventilate Barns Properly

Secondly, proper ventilation of the dairy stable will move odors outside and thereby reduce the silage smell taken up by clothes. Proper ventilation will also lengthen the life of the wooden barn considerably. Keeping the entrance door to the silo closed will also help keep odors out of the barn. The little woman may still know when you start feeding hay crop silage but these suggestions are guaranteed to help a lot.

CMPA Bulletin.

### Council . . .

(Continued from page 3)

later will show no reaction, and no one knows whether or not a calf vaccinate which reacts to the blood test is a possible spreader of the disease.

Veterinarian medicine may have some definite answer to these questions in the future, and most certainly men who are studying the question and have been trained in veterinary medicine should be looked to for information and advice.

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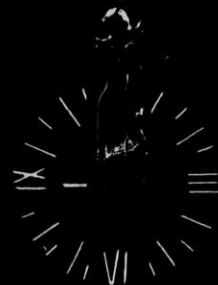
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# Milwaukee Milk Producer

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

Volume 23 — Number 12

*"By Farmers . . . For Farmers"*

December, 1950

## Newsnotes From Your Dairy Council

At a recent meeting of the Milwaukee Dietetic Association a member, who before her marriage was a dietitian, came across the meeting room to your Council's director and said, "Miss Sullivan, I've been thinking about you three times a day for five weeks, now." Your director, of course, was pleased to know that one of her friends would think of her so often, but was intrigued with the rare frequency of these thoughts. The former dietitian, now a mother of four children and wife of a physician, said: "Our five-year-old brought home from school one day about five weeks ago a copy of your Dairy Council's leaflet entitled **FOOD AND CARE FOR GOOD DENTAL HEALTH**. That little leaflet has been a source of table conversation each mealtime and has been passed from one child's hands to another—each one making his comments on the relative importance of milk and dairy products and other protective foods to their good dental health."

The torn little leaflet, the mother reported, is mute evidence of the importance that it has given to milk and its place in their diets for this family of four children.

The former dietitian went on to say that, as might be expected, she and her husband had always been very diligent in their training of their children for good food habits, but the dental hygienist at school and the kindergarten teacher, with the help of Dairy Council literature, had accomplished a true interest in milk and good nutrition in the mind of their five-year-old to a much greater extent than they had been able to do.

Need we say or hope for more in the way of intelligent use of our Dairy Council literature by well-trained leaders in professional, educational and consumer groups.

The kind of educational program which your pennies and your dollars make possible through your Dairy Council is bound to influence the attitudes and habits of thousands of

family groups, such as this one — attitudes and habits that will last for a lifetime.

As this issue of your Dairy Council's Newsnotes is being prepared a typical December snowstorm is beating down on the windows of your Council's offices in the Plankinton Building. It makes one realize that Christmastime is drawing near.

At Christmastime every visit of the postman brings greetings and good wishes to this office from many of the professional, educational and consumer leaders with which your Dairy Council's staff works in its health education program in the community.

Since it is probably impossible for each and every one of you, our producer members and your families, to see, at first hand, these cards manifesting the deep appreciation that the key leaders in health education work in Milwaukee County have for the work which your contributions and those of the seven milk dealer firms and the two producer-distributor cooperatives make possible, we take this way of saying for them "Thank you and a Merry Christmas to you."

With these greetings go the very best wishes of all of us at your Dairy Council's office for a pleasant Christmas and health, success, and peace in the New Year.

Elizabeth Sullivan,  
Your Dairy Council's Director.

A surgeon, an architect and a politician were arguing as to whose profession was the oldest.

"Eve was made from Adam's rib," said the surgeon, "and that was a surgical operation."

"Yes," agreed the architect, "but prior to that, order was created out of chaos, and that was an architectural job."

"But," spoke up the politician proudly, "who do you think created the chaos?"

## Season's Greetings

May you have the gladness of Christmas,  
which is Hope;  
The Spirit of Christmas,  
which is Peace;  
The Heart of Christmas,  
which is Love.

## Greater Tolerance Over Base

The base plan sent out early this year provided for a tolerance over base of 30%. However under Federal Order No. 7 which is the Milwaukee Order, the amount of tolerance over actual base made in 1950 will be 40%, effective in April, May, June and July 1951.

Under the title Determination of Base, the Order says this:

"Computation of base for each producer. For each of the months of April through July of each year, the market administrator shall compute a base for each producer as follows, subject to the rules set forth in order.

(a) Divide the total pounds of milk received by handler(s) from such producer during the months of September through December immediately preceding by the number of days, not to be less than seventy-five of such producer's delivery in such period, and increase the resulting amount by the following applicable percentage: (1) For the first April through July following the effective date of the order, forty percent (40%), (2) for the second April through July following the effective date of the order, thirty percent (30%) and (3) for each April through July thereafter, twenty percent (20%). Provided. That each producer who does not deliver milk in accordance with the requirements set forth above in this paragraph shall have a base computed in the following manner: For each of such months of April through July (1) determine with respect to the handler who received such producer's milk on the last day of such month

(See TOLERANCE — page 5)

# MILWAUKEE MILK PRODUCER

Owned and Published by  
THE MILWAUKEE CO-OPERATIVE  
MILK PRODUCERS

CHARLES F. DINEEN, Editor  
1633 North 13th Street  
Milwaukee 5, Wis.  
Division 4-5300

Vol. 23 December, 1950 No. 12

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Subscription . . . . . \$1.00 Per Year

## We Are Under A Federal Order

The Milwaukee marketing area which includes all of the County of Milwaukee; the townships of Mequon, Cedarburg, and Grafton; the city of Cedarburg and the villages of Thiensville and Grafton; the townships of Germantown and Jackson and the villages of the same name in the two townships; and the townships in Waukesha County bordering on Milwaukee County come under a federal milk marketing order December 1.

A. W. Colebank, Market Administrator for the Chicago, Illinois Marketing Area is the Administrator for the Milwaukee Order and he has named his assistant administrator, Herbert Erdmann, to take charge of the Milwaukee area.

Herbert Erdmann is a Wisconsin man, born in Milwaukee and received his education in Milwaukee schools and the University of Wisconsin. His parents moved from Milwaukee to an upstate farm. A brother now farms in Waukesha County. An office to house the administrator's staff has been opened at 956 N. 12th St., which is just south of W. State Street. A laboratory for testing milk is being equipped in the same building.

### Slogans

Two dairies were engaged in an advertising war. One of the companies engaged a daredevil racer

## Newspaper Article Misleading

A not too bright reporter got a story on the December price from a Waukesha milk dealer who apparently does not like to have his weights and tests checked. The story tried to prove that the farmers would lose a great deal of money under the order, but as stated above the reporter did not know too much about what he was talking of, and evidently was given some information by the Waukesha handler, which was not in accordance with the facts. Even the arithmetic was not worked out right.

That there will be more milk in December in manufactured classes goes without saying, for that is the history of all fluid milk markets, for production begins to come up in most markets after the cows get used to stable care, and are better cared for than when farmers are busy with outdoor work. Of course this is not true in all cases, but in many cases it is true.

The reporter, not knowing much about it, assumed that the bargained price would remain the same as it had, but as a matter of fact, no one knew what the bargained price might be if we did not have an order, for no bargaining was done for December.

It is true under the Order, changes in price cannot be made as quickly as under a bargaining arrangement, but it is also true that under bargaining, conditions might arise which would force a considerably lower price if supplies got heavy, while under an order the prices are set until changes are made as a result of a hearing. So it can be seen that while prices might not rise fast enough under an order in some circumstances, under other circumstances they could not fall as rapidly either.

Of course the poor reporter could not be expected to know all of this, for he evidently has had no contacts with dairy farming, production methods, or the sale of milk, and he got his information from a source that was not reliable or trustworthy.

to drive a car around the town with large placards reading:

"This Daredevil Drinks Our Milk."

The rival company came out with placards, twice as large, reading:

"You don't have to be a Daredevil to Drink our Milk."

## New Members

The Board of Directors at the last meeting accepted a long list of new members. Three of the plants to which some of these members ship were not recognized as being in this market previous to the time the federal order took effect.

The producers at the South Milwaukee Dairy did not belong to our organization, but have signed 100%. Tews Dairy, at Cedarburg, an old but well handled dairy has shippers, all good sized producers, and all are included in this list as new members. Another new group ships to the Cedarburg Dairy, at what is known as Five Corners, one and one half miles out of Cedarburg. There are twenty-four producers supplying milk to that dairy and all of them have signed marketing agreements and have been accepted as members. Producers supplying a dairy at Menomonee Falls have also joined with a one hundred percent membership.

The other new members are scattered throughout the milk shed, shipping to different dairies all of whom are selling within the marketing area.

## November Prices

November was the last month in which bargaining prices prevailed, since the Federal Order became effective December 1. As stated in the November issue of this publication, the Class I price for November for all fluid milk was \$3.95. The Class II price was twenty-five cents over the average of the three condenseries, which made it \$3.38, and the condensery price \$3.13 for all other milk.

Because many of the dealers had to buy emergency milk for their cream supply, there was a very small amount of surplus milk in the market for November, and as a result the blend price was high as compared with the bargained price. The blend prices ranged from \$3.80 to \$3.90 per hundred pounds.

The Federal Order as stated became effective December 1. Under the order, the premium over manufactured price for the month of December was set at sixty-six cents for Class I milk and forty cents for Class II milk. At the time when the order was asked for, our organization asked for a premium of eighty cents over manufactured price for the month of December, but because Chicago's premium dropped down for that month, the Department of Agriculture evidently decided that

## TWO - FISTED

### Attack on Bacteria Nets BIGGER Profits

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Here's a two-fisted attack on bacteria to keep counts low. With one material you remove milk film; destroy thermodurics, other bacteria; control bacteria between milkings.

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the Milwaukee price should go down in proportion, so that the two markets would be paying the same price for Class I and Class II milk.

When the order was requested, we did not have the Korean situation with its inflationary trends and eighty cents premium seemed very good at the time. However, prices for practically everything have risen sharply due to our involvement in international affairs so that what seemed like a fair premium last January is not so good today. For that reason, application was made at a hearing held in Chicago December 6, 7, and 8. This was a joint hearing of Chicago Order No. 41; The Chicago Suburban, under Order 69; the Rockford-Freeport, South Wayne Order and the Milwaukee Order. At this hearing, attorneys for the Chicago and the Rockford-Freeport Order particularly made a hard fight to keep the prices as they were. These attorneys put witnesses on to testify that Chicago was very long on milk and that among other things there were some 1,700 farmers begging for inspection by the Chicago Health Department to get on to that market. Chicago Pure Milk Association put many witnesses on the stand to prove that there will

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be a shortage of milk in the normally short months of 1951. Our case was a little better inasmuch as we have been short of milk for several months in Milwaukee and that we are in danger of being much shorter later on, for farmers are selling their cows in great numbers. We presented figures to show that over a million pounds of milk were brought in during each month of October and November and that some dealers are still buying emergency milk. The Milwaukee dealers did not put up a fight against increase in the price and our organization was the only one from Wisconsin to make a claim for a higher price for the producers.

George Gutmann, auditor for the Department of Agriculture at Madison, presented figures which he took from the dealer's record showing the amount of emergency milk brought into the market, which probably was the best proof that more money was

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needed in order to maintain production in the volume needed to supply this market. Your secretary also testified to the need for a higher price for the farmers. Three days and several hours of a night session were consumed taking testimony from witnesses and cross examination of witnesses. A decision is expected by the first of January, and if it is favorable the premium then will be eighty-six cents per hundred pounds above manufactured milk for Class I and fifty cents above manufactured milk for Class II. This decision cannot affect the December price for it cannot be retroactive, the hearing master said. The December price may not blend out too badly, for skimmed milk, buttermilk, chocolate and flavored milk are all in Class I under the order, whereas under the bargained price they are in Class III. Cottage cheese sold for home consumption is in Class II instead of Class III as formerly. Under the order the manufactured price of the preceding month is the one used as a base to which the premium is added.

Question may be raised as to why we did not apply for a change in the order at an earlier date but it must be remembered that we could not ask for a change until the order became effective, which was as of December 1, and our application was sent in on November 29, 1950.

### **New Members Accepted By the Board of Directors November 27, 1950**

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R. 1, Cedarburg
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- George B. Griswold,  
R. 2, Box 288, Waukesha
- Floyd Seitz,  
R. 4, Box 711, Waukesha
- Jos. F. Lawton,  
R. 12, Box 549A, Milwaukee 13
- Stewart H. Golner,  
R. 12, Box 564, Milwaukee 13
- Max Schultz,  
R. 2, Box 85, Pewaukee
- H. & S. Kaun,  
10437 Silver Spring Rd., Milw. 16
- George Haas,  
R. 12, Box 565, Milwaukee 13
- Frank Kreuser,  
R. 1, Box 63, Sussex
- W. F. Klug,  
R. 2, Box 70, Pewaukee
- Lawrence Kreuser,  
R. 2, Box 74A, Pewaukee
- Clarence Schildt,  
R. 2, Box 115, Pewaukee
- Mrs. Martha Brimmer,  
R. 2, Box 128, Waukesha
- W. L. Hunt,  
R. 2, Box 295, Waukesha
- J. O. Roberts,  
R. 1, Box 208, Waukesha
- Wm. P. Emslie, Jr.,  
R. 1, Box 205, Waukesha
- Claude Snyder,  
R. 3, Box 101, Waukesha
- Herbert Brunquell & Son,  
Port Washington
- J. W. Tolbert,  
R. 2, Waukesha
- Mrs. Mary Pape,  
R. 4, Box 739, Waukesha
- C. A. Greenwald,  
R. 4, Box 337, Waukesha
- Harold Neu,  
R. 1, Colgate
- Chris Hennes,  
R. 1, Box 9, Hubertus
- Casper Schmitt,  
R. 1, Box 61, Hubertus
- John H. Schmitt,  
R. 1, Box 31, Colgate
- William Kurtz,  
R. 1, Box 50, Hubertus
- Ervin Henn,  
R. 1, Colgate
- Peter Bauer, Jr.,  
R. 1, Box 148, Colgate
- Wm. Baertlein,  
R. 1, Rockfield
- Linus Lischke,  
R. 1, Germantown
- Ben Gebhard,  
R. 1, Germantown
- Frank Dinauer,  
R. 1, Box 415, S. Milwaukee
- Howard Wieffenbach,  
Box 113, North Lake
- Alfred Krueger,  
R. 1, Hartland
- K. C. Kane,  
6101 S. 76th St., West Allis
- Hazen Miles,  
R. 1, Oconomowoc
- Howard Peterson,  
R. 1, Oconomowoc
- David Dobbertin,  
R. 1, Hartland
- Louise Winkler,  
R. 1, Box 178, Sussex
- Leo Malow,  
R. 1, Hartland
- Paul Lenser,  
R. 1, Menomonee Falls
- Henry Kostering,  
Colgate
- Gottfried Herzog,  
R. 1, Sussex
- Wm. Heling & Son,  
R. 1, Hartland
- Ray Guenther,  
R. 1, Menomonee Falls
- Frank Drayeck,  
R. 1, Sussex
- Oliver Basting,  
R. 1, Sussex
- Mrs. Tillie Dronen,  
R. 1, Box 264, Menomonee Falls
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Menomonee Falls
- Jake Hopeman,  
Cedar Grove
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Ray Eiganberger,  
R. 1, Box 134, Hales Corners

Gust Gauter,  
R. 2, Box 18, Caledonia

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Faro Balisteri,  
R. 1, Box 205, Hales Corners

Art Pittelkow,  
R. 5, Box 387, Milwaukee 15

Arthur Rynders,  
R. 1, Box 284, Hales Corners

Elmer Yahnke,  
R. 1, Box 137, S. Milwaukee

Geo. Sagan,  
R. 13, Box 359, Milwaukee 7

Geo. Whyte,  
R. 2, Box 11, Caledonia

Wm. Holterman,  
R. 1, Box 283, Hales Corners

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Alvin Blank,  
R. 1, Grafton

Alex Gollnick,  
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Peter Peterson,  
R. 1, Grafton

Frederick Wolfgram,  
R. 1, Cedarburg

**TOLERANCE — from page 1**

the percentage that total base milk is to total monthly receipts from all producers of such handler, whose bases were established on the basis of deliveries during the preceding months of September through December and (2) multiply such producer's daily average deliveries during the appropriate month (April, May, June or July) by such percentage.

Base Rules. The following rules shall apply in connection with the establishment of bases:

(a) A producer, whether landlord or tenant, may retain his base when moving his entire herd of cows from one farm to another. Provided. That at the beginning of a tenant and landlord relationship to the base of each landlord and tenant shall be combined.

(b) A landlord who rents on a share basis shall be entitled to the entire base to the exclusion of the tenant if the landlord owns the entire herd. A tenant who rents on a share basis shall be entitled to the entire base to the exclusion of the landlord if the tenant owns the entire herd. If the cattle are jointly owned by the tenant and landlord, the base shall be a combined base to be divided proportionately between the joint owners according to ownership of the cattle when such share basis is terminated. Provided. That upon termination of such share basis either party may relinquish his individual base and establish a new base in accordance with the method set forth in the proviso of the act.

(c) A base may be transferred to another producer only under the following conditions: (1) In case of the death of a producer, his base may be transferred to a surviving member or members of his immediate family who carry on the dairy operations, or (2) on the retirement of a producer, his base may be trans-



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ferred to a member or members of his immediate family who carry on the dairy operations.

(d) The bases of two or more producers may be combined in the case where a partnership is formed, and may be divided in the case of the dissolution of a partnership proportionately among the partners according to the ownership of the cattle.

(e) In the case of a tenant or landlord having no base who combines herd with a tenant or landlord having a base, such base may be relinquished and a new base formed with respect to the total deliveries of the combined herds in accordance with the method set forth in the proviso of the act.

(f) As soon as bases are allotted to producers pursuant to 907.60 the market administrator shall notify each handler of the basis of producers from whom such handler receives milk.

## Federal Order Does Not Minimize Role of Co-op

Adoption of a federal milk market order does not take away the responsibility of a cooperative nor does it lessen the importance or necessity of a strong cooperative in the market, it was stated by W. J. Swayer, president of Pure Milk Association, Chicago, at the recent 22nd annual meeting of the American Institute of Cooperation.

A federal order, he pointed out, only carries out the provisions therein, and to be effective much study and preparation must precede the hearing.

"Only by having a strong well-staffed cooperative can producers be assured of the needed technical and statistical information to build a hearing record from which the Secretary of Agriculture can formulate the provisions under which an order will be administered," Mr. Swayer said. "The law specifies the powers of a market administrator and the scope of the work of his office. The responsibility of providing an outlet for members' milk still remains the job of the producers' organization, as do the many other important functions furnished through cooperative effort."

The functions of a federal market order, he summarized, are to:

1. Provide means of securing all information available to determine the true situation of milk conditions;
2. Give all persons (producers, dealers and consumers) opportunity to present their case in determining provisions to be covered in the market;
3. Stabilize producer prices;
4. Permit flexibility to meet changing conditions;
5. Create equity between handlers insofar as cost of product is concerned;
6. Assure producers of correct reporting of utilization of milk by handlers through audit of handlers' accounts;
7. Provide authentic, statistical information on market trends, utilization, total production, etc.;
8. Protect rights of all producers and handlers in the market;
9. Provide an impartial umpire in the market to see that the rules are obeyed;
10. Protect producers' price against handlers' retail price wars, etc.;

11. Avoid strikes and stoppages through failure of parties to agree by negotiation;

12. Work because they create confidence.

"Federal milk orders do not guarantee a market to the producer nor guarantee payment to him for his milk," he added. "An order only carries out the provisions therein and leaves the industry—both handlers and producers—to assume the necessary responsibility and other functions of a sound marketing program. Teamwork, confidence in one another, and business integrity still remain important."

## Hints on Preserving Cheese in the Home

With gift packages of Wisconsin cheese high on the list of Christmas gifts a number of helpful hints on how to preserve the cheese in your home are offered this week by Lester Legrid of the State Department of Agriculture. Cheese is highly perishable and the best cheese can quickly lose its fine quality if improperly cared for after you receive it in your home, says Legrid.

Of major importance in preserving cheese, Legrid lists the following suggestions:

1. All cheese in the home should be stored at temperatures of 50 degrees or lower.
2. Cut off a portion large enough to last for several days. Melt paraffin in a pie tin or similar dish, dip the cut end of the remaining portion of cheese in the wax and allow it to harden before replacing it in the cooler.
3. Wrap the unused portion in aluminum foil or some of the airtight and moisture-proof plastic materials. Some plastic wrappers can be sealed by pressing, with a hot iron.
4. When wrapping cheese in waxed paper use two thicknesses.
5. Place the wrapped, unused portion in the cooler with the cut surface down.
6. For longer periods of storage place the cheese in a deep freeze. When ready for use remove it to the refrigerator so that it may thaw out slowly before serving.
7. Soft type of cheese such as limburger should be thoroughly wiped off with a cloth. Then place it in a large-mouthed fruit jar and screw the cover on tightly. It can then be kept in the refrigerator for some time.

A good general rule to follow suggests Legrid, is to always buy high quality cheese and regardless of whether you prefer well-cured, fresh or medium-cured cheese it is extremely important to prevent moisture loss from the cut surface. Observing the above rules will prevent spoilage and waste and will help to retain the original flavor of the cheese.

## More Price Support Butter Going Out Than Coming in

Reversing a long-time pattern, sales of government butter stocks by Commodity Credit Corporation have been exceeding its purchases since mid-September, it was reported this month. Only small quantities of butter, cheese, and nonfat dry milk have been bought for price support, compared with the supplies purchased in recent months.

According to an October 12 prediction by the Bureau of Agricultural Economics, a larger flow of consumer income resulting from rising economic activity will strengthen demand for dairy products. Total fluid milk consumption is running higher than a year ago, and more than half of the increased milk production this year over last year has been used as fluid.

"However," the report notes, "increases in retail prices for most manufactured dairy products will be limited for some time because stocks held by the Department of Agriculture are available for sale to the trade at prices moderately above support levels. Retail prices for all dairy products have been exceptionally stable since early in 1949 and substantially below the peak levels reached in 1948."

## Farm Work Hours Top Those in Industry

A fact which everyone knows—that farmers' hours are longer than urban workers—is confirmed again by the crop reporting service of the Department of Agriculture.

In 1949, according to the tabulation, farm operators worked an average of 11 hours a day, and their hired employees worked an average of 9.4 hours. Farmers in Wisconsin worked the longest: 12.4 hours for operators and 10.7 for workers. North Dakota was a close second with averages of 12.3 hours for farmers and 10.9 for hired men.

In some states farmers were taking it a little easier last year. New Jersey farmers, for example, worked an average of 6 minutes a day less than in 1948. But their 11.2 hours per day was still about 2 hours more than their hired workers.

**No Need for Price Controls Now on Agricultural Commodities Says TRIGG**

Ralph S. Trigg, administrator of the U. S. Agriculture Department Production and Marketing Administration, told the Milk Industry Foundation at the 1950 Atlantic City meeting there is no need for price controls on agricultural commodities at this time. In an address at the Foundation's annual convention, Trigg said the nation has sufficient supplies of most farm products.

Trigg said at the meeting that while no controls on farm products are contemplated now, a change of

the world situation for the worse could make an all-out economic mobilization necessary. "Then all bets would be off," he said.

"We have supplies enough of most agricultural commodities to take care of our present needs," he said, "without resorting to allocations or quotas in order to spread short supplies around. We most certainly do not want to put on any controls which are not absolutely necessary."

As for price controls, Trigg said the government is watching the situation closely, "but right now we know of no area where price controls would be needed and practicable for fat commodities."

**Cash Crops Manager Addresses Ontario Vegetable Growers**

Economic interdependence and specialization in agriculture is causing farmers to take an increased interest in their buying and selling, Dr. W. E. Black, manager of Wisconsin Cash Crops Cooperative, told Ontario vegetable growers this week at the annual meeting of the Ontario Vegetable Growers Marketing Association at Hamilton, Ontario.

Group bargaining by farmers in their buying and selling is essential to all today, Dr. Black said. If wisely used, farmers can maintain fairer prices for their products while consumers will benefit from better quality and more efficient marketing, he said.

Looking into the canning crop future for 1951, Dr. Black said he expected a tight labor situation with higher labor costs. More farm boys will be drafted, he added. Tighter credit controls will leave more money for foods and this will mean a high level of consumer purchasing power, he stated. Peas, sweetcorn, cucumbers and tomatoes may be in shorter supply next year, Black said, but the over-all supply of canned vegetables will be in line with demands.

As manager of Cash Crops Cooperative, Madison, Dr. Black has had a number of years experience with this statewide canning crop growers' association in working on canning crop marketing problems for farmers.

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